



June, the 14th_15th | Centro Interdipartimentale "Alberto Calza Bini" | Via Forno Vecchio 4th floor

prof. **MILAN ZELENÝ**
Fordham University, New York

seminar the **WEALTH OF THE CITY**
to be conserved, managed and
increased for buiding a better future

friday, 14th of June
10:00 h

Crisis or Transformation? Long-Term
Outlook for the Changing Context of
Europe

friday, 14th of June
14:30 h

From Globalization to Relocalization:
On the Corso and Ricorso of Socio-
Economic Systems

saturday, 15th of June
09:00 h

Sustainability: Locally Self-Sustainable
Development of Naturally Self-Producing
Systems

Milan Zelený
research interests

Professor Milan Zelený has been associated as visiting professor with the Faculty of Architecture at the University of Naples over some twenty years. This summer, he comes to present three seminars on the theme „Wealth of the city and its future“. His focus is on the changing contexts of Grand Transformation, From Globalization to Re-localization and Local Self-Sustainability, as well as the concepts of Industrial city and Entrepreneurial university, both from the global entrepreneurial heritage of Jan A. Bata. Analysis of the prewar architecture of the city of Zlin, its usefulness and functionality for current re-localization trends, is also presented.

At the same time, Prof. Zelený is member of the Scientific Board of the journal *Aestimum* (University of Florence press) and will publish the three seminars on this journal.