

BB Talks
16.05.2018

Palau de Congressos
Montjuïc
Fira de Barcelona

Innovation and Urban Renewal Congress

From Cities to Materials

The Voices of Innovation Programme

16.05.2018

Throughout Barcelona Architecture Week
Curated by **Giovanna Carnevali**

9:00 am – 9:45 am
Registration

9:45 am – 10:00 am
Welcome
Constanti Serrallonga – General Manager of Fira de Barcelona.
Ione Ruete – Director of Barcelona Building Construmat.
Giovanna Carnevali – Congress Curator

Latest Innovations in the industry

10:00 am – 11:00 am
Start-up presentations and competition
Start-ups focused on building, materials, design and architecture will have 4 minutes to showcase their innovative services and products to the audience.

The selected start-ups are: Aerial Insights, AMAGE Systems, Heaboo, SAALG Geomechanics, Urbytus, BulldozAIR, Ogun and Polyhedra Tech.

The Urban Agenda for Europe

11:00 am – 11:30 am
“Affordable housing does not mean what you think it means”

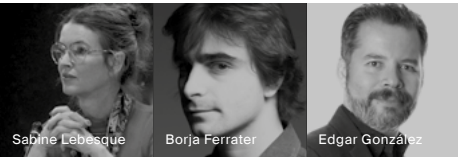
Keynote speaker:
Sabine Lebesque – member of the Investors Housing Office as well as of the Spatial Quality Team of the City of Amsterdam.

11:30 am – 12:15 pm
“Social, technological and policy innovation can make real life-improvements?”

Expert panel:
Sabine Lebesque
Borja Ferrater – Architect and founding Partner Architect at OAB (Office of Architecture in Barcelona).
Edgar González – Architect. Director Graduate in Design IE School of Architecture and Design.

In 2014, the Guardian published an article titled “Affordable housing does not mean what you think it means”. The article shows the limits of what can be considered “affordable housing” in London, where housing has become among the most worrying and alarming issues of socio-economic inequality. The catchy and provocative title invites reflection beyond the assumption that “affordable housing” means the same for all. What is affordable, under what criteria and for whom, what are the tricks and scams that can be hidden in catch-all policy terms?

The issue of housing is intrinsic to the city: cities were invented to be lived in. According to OECD/LEED 2000 “Forum on Social Innovations”, social housing should provide new answers to social problems, new services, improving quality of life.” Technology and the strength of consensus and cooperation between government and citizens can really improve the urban renewal.



12:15 pm – 12:30 pm
Coffee break

From cities to materials

12:30 pm – 1:00 pm
“From city to materials: coherent vision for city planning”

Keynote speaker:
Klaus Illigmann – Geographer, Head of Munich Urban Planning Department.

1:00 pm – 1:45 pm
“Does urban regeneration help to improve city economy? From small scale to city scale”

Expert panel:
Klaus Illigmann
Mar Santamaria – CEO and founder of 300.000Km/s.
Marcin Szczelina – Founder of the platform Architecture Snob and contributor to the magazine Domus.

Cities currently contribute about 80% of global wealth, and population growth is exponential. Singapore, Shanghai, Tokyo, London, New York, New Delhi, Moscow, Paris, Milan, Hong Kong are examples of cities claiming for themselves the role of hegemonic urban agglomerations over the countries in which they belong. Nowadays, there are contrasting trends: while in Asia, Latin America and Africa “fast developing cities” such as Lagos, Maputo, Delhi, Lahore, Brasilia, Jakarta, Wuhan etc... are multiplying (Europe Mayors Statistics, 2017), in Europe we are experiencing a phenomenon of “compacting cities” where the tourism boom and massive migration from Middle Eastern countries is influencing the economies of cities, competitiveness and social inclusion. However, despite these enormous differences in the future of cities on different continents, the effect of globalization leads to common problems: common minimum denominators linking cities together in networks to find common solutions that can improve citizens lives and the environment.

At the beginning of the new millennium, the primary questions for cities are: How will the city fare in the global context? Can cities preserve their distinctive or individual qualities and further develop them under more difficult conditions in the future?



1:45 pm – 2:00 pm
Award of the prize for the best start-up

2:00 pm – 4:00 pm
Lunch and networking meeting

4:00 pm – 4:30 pm
Global Reach & Relevance for Capital Projects & Infrastructure, McKinsey

Presentation by:
Antonio de Gregorio – Partner at McKinsey & Company based out of the Madrid office.



Forthcoming Urban Commons

4:30 pm – 5:00 pm
“Smart city, intelligent city or what’s next?”

Keynote speaker:
Mr. Rajendra Jagtap – IDES, Chief Executive Officer.

5:00 pm – 5:45 pm
“Where smart technologies are useful to improve citizens quality of life”

Expert panel:
Mr. Rajendra Jagtap
Areti Markopoulou – Architect, educator and urban technologist.
Ricardo Devesa – Architect. He teaches at the Institute for Advanced Architecture of Catalonia (laaC).

As governments embark on a new era of urban development and infrastructure upgrades, it is important that the private and the public sectors must work together to champion, design, fund and sustain smart infrastructure and municipal services. For instance, a coordinated effort to build low carbon, resilient cities will also help to achieve the ambitions of the Paris Climate Agreement. Another example, is that new smart technological cities would be capable of unlocking energy efficiency in housing and transport and smart cities could be instrumental in keeping global temperature rise well below the Paris Agreement's 2°C threshold for this century.

Smart city technologies make cities more manageable and more personal by deploying sensing and monitoring capabilities along with adopting data-driven approaches. Is it possible that by creating inclusive smart city technologies, governments could achieve the Sustainable Development Goals?



5:45 pm – 6:00 pm
Coffee break

Forthcoming Urban Common Assets

6:00 pm – 6:30 pm
“Forthcoming urban commons: the regeneration of public spaces”

Keynote speaker:
Denis Leontiev – Architect. Chief Executive of Strelka, architecture and urban planning in Moscow.

6:30 pm – 7:15 pm
“How much the public vision of the city influences architects, thinkers and companies”

Expert panel:
Denis Leontiev
Francesca Bria – Barcelona City Council. Chief Technology and Digital Innovation Officer.
Luis Antonio Martínez – Doctor of Social Sciences. Outstanding Doctorate Thesis Award. General Secretary of the Passivhaus Consortium.
Ewa P. Porębska – Architect, architectural critic. Editor-in-Chief of the Architektura-murator monthly magazine.

Urban regeneration has been a key-factor in urban development since the earliest human settlement, and was emphasized after World War Two. Several decades' experience and billions of dollars forced the decision makers to realize the importance of urban image, quality of life, and urban environment, which were recognized as prerequisites and catalysts for the economic development of cities. In this circumstance squares, streets and boulevards have been involved in urban regeneration projects to create symbols of the city and to provide space for residents, and have been proved to be effective for urban regeneration in many western countries. To ensure good sustainable development in cities, increase competitiveness between them and attract human capital (Richard Florida), urban design must be organized so that it takes into consideration the same level of importance citizens, workers and with employers, the leaders and the politicians. To do this, integrated planning should be developed that includes infrastructure, land use, urban governance, citizenship, culture, morphology of the city, urban development (center and periphery), and education.

Is the regeneration of the public domain strong enough to take the role of protagonist in the transformation of cities in the public interest?



7:15 pm – 8:00 pm
Closing session and cocktail

Last updated: May 10th.

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