

Cities in Transition



Key Note
Speakers

Workshops

Impression

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explore

In cooperation with



Keynote speakers



IBON ARESO MENDIGUREN



STELLAN FRYXELL



GREG RICHARDS



ZHANG ANSHENG



IGNASI DE DELAS



PASCAL COOLS

Cities are a continuous magnet to people and their activities. Not only in terms of living and working, but cities are also focal points for culture and leisure, especially in times of economic growth. Add to this the growing visitor flows - for recreational purposes - to cities in wealthier countries, and the result is a city serving residents, visitors and businesses. The complex interplay of all these components is crucial to a city's success. Cities or metropolitan areas are the leaders of their countries - within their boundaries, more than 80% of a nation's economy takes place.

This comprises the reason as to why NHTV organised the high-end conference 'Cities in Transition' on 12 and 13 March 2015. This was done in cooperation with the Dutch Centre of Expertise Tourism, Leisure and Hospitality CELTH.

Interaction with industry partners is NHTV's strength. Professors, researchers and lecturers often hold part-time positions in the industry, which is why they are fully conversant with professional standards and practices, as well as with trends and developments in their respective areas of expertise.

Looking back upon the conference we can say that our central aim 'Sharing and connecting interdisciplinary knowledge to design new creative solutions for future city and metropolitan development' has been successfully achieved. We do realize that the solutions are only at a beginning phase, but the conference forms a fundament for further development. Through this interactive pdf we would like to share the insights we gained of the conference. Above all we are looking forward to continue our cooperation and to exchange the latest findings and experiences. In the upcoming months we will send updates, if you would like to receive these please subscribe in the 'more to explore box'

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Ibon Areso Mendiguren

is architect. He has assisted in drawing up a number of urban planning documents as an independent professional and as a member of the Administration, where he has worked in many different executive posts. He is also Mayor, Councillor for Urban Planning and Chairman in the Bilbao Bizkaia Water Consortium. Within the City of Bilbao, he has also held the greatest responsibility in the areas of Construction and Services, Traffic and Transportation, and Parking and Strategic Interventions.



Mayor Areso has been a member of the Executive Committee of the Association for the Revitalization of Metropolitan Bilbao (Bilbao Metropoli-30), Director of Bilbao Ria 2000 since its founding, and developer of the Guggenheim Museum. He has also served on the Boards of Directors of Metro Bilbao, the Bizkaia Transport Consortium and the Port Authority.

Transformation of Bilbao

Bilbao is one of the largest cultural and economic centres in the north of Spain. It is currently undergoing a process of renovation that accounts for the transformation of the city's image. With a population of some 400,000 people and covering a large metropolitan area, the former industrial city of Bilbao has become a modern city of services. Bilbao as a prime example of urban restructuring, having transitioned from an industrial city to a city of services and culture.



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Stellan Fryxel

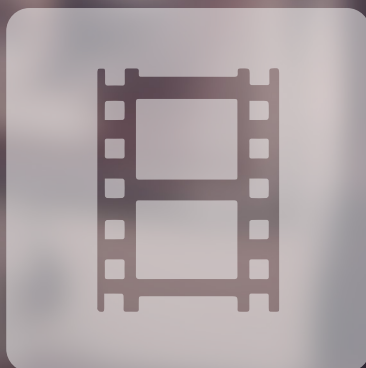
is an architect, urbanist and partner at Tengbom Architects, operating in the fields of sustainable urban planning and building design, and lecturing about sustainability and urbanism. Among the projects Stellan Fryxell has worked on, is the Hammarby Sjöstad project, where he has been involved since 1997 in master planning and several statutory plans (Kasper Salin Architecture Award 2005), design guidelines, design of public spaces, coordination and urban management, environmental program and infrastructure. Stellan is a member of The International Federation of Consulting Engineers' (FIDIC's) Committee of Sustainable Development.



Rethinking Cities - a holistic approach to sustainability and urban design

Cities have a vital effect on the global environment; Stellan Fryxell will be discussing the need for a holistic approach to sustainable urbanism. Society has to reconsider cities through evolving resource efficiency in cities with increased focus on planning and designing attractive areas. Stellan Fryxell believes urban challenges can be turned into opportunities, he will show this through Stockholm's largest urban development project: Hammarby Sjöstad. This district has its own eco-cycle, the Hammarby Model, which outlines environmental solutions for buildings, traffic, waste, energy, water and sewage. Stockholm's largest urban development of recent years, Hammarby Sjöstad is a natural continuation of Stockholm's inner city and will house approximately 11,000 apartments and 35,000 people living and working by 2020. Hammarby Sjöstad is a unique development in Sweden, in terms of size, sustainable design and planning methods.

Stellan will also discuss a systemic approach to cities and an "urban toolbox" through conclusions that were published in a paper by the International Federation of Consulting Engineers/FIDIC: Rethink Cities - on sustainable urban development.



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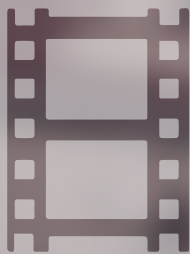
Greg Richards

is Professor of Placemaking and Events at NHTV Breda University of Applied Sciences and Professor of Leisure Studies at the University of Tilburg in the Netherlands. He is also President of the International Institute for Gastronomy, Culture, Arts and Tourism (IGCAT), the governing body for the European Region of Gastronomy programme. He has worked on projects for numerous national governments, national tourism organisations and municipalities, and he has extensive experience in tourism research and education, with previous posts at London Metropolitan University (UK), Universitat Rovira I Virgili, Tarragona (Spain) and the University of the West of England (Bristol, UK).



Placemaking and events in the network society

In a globalising world, places have to work even harder to position themselves and differentiate themselves from their competitors. In the recent past, a lot of attention was paid to place marketing – the creation of brands and images to sell the essence of a place to different target groups. Now many cities realise that a brand is not enough – they need to establish an identity that speaks to the different users of the city and which tells the story of the city. So we are now in the era of ‘placemaking’, or a holistic approach to the planning, design and management of urban space that enables urban identities to flourish. Events have a particularly important role in this process, because they can change the qualities of time in places. Events provide catalysts, framing and synchronisation to link the daily life of the city with wider processes of development, coalition-building and identity formation. This presentation outlines how the ‘eventful city’ can use its events to achieve a range of different urban objectives, to animate facilities and to support the identity of the city.



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Zhang Ansheng

Hangzhou has been maintaining its position as a top tourism city in China for years. As an official working in Hangzhou Tourism Committee, the highest city-level authority responsible for destination tourism development for over 25 years, Mr Zhang Ansheng is currently acting as vice president in charge of development issues concerning new tourism products, policy and industry collaboration.



Being A Leading City in A Competitive World

In the presentation, "Being A Leading City in A Competitive World ---- how to maintain the position as a top tourism destination in a constantly changing world", Mr. Zhang is going to elaborate in detail how Hangzhou, as a No.1 tourism destination for years in China, holds on to its leading position not only in terms of tourism revenues, numbers and turnovers, but also in creating knowledge and implementing it in a collaborative way. The experience of Hangzhou's practice as a leading destination, always thinking and acting one step ahead is not restricted to the Chinese situation, but can also be shared with other destinations in the world where tourism authorities and other stakeholders are working together to find solutions to global challenges.



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Ignasi de Delàs

is graduated in Economics and Management Sciences from the University of Barcelona. He worked as a consultant for different private companies, the World Tourism Organization (UNWTO) and the United Nations Development Program (UNDP). In 1992 he joined the Barcelona Official Chamber of Commerce as Director for Tourism where he contributed to create and develop Turisme de Barcelona in 1993 - the private-public tourist board of the city where he worked from 1993 to 2004. He also acted as a Member of the Board (2000-2004) and Vice-president (2002-2004) of European Cities Tourism (ECT). In 2004 Mr de Delàs became General Manager of the Catalan Tourism Board - a position he held until 2011. At present, he is the Deputy General Manager of Turisme de Barcelona (www.barcelonaturisme.com) and president of European Cities Marketing (ECM) since 2013. (www.europeancitiesmarketing.com).



European Cities Marketing, Learning not competing!
City Tourism is the growth generator in Europe nowadays. European Cities Marketing improves the competitiveness and performance of the leading cities of Europe by providing a platform for convention, leisure and city marketing professionals to exchange knowledge, best practice, and widen their network to perform even better. This leads effectively to new knowledge development, new insights and higher performance.



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Pascal Cools

Started in 2005 as Senior Project Manager at Flanders DC to contribute to what was a brand-new project at the time. The 8 years of experience he had gained before that as an IT and Management Consultant with Andersen Consulting - which later became Accenture - helped him do so. As a project manager with Accenture, Pascal was involved with various major change and improvement processes for private- as well as public-sector clients.

Pascal stood at the cradle of the first Flanders DC “tool”, the GPS brainstorm kit, as well as the first Creativity World Forum.

In April 2007 he became general director. He is responsible for the policy and general operations of Flanders DC and Flanders Fashion Institute, which has been part of Flanders DC since 2009. Furthermore, Pascal has regular speaking engagements on entrepreneurial creativity and the necessity of innovating differently.



For 10 years now, Flanders DC has been committed to developing Flanders into a District of Creativity. In his presentation Pascal will tell you everything about this regional government initiative aimed at achieving a transition. What was successful in their approach and what did not work? Have they achieved the desired results?



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Workshops



SLOW AND SMART CITIES



SOCIAL INNOVATIONS



METROPOLITAN PLACEMAKING



CITY HOSPITALITY

The second day of the Cities in Transition conference started with a plenary kick-off that was given by Pascal Cools, managing director of Flanders DC. After his speech participants could opt for various workshops offering interesting people who introduced each topic. A large variety of national and international speakers were programmed for the workshops, which were attended by experts from home and abroad. The workshops addressed were: Slow and Smart Cities, Social Innovation, Metropolitan Placemaking and City Hospitality. The below pages will show you the highlights of each workshop.

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Slow and Smart Cities

In the workshop Slow and Smart Cities you will gain an insight into how to design communities in co-creation with stakeholders involved. We will explore together the future and consequences of new technologies for city development, livability, happiness and health. We will discuss recent cases that created new opportunities for sustainable functional use for visitors, inhabitants, entrepreneurs and governments.



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Social Innovation

The world is changing in a structural way as a consequence of growing connectivity. Cities in this changing world are currently facing more complex problems than ever before in history. For most of the issues at stake, such as cities' transportation plans, energy provision and sustainability policies, there is not one best solution available but there are definitely great opportunities to improve live in our cities. How cities decide to respond to these issues at stake - and who they decide to involve with which kind of questions- will influence the future of the planet in permanent and diverse ways. We believe that in order to be truly "livable, inclusive and resilient", cities will need to facilitate a transition to 'participatory practices in policy' for enhanced involvement, social experimentation, and responsive governance.



ABSTRACT



Pathways and
Pitfalls

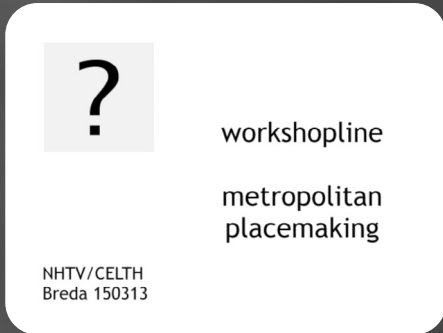


The austerity
dialogue in the
city of Zeist

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Metropolitan Placemaking

Due to the ongoing 'mobilisation' of the world's population, both urban regions and large-scale leisure and tourism destinations are positioning themselves in larger markets. In this process, urban regions and leisure destinations are becoming increasingly dependent on one another. In order to position themselves more strongly in globalising markets, in addition to small-scale creative milieus, urban regions need higher -density and higher-quality facilities. In order to attract wider audiences, leisure and tourism destinations need higherdensity and higher-quality infrastructures. A classic 'chicken and egg' dilemma.



Opening statement



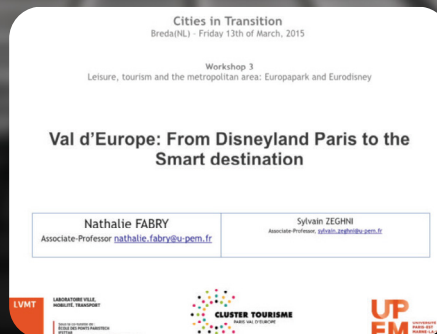
The Philips Create the liveable City project



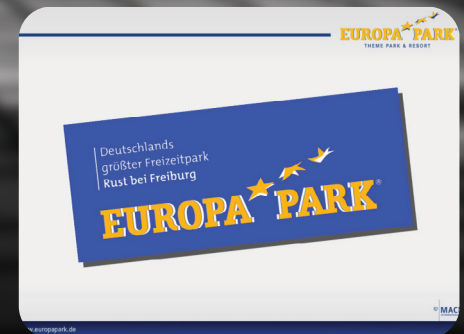
Leisure & tourism AMA



Park 21



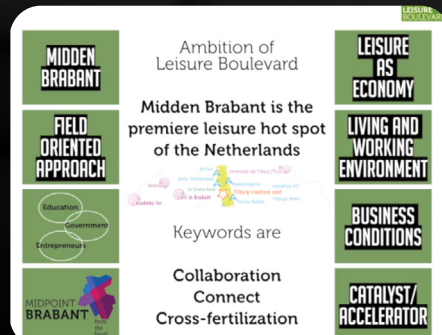
Disneyland Paris



Europa Park



Parkstad Limburg



Leisure Boulevard Brabant



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City Hospitality

The long term social and economic success of cities largely depends on their ability to manage, accommodate and attract the right combination of talent, business and visitors given available resources. A hospitable city anticipates and balances the needs and wishes of its stakeholders to provide the right environment for them to flourish without compromising its ability to meet the needs of future generations.

The accelerated pace of change in society due to technological progress, economic growth and globalization puts pressure on city planning and policy making. City hospitality requires smart cities and smart decision making to answer questions such as:

How can cities plan infrastructure for 2050 if we cannot predict the technological or societal development of the next 5 to 10 years?

Should cities plan new hotel developments at a time where AirBnB has become as big as Hilton in just a couple of years?

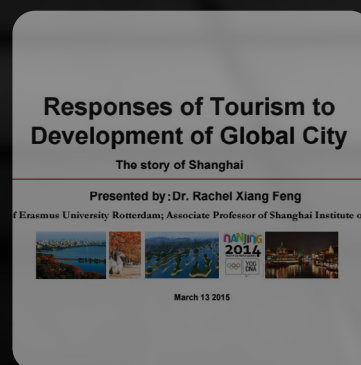
How can networks of entrepreneurs and citizens be created and incentivized to collaborate on shared goals?

This session focuses on the role of hospitality in creating sustainable smart cities. Four speakers will each highlight different viewpoints on the interdependencies of entrepreneurs, inhabitants, government and intermediaries. The audience will be invited to contribute to, and debate, the value of the topics discussed, leading to avenues for future collaboration and research.

Moderator: Bert Smit MSc. Manager Business Innovation & Research NHTV Academy of Hotel & Facility Management



ABSTRACT



The story of
Shanghai

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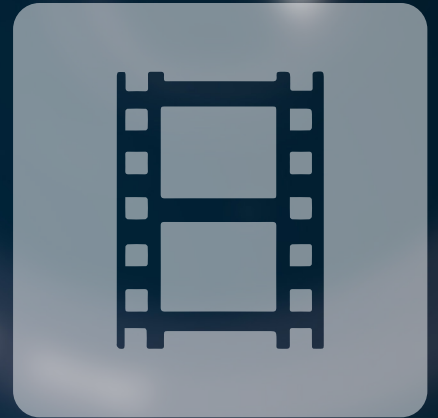
Impression



DAY 01



DAY 01



DAY 02

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More to explore

We are looking forward to continue our cooperation and to exchange the latest findings and experiences. In July we will send you the first update with the latest news, abstracts and video material. If you would like to receive this please subscribe by sending an e-mail to citiesintransition@nhtv.nl, with the subject Registration.



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