[Proceeding] Urban Branding Politics in Post-Fordist Cities: The Case of Turin, Italy

Original Citation:

Availability:
This version is available at: http://porto.polito.it/2693447/ since: November 2017

Publisher:
The Valletta 2018 Foundation

Terms of use:
This article is made available under terms and conditions applicable to Open Access Policy Article ("Public - All rights reserved"), as described at http://porto.polito.it/terms_and_conditions.html

Porto, the institutional repository of the Politecnico di Torino, is provided by the University Library and the IT-Services. The aim is to enable open access to all the world. Please share with us how this access benefits you. Your story matters.

(Article begins on next page)
Living Cities, Liveable Spaces: Placemaking & Identity

Valletta 2018 Fourth International Conference
22 – 24 November 2017 Valletta, Malta

Programme

WEDNESDAY 22ND NOVEMBER 2017

16:00 Registration

Opening session - Hope and the City

Moderator: Jonas Büchel, hosted by the Embassy of the Federal Republic of Germany
Rapporteur: Dr Ann Laenen

16:30 Introductions
16:40 Opening address by Jason Micallef, Valletta 2018 Foundation Chairman
16:50 Address by Hon. Dr Deo Debbattista, Parliamentary Secretary for Consumer Protection and Valletta 2018
17:00 Serendipity and the Future of the City
Prof. Dr Sebastian Olma
17:30 Quality of Life in Malta - Some reflections on the impact of the ECoC in 2018
Dr Marie Briguglio
18:00 Q&A
18:20 Presentation of Valletta 2018 Cultural Programme
Joanne Attard Mallia, Valletta 2018 Programme Coordinator, and Mario Philip Azzopardi, Artistic Director Special Events
19:00 Conference way forward & end of day 1
20:30 Welcome dinner at the Grandmaster’s Palace
THURSDAY 23RD NOVEMBER 2017

08:30 Registration (continued)

Plenary session - The Other City
Moderator: Candon Mercieca
Rapporteur: Dr Ann Laenen

09:00 Placemaking Events & Urban Renewal
Prof. Franco Bianchini

09:30 Sports Accessible for All
Bjorn Vassallo

10:00 Urban renewal through Mucem
Mikael Mohamed

10:30 Q&A

10:50 Coffee break

11:20 New participatory urban culture - a case study of Helsinki
Jaakko Blomberg

11:50 Ġewwa Barra: creatively relating inside and outside
Dr Victor Jacono

12:20 Bar Europa
Dr Michele Gerace

12:50 Q&A

13:10 Introduction to Mapping for Change workshop

13:30 Lunch
La Valette Band Club

15:00 Parallel sessions

Future Cities:

- Mario Balzan – Ecology for the city: analysing the role of green infrastructure in creating liveable cities in the future
- Ido Shelem & Erica Dyson – Branding peripheral communities from the inside-out
- Tugce Karatas – The spirit of utopian optimism for critical urbanism
- Reuben Grima – Commoditising Valletta: private profit & public impoverishment
- Asma Mehan - Urban Branding Politics in Post-Fordist Cities: the case of Turin, Italy
- Nicola Mullenger – Co-making the city

Moderator: Candon Mercieca
Rapporteur: Carole Pietrzak
**Branding a Liveable City:**

- Maria Cerreta & Simona Panaro – *Clíen to Labscape: a living lab approach for local innovation networks*
- Michele Trimarchi, Federica Antonucci & Valeria Morea – *Invisible art: redrawing the map of contemporary art in Milan*
- Su Fern Hoe – *City as canvas: the policy and practice of creative placemaking in Singapore*
- Tim Steiner & Ricardo Baptista – *Creative orchestras and cultural identity*
- Anna Formosa – *Darba Wàhda...the beginning of a story*

Moderator: Guna Garokalna  
Rapporteur: Michael DeGUara

**Creative Diplomacy:**

- Alex Vella Gregory – *City narratives in music*
- Georgios Papaioannou & Sofia Poulimenou – *EU-funded programmes, cultural diplomacy and sustainable international cultural relations; the case of Corfu*
- Nicholas Bertrand – *Chórros*
- Marta Sant – *Knitted communities and soft power*
- Sandra Hall – *Creative, ethical ways of working and engaging grassroots communities in place-making challenges*

Moderator: Prof. Franco Bianchini  
Rapporteur: Adrian Debattista

17:00 End of day 2  
20:30 Networking activity - bar-hopping in Valletta
FRIDAY 24TH NOVEMBER 2017

09:00 Parallel sessions

Future Cities:

- Yassine Bada & Ismail Chaib – Syntactic study of the impact of enclosure on spatial use and social life in in-between spaces; a case study from Bejaia, Algeria
- Wendy-Jo Mifsud – Public participation GIS in Valletta
- Steve Cassar Montebello – Analysing active mobility through participatory urbanism: understanding bicycle users’ concerns through practical citizen science in Malta
- Meltem Şentürk Asildevci– Re-reading the image of cities through ICTs
- Giovanni Campus – The soft power of street theatre: local events, rites, rhythms and synchronization of communities

Moderator: Caldon Mercieca
Rapporteur: Adrian Debattista

Branding a Liveable City:

- Rita Orlando – Open Design School, Matera 2019
- Ruth Bianco – MICAS: a mechanism to connect worlds, empower art relations and expression in nation branding
- Alissia Razziano – From the industrial to the post-industrial society: Charleroi and Liège, the conversion of two cities through cultural means
- Maureen Cole & Daniel Mercieca – “F1l-Beraţ” (In the Open): towards a methodology for children’s involvement in the management of public space
- Oleg Koefoed – Wiring and wilding in Copenhagen – communizing for urban nature and place-branding with “NaTur I Byen”

Moderator: Guna Garokalna
Rapporteur: Michael Deguara

Challenging Times:

- Pamela Baldacchino, Benna Chase & Ann Laenen – The evolution journey: living with illness and death within society
- JosAnn Cutajar & John Vella – Tensions and relations on the use and exchange of place
- David Mountain & Valmira Istrefi – The intercultural legacy of privatisation and decentralisation: civil society organisations in Struga and southwest Macedonia
- Anna Arvanitaki – Reading Hatto’s diary of Malta with an eye on cities, cultural capitals, challenging times

Moderator: Prof. Franco Bianchini
Rapporteur: Carole Pietrzak
11:00 Coffee break
11:30 Mapping for Change workshop
13:30 Lunch
   *La Valette Band Club*

15:00 **Closing session**

Moderator: Jonas Büchel, hosted by the Embassy of the Federal Republic of Germany
Rapporteur: Dr Ann Laenen

15:00 Design & place-branding
   *Dr Tricia Austin*
15:30 Closing workshop
16:40 Closing remarks by Catherine Tabone, Valletta 2018 Foundation Executive Director
16:50 Conclusions
17:00 Tour of the National Museum of Archaeology
20:30 Networking activity - brass band concert