

## Abstracts

### Emotions and the city: from Stendhal Syndrome to emotional city marketing, *Giandomenico Amendola* (p. 7)

In the western tradition, because of the Enlightenment in particular, the experience of the emotions has been confined to the world of the subjective and the irrational, subordinated to reason. Today, our cities seem to have rediscovered emotions. The ability to design, generate and manage them, to express them to residents and visitors, is a priceless asset to cultivate and exploit. Thus, administrators, designers and property companies have seized on the theme of emotions. Individual perceptions have taken centre stage and, through experience, the subject returns to the centre of urban design. Homebuyers and investors can be seduced and attracted by leveraging emotional city marketing. For some time, emotional mapping or emotional townscapes have been not just appealing exercises for sociologists and geographers but also a tool for monitoring the urban property market.

Keywords: emotions; urban renewal; urban marketing

### Socio-spatial transformations in EU cities: gentrification, polarisation, conflicts, *edited by Costanzo Ranci* (p. 13)

Berlin, Amsterdam, Hamburg, Paris and Brussels: service compares these five major cities to analyze the processes of gentrification and growing dualisation of social structure that are changing the urban model of the 'European city'. By articles, prepared by a group of graduate students of the Polytechnic and programs Spud Urbeur University of Milano-Bicocca, a mixed picture emerges, where it is clear that the thrust of the city to become more attractive in the international competition helps weaken their internal social cohesion.

Keywords: gentrification; polarisation; urban change

### Architectural features and social changes in gentrifying Prenzlauer Berg, Berlin, *Federica Amoroso* (p. 14)

The academic debate on gentrification has principally considered the phenomenon's socio-economic aspects. But how are districts affected spatially and aesthetically when a new social group arrives? This text's contribution is to analyse social changes in relation to the transformations in the district's built environment and to show that the gentrifiers' homogeneity colours the architectural and aesthetic aspects, leading to spatial and aesthetic uniformity. This reading of the gentrification process is applied to the Prenzlauer Berg district of Berlin to probe the displacement of squatters' groups through gentrification.

Keywords: gentrification; architecture; Berlin

### Gentrification in all boroughs of Amsterdam: increasing land values and socio-spatial change, with little direct displacement, *Eva Bosch* (p. 23)

The original definition of gentrification has changed greatly: first, it denoted a change affecting the central areas of a city; now, it also encompasses the outlying zones. Furthermore, whereas the process was once considered to be driven mainly by investors and the middle classes, now (semi-)state organisations are also involved. This broader perspective reveals a slow, constant gentrification of the city of Amsterdam. In that context, the local government is working with construction cooperatives to implement initiatives to enhance the social mix in the poorest districts and to sell social housing in all areas. By looking at social change, fundamental values, and indirect displacement, this article maintains that gentrification is now affecting the entire city.

Keywords: gentrification; Amsterdam; urban restructuring

### Creativity in the 'spaces of hope': interactions between mega-projects and social struggles in Hamburg, *Stefania Animento* (p. 30)

This article examines the role of creativity in Hamburg's urban-development dynamics and social movements. In particular, three 'mega-projects' are discussed – Iba (the construction Expo), the Hafen City, and the renewal of the Gängeviertel – focusing on how the city government is using the concept of creativity to boost urban economic growth. This strategy has met varied reactions from the urban movements united under the Lefebvrian 'right to the city' banner. While some groups reject the creativity discourse as inherently tied to profit motives, others use it in turn to establish and defend 'spaces of hope'. By highlighting the innate contradictions in the concept of creativity, the article thus shows the potential and the risks in both strategies.

Keywords: creativity; mega-projects; urban social movements

### The global city model and the changing occupational and social structure of the Paris metropolitan region, *Alessandro Maggioni* (p. 39)

Starting from the theoretical debate triggered by the model of the global city advanced by Saskia Sassen, this contribution analyses the changes in the Paris metropolitan region's economic and social structure. An examination of the economic activities' geographical density reveals a process of de-specialisation flanked at national level by a trend towards professionalisation. The spatial

dimension also plays a role in the distribution of the upper and lower socio-professional categories, in which the higher and intermediate categories exhibit a greater density of women. The article concludes by stating that the global city model has its limits. The process of economic globalisation prompts localised changes that may include the de-specialisation of the urban economy and professionalisation among women.

Keywords: global city; professionalism; social structure

**The dual city scrutinised: the case of European expats in Brussels**, *Linus Vanhellemont, Raf Pauly* (p. 49)

This article sets out to verify the hypothesis of the 'dual city' presented by Saskia Sassen via a comparison with the results of a survey of European Commission workers in Brussels. The first part rounds up Sassen's hypotheses and studies on social inequality in the city; the next expounds the significant results from the analysis of the data gathered by Reinoud Magosse under the supervision of Eric Corijn from VUB. And the conclusion asserts that the 'dual city' can be interpreted as a complex entity where different 'levels of inequality' apply. It shows how the models of European expatriates' life, work and leisure are based on pre-existing social differences but still exhibit their characteristics of inequality within a specific 'European space' at the heart of Brussels.

Keywords: European expatriates; Brussels, dual city

**University/City. Evolving conditions**, edited by *Nicola Martinelli and Michelangelo Savino* (p. 58)

Times of great change, like the present, demand a careful examination of the process of university renewal. In particular, it must be ensured that the many innovations that are progressively being introduced are practical and suitable to meet the social demand and, above all, that universities can make a real, strategic contribution to recovery and growth. This piece contributes to a season of fresh thinking on the relationship between the urban system and the universities. This is certainly one of the most complex and important problems for our discipline to study, as many of these essays, in their plurality of approaches, show.

Keywords: city; university; changes

**The universities' role in the process of post-recession social transformation**, *Michelangelo Savino* (p. 60)

The present circumstances seem to demand not only a change of register (given the altered climate) but also, and above all, the construction of new roles in a different outlook for growth and development in society and the economy. In the unclear, controversial current scenario, the universities find themselves forced to play – rhetoric aside – a decisive role in relaunching the process of change, to reshape their missions and, especially, their role within a profoundly changing context.

Keywords: universities; territory; change

**A new vehicle for the relationships between universities and their surrounding communities**, *Stefano Boffo, Francesco Gagliardi* (p. 67)

The literature records a broad convergence regarding the contribution that universities can make to improve society and the economy. No longer confined to applied research alone, this new academic role affirms the renewal of a dimension in the

relationship between the universities and the players in the external world. In Italy, however, this role encounters numerous difficulties both in the inadequacies in the organisational and administrative structures and in the resistance from the disciplinary cultures, especially in the south. A solution to these problems is now available in the Third Mission, an appropriate vehicle for the relationships between universities and society and for the associated funding, provided that it covers not only technology transfer and innovation but also the universities' social commitment and ongoing training.

Keywords: third mission; university; society

**Universities, institutions and communities: reappraisals and opportunities from open-source urbanism to prosumership**, *Daniela De Leo* (p. 73)

This essay critically rethinks some attempts at collaboration in recent years by universities with various public institutions. It seeks to reflect on and illuminate themes and problems, including by comparison with other experiences – at international level, moreover – that found greater traction. At the same time, it examines the spread of a tendency (that we should perhaps take much more seriously) that propounds a reformulation of the objectives of institutional and territorial competition (Brenner, Wachsmuth, 2012) that have thus far informed many recent decisions by universities and by towns and regions – and not always to profitable effect. In this context, some ideas, such as open-source urbanism (Sassen, 2008) and prosumership (Rifkin, 2014), seem to offer some useful clues and a dash of inspiration, if not actual new directions to work on.

Keywords: institutions; communities; public development model

**University-city-territory in Italy: a relationship in transformation**, *Valeria Fedeli* (p. 79)

This article explores the unbundling and rebundling of the relationship between universities, cities and the surrounding communities during the last forty years in Italy. This season has been marked by significant changes in the country's spatial, settlement and economic make-up. The text falls into two parts. The first reconstructs the international debate on the relationship between universities, urban regions, and local development, focusing on several important new elements in the university-city relationship. And the second offers a critical re-reading informed by that debate. In particular, in the ascent and decline of the 'Third Italy', it identifies some expectations and knotty problems that have contributed to reconstructing this relationship in the Italian context in a way that is interesting and loaded with expectations yet incomplete and problematic.

Keywords: city-university relationship; urban regionalisation processes; urban issue

**Urban policies and cultural policies for Matera en route to 2019**, *Mariavaleria Mininni, Cristina Dicillo* (p. 86)

This investigation reflects on the process of consolidating Matera's academic community to assess how Matera's academic institutions can contribute as a territorial development factory. The article considers an improved strategy of urban regionalisation for the university, with reference to the long-running studies on the relationship between cities, universities and local development in southern Italy, and recent in-depth stud-

ies. With Matera's selection as Capital of Culture for 2019, the challenge is to establish if the relationships between the city, the university and the surrounding community can lend solidity to the many imaginaries produced. Our idea is that specialisation and competitive positioning in a wider network of players at local and translocal level must also take account of an increased heterogeneity in the types of graduate that need to be produced.

Keywords: Matera; capital of culture 2019; new university centre

**The right to study and the right of citizenship in the relationship between universities and cities, Nicola Martinelli (p. 94)**

This essay considers the relationship between the university system and the urban system from the perspective of the integration between the right to study and the right of citizenship. The former is enshrined under article 34 of the Italian constitution, while the latter, in turn, is increasingly embodied in direct participation in urban life and the collective processes of shaping space. These rights are now under great strain because of the crisis that began in 2008: it is widely held in Italy that the state is abdicating its responsibility regarding questions of students' rights. A very important role seems therefore to be emerging for the cities that build a new pact with the regional student-support bodies into their own urban agendas, by showing greater respect for the university community's rights.

Keywords: right to study; right of citizenship; urban space

**The City Campuses, Roberto De Lotto, Cecilia Morelli di Popolo, Susanna Sturla and Elisabetta Maria Venco (p. 100)**

A 'city campus' is a specific urban structure development, the full flowering of the system of (social, settlement, economic and political) relationships that can coexist between university institutions and administrative/political bodies. It manifests a density and a sheer number of interactions that other settlement models do not, in that each context's singularity prevents an overall spatial design from emerging. By analysing the cases of Bologna, Padua and Pavia within a general framework, the authors show how the city/university relationship in Italy does not always depend on design vision and effective planning at regional and municipal level but often springs from short-lived contingencies and opportunities. The conclusion hints at the future outlook at a time of public-spending cuts.

Keywords: university settlement models; relational systems; university town

**A new university centre in Bologna: redeveloping the ex-military zone at Staveco, Fabio Licitra (p. 107)**

The Staveco project is a collective experience led by the University of Bologna to renew the social and cultural contract with the city. The associated programme takes inspiration from the need to enact alternative planning processes to create synergies between the university and the professions, the world of science and the world of practice. The opportunity comes from the conversion of a former military zone into a university campus. Relative to Bologna's urban structure, this zone acts as a 'pivot' between the historical centre to the north and the rolling landscape to the south. It also appears like a small 'city within the city', made in its own right of streets and piazzas, solids and

voids, monuments and houses – just like a Roman castrum or a brand new Diocletian's Palace demanding to be brought to life. In other words, to resume its place in the city's life.

Keywords: Staveco; Bologna; university centre

**Leisure and planning. Italian perspectives in the 1950s and '60s, Federico Deambrosis, Alessandro De Magistris (p. 114)**

Often, leisure time is associated with tourism in its various forms, neglecting the growing space for 'amusement' in contemporary society. That 'fourth function' crops up sporadically in 20th-century architectural history until the 1950s, when the US paradigm and the new dimensions of social control were complemented with various local flavours. Perhaps the most interesting dialectic arises between, on one hand, leisure time envisaged as a means of management and balance and, on the other, a concept of it as the basis for a non-utilitarian change in society that has generated a vast literature and envisions new territories 'for another life'. That dyad – as the magazines, the main forms of cultural expression, and the careers of some key figures clearly show – profoundly marked Italy's 1950s and '60s design culture.

Keywords: leisure time; economic boom; infrastructure development

**Retail as a condition of modifying the urban space, Pierluigi Salvadeo (p. 121)**

In recent years, retail has played a significant role in a much-changed social scenario, to which certain alterations in the form of our cities' spaces are ascribable. Places of commerce can no longer be designed with sole reference to the functional and promotional needs of selling. Rather, settings must be imagined that correspond to richer, more selective values reflecting the different social identities. A new complexity seems to go hand in hand with a new urban quality, according to which the typical space has been replaced by an incomplete, imperfect, reversible one that is expansive and constantly changing. In these conditions, architecture can no longer encapsulate the entire meaning of a space. Rather, it represents only part of a more complex system of relationships among different kinds of subject: natural and artificial, animate and inanimate, real and virtual.

Keywords: retail; space; city

**Europeanization of territorial governance: an analytical model, Giancarlo Cotella e Umberto Janin Rivolin (p. 127)**

Investigated for some years in various fields of policy, the concept of 'Europeanization' is used with increasing frequency in the field of territorial governance, both alluding to the influence of the EU on its Member States, and to explain the meaning of 'territorial governance' in Europe. This paper proposes an analytical model, useful to a less casual application of the concept and to a clearer understanding of related phenomena. This model assumes that changes in a territorial governance system are observable through the relationships between four dimensions – i.e. structure, discourse, tools and practices – and, on this basis, proposes a method to analyse its possible Europeanization.

Key words: Europeanization; territorial governance; analytical model

**Project management and briefing: supporting tools for territorial planning. The case of disposal of military properties,** *Cristina Coscia, Elena Fregonara, Diana Rolando* (p. 135)

The recent debate on policies for the redevelopment of state property in Italy has involved several public and private stakeholders. Attention has focused on architectural heritage capable of generating significant economic effects and on the preliminary phase of public projects, with explicit reference to the UK approach to the project planning. Focusing on a number of shortcomings in Italian legislation concerning public works and on the importance of the briefing phase, a methodological approach based on the integrated use of three techniques (Swot Analysis, Cia and Ahp) and aimed at structuring the project brief is proposed. The La Marmora Barracks of Turin is presented as a case study to show how an operational support during the briefing phase can help to define strategic guidelines for the development of projects and the enhancement of the value of architectural heritage.

Keywords: design brief; economic project evaluation; decision-making

**How to assess the effects of urban plans and programmes on environment and health,** *edited by Stefano Capolongo, Maddalena Buffoli and Alessandra Oppio* (p. 145)

Sustainable development, health and quality of life are strongly interconnected. According to the Who's wide definition of well-being, the quality of living is a complex concept that includes physical, social and psychological aspects. Spatial and urban planning policies play a crucial role for shaping urban environment and, as a consequence, the health of citizens. In order to have more attractive cities in the future, professionals involved into planning processes, as well as local authorities, should focus on major determinants of urban health and sustainability. The study discussed in this paper shows how local authorities might support planning and design processes by a set of performance criteria aimed at assessing the quality of built environment and its effects on public health. The use of this evaluation system in the city of Milano (Italy) has highlighted some criticisms under health perspective in urban development projects, although they are consistent with land laws and regulations.

Key words: urban design; public health; multicriteria evaluation