



CALL FOR PAPERS

**“Knowledge Economy, Cultural and University Planning:
The Major driving factors of Territorial Attractiveness and
Competitiveness?”**

INTERNATIONAL SYMPOSIUM Paris – La Défense

**Grande Arche de La Défense,
JUNE 2011, the 29 and 30**

**Europe, USA, Asia, Latin America, Australia, Africa
are called for
International Comparaisons**

**Some cases studies will presented as:
London, Madrid, Mexico, Moscow, New York, Paris, Rome,
Seoul, Shenzhen...etc.**

Small and medium-sized cities are also concerned.

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“Knowledge Economy, Cultural and University Planning: the Major driving factors of Territorial Attractiveness and Competitiveness?”

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Public and private institutions such as universities, research groups and foundations, firms, institutes of higher education, etc..., the so-called “Knowledge industries” (Kunzmann, 2006), develop and promote knowledge at a local scale.

At the same time, they are obliged to deal with a global market, according to a process of re-scaling.

The complexity of the re-scaling process is posed combining two main scales: the local scale approach, is necessary in order to identify what the (social, economic and spatial) factors of urban attractiveness are and in which way they can be taken into account in the university planning projects (of course avoiding the standardization and the gentrification of spaces) (Zukin, 1995, 2010, etc..); on the other side, even if the measurement of territorial competitiveness effects can be defined at a global scale, decision-makers must pay attention to the inhabitants quality of life too. It means that both scales must be taken into account at the same time.

In both case the problem is of creating (or strengthening) the territorial identity, by mean of marketing approaches based on brands, often emphasized by a label.

This is why, more and more territories are identified by a progressive clustering approach. A cluster is a specific area that doesn't easily integrate with all others urban functions. Thus, some criticisms emerge concerning the progressive “clustering” territory process.

In the context of advanced economies, the university comes back as one of the key-actors of the urban growth. In the French case, for example, some reorganization of higher education was needed as the current system of universities and *Grandes Ecoles* does not score well in the Shanghai league tables. The ministry's PRES (*Pôles de Recherche et Enseignement Supérieur*) aim to cluster institutions while the Plan Campus is putting money into the architectural and urban renewal. This allows us to imagine a new role for universities, embedded in the cultural equipment system. The necessity to reorganize the French universities, sometimes located in suburban campus (new or refurbished), demonstrates the difficulty in structuring a real territorial project which can include these places in broader processes of cultural and creative production. This symposium aims to identify how these problems are taken into account in the other countries.

Main Questions

- **How can urban policies deal with knowledge, economy and culture in the process of construction of attractiveness and of territorial competitiveness? How do institutional actors take hold of notions such as culture, knowledge and innovation in order to ameliorate the economical structure and the social condition of their territories? Particularly, why should world cities, already well equipped in infrastructure and services, focus on knowledge based economies and on innovation?**
- **Which are the forms and the dimensions of attractiveness? How can universities, research institutes and more generally, knowledge industries, participate to structure this attractiveness?**
- **How can we define the relations between places of knowledge production, knowledge transmission and the city? The multipurpose use of networks.**

These questions concern large metropolitan areas as well as small and medium-sized cities.

1- «Urban Policies. Managing knowledge, economy and culture, enhancing territorial attractiveness and competitiveness»

- Universities and Research Institutes in territorial strategies for competitiveness.
- « Clusterizing » Cities?
- The Re-scaling : reconciling competitiveness (producing High-Tech, at a large scale) and attractiveness (life quality, diversified offer, at a local scale)?
- Re-adapting sectoral policies to the double strategy of enhancing attractiveness (residential, touristic, economic) and of knowledge industries development.

Key-words: *Governance, Strategy, Territorial Development, Attractiveness, Competitiveness, Scales, Knowledge Industries, Clusters, Culture.*

2- «The different forms of territorial attractiveness. The role of the urban design projects».

- Which new role can university planning (extra-urban campuses or integrated in the city) play in the development of urban "attractive" projects (as consumption spaces)?
- University can also "create" a city or a quarter (the Sorbonne, in Paris, for example, is emblematic of the "Quartier Latin"): University represents a landscape and an atmosphere to be recreated in new projects. Which is the relation to history and memory?
- Various necessities in terms of environmental protection, alternative energies usage etc. have brought to a wide emergence of « ecological » projects. How can we answer to these demands avoiding stereotyped models?
- University is a key resource to valorize the image and the perception of cities and quarters. How can it benefit of the mediatization process (attract more students and researchers, facilitate development, etc) ?

Key-words: *urban project, consumption spaces, authenticity, sustainability, urban forms, university brandscapes, community planning, eco-campus, medias role, culture.*

3-«The subtle relations between places of knowledge transmission and production and the city. The different networks' roles».

- Mobility, accessibility and transports. The multimode ways: connecting the high speed transport system with the pedestrian streets and the natural environment
- Digital technology as an opportunity for intellectual connection, knowledge transfer and social mobility.
- Innovation, intellectual property protection and knowledge exchanges.

Key-words: *intellectual and social mobility, knowledge transfer, accessibility, multimodality, natural attractiveness, digitalization, innovation, intellectual property, etc...*

Dates importantes:

Abstracts by **4 April 2011**
Full papers (6,000 words) by **10 June 2011**

Accepted papers are planned to be published in **2012**

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International Key Notes Speakers



Javier Carrillo

Professor and
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An international consultant and a Professor of Knowledge Management at the Tecnológico de Monterrey, México, Javier is regarded as a world leader in *Knowledge Cities* and *Knowledge Based Development*. Director of the *Center for Knowledge Systems* www.sistemasdeconocimiento.org since 1992, where he has lead nearly a hundred contracted projects. He is editor since 2002 of the annual Special Issue on *Knowledge Based Development* for the *Journal of Knowledge Management* as well as Associate Editor of the *International Journal of Knowledge Based Development*. He is founder and President of the *World Capital Institute* www.worldcapitalinstitute.org, the organization leading the *MAKCi Awards* (Most Admired Knowledge City), and the annual Knowledge Cities World Summit.



Cathy Garner

Chief Executive
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Cathy has a background in international knowledge transfer, extensive experience of urban dynamics and regeneration, education and knowledge-based business development. In 2008 Cathy was appointed by the Secretary of State for Innovation, University and Skills to serve on the Strategic Advisory Board for Intellectual Property policy and in 2009, co-opted to join a Cabinet Office Innovators' Council. Cathy established an international charity to address the health needs of the global poor; and established and ran the Research and Enterprise Office at the University of Glasgow in Scotland. She has acted as an advisor in Canada and Japan on intellectual property and knowledge exchange and has served as a non-executive director on numerous public and private sector Boards. She is a Fellow of the Royal Statistical Society



Klaus Kunzmann

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Klaus R. Kunzmann was head of the department "Spatial Planning in Europe" from 1993 to 2006. Honorary Professor, University College London, Bartlett School of Planning, London, UK, and Department of City Planning and Regional Development, University of Cardiff, Wales, and Chung Hua University, Hsinchu, Taiwan. Formerly Jean Monnet Professor of Spatial Planning in Europe, School of Planning, University of Dortmund.

His present research interests are, on innovative urban policy and European spatial planning, on regional restructuring, on the learning region, the role of creativity and the arts for spatial and endogenous economic development, and, more recently, in the consequences of China's rapid economic growth for cities and regions in Europe. He has published extensively on the future of the European city.