

Cultural Transitions in Southeastern Europe
 The Creative City:
 Crossing Visions and New Realities in the Region
 Inter-University Centre (IUC), Dubrovnik, Croatia
 May 2006

**Forces and Trends that Shape
 Contemporary City –
 Creative Sector in Creative Cities**

ARCHITECTURE
 DESIGN
 ART
 PHOTOGRAPHY
 LITERATURE
 MUSIC

**SUPERSPACE
 BELGRADE**

Žaklina Gligorjević, M.Sci.Arch.
 Deputy Director, Strategic Planning Department
 Town Planning Institute of Belgrade

History of urban design shows the relation between society development and city form.

Studying **the forms of public spaces** one can BETTER understand various societies: learn about the internal organization, political, social and economic development, and **development generators** over time.

The relationship between the Politics & Urban Design is especially visible in the organization of new capital cities like Washington DC, Chandigarh, even New Belgrade with clear spatial distribution of political or economic power.

The later formed business city districts, significant for their heights, density and their run for the most authentic high-rises

The “creative industries” appeared lately as a new economic sector and a new driving force in the most successful American and western economies.

The British Council defined it as a sector based on individual creativity, ability and talent, pursuing welfare and job creation through the generation and use of intellectual property.

What are the elements of the ATTRACTIVE Public Space?

Chicago, June 04

Public Space?

FORUM
AGORA

(Merriam-Webster's Online Dictionary,
The American Heritage ® Dictionary of the English Language)



- Physical Center**
of judicial and public business
- Social function**
assembly, gathering
- Communication**
open discussion, information, announcements

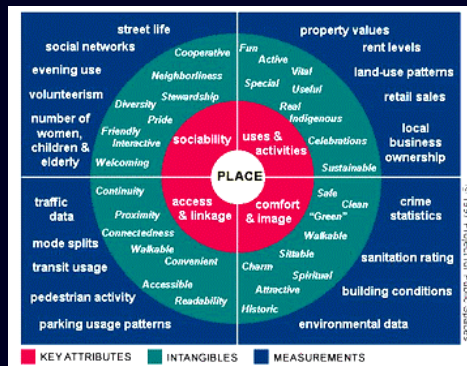
There are three main components of every design:

- Functional**
- **Social &**
- **Aesthetic**

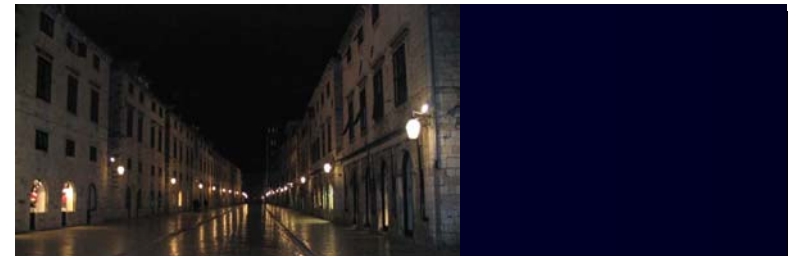
With technology development, the use of physical public space became **less functional**, but more social and **behavioral**.

Prof. Jerold Kayden, Urban planning program, Harvard GSD, 2004

What Makes a Successful Public Place?



- **ACCESSIBLE;**
- **People are engaged in ACTIVITIES;**
- **COMFORTABLE** And has a good image;
- **It is a SOCIABLE place:** one where people meet and take people when they come to visit.



Dubrovnik, 06

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City Icons

&

Aliens

John J. Costonis,
"Icons and Aliens", Law, Aesthetics
and Environmental Change",
University of Illinois, Urbana,
Chicago

Paris, The World Exhibition



City Icons:

Bilbao Guggenheim Museum,

*Rafael Moneo Kustral
Audithorium,*

*Spittelau District , PowerPlant,
Vienna,*

Mostar Bridge,

Sidney Opera House,

...



Belgrade Winner

Business Center
UŠĆE

Former Communist Party
Central Committee
Headquarters

The Museum of
Contemporary
Arts

Belgrade, Today

Trends
For the third Millennium

Branding (famous architects,
museums, music halls, thematic cities)

Technology

Partnerships

That all help making **Creative Cities**

3

MEDIATION



MIT School of Architecture and Planning is studying
The Advent of "Mediated" Space: Public Places and **Technology**
11.3333 Urban design Seminar: Cities Tomorrow, spring 04

Bryant Park

midtown Manhattan, one block from Times Square.
During lunch hours typically hosts over 5,000 business people
and counts 20,000 visitors/day.
Amenities: French-style carousel, a boule board, chess tables, free yoga
classes, garden with over 25,000 varieties of flowers, the Bryant Park
Grill, and free wireless access, as well as 2,000 moveable chairs for
pausing to take in the sights.
<http://bryantpark.org/>



Video film JUMP CUTS, United Artists
theater in San Jose, California,
showing all that happens inside the
theatre
(http://www.metropolismag.com/html/content_0702/rub/)



Story pipeline

BPEC community center in Anchorage, Alaska
(By Ben Rubin / Ear Studios)

- records stories told inside museum space
- translates audio to typed text format
- transmits text on LED displays outside the museum
out into wildemess



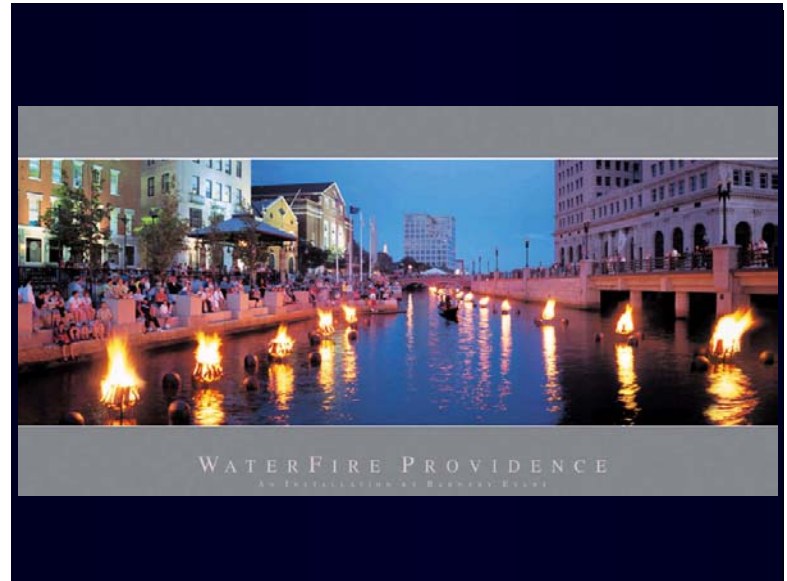
Times Square
mart 04

MEDIATION

Case of Providence Revitalization project,
RI, US

Barnaby Evans & WATERFIRE

B



C

MEDIATION

Public Space = Medium

Cyprus, billboard mountain

- The Greek – Turkish conflict resulted with the world biggest flag made in the slope of the mountain on the Turkish side of the country. It is visible from far away in Greek part of the island...
- This natural flag entered the Guinness Book of Records

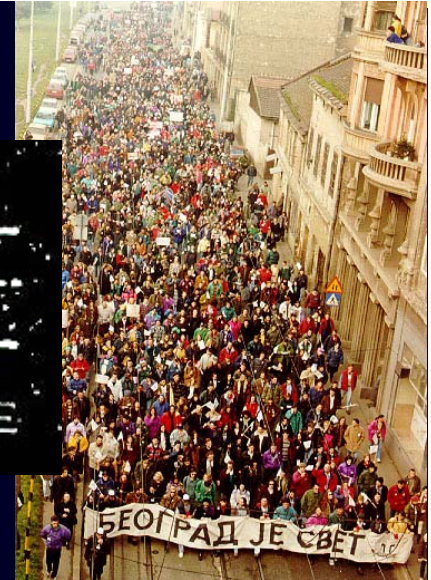
SPURSIAP Seminar, January 04,
"Risk, Trust, Plans"
Streets of Belgrade - Urban Spirit Revival

Creativity in crises

- Monopolized media by the government
- Orwellian blindness across the country: pictures of war, suffering, refugees coming to Belgrade, crying kids, soldiers,...
- No freedom of speech, but also lack of information
- Fear for plain survival, basic needs: food, health, safety
- Dark city, poor, unsafe
- More than 300 000 young, educated people left Serbia during that time

No 3
1996 Civic protest

THE
ELECTION
ZONE
BELGRADE
1996



OCTOBER 2000

Another important Civic
protest after the 2000
elections



MARCH 2003

Serbian citizens are giving
the last honor to assassinated
prime minister Djindjic
on the streets of Belgrade, 2003

**CREATIVE
INDUSTRY**

V.S.

REAL ESTATE

(or just
a Partnership?)

The Case of
New York City

4



CHOROS
International Projects
SAIT Workshop
NYC, January 2005

**Creative
New York**

View from the
meeting room of
CB04

**TWO PARALEL PROCESSES
in DECISION MAKING:**

- 1) PLANNING** (land use, FAR, incentives in ZONNING) and
- 2) COMMUNITY APPROVAL** – decisions on the community level

MANHATTAN SPECIAL WEST CHELSEA DISTRICT

1)

Environmental Assessment Statement
SPECIAL WEST CHELSEA DISTRICT REZONING
August 2003,
The New York City Department of City Planning / DCP

The Zoning Proposal

A - Currently zoned primarily for **light manufacturing and commercial uses**, the proposed Special West Chelsea District would **permit residential development** ...

...Proposed regulations governing **building height and setback** would respond to the **unique features of West Chelsea**, including the neighborhood's many early 20th century **loft buildings**, the adjacent Chelsea Historic District, and the Hudson River waterfront.

B - The proposed **reuse of the High Line** as an elevated open space ...

... preservation of light and air around the High Line, ...

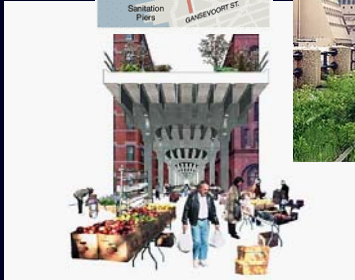
...Special District.

...the existing **manufacturing zoning** would be retained in the core of the art gallery district, along the mid-blocks north of West 20th Street and south of West 26th Street, to help ensure the continued vitality of the galleries.

http://www.thehighline.org/press/articles/092503_nydcqp/



Friends of the High Line



High Line Revitalization Field Operations and Diller, Scofidio & Renfro

2)

City of NY Manhattan Community Board No. 4
STATEMENT OF DISTRICT NEEDS
 (June 05 – June 06)

- Population near to 100.000 with goals :
- preventing displacement
 - maintaining neighborhood character
 - attracting development that enhances diversity and positive neighborhood relations among disparate groups

CITY OF NEW YORK
 MANHATTAN COMMUNITY BOARD No. 4
 130 West 42nd Street, 26th floor, New York, NY 10036
 Tel: 212.736-4536 Fax: 212.947-9512
 www.ManhattanCB4.org

WALTER MANKOFF
 Chair

ANTHONY M. BORELLI
 District Manager

New York State Urban Development Corp. d/b/a Empire State Development Corp.
 Jacob K. Javits Convention Center
 December 16, 2004

Manhattan Community Board No. 4
 Statement on the
 New York Sports and Convention Center
 Land Use Improvement Project & Civic Project
 General Project Plan
 Delivered by Anna Hayes Levin

THE CASE AGAINST THE STADIUM

Manhattan Community Board No. 4's ongoing opposition to the proposed Jets stadium has long been a matter of public record:

- it would be too big and boxy – a 3-block wide, 30-story tall mega structure,
- it would be too much of an eyesore and an obstacle to waterfront access and open space as well as to residential and commercial development,
- it would create traffic nightmares,
- it would require \$600 million in direct public funds plus additional subsidies that could be far better spent on other citywide priorities,
- experts agree that the economic boom promised by the Jets and the City is likely not to materialize based on the experience of other cities around the country (and the economic benefits that do materialize are more likely to come from convention events),
- it would rob the MTA of a significant capital asset,
- it would not serve the needs of the Javits Center,
- it would cost the City its Olympic bid, and
- it is deeply controversial and increasingly unpopular.

Battle for Hudson Yards

NOT-FOR-PROFIT s

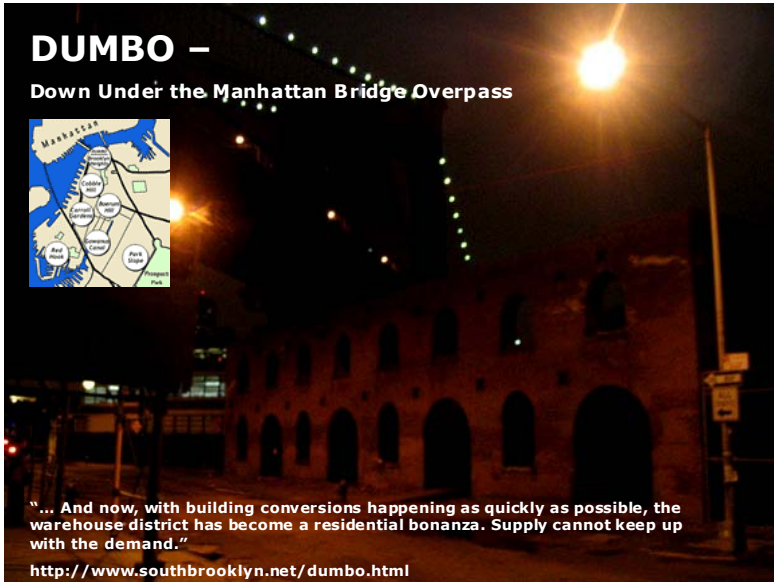
- Times Square Alliance
- Theatre District
- 34th Street District
- Bryant Park
- Business Improvement Districts
- Friends of the High Line
- Van Alen Institute
- Project for Public Spaces

Art & Culture
 NOT-FOR-PROFIT s

- NYFA – New York Foundation for the Arts
- LMCC – Lower Manhattan Cultural Council
- PS1 International Studio Program, LIC, Queens
- Materials for the Arts, Long Island, Queens
- Galapagos Art Space, Williamsburg, Brooklyn
- DUMBO, Brooklyn

DUMBO –

Down Under the Manhattan Bridge Overpass



"... And now, with building conversions happening as quickly as possible, the warehouse district has become a residential bonanza. Supply cannot keep up with the demand."

<http://www.southbrooklyn.net/dumbo.html>



Excellent Cities?

Branding

5

San Sebastian = culture/tourism

Bilbao = ex industrial

Dubrovnik = historic, exceptional

Cambridge, MA = Science & education

...

**Can American urban development policies
be successfully applied in
South-Eastern European
Cities?**

Public Private Development

PUBLIC

represents government: national, state, regional or local, with all its professional and additional services

PRIVATE

private profit organizations, private developers, not-for-profits, NGOs, community development corporations (CDC), and other organizations and firms that are not governmental, as well as "end-users", tenants, renters, etc.

Public – Private Development (Hopefully Partnership)

Why?

(Professor Jerold Kayden, Harvard GSD, 04)

A - the private sector does not build and develop cities the way that is socially, functionally, or aesthetically the best way according to public criteria

B - private market is sometimes inefficient from a market point of view

C - the private sector can't do it alone in some locations because of legal restrictions (public interest)

D - society or its representatives are not always satisfied with the results of private development (POPS, Manhattan, NYC)

E - the public sector also was not always successful in renewal projects that were governmentally owned or financed (Urban Renewal)



The Context of the research:
Belgrade, identity, years '95 -'99

1. URBAN PLANNING CONTEXT

in ambiance of social, economic and political instability

2. CASE STUDIES

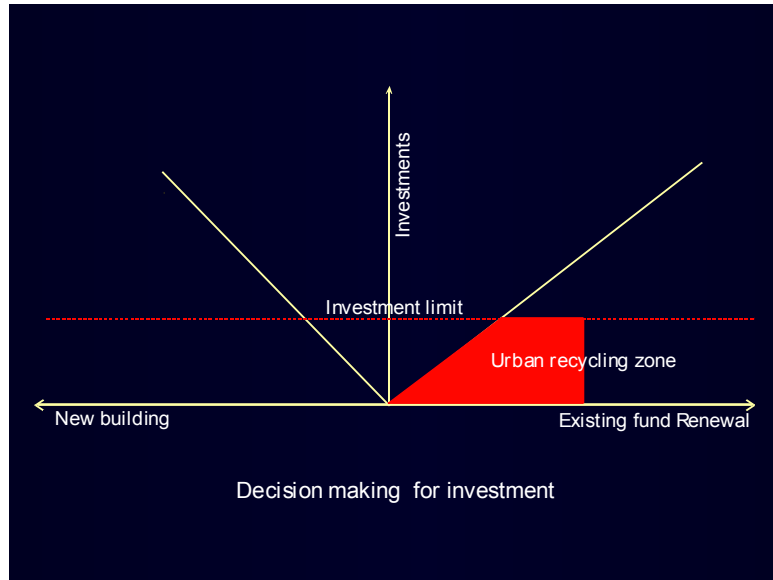
and effects expected when applied to particular sites

URBAN RECYCLING for

- *unused buildings*
- *in bad shape*
- *with potentials to be activated for the new quality achievement*

BECAUSE of the

- (1) *Higher expenditures for new building,*
- (2) *Limited spatial resources of cities*



EXPECTED **effects**

1. Efficient revitalization
2. Lower initial investments in renewal
3. Flexible new uses
4. Positive impact on URBAN environment

WHY THERE IS NO RECYCLING STRATEGY IMPLEMENTATION?

- Transition, ownership problems, market driven development
- Rigid regulations, LACK OF CULTURAL POLICIES
- LACK OF LEGAL TOOLS & MECHANISMS for (at least temporary) USE of existing structures
- The fear of misuse or destruction

How am I involved?

Future urban planner aware of the importance of urban heritage reuse?

1969.


2006

Trg Republike Informatika - InfoSky


16x Tele

Zoom

1x Wide



Belgrade is still CREATIVE CITY




Trg Republike Informatika - InfoSky

16x Tele

Zoom

1x Wide



Web camera on the main Square Labyrinth **FACE OF BELGRADE, Days of Belgrade , April 06.**



svečano puštanje u rad projekta **GENERATOR**
project **GENERATOR** inauguration
VIRTUELNE SENKE
VIRTUAL SHADOWS
public square in front of the city library
(Corner of knez Antunijevića and crnjaka street)
27 April 2006 19h
design team: www.studiosimbiosis.com info.org.yu
become a part of the experiment, open the exhibition space and stimulate creation of a design project. generator is a structure for new space production.


SADAŠNJE STANJE URBANOG DIZAJNA U POST-SOCIALISTIČKIM ZEMLJAMA
U post-socialističkim zemljama, usled reolokacije urbanih elitarizujućih objekata u brzo i komercijalno izgrađenim kvartovima, nastaje nova vrsta urbanog dizajna. U ovom slučaju, gradnja i održavanje javnih prostora, kao i gradnja i održavanje javnih prostora, postaju važni aspekti urbanog dizajna. U ovom slučaju, gradnja i održavanje javnih prostora, kao i gradnja i održavanje javnih prostora, postaju važni aspekti urbanog dizajna. U ovom slučaju, gradnja i održavanje javnih prostora, kao i gradnja i održavanje javnih prostora, postaju važni aspekti urbanog dizajna.

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StudioSimbiosis




BELGRADE REGIONAL STUDENT URBAN RECYCLING CONGRESS



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PaPsProject

PaPs - Public Art & Public Space
International multidisciplinary project of artistic design of urban public spaces

Recipient of PaPs project:
Faculty of Architecture
University of Belgrade
www.arh.bg.ac.yu

CurrentActivities

Belgrade Boat Carnival

PaPs Forum
Registering on our forum, you get privilege of joining discussions about various topics

Register!

