



Provincia di Napoli

ACEN

Associazione Costruttori Edili di Napoli



Associazione Nazionale Approdi e Porti Turistici



Camera di Commercio di Napoli



# SUSTAINABLE CITY AND CREATIVITY

## Promoting Creative Urban Initiatives

Naples, 24/26 September 2008

Aula Magna Storica

Università degli Studi di Napoli Federico II

Corso Umberto I



Università degli Studi di Napoli Federico II  
Polo delle Scienze e delle Tecnologie  
Dipartimento di Conservazione  
dei Beni Architettonici ed Ambientali  
with Scuola di Dottorato di Architettura  
and Laboratory of Research on City,  
Creativity, Sustainability

### Wednesday 24

14.00\_16.00

Reception and on site registration

16.00\_16.30 Aula Magna

Welcome and Opening Session

**Guido Trombetti**

Rector of the University of Naples Federico II

**Rosa Russo Iervolino**

Mayor of Naples

**Riccardo Di Palma**

President of the Province of Naples

**Benedetto Gravagnuolo**

Dean of the Faculty of Architecture,

University of Naples Federico II

**Francesco Forte**

Director of the Department of Conservation

of Architectural and Environmental Assets,

University of Naples Federico II

### PLENARY SESSION ONE

16.30\_18.30 Aula Magna

Chairman **Luigi Fusco Girard**

University of Naples Federico II

**Tuzin Baycan Levent**

Istanbul Technical University

**Creative cities: context and perspectives**

**Robert Ayres**

Institut Européen d'Administration (INSEAD), Fontainebleau

**New creative solutions to revisit scarcity**

**and growth**

**Corrado Beguinot**

Aldo della Rocca Foundation, Rome

**Multicultural city and creativity**

**Adriano Giannola**

President of the Banco di Napoli Foundation

**What finance for the creative city?**

### Tuesday 25

#### PLENARY SESSION TWO

9.00\_13.45 Aula Magna

Chairman **Peter Nijkamp**

Free University, Amsterdam

**T.R. Lakshmanan**

Center for Transportation Studies, Boston University

**Entrepreneurial creative clusters**

**in the global economy**

**Peter Daniels**

University of Birmingham

**Fostering the creative city: the role of business**

**and professional services**

**Klaus R. Kunzmann**

University of Dortmund

**The creative city: emerging creative**

**industries in China**

11.00\_11.15

Coffee Break

**Xavier Greffe**

University Paris I - Sorbonne

**Why cultural district matter for creative city**

**Mario Giampietro**

Universitat Autònoma de Barcelona

**Patterns of urban households related**

**to demographic change, immigration**

**and the increase of cost energy**

**Waldemar Ratajczak**

Adam Mickiewicz University, Poznań

**A systems view of urban sustainability**

**and creativity: the vulnerability, resilience**

**and XXQ of cities**

13.45\_14.30

Lunch

#### PARALLEL SESSIONS

14.30\_17.00

- A. Urban creative initiatives
- B. Sustainable planning and urbanization
- C. Poverty and social disintegration: innovative approaches and tools
- D. Urban cultural heritage regeneration
- E. Technological innovations
- F. Integrated assessments and decision-making processes

17.00\_17.15

Coffee Break

### Friday 26

#### PLENARY SESSION THREE

9.00\_13.30 Aula Magna

Chairman **Francesco Forte**

University of Naples Federico II

**Roberto Camagni**

Polytechnic of Milan

**Building innovative milieu**

**John Rees**

University of North Carolina

**Leadership and creativity**

**Joe Ravetz**

University of Manchester

**The role of creative culture and innovation**

**for the implementation of sustainable cities:**

**some experiences**

11.00\_11.15

Coffee Break

**Emiko Kakiuchi**

National Graduate Institute for Policy Studies, Tokyo

**Sustainable cities with creativity:**

**theory and practices in Japan**

**Anna Klingmann**

KLINGMANN Architects, New York

**Creative brandscape: architecture and urbanism**

**in the experience economy**

**Henk J. Scholten**

Free University, Amsterdam

**Geo-ICT and creative-sustainable cities**

13.30\_14.30

Lunch

#### PARALLEL SESSIONS

14.30\_17.00

- G. Innovative milieu
- H. Creative sustainable projects
- I. Ports and waterfronts in urban transformations
- J. Creativity in evaluation: approaches and tools
- K. Evaluations in sustainable planning
- L. Tools for urban creative governance

17.00\_17.15

Coffee Break

#### FINAL PLENARY SESSION

17.15\_19.00 Aula Magna

Round table

Chairman **Peter Nijkamp**

Free University, Amsterdam

**Luigi Fusco Girard**

University of Naples Federico II

**Emiko Kakiuchi**

National Graduate Institute for Policy Studies, Tokyo

**Klaus R. Kunzmann**

University of Dortmund

**T.R. Lakshmanan**

Center for Transportation Studies, Boston University

#### Scientific Committee

**Sir Peter Hall**

University College London

**Tuzin Baycan Levent**

Istanbul Technical University

**Roberto Camagni**

Polytechnic of Milan

**Giuliana Di Fiore**

University of Naples Federico II

**Francesco Forte**

University of Naples Federico II

**Luigi Fusco Girard**

University of Naples Federico II

**Klaus Kunzmann**

University of Dortmund

**John Rees**

University of North Carolina, Greensboro

**Peter Nijkamp**

Free University, Amsterdam

**Pierluigi Sacco**

IUAV University, Venice

**Roger Stough**

George Mason University, Fairfax and Arlington

#### Conference Secretariat

**Mejbahuddin Ahmed**

**Candida Cuturi**

**Maria Di Palma**

**Marco Scerbo**

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