EXPO – SUMMER SCHOOL

THE FORMS OF URBAN ATTRACTIVITY: METHODS OF ANALYSYS AND CASE STUDIES

Program

Author/Title	Objectives	Contents
Theoretical Lectures		
Giampaolo Nuvolati (University of Milan Bicocca) *Type of metropolitan populations living, consuming and working in the cities*	The main aim of this module is to define in a theoretical and empirical perspective the metropolitan populations living, working and consuming in the city (inhabitants, commuters, tourist, city users, businessmen, etc.). The topic of Quality of Life concerning resident and non-resident population will be conceptualised	The lecture concerns: • Definition of different metropolitan populations • Definition of conflicts concerning quality of life between resident and non- resident populations • How to measure metropolitan populations • Indicators, data collection and analysis
Matteo Colleoni (University of Milan Bicocca) *Urban mobility systems and accessibility to urban opportunities in contemporary cities*	The lecture is aimed at analysing the main issues related to the urban mobility system and at describing the more relevant transport policies for enhancing the attractiveness and quality of the urban environment and urban design	The lecture is organized in three thematic parts: • Mobility as a new paradigm to interpret transformation in contemporary cities • Urban mobility system and its dimensions • Urban policies to manage urban mobility systems, to facilitate the accessibility of urban areas and services and to improve urban attractiveness
Silvia Mugnano (University of Milan Bicocca) *Local resources finalised to develop touristic and job attractions*	The lecture aims to present the main issues related to creative and smart cities theories and to analyse the strategies that local governances are implementing to attract talents and tourists	The lecture will explore three main dimensions: • Presenting the current debate on creative and smart cities (positive and negative aspects) • Presenting the main strategies to attract and retain creative workers • Presenting double dimension of tourism for creative workers and creative tourism
Montserrat Pareja Eastaway (University of Barcelona) *Public policies oriented to improve attraction*	The aim of the lecture is to understand how public policies might improve urban attraction. Those captivated by a city are not only companies but also talented people and tourists. Several initiatives will be analysed: from the stimulus to the so-called 'hard' or 'soft' factors to strategic planning and clustering. The lectures will also pay attention to different case studies as examples of what will be learned in the theoretical part	The lectures will be divided into four parts: • Urban competitiveness and globalisation as targets for urban development • 'Hard factors' (infrastructures, connectivity, energy resources, etc.) vs. 'soft factors' (atmosphere, environment, tolerance, etc.) • Creating 'Districts of innovation' as drivers for attracting talented people and business • Examples: 1. Barcelona strategic planning: from non-existence to fame; 2. 22@Barcelona district of innovation; 3. Barcelona, European capital of innovation

Luc Gwiazdzinski (University of Grenoble) *Governance and participation models as tools for improving attractions*	The main aim of the lecture is to improve knowledge about governance and participation as tools for improving attractions	The presentation will be divided in the following parts: • We will define the notion of urban attractiveness in general • Then we will focus on night dimension as element of attractiveness of cities in general in a competitive environment • We will address the question of the emergence of nocturnal attractiveness policies in France and Europe • We will highlight innovations in public policy in a double logic of internal quality of life and attractiveness • Finally we examine the conditions of participation of the population and stakeholders at every stage of the factory and urban management
Presentation of best practices		
Renato Galliano (Municipality of Milan) Maria Berrini (AMAT) *Best practices*	The attractiveness of a city: the case of Milan	
Gilles Rabin (Université de Panthéon Sorbonne) *Best practices*	The attractiveness of a city: the cases of Lyon and Nice	
Cesare Massarenti (University of Milan Bicocca) *Best Practices*	Innovative system of interactive ICT for improving quality of life of resident and non-resident populations: the cases of Spoleto and Portici	
Final report In the period of the Summer School, students will be asked to work and to present a final report regarding strategies for improving the attractiveness of their own cities.		