

SEMINAR SERIES

Cultural Mega-events and Urban Heritage: Threats and Opportunities for European Cities

The seminar series brings together international experts to discuss the diverse experiences of European Capitals of Culture in recent years. The European Capital of Culture (ECoC) is one of the key cultural policy programs of the European Commission and has become an important tool for small to medium sized cities across Europe used for urban regeneration, cultural promotion and establishing new identities for cities. Through examining a number of case studies from the ECoC and other cultural events, this seminar series will explore the various threats and opportunities facing urban heritage in the cities that host cultural mega-events. All seminars will take place at Politecnico di Milano, Leonardo Campus Milan and have been organized and supported by the JPICH HOMEER Project and the Dipartimento D'Eccelesenza within DASTU.

20 March 2019, 16:30, Aula GAMMA

Sampo Ruoppila (University of Turku): "Effects of Turku 2011 European Capital of Culture: a long-term perspective"

The third largest city in Finland, Turku, hosted the 2011 European Capital of Culture. This event mobilized multiple cultural actors and transformed several places in the city, including the usage of the city's central riverside and introduction of the industrial-heritage site Logomo. In this seminar Sampo Ruoppila (Director of the Turku Urban Research Programme) will explain the policy process as well as illustrate the features of and links between policy effects, population effects and spatial effects, discussing the long-term legacies for the city, its image, definition of culture, and cultural heritage.

Sampo Ruoppila is the Director of the Turku Urban Research Programme, a joint initiative between the City of Turku, University of Turku and Åbo Akademi University, and currently teaches at the Department of Social Research, University of Turku. Sampo has published extensively in urban studies, housing policy, urban and cultural policy. In 2016, he was Visiting Scholar at Politecnico di Milano.

27 March 2019, 16:30, S1.4

Enrico Tommarchi (University of Hull): "Mega-events and heritage: learning, legacies and the urban space in the case of Hull UK City of Culture 2017"

The seminar aims to provide an understanding of how the UK City of Culture 2017 in Hull impacted on urban policies and heritage projects and how the engagement of local citizens with heritage was pursued through the event. Hull started recognizing its maritime past and it began working towards nominating the city center being recognized as a UNESCO World Heritage Site along with several landmarks listed as national heritage sites. These various processes will be considered for their impact on the future outlook and planning of the city as well as change in image and perception.

Enrico Tommarchi is a researcher at the Culture, Place and Policy Institute at the University of Hull and a PhD candidate also at the University of Hull. He has contributed to the ongoing evaluation of Hull's UK City of Culture 2016 and to a number of international publications on the topic of cultural policy and mega-events.

3 April 2019, 16:30, Aula GAMMA

Evanthia Dova (Neapolis University Pafos): “Fast Events and Slow Heritage: The case of Pafos 2017 European Capital of Culture”

The 2017 European Capital of Culture took place in the historic city of [Pafos](#), Cyprus. The event has addressed heritage sites, urban revitalization and several problems derived from the changing social conditions in Europe. This was the occasion of rethinking the role of urban heritage with reference to, among others, international tourism and migration. In this seminar, Evanthia Dova (Neapolis University Pafos), will discuss about how a number of frictions as well as innovative solutions resurfaced in this process, and how they could be useful in treating the relationship between mega-events and cultural heritage in Europe.

Evanthia Dova (MSc University of Thessaloniki and MSc at Yale University) is Lecturer in Architecture, Neapolis University Pafos and a PhD candidate at the Aristotle University of Thessaloniki School of Architecture (exp. 2018). In 2010-2012 she was a member of the Pafos2017 Working Group, preparing the candidacy of Pafos as a European Capital of Culture, and, following the bid's success, she has worked on a number of events for Pafos2017.

10 April, 16:30, Aula GAMMA

Mariavaleria Mininni (Università della Basilicata): “Matera-Basilicata 2019: Events, heritage and ongoing analysis of their urban effects”

2019 is the year of celebration for the European Capital of Culture in Matera and its region Basilicata. The city is a complex and fragile layering of historic and even prehistoric settlements. In her lecture, Professor Mininni will present the urban landscape and heritage of Matera, the features of the European event and the ongoing set of analyses and assessments she has been leading on this regard.

Mariavaleria Mininni is Associate Professor of Urban Planning at the University of Basilicata in Matera. She has worked on issues related to landscape and urban heritage, and she is leading an ongoing evaluation exercise for the Matera 2019 European Capital of Culture program.

17 April 2019, 16:30, Aula GAMMA

Jacek Purchla (International Cultural Center): “The Politics of Heritage and the Urban Economy of Mega-events: Kraków 2000 and Wrocław 2016 two Polish European Capitals of Culture contrasted”

Kraków, the only large historic city within Poland's current borders to have survived the tragedy of the Second World War physically unscathed, is a symbol of continuity and endurance. Kraków is one of those of our Continent's old cities whose contemporary development is determined by their past and tradition. Its metropolitan function is its intellectual and artistic potential. One of the signs of its capacity for the creation of culture is that it is often referred to as Poland's cultural capital. To make city better internationally recognized was the main objective of The Kraków European Capital of Culture 2000 program.

Wrocław was not only terribly destroyed in 1945. It also became the largest European city which, as a result of WW II, replaced its entire population. Polish Wrocław regained the population size of German Wrocław in 1939 only in the 1980s, and it does not surpass it to the present day. The Wrocław European Capital of Culture 2016 revolved around the co-creation of culture with local citizens. This approach aimed at recognizing their diverse, multicultural past and developed new models of cultural heritage, multiculturalism and openness that is continuing beyond the event closure. The lecture investigates the politics and economics of the ECoC event and it will present how its goals were related to and embedded within the built heritage of the city during the celebration year itself as well as the effects on the city in the two years since.

Jacek Purchla is Polish Art Historian and Economist, Professor of Humanities, a member of the Polish Academy of Arts and Sciences. He was the founder of the International Cultural Centre in Krakow and has been its director since its inception in 1991. He is the head of the Department of Economic and Social History and the UNESCO Chair for Heritage and Urban Studies at the Kraków University of Economics. He specializes in urban studies, social and art history, as well as the theory and protection of cultural heritage. Since 2015, he has been the President of the Polish National Commission for UNESCO.