



Battle of Fossalta

Photo: Francesco Radino

Genus Bononiae. Musei nella Città

Layla Betti*

An important project for a great Italian city

City museums are not so widespread in Italy as they are in so many other countries. The 18th and 19th centuries saw so many museums spreading across Europe, but, in contrast, in Italy - a country which was united only 150 years ago - there arose the *museo civico* (from the Latin word 'civis', citizen). This civic museum is far from the city museum we know today. It is a museum where objects relating to the city are collected and where documents and objects which were owned by citizens are kept. We can usually find religious paintings or artefacts in the *museo civico* donated by citizens and these eclectic museums collect and display objects which are found in the city without particular attention being paid to

the city's urban and social character. During the 19th century, the Italian *museo civico* started to open up to new perspectives such as research and education. At the end of the century, after displaying paintings representing the changing city, this museum type experienced something of a crisis. Therefore, whilst the Italian *museo civico* contains documents and materials about the urban evolution of the city, over the last two centuries it has been mainly just a container of objects related to the city, but often without a critical approach. Moreover, the *museo civico* over the years has been influenced by so many different subjects in both the sciences and the arts. →

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Music room

Photo: Francesco Radino

the whole project, which is entirely dedicated to the city's history and culture. In this way, the CARISBO Foundation gave more than 13,000 square metres to Bologna, adding to cultural activity and knowledge about the city's roots and the way it has changed over the years, and is continuing to change.

The Palazzo Pepoli Antico is a huge medieval building: it is more than 6,000 square metres and, starting in 2005, has been completely renovated by the Italian architect Mario Bellini. He decided to distinguish the building strongly from its contents, that is, the museum inside. In the courtyard, Bellini and his colleague, the architect Italo Lupi, designed a structure made of steel and glass which is illuminated by natural light, connecting the entrance with the first floor. On 27th January of this year the new museum was presented to the city during a ceremony where Fabio Roversi Monaco, President of the Foundation, explained the role of this strategic museum as not just the city's museum but also the main centre for the Genus Bononiae project. Both the concept and the story line of this museum were curated by Massimo Negri. The huge building is divided into more than thirty rooms where the city's history is presented from the days of the Etruscans to the present. The museum illustrates the city's history in chronological order, enriched by some rooms which contain elements of city history or culture studied in greater depth. One of these is dedicated to urban change from the Roman age until today.

In Italy there are indeed some city museums, but for most of the time they are simply relating the city's history and not reflecting on the city's present and its problems. Often they are locked into a traditional historical approach. This is why a project like Bologna's is so very interesting and innovative in our country. In 2003 the CARISBO Foundation (Fondazione Cassa di Risparmio di Bologna) started to think about a new cultural project for the city of Bologna. The aims were twofold: the maintenance of the city's memory and the transmission of its life, its works, arts and dreams. In this way, the whole city would become one big museum, where the streets would be like corridors going through the rooms. CARISBO decided to do something more for Bologna, renovating many old historical buildings and churches. This was the beginning of the big project known as *Genus Bononiae. Musei nella Città*. In each one of these buildings there is now a museum, a library or a concert room. The whole project includes eight locations, which are linked through roads, shaping a network amongst the cultural and commercial centres of the city. In this way the citizen and the visitor have the opportunity to know Bologna through its streets and its buildings, and through the visual arts, literature and music. The locations are: the Art and History Library at San Giorgio in Poggiale, an Exhibition Centre at Palazzo Fava, the Santa Cristina Church (which hosts concerts), the church complex of San Colombano (which hosts concerts and guided tours), the belvedere San Michele in Bosco (its monuments are part of the museum) and the Museum of Health housed in the Santa Maria della Vita. The last two buildings are Casa Saraceni, an historical residence which houses the Fondazione Cassa di Risparmio and the Palazzo Pepoli Antico, the heart of



Famous people speaking

Photo: Francesco Radino

Across these rooms the architect and the museum's curator wanted to arouse emotions in visitors through some aspects of the uniqueness of Bologna. One of the first universities in Europe was founded in Bologna in 1088. Amongst the subjects studied were law, medicine, astronomy, philosophy and rhetoric, and the importance of Bologna grew during and beyond the middle ages. Later the University developed an outstanding school of fine arts, where many of Italy's most celebrated painters studied. The great importance of Bologna permitted a cultural exchange which brought many foreign visitors and professors to the city over the centuries. Bologna's uniqueness is well represented in these rooms, which explain to visitors the great urban context around them and where technology plays an important interpretive role. Indeed, more than the historical documents, it is technology which is predominant at the museum. Walking through the rooms, visitors can find a 3D theatre where →

it is possible to watch a cartoon about an Etruscan child. Then, there is 'The City of Water' room, which relies on the new media to convey its message. It shows how the city was linked to the river Po through many small water channels to provide water and mechanical energy to the factories. That explains the great importance of water for Bologna and in this section technology makes use of a tunnel to explain matters clearly. Something which contributes to making this museum cherished not only by its citizens, but also by the wider Italian public is the use of the voices of Bologna celebrities like singers, writers and politicians - and it is their voices which help carry visitors

along during the tour. The City Museum of Bologna, as expected, has a café where one can relax and have a chat - and of course a shop. One of the museum's rooms is also available for conferences and ceremonies. Even though it is in its youth, the museum already provides guided tours and educational activities for children.

A brand new museum added to a great and ambitious project: that is the case with Bologna. Now all that is left for you is to visit it and spend a few days in this beautiful city which is aiming to be one of the greatest Italian museological poles. Check it out on www.genusbononiae.it ! ■

■ From the President of CAMOC

We are fast becoming the International Committee for projects, which is something we aimed for when, as the new Board, we drew up our Strategic Plan for 2011-2013. It seems 2012 will be a vintage year for CAMOC. Our greatest project so far is underway: CAMOC has been asked to co-operate with the Municipality of Rio de Janeiro's Department of Culture on the rehabilitation of the Historical Museum of the City of Rio de Janeiro. Our Board member and Latin America representative Maria Inez Mantovani Franco has been pivotal in the development of this project and in co-operating with the Department of Culture. Brava Maria! The first step will be a five-day International Meeting on Museums of Cities on 26-29 August 2012 which will bring together various stakeholders, relevant local and international museum people, urban planners and other specialists. The main objective of the conference will be "to discuss the role of museums of cities in the contemporary urban world and specifically the future role of the new Museum of Rio de Janeiro." A group of CAMOC members has been invited to participate in this major undertaking and to contribute to the remaking of a museum that will tell the story of the extraordinary city of Rio and the aspirations of its people. We will be reporting to our members as the project unfolds phase by phase.

There is yet another project that CAMOC will collaborate on if the proposal submitted by the Politecnico di Milan to the FIRB 2012 managed by the Italian Ministry of Education, University and Research receives the anticipated funds. CAMOC will be participating as an "Associate Organisation" in the Research Project MENS, Museums and New Societies: Cities, Migrations, Dialogue headed by Dr Francesca Lanz. "The aim of the project is to investigate the role of civic museums in promoting intercultural dialogue and supporting the development of multi-ethnic societies and the interactions between new shifting identities". Among the proposed partners are the dedicated departments of Newcastle University, University of Leicester, Harvard Graduate School, Università IUAV di Venezia and Politecnico di Torino. We will keep you posted on developments.

Another of CAMOC's important research activities, developing a database for city museums, is currently in its pilot phase. The questionnaire template we developed is now being tested. CAMOC envisages this database not

only as a resource for reference but mainly as a means of networking for collaboration and partnerships that will benefit city museums around the world. In the next phase of the project, quite soon, we will be inviting all your museums to participate in the survey. It is important that you do so because eventually we will all benefit from the data collected.

Our recruitment drive for new members has started yielding results. CAMOC has been increasing its numbers since the beginning of 2012. Some of our new members have even submitted abstracts of presentations for this year's conference in Vancouver. I extend a warm welcome to all of them and hope to meet at least some of them in person in Vancouver! Meanwhile I thank all of you who have helped us increase our membership and I urge everyone to help us get more members to join.

Our preparations for the Vancouver Conference in November have taken a smooth course from the very beginning, thanks to Catherine C. Cole's efficiency. A perfectly designed conference programme equally packed with sessions based on scholarship and research and social activities is almost ready. We will announce it and e-mail it to you shortly. I am happy to tell you that we have received quite a large number of abstracts.

This issue of *CAMOCnews* is the joint product of the marvelously diverse people working in the newsletter group and living in cities as different as Athens, Paris, Lisbon, London, and Istanbul. The articles were cooked up not only in these cities, but also in El Paso, Bologna and Boston. If you find them as topical and interesting as I do, this might be the reason.

We look for contributions to the Newsletter from across the world. To make each new issue a better one, I urge all our members to contribute with their thoughts on museums, exhibitions, activities or conferences. Why not share, for example, your International Museum Day 2012 events with us? We would love to publish them in the next *CAMOCnews*. You just need to send an email to our co-ordinator in Lisbon, Joana Sousa Monteiro, joanasm08@gmail.com or to secretary@camoc.icom.museum

Suay Aksoy

Neighbourhoods and Shared Memories

Julia Bussinger* and Vanessa Macias**

“I think it’s good to remember where you came from because it lends support to how you live the rest of your life”***



Chihuahuita neighbourhood exhibit area: a mural, wall graphics, display cases, and digital photographs Photo: Jesse Ramirez

On March 8, 2012, the El Paso Museum of History held the Grand Opening for the community-advised exhibition, *Neighbourhoods & Shared Memories*. More than 400 people spent time viewing their own photographs and artefacts, listening to oral histories of their neighbours and friends, engaging in emotional conversations with one another, and interacting with exhibition components. Few people hid their tears as they experienced something so dear to their hearts. What is the exhibition about? It explores how the experiences and memories of many generations of El Pasoans intersect within the city’s neighbourhoods. Gathering stories, photographs, special mementos, and artefacts from residents and displaying them in the Museum reflect people’s connections to their neighbourhood. The exhibition focuses first on the city’s oldest neighbourhoods: Chihuahuita and El Segundo Barrio and will continue to showcase close to 200 neighbourhoods within the City of El Paso during the twenty-year period, having the following goals:

- Preserve, interpret and increase an appreciation for neighbourhood-based history
- Foster a sense of place and pride in the local community
- Give voice to El Paso citizens in a museum setting
- Enhance the Museum’s mission by linking the community and museum in a series of key-projects
- Develop a variety of educational programming.

The exhibition has two key components: highlighting selected neighbourhoods in the museum and the project that works with the next set of neighbourhoods. It brings photographs and stories most often shared at kitchen tables to the museum gallery. El Pasoans who are not residents of the featured neighbourhoods gain an increased awareness of the city’s history. They encounter historical events and themes that are overshadowed by more recognizable moments in the city’s history, yet are

still an important part of living generation after generation in El Paso.

How did the project start? The concept for a neighbourhood history exhibit was proposed during strategic planning for the museum and future projects. From January to March 2009, a group of local historians, history professors, history lovers, and museum staff came together to determine exactly how the concept would become an exhibit. The group outlined a plan to engage residents in the project by contacting community organizations, and selected five themes to guide the project: Social Status, Family & Home, Work, Leisure Time, and Evolution of Community.

Thanks to a grant from the Institute of Museums and Library Services at \$150,000, the museum hired Mariano Desmaras as the exhibit designer from *C&G Partners* and Chair of the Latino Professional Committee within the American Association of Museums, and Vanessa Macias as the project manager. Meanwhile, the City Council challenged the El Paso Museum of History Foundation to raise \$100,000; once the foundation reached this goal, the City of El Paso would match the money. The Foundation succeeded in raising the money from museum membership, different businesses and charitable foundations. These funds helped the museum hire exhibit fabricator, *Capital Exhibits*, from Manassas, Virginia.

Three Collection Day events were held between December 2009 and May 2010. The public was invited to bring their photographs and special mementos to share with museum staff and the public. Photographs were scanned and the curator examined artefacts as volunteers recorded stories, family histories, and anecdotes. Since November 2009, the exhibit project collected more than →



Iron gate leading to the Neighbourhoods and Shared Memories exhibition Photo: Jesse Ramirez

* Director El Paso Museum of History and Museum of Archeology. www.facebook.com/EPmuseumofHistory

** Project Manager, Adjunct Professor, El Paso Community College.

*** Manuel Ontiveros, participant and past resident of Segundo Barrio; selection from his Oral History interview.



Discussion around the Spin-browser during the Grand Opening: an animation of the regional settlement Photo: Adrienne Riley

700 photographs, identified more than 60 artefacts, recorded 20 hours of oral history interviews, and close to four hours of video interviews. These elements were woven together to explore the themes selected by the initial planning group.

The museum staff and volunteers actively collaborated in neighbourhood activities such as Chicano Festivals, Boys & Girls Scouts Alumni Homecoming, Chihuahuita Thanksgiving Potluck, Southwest Parent Feria, Cesar Chavez Festival, Armijo Senior Dance, Housing Authority Festival, and many others. Special partnerships were created with University of Texas at El Paso Oral History Institute, Bowie High School & Alumni Board, Aoy Elementary & Alumni Board, Armijo Recreation Center, La Fe Cultural & Technology Center, and both neighbourhood associations.

The exhibition is a great panorama showcasing viewpoints of the multi-cultural and multi-national diversity of the Borderland region known as El Paso del Norte. More than 82% of El Paso's population is of Hispanic or Latino origin. Each museum exhibition, including Neighbourhoods & Shared Memories, is a bilingual one. The intercultural dialog, started with creation of the strategic plan, continued very successfully with both neighbourhoods. In fact-without the dynamic interactions between the El Paso Museum of History and individuals, families, groups, organizations and businesses from Chihuahua and El Segundo Barrio-the outcome of showcasing the neighbourhoods history would not have been impossible. This is our living bond with community, and we are committed to keep it.

Exhibit special features include a small theater for viewing oral history interviews, an animation of regional settlement, and a floor map where visitors can use specially designed building blocks to recreate their neighbourhoods. For the first time in several decades, visitors can see a recently conserved 1889 map of El Paso. The exhibit also includes an interactive message center for all visitors to leave their impressions and thoughts, regardless of their connection to the featured neighbourhoods. Two murals by El Paso's artist, Jesus "Cimi" Alvarado, were commissioned to complete the vivid components.

We are starting our work with the next neighbourhoods and their residents. We are humbled to continue telling their story of hard labor, love, challenges and opportunities, and great hopes for the future. ■

CAMOC Conference 2012

**CAMOC / Museum of Vancouver
Vancouver, British Columbia, Canada, October 24-26, 2012**

"CITY MUSEUMS: COLLISIONS | CONNECTIONS"

CAMOC, the International Committee for the Collections and Activities of Museums of Cities of the International Council of Museums (ICOM), in collaboration with the Museum of Vancouver, is hosting an international conference "**City Museums: Collisions | Connections**", a conference on city museums and their engagement in city life at the Museum of Vancouver, October 24-26, 2012.

CAMOC is "a forum for people who work in or are interested in museums about cities, urban planners, historians, economists, architects or geographers, all of whom together can share knowledge and experience, exchange ideas and explore partnerships across international boundaries." <http://camoc.icom.museum/index2.php> The Museum of Vancouver is Canada's largest urban history museum focusing on the life of a city. <http://www.museumofvancouver.ca/>

The conference will bring people together to talk about how city museums are reconsidering their role in civic

life due to the enormous pressure cities face in terms of aging infrastructure, the need for urban regeneration, economic and environmental crises, and social issues such demographic shifts, global diasporas, increasing immigrant and urban Aboriginal populations. The conference will look at city museums under development, urban/suburban city museums, and city museums in large and small cities. Under the wider rubric of the conference theme, sub-themes include:

- **Defining the 21st century city museum: the changing role of the city museum today**
- **Cities and museums: collisions/connections/contemporary expectations**

Keynote Speaker: International consultant Larry Beasley, one of the world's best urban planners. As former Director of Planning for the City of Vancouver, he led the revitalization of neighbourhoods, a strong heritage preservation program, and the city's urban design studio. →

Papers:

An exciting variety of abstracts have been received from Europe, the Americas, South Asia and the Pacific - the draft program will be announced in early May

Sub-City Museum workshop:

Planning workshop towards new and expanded museums in three of Vancouver's sub-cities: Surrey, Richmond and North Vancouver

Opening Reception:

MOA/Museum of Anthropology, University of British Columbia, featuring a welcome by a Musqueam elder and performance by the First Nations Dancers of Damelahamid.

There's still time to participate...

Ignite! Talks:

Submit a proposal for a five minute talk about your work/research accompanied by 20 slides on any aspect of the conference theme, just send a email with the following:

- 1) Name;
- 2) Presentation Title
- 3) Your Affiliation/Title; and
- 4) 150 words about your presentation by May 30, 2012 to: CatherineC.Cole@telus.net

Poster Competition:

Submit a poster in response to a question to be announced; all posters to be 24" x 36" (may be submitted electronically to a printer in Vancouver if you'd rather not carry them)

Registration Fees:

- For ICOM members, €150 (\$200CDN) by Sept 1, €170 (\$225CDN) by Oct 1, and €190 (\$250 CDN) after Oct 1
 - For non-ICOM members, €180 (\$235CDN) by Sept 1, €200 (\$260CDN) by Oct 1 and €220 (\$290CDN) after Oct 1
 - For students €80 (\$100CDN) by Sept 1, €90 (\$120CDN) by Oct 1, and €100 (\$130CDN) after Oct 1.
 - For accompanying people €40 (\$50CDN) by Sept 1, €50 (\$65CDN) by Oct 1 and €60 (\$80CDN) after Oct 1
- This includes: conference packages, coffee breaks & lunches; optional activities will be priced separately.

*****Details of payment methods will be circulated shortly.**

Accommodation:

Listel Hotel, 1300 Robson Street, Vancouver, BC Canada, V6E 1C5; <http://www.thelistelhotel.com/>; special conference rate of \$139 until September 23, 2012, subject to availability.

Hostel: Hi-Vancouver Downtown, 1114 Burnaby St. Vancouver, BC, Canada V6E 1P1; \$28 + tax for a dorm room; \$72 plus tax for a private double bed with a shared bath; http://www.hihostels.ca/westerncanada/169/Hi-Vancouver_Downtown.hostel

For information contact CatherineC.Cole@telus.net. Catherine C. Cole, Principal Consultant, Catherine C. Cole & Associates, Conference Co-Chair/Member CAMOC Board, 10023 93 Street, Edmonton, Alberta, CANADA, T5H 1W6; Phone/Fax: 1-780-424-2229 ■

■ Paris: a City in the Making

*Isabelle Vinson**

A new exhibition at the Pavillon de l'Arsenal, the Paris urban history exhibition centre.



The main exhibition hall

The mission of the Pavillon de l'Arsenal www.pavillon-arsenal.com, the exhibition centre devoted to the city of Paris, is to present knowledge and information on current and prospective trends in the architectural and urban development of the city. It has

recently renewed the permanent exhibition to address not only Paris, but the wider metropolitan region. "Le Grand Paris" is the enlarged urban territory that encompasses the current actual space daily shared and experienced by millions of people, ranging from workers to residents and visitors.

More than 800 square metres are devoted to the history, the present and the future of Paris. The exhibition gives an account of the evolution of the metropolis from the medieval period up to the near future of 2020. Time-line wall panels reflect the technological, architectural and political components of Paris's urban development. Most of the information deals with development from the end of the Second World War to the present. It also focuses more specifically on the interaction over time between the historical capital of France and its urban surroundings and suburban cities. This new permanent exhibition is an ambitious presentation of urban development planning in the framework of current →

* Editor-in-chief at UNESCO



Exhibition panels

political and architectural challenges. Political actors and internationally renowned architects voice their vision of urban development. Highly challenging projects that deal with major iconic sites, such as the Seine river banks which are on the UNESCO World Heritage List, are addressed in detail.

Whilst based on the movement of people between the city and its urban and suburban territories, which are now included in the definition of the city - a process of inclusion/incorporation that has been a constant throughout history since the middle ages - the inhabitants of these various territories are almost absent from the exhibition. The new permanent exhibition focuses mainly on architectural development, the personal approach of major architects (from Le Corbusier to de Portzamparc). Some other non-architectural developments are less apparent. This is the case with the economic, demographic and human components of the metropolis that in fact have created the agglomeration we have today and to the current urban development plan. Consequently, important socio-cultural changes in the population that have been a major element of suburban development in recent history and a cause of recent harsh socio-economic conflicts are not addressed. Apart from the aesthetic dimension, Le Grand Paris does not take

into account the cultural and human dimension of a 21st century metropolis. Museography evokes the city's many dimensions in space. It brings together maps embedded in the floor, educational/informative panels on walls and a view from the first floor gallery of an interactive digital model presenting the development plan of "Paris Metropolis 2020"

A 37 metre square digital model allows navigation in high definition across the city and its urban surroundings. This innovative experience introduces us to the main challenge of redesigning the Paris metropolis on a larger scale - from Le Havre on the Normandy coast down to the local urban area. More than 1,200 on-going development projects are presented, such as the Fondation Louis Vuitton for Creation in the Bois-de-Boulogne by Gehry Partners, scheduled to open in 2013, or the small-scale housing renovation project of the former MacDonald warehouses in the north-east. The digital model can also be remotely accessed. ■



Paris Metropolis 2020 Digital Model

■ The City 2.0, TED Prize 2012

A report by Joana Sousa Monteiro*

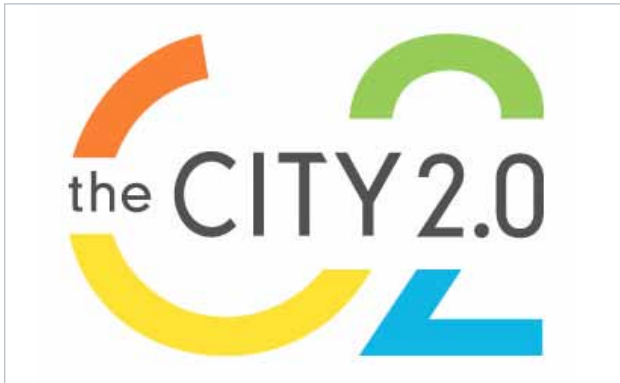
"I am the City 2.0. Dream me. Build me. Make me real."

For the first time, the TED prize was given not to an individual, but to an idea: the city 2.0. On February 29th the winning vision was announced in California. It begins with a website, (www.thecity2.org) where anyone from any city in the world can propose projects to improve life in their cities, helping individuals and companies pool resources and information for their projects. "The TED Prize will create a platform to allow citizens anywhere to participate in the creation of their City 2.0. The platform

will excite, connect and empower individuals and communities around the world through editorial content (video and text), a shareable project database, tools for local connection, and resources for executing ideas.

The result will be an ever-expanding network of citizen-led experiments, with the ability to scale successes and learn lessons from failures." The result, as one can read on the website, "will be an ever-expanding network of citizen-led →

* Cultural Heritage Policy Advisor, Culture Office, Lisbon Municipality



“The TED Prize: Wishes big enough to change the world.”
<http://www.tedprize.org/the-city-2-0/> with the promotional video that shows the main keywords and concepts of the project, where “the city speaks, announcing its ‘one wish to change the world.’”
<http://www.designboom.com/weblog/cat/8/view/19559/ted-prize-2012-the-city-20.html>

experiments, with the ability to scale successes and learn lessons from failures.”

For phase I, the website helps individuals identify themselves and encourage them to form cross-disciplinary groups to:

- determine the issue they want to tackle (i.e. traffic, lack of trees);
- collectively determine a solution;
- collaboratively develop an action plan;
- work to implement the solution;
- share the story of their success or failure with others.

“Companies and organizations will be able to offer their tools to site users for use in executing their action plans. Ten grants of \$10,000, coming out of the \$100,000 TED Prize money, will be awarded in July 2012 to ten local projects that have the best hope of spurring the creation of their City 2.0.” ■

Smart and Dumb Cities

Rainey Tisdale*

Ten or 20 years ago it would not have occurred to us to label a city smart or dumb, but this is yet another adjustment in perspective brought to us by the Information Revolution. For those playing catch-up, the wired city is the smart one, because streaming, networked data allows us to optimize resources and infrastructure on both a citywide and an individual level. And the dumb city? That is every city we have ever known, stretching back through history from yesterday to the dawn of time.

A short film about making our cities smart, titled *Thinking Cities* and produced by the Swedish telecom giant Ericsson, has been generating buzz the past few months. The 18-minute film envisions a future for the world’s cities where the broadband network is ubiquitous and therefore everything-people and objects-talks to everything else. Our appliances talk to the electrical grid and tell us the most efficient time of day to start the dishwasher. We can talk to City Hall through our smart phones whenever we see a pothole or a broken streetlight. Data about water, trash, and traffic is transmitted seamlessly, 24 hours a day, and resources are deployed accordingly. Even the garden tells us when it needs tending.

Ericsson is certainly not the only one talking about smart cities, and we must remember that a corporate agenda drives this film. But nonetheless, *Thinking Cities* is beautifully produced and does a nice job of summarizing this emerging field. It features interviews with leading urban theorists like physicist Geoffrey West; Mathieu Lefevre from the New Cities Foundation; and Carlo Ratti from the MIT SENSEable City Lab. Available for viewing at http://www.ericsson.com/news/120221_thinking_cities_ict_is_changing_the_game_244159020_c, it’s a must-see for any CAMOC member who wants to keep abreast of urban trends.

The basic premise of the film is that in order to create a sustainable world that survives past the 21st century,

* Independent curator

we need smart cities. Cities represent 70% of global energy use, so improvements made to cities will have the greatest impact. By tuning in to exactly when and where resources are actually needed in a city, we can dramatically reduce waste and inefficiency in the system. The most important reason to make cities smart is for sustainability, but there are positive by-products too: our buildings get more comfortable, we spend less time in traffic, we eat better-in short, our quality of life increases.

Thinking Cities is part of a larger initiative by Ericsson to explore the concept of the Networked Society. What happens, not just to cities but to every facet of our life, when information, people, and things are connected seamlessly? CAMOC members might want to browse Ericsson’s Networked Society City Index (<http://www.ericsson.com/networkedsociety/lab/research/city-index/>), which rates 25 of the world’s largest cities in terms of their potential for becoming networked and smart (Singapore, Stockholm, and Seoul top the list).

Which begs the question: are city museums smart or dumb? What are the opportunities for city museums in the Networked Society? The most important issue I see so far is that the Networked Society will change how our content is produced and packaged. Right now, many →



Singapore, one of the top networked cities. Photo: Bryan Allison

of us still store the bulk of our knowledge about the city in paper files and long-format publications. When we are working on a new project, we consult these sources and use them to compile new text, customized for that project.

The smart city will not wait for this laborious process to unfold; knowledge must be automated, on-demand, and comprehensive in scope. Therefore, city museums need to develop databases of short-format content, covering a variety of local topics that can be used for many projects and purposes without going through a curator each time. Chicago History Museum's Encyclopaedia of Chicago (<http://encyclopedia.chicagohistory.org/>) may be on the right track. This online, Chicago-specific encyclopaedia houses a wealth of information about the city, keyword-searchable and broken into short chunks of information. Armed with such a database of topical entries, plus a robust digital collections database-all of it

tagged by keywords and location-a city museum would be well-positioned to send urban history into the stream of data moving through the smart city. And theoretically these information chunks could be repackaged to serve a number of purposes for the museum-mobile apps, quick-turnaround exhibitions, or some yet-to-be-invented technological platform that will change our lives even further.

When our urban history bumps up against other kinds of information in the smart city, what new connections will we be able to make? I am not sure yet, but I am interested to find out. I am also wondering if the smart city will have an impact on our documentation methods. Will we get to a point when artefacts tell us that it is time for them to be collected? Or when historical events in progress tell us they should be documented?

What does the smart city museum look like to you? ■

IDEA/TOpos 2012

Conference report by Marlen Mouliou*

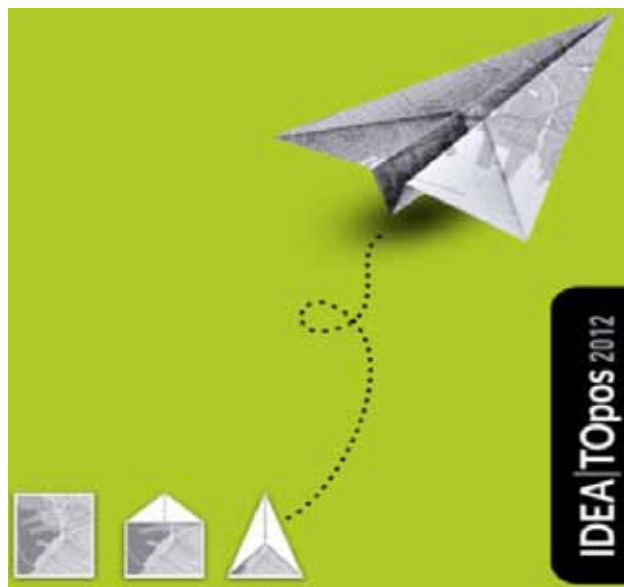
IDEA/TOpos 2012 (30-31 March 2012)

At the end of March, I attended (and have not regretted it) IDEA/TOpos 2012, the first Pan-Hellenic Conference on Place Marketing and Branding, which was held in the city of Volos (in Thessaly, central Greece). I was not alone. The conference attracted many speakers (120 papers were presented in two days with many parallel sessions), large audiences (more than 400 participants), and extensive coverage in social media networks (Facebook, Twitter, etc.). Its appeal highlighted the importance of the subject in overcoming the Greek crisis and the urgent need for interdisciplinary dialogue and cooperation between the public sector, private ventures and the civil society.

The idea prompters and organisers of this conference were the Department of Planning and Regional Development of the University of Thessaly and the 'Imagine the City' initiative, a network of young professionals from the fields of architecture and the creative industries. What prompted this conference was the wish to provide a forum for researchers, local government officials, professionals from the fields of design, architecture, urban planning, tourism, culture, communication and entrepreneurship, as well as active citizens, to exchange knowledge, experience and ideas on a wide range of pertinent topics related to Place Marketing and Branding. It was also to set the ground for creative public-private partnerships for urban regeneration and regional development. Interestingly, the conference was also combined with a programme of parallel urban events in the city, which aimed to mobilise and actively involve civil society with its creative powers (for example, an exhibition presenting architectural and urban planning proposals for Volos, a graphic design display, information points for citizens, art installations in the urban space, etc.).

The title of the conference IDEA/TOpos was itself a brand name based on three Greek key words: idea, topos (place) and ideato (ideal). The conference covered ten main sub-themes:

1. Place Marketing and Branding as development instruments for urban and regional development. Developing a Local Identity Strategy.
2. The role of the community in place marketing and branding: Participatory planning, stakeholder management and in conflict solving.
3. Local culture and festivals as elements of promoting the Identity of a Place.
4. Connecting sustainable tourism development to destination marketing.
5. Place Marketing and Branding strategies for investments and enterprises. →



* CAMOC Secretary

6. Implementing and evaluating the results of place marketing and branding strategies.
7. The Image of a Place (architecture, urban design, communication design, logo design).
8. Research methods and tools for Place marketing and Branding.
9. Nation Branding: the international promotion of Greece.
10. Place e-marketing and social networks.

It is not easy and I don't intend to synthesize all the information gathered from its many parallel sessions. I will only share with you some of the points which made sense to me and have been raised by the two key-note speakers: Deborah Peel (an academic from the School of the Built Environment, University of Ulster, UK) and Peter Economides (brand strategist, now based in Athens). The following list is a compilation of their thoughts:

1. An "Image of Place" is defined as the sum of beliefs, ideas and impressions that people have of that place, in other words "brand" is what people think of you. "Place branding", on the other hand, is a new paradigm for how places should be run in the future, a process of managing brand.
2. There are three ways that "branding" may be used:
 - i) Popular: the term branding is relatively vague and often conflates various marketing activities (public relations, advertising and sales promotions),
 - ii) simple: a relatively simple interpretation of branding involves the use of visual identities and images, such as logos and badges,
 - iii) Advanced: branding encompasses the use of "simple" techniques but is more sensitive to an institutional and relational understanding of places and place branding since it acknowledges the need for a more strategic and managed approach to branding activities within a governance context.
3. However, the terminology of place branding is often

- used simplistically and in different ways by different professionals and this brings confusion. This is largely caused by the fact that the topic is theoretically dispersed and lacks cross-fertilisation between disciplines.
4. Yet, a new mode of statecraft is emerging around how we talk about image and place at a range of scales. Recent wide disciplinary emphasis (by architecture, geography, psychology, environmental psychology, urban planning) is put on place as a way of expressing emotive relationships with the environment.
 5. Re-imagining a place can involve re-imagining a place. A sophisticated understanding of place branding and marketing can help build coalitions of actors around a plan.
 6. Strategic visioning has increasing relevance for the planning, development and management of places.
 7. Poor perception of a city can devalue its image and have far-reaching consequences for its future prosperity. From a strategic management perspective, communicating a positive image means that this image must be valid, believable, simple, distinctive and with appeal.
 8. It is not easy, yet is worth trying, to connect the dots in order to create a universally powerful, motivating, cohesive, consistent and compelling narrative, which guides behaviour and shapes image.

My concluding remark? A conference on place branding could not be more topical in Greece right now. Whilst the country continues to be in deep recession and has unfortunately lost much of its "sparkle" abroad, Greek officials and society at large are at urge to start exploring systematically and understanding better the country's true values and strengths (i.e. its amazing cultural and natural heritage) and investing on them in strategic ways. For further information on the conference and its adjunct events, visit the website at <http://www.ideatopos.org> ■

■ Culture is Waterfronts

*Conference Report by Helena Pais Costa**

"The impact of Culture on tourism and economic development"



Photo: J. M. Frade

Last 22nd March, 2012, Fado Museum, in Lisbon, presented the conference "The impact of Culture on tourism and economic development". Organized by Lisbon's municipal company for culture EGEAC -

Management of Cultural Facilities and Activities, this conference took place in the framework of the project "Culture for Waterfronts", developed by River Cities Platform Foundation, and funded by the European Commission Grundtvig Programme, involving partners from seven countries - Poland, Sweden, Belgium, Austria, Italy, Greece and Portugal. It was an unique opportunity to make acquaintance and to debate Lisbon's culture and tourism realities.

Since 2007, EGEAC is a member of River Cities Platform Foundation, entity dedicated to the interdisciplinary study and promotion of knowledge of social and cultural realities of cities with riverfronts. It integrates cultural producers, educational, planning, political and civic organizations, and public entities from cultural, tourism and territorial development sectors. →

*Helena Pais Costa is Coordinator of Institutional Projects and International Relations Bureau in EGEAC

The latest project in which we are involved, designated "Culture is Waterfronts - the use of culture to increase access to, and engagement in, European waterfronts", entirely funded by the Grundtvig Programme of the European Commission, included holding in Lisbon, between March 22nd and 24th, 2012, an international meeting of the partners of this project (Warsaw, Vienna, Stockholm, Rome, Corfu, Ostend and Lisbon), as well as the Annual Assembly of River//Cities.

Under the mentioned meeting, a public conference on the theme "The impact of Culture on tourism and economic development" took place in the Auditorium of Fado Museum.

This conference, attended by more than 70 participants, allowed to bring together policy makers, public and private stakeholders, to know the projects and distinct realities, to discuss ideas and find meeting points, not always obvious, between culture, tourism and economy, representing an opportunity for international projection of these realities.

Very soon, the record of the conference will be available

through the site www.egeac.pt, allowing access to submitted contents.

Lisbon meeting was the second of seven included in this project. The first took place in Warsaw, in November 2011 ("Impact of culture on waterfront regeneration"), followed by this one in Lisbon. The next one will be in Rome/Turin ("Impact of culture on public space: social impact and outcomes of open-air activities, revaluation of urban territories"), next July; Ostend, Belgium, in September 2012 ("Impact of culture on citizenship-digital and multimedia skills triggering community sense") and, in 2013, Stockholm ("Impact of culture on citizenship-the role of culture in developing a sustainable European society"); Vienna ("Impact of culture on governance policies") and Corfu ("Impact of culture on the policy of sustainable development").

By the end of this project, a report with the conclusions of the case studies presented by each city will be published.

More information about River//Cities can be found in <http://www.river-cities.net> ■

■ Conference Alert

Conference theme

The New Cities Summit

Dates & Place 14-16 May 2012, Paris (France)

Information on-line at

www.newcitiessummit2012.org

Description

The New Cities Summit will unite global thought leaders, mayors and city managers, leading CEOs and representatives of civil society to discuss one of the most important topics of our time: the future of cities in the 21st century.

The global shift from rural to urban living is one of the most dramatic and important demographic phenomena in human history. By 2050, more than 7 billion people will live in cities worldwide. In countries like China, which is rapidly approaching a billion city dwellers, and other parts of the world urbanization requires a profound physical, social and economic transformation. Globally, this new world of cities will have a massive impact on our economies, on government, on societies and on us as individuals in both the developed and the emerging world. This mega trend is likely to impact each one of us in ways that we know will be profound, but are not yet fully understood.

The theme of the Summit, **Thinking Ahead, Building Together**, reflects the New Cities Foundation's belief that understanding and contributing to our urban future requires new partnerships built on bold, audacious thinking and analysis. High-level plenaries featuring some of the world's greatest urban thinkers will focus on the vision of tomorrow's urban world, and detailed workshops deal with topics including mobility, the creative and connected city, the annotated city, the just city, water, building greener districts and infrastructure financing for the urban boom. Regional sessions will explore Urban China, Latin America and India as well as Greater Paris. "Navigating the Meta City" a highly-interactive session led by *frog*, a leading design and innovation firm, offers a glimpse into a future city in which various layers of software constitute a powerful computing platform for hybrid digital-physical environments. Confirmed speakers and participants include leaders from industry, the public sector, research, and design. ■

Conference theme

17th International Conference on Urban Planning, Regional Development and Information Society REAL CORP 2012

Dates & Place 14-16 May 2012, Multiversum Schwechat Vienna, (Austria)

Information on-line at

www.corp.at

Description

“RE-MIXING THE CITY” - Towards Sustainability and Resilience?

“There is nothing permanent except change.” (Heraclitus)

Cities worldwide are facing rapid social, economic, environmental, technological and cultural changes such as: rapid urbanisation, aging of society, security issues, housing emergency, new solutions on mobility, integration of immigrants, food and water shortage, etc.

Especially in times of economic crisis and demographic changes in cities, it is necessary to think about how to best handle what we have, and therefore “RE-MIXING THE CITY” is a challenge to manage and re-combine the elements which make our modern cities in order to better respond to change: REAL CORP 2012 in Schwechat will offer the possibility to collectively discuss a wide range of topics in different panel groups and workshops. We kindly invite you to submit your contributions and abstracts/papers for REAL CORP 2012 to the following sections and topics:

- Living, working, learning, relaxing, enjoying, shopping, ... – anything anywhere & anytime?
- Is it the purpose of spatial planning to “sort land uses in space”?
- Do the urban patterns and structure of our cities still meet the needs of the people in their everyday life?
- How do urban, transport and environmental technologies and solutions shape our cities?
- New faces, new approaches, new ideas – does and can migration re-mix the city?
- Space patterns of the 24/7 city
- “Urban Ambient Assisted Living (AAL)"/intelligent urban environments
- Resilience, safety and security

Special topics of REAL CORP 2012:

- Urban, Transport & Environmental Technologies and Solutions
- Urban AAL (Ambient Assisted Living)/Intelligent Urban Environments
- Resilience, Safety & Security ■

Conference theme

The Media of the Metapolis - Reflecting the knowledge base of urban research

Organised by

- Bauhaus-Universität Weimar
- Institut Français d'Urbanisme
- Institut für Europäische Urbanistik

Dates & Place 24-26 May 2012, Bauhaus-Universität Weimar

Information on-line at

<http://www.mediacityproject.org> & <http://www.future-bauhaus.de>

Description

The emergence of the new information and communication technologies has an enormous impact on urban life. The wide spread use of the mobile phone and internet communication are just the spearhead of more exciting technological innovations which are apparently lying ahead. While we are witnessing this information revolution, a more substantial analysis of the changes implied is obviously a practical and intellectual endeavour.

This conference will attempt in bringing together different perspectives, projects, and ideas on the recent and future development of urban life, local politics, architectural and planning practices, as well as theoretical interpretations of the media city. The main assumption of the conference is that in the light of the work of François Ascher and his understanding of the predominating construction of the so-called metapolis, understood as a description of contemporary cities.

The four main fields of interest are:

1. Communicating the City

How do we understand the impact of the new technologies on the perception, reproduction, marketing, and identity? This workshop will enable a deeper discussion on what has changed with regard to the communication about the city and its political and societal understanding. →

2. The New Public of the City

How has the appearance of social media changed planning and political perspectives on the city? This workshop is dedicated to the discussion of urban planning as a communicative process where the role of the media needs to be reviewed under the conditions of the new opportunities of the internet.

3. Projecting Urban Future

The main question of this workshop is related to the new concepts developed with regard to future urban development on the basis of technological innovations. The focus will lie on the subject of political, social and planning concepts that are looking at the emerging opportunities deriving from the information revolution for addressing the most important urban problems.

4. Enhancing the Urban

This workshop seeks projects which are practice based, or related reflections on on-going projects trying to translate the new urban themes into artistic, architectural and planning experiments. It is especially calling for artists and media experimentalists to present recent projects. ■

Conference theme

Resilient - Cities 2012, 3rd Global Forum on Urban Resilience and Adaptation

Dates & Place 12-15 May 2012, Bonn (Germany)

Information on-line at

<http://resilient-cities.iclei.org/bonn2012/home/>

Description

Resilient Cities 2012, 3rd Global Forum on Urban Resilience and Adaptation is already on its way to provide you with the keys to smarter infrastructure, better urban planning and state-of-the-art tools that will improve the future of cities.

While cities make efforts to reduce their greenhouse gas emissions and increase urban energy-efficiency, they are at the same time vulnerable. Climate change is already leading to an increased frequency of extreme weather events bringing floods, landslides and droughts while melting glaciers threaten the drinking water supply of large cities and sea-level rise imperils many coastal communities.

Many of these climate change impacts will be – and in some cases already have been – felt directly at the local level. Local governments have a responsibility to protect their people, property, and resources. With the economies, livelihoods, safety and character of their communities at stake, cities are harnessing their visionary leadership and policy tools to increase resilience as they prepare for the future.

Resilient Cities is the global platform for learning, cooperation and networking on all aspects of urban resilience and adaptation to climate change. Resilient Cities is the place to be if you wish to:

- Secure the latest and most groundbreaking information on strategies carried out worldwide, presented by leading and authoritative experts
- Showcase innovative solutions developed at the local level by your company / organisation
- Interact directly with leading international organizations, local governments leaders and representatives of the private sector in order to strengthen your network of prospective partners ■

Conference theme

International Urban Parks Conference

Dates & Place July 14-17, 2012, New York City

Information on-line at

www.urbanparks2012.org

Description

As our planet becomes more urban, new and revitalized parks are critical to making our cities greater and greener – places that thrive economically, environmentally and socially.

City Parks Alliance presents an international urban parks conference, Greater & Greener: Re-Imagining Parks for 21st Century Cities, the premier forum for urban park innovation, offering high-profile topics and speakers, interactive mobile workshops and tours, a volunteer-led service project and a dynamic, diverse audience of city park and recreation professionals, advocates and urban thought leaders from around the world. ■

Conference theme

6th Session of the World Urban Forum
Organised by UN-HABITAT

Dates & Place 1-7 September, Naples (Italy)

Information on-line at

<http://www.unhabitat.org/content.asp?cid=9740&catid=672&typeid=6&subMenuId=0>

Description

The World Urban Forum was established by the United Nations to examine one of the most pressing problems facing the world today: rapid urbanization and its impact on communities, cities, economies, climate change and policies. In the space of a few short years, the Forum has turned into the world's premier conference on cities. Since the first meeting in Nairobi, Kenya in 2002, the Forum has grown in size and stature as it travelled to Barcelona in 2004, Vancouver 2006, Nanjing in 2008 and Rio de Janeiro in 2010.

The Forum is one of the most open and inclusive gatherings of its kind on the international stage. It brings together government leaders, ministers, mayors, diplomats, members of national, regional and international associations of local governments, non-governmental and community organisations, professionals, academics, grassroots women's organisations, youth and slum dwellers groups as partners working for better cities. ■

Conference theme

5th International Urban Design Conference

Dates & Place 10-12 September, Melbourne (Australia)

Information on-line at

<http://www.urbandesignaustralia.com.au/>

Description

The International Urban Design Conference was established in 2007. Since then over 390 presenters have shared their knowledge in developing a range of themes including, Resilience in Urban Design 2011, Designing the Future 2010, Waves of Change - Cities at Crossroads 2009 and Survival: implementing tomorrow's city 2007.

Opportunistic Urban Design, 2012

If the act of planning is to legitimise 'what should be done', opportunistic design thinking seeks to action 'what can be done'. Indeed, the focus of planning may enable it to be read as one form of catalyst for thinking opportunistically. That is, a process of creative thinking leading to more flexible, more inventive and more contextually responsive strategies of intervention into the urban environment.

City leaders in Australia and internationally are, to varying degrees, endeavouring to respond to the aftermath of the GFC, effects of climate change, dramatic population movements, peak oil speculation, emerging social media and the influences on how we socialise and connect with each other, and a search for meaning (to name a few!).

Growth, flux, and decay are inherent aspects of urban systems. As changing financial, political, environmental, technical and social conditions influence urban life, it is apparent that urban design will have to become increasingly opportunistic and creative in approach, formulation and delivery.

This trend is manifesting itself across a broad range of disciplines, scales and intents. It is most popularly evident in innovative place making projects and strategies such as the High Line in NYC, tactical urbanism, a multiplicity of fluid uses of public spaces (eg pop ups).

The conference will focus on ideas and projects that are visionary despite, or maybe because of, the current context. ■

Conference theme

Child in the City 2012, 6th Edition

Dates & Place 26 - 28 September, Zagreb (Croatia)

Information on-line at

<http://www.childinthecity.com/>

Description

While playing, the street becomes their street, the square their square, the district their district, the city becomes their city and their domain. The children do not take over the city, they just become part of it. If we are concerned about the future of the city, we must consider how to involve children in its network, and in its economic and social life. And the best way to involve children is through play - children are really experts at playing. The city must create space for them to stimulate their expertise and it can then also profit from this expertise. →

The programme committee of Child in the City 2012 has identified four themes for the 6th international conference. The themes are as follows:

Play

How to plan for the child's right to play in the child friendly city? Specifically, we want to stress even more the influence of city planning and the need for children to have enough time to play.

Children's rights

How to implement and communicate children's rights in the child friendly city? The UN-Convention on Children's Rights is another challenge for child friendly cities. Every citizen should be aware of the importance of this convention and its impact on the local policies.

Health

How to ensure children's physical, social, intellectual and emotional health in the child friendly city? The challenge of this theme is the integration of these different aspects of health. Besides physical health, there has to be attention for the mental health and even more globally for the social health of children.

Intergenerational development

How to ensure true intergenerational interaction in our child friendly cities? Children don't want to be an isolated group of citizens as well as other groups (e.g. older people). Therefore the intergenerational theme is more than a decoration, it's an essential quality of the society. ■

Conference theme

**2012 Creative City
organized by the Creative City Network of Canada**

Dates & Place 21-23 October 2012, City of Victoria, British Columbia (Canada)

Information on-line at
<http://www.creativecity.ca/>

Description

Summit Theme:
Fertile Grounds: Culture in Your Community

On the occasion of the Creative City Network of Canada's 10th year anniversary, the 2012 Summit 'Fertile Grounds: Culture in Your Community' will take a behind-the-scenes look at how communities work with their local governments to be creative, and integrate culture into their long-term sustainability and economic development.

The Creative City Network of Canada calls everybody to join it in exploring real stories of how communities are repurposing spaces for cultural uses, taking over abandoned storefronts for artists' studios, developing public art in unconventional places, holding one-night only events, and integrating affordable cultural space into new development. This Summit will celebrate and share how communities are developing new approaches and innovative partnerships in bringing forward fresh ideas to celebrate the stories and histories of the people who live there. ■

Conference theme

CAMOC 2012 Annual Conference (in collaboration with the Museum of Vancouver)

Dates & Place October 24-26 2012, Vancouver, British Columbia, (Canada)

Information on-line at
<http://camoc.icom.museum/index2.php>

Description

Theme: City Museums: Collisions I Connections

See more details further above in this issue ■

Conference theme

Urban Network panels of the 37th Annual meeting of the Social Science History Association

Dates & Place 1-4 November, Vancouver, British Columbia (Canada)

Information on-line at

<http://www.ssha.org>

Description

The members of the Social Science History Association share a common interest in interdisciplinary and systematic approaches to historical research (including, but by no means limited to, sociology, urban planning, geography, demography, economics, and political science). Given that this year's meeting will be in Canada, the organisers are particularly interested in including new and exciting scholarship on Canadian cities.

The thematic topic of the 2012 annual meeting is "Histories of Capitalism".

However, organisers welcome papers and panels on all urban topics. Proposed panel topics include:

- The Occupy Movement as an urban phenomenon
- Financial Crises and Cities
- Capital and the Rise and Fall of Cities
- Urban Economies
- Vancouver's History and Development
- Cities of the Pacific Rim
- Olympic Games and Host Cities
- Migration and Immigration
- Cities and the Environment
- Urban Governance
- Crime and Justice in the City
- The Ancient City

To propose a paper or panel please submit: Paper Title, Brief Abstract, and Contact Information at

<http://conference.ssha.org/>

The deadline for paper and/or panel submissions is March, 1, 2012