

Cultural Strategies and Urban Regeneration in Heritage Cities



Marialuce Stanganelli
University of Naples Federico II

How can cultural strategies promote urban regeneration?
What is the role of cultural heritage in urban development?

Analysis of the policies carried out by 30 European Capital of Culture cities

Data and documents analysed

Main motivation for candidature
(Official Dossier)
Assessment Reports after the year
Analysis of City Perception after ECOC
Population Trends (Eurostat)
Employment Trends (OECD)
Tourism Trend (Tourmis data)

Phase 1 * 1985-1996

Cities were mostly
nominated by the States

Activities were concentrated
in the summer months

Phase 2 * 1997-2004

•Thessaloniki 1997

•Stockholm 1998

•Weimar 1999

•Avignon, Bergamo

Helsinki, Prague

2000

•Rotterdam &

•Bruges and

•Graz 2002

•Genoa &

Selection
Criteria to
secure
geographical
balance

Phase 3 * 2005 - 2019

2005 First legislative
framework

Criteria:

development of
economic activity,
(employment and
tourism)

development of links
between the
architectural heritage
and strategies for new
urban development

New Framework 2007-
2019)

Criteria:

Participation of
citizens

Long-term cultural &
social development

Phase 4 * 2020 - 2033

2020 Fiume Croatia Galway Ireland

2021 Timișoara Romania Florence Greece,

Novi

2022

Luxembourg

2014 New
Framework

Criteria:

Long term
cultural
strategy

Long-term
links between
the cultural,
economic and
social sectors

World
Monum
City Di
System

Phase 1 * 1985-1996

- Athens 1985
- Florence 1986
- Amsterdam 1987
- Berlin 1988
- Paris 1989
- Glasgow 1990
- Dublin 1991
- Madrid 1992
- Antwerp 1993
- Lisbon 1994
- Luxembourg 1995
- Copenhagen 1996

Phase 2 * 1997-2004

- Thessaloniki 1997
- Stockholm 1998
- Weimar 1999
- Avignon, Bergen, Bologna, Brussels, Krakow, Helsinki, Prague, Reykjavik, Santiago de Compostela 2000
- Rotterdam & Porto 2001
- Bruges and Salamanca 2002
- Graz 2003
- Genoa & Lille 2004

Phase 3 * 2005 - 2019

- 2005 Cork Ireland
- 2006 Patras Greece
- 2007 Luxembourg & Sibiu Romania
- 2008 Liverpool UK & Stavanger Norway
- 2009 Linz Austria & Vilnius Lithuania
- 2010 Essen Germany, Pécs Hungary, Istanbul Turkey
- 2011 Tallin Estonia & Turku Finland
- 2012 Guimarães Portugal & Maribor Slovenia
- 2013 Marseille France & Kosice Slovakia
- 2014 Riga Latvia & Umea Sweden
- 2015 Pilsen Czech R. & Mons Belgium
- 2016 San Sebastian Spain & Wroclaw Poland
- 2017 Aarhus Denmark & Paphos Ciprio
- 2018 Nieuwarden NL & La Valletta Malta
- 2019 Matera Italy & Plovdiv Bulgaria

Phase 4 * 2020 - 2033

- 2020 Fiume Croatia, Galway Ireland
- 2021 Timisoara Romania, Eleusi Greece, Novi Sad Serbia
- 2022 Kaunas Lithuania, Esch-sur-Alzette Luxembourg

World Heritage Cities:

Monuments and Sites

City Districts

Systems of Monuments

Main motivations: To overcome
an economic crisis



FLORENCE

VENICE



What kind of economic development?

1. Tourism

2. Creative economy

3. Sustainable Development Culture
Driven



Sustainable development culture driven

Culture used to be considered a by-product of wellness, now, culture is seen as a generator of wealth (S. Zukin, 2001)

CH needs to have again an active part in city's life-cycle

CH is not a passive resource to be overexploited
CH is an active source of inspiration for new culture

2017 Igor Mitoraj in Pompei

Culture as a part of everyday life and involved in every aspect of urban life



A multi-joint approach to urban regeneration culture driven



- **COMBINE** culture with other urban aspects;
- **CONNECT** different spaces, concepts and cultures;
- **RECYCLE** spaces



Graz



Thessaloniki

From Large
Concentrated and
New



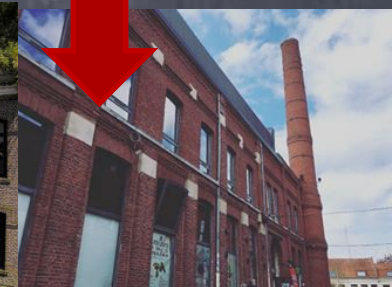
Pecs



Glasgow



Lille



To Widespread, little and recycled

Iconic Building inside HC

Graz



Kunsthhaus by Peter Cook and Colin Fournier

Thessaloniki

Thessaloniki 1997 stands out for the volume of its developments, including eight theatres and 15 cultural centres. A smaller proportion of cities (about two-fifths) reported new physical developments for non-cultural purposes; these include hotels and transport infrastructure,.



The number of spaces produced were oversized for post-ECoC needs, “either because of the absence of program funding or simply because the capacity was too large for the local audience



Cultural district in ex-industrial area

Glasgow

Even if Glasgow in 1990 had no explicit cultural strategy, over time, it has continued to invest in culture and infrastructures



Clyde Riverfront Regeneration
Armadillo, Hydro, Riverside Museum



Recovery of derelict
areas for
multi-use space

Pécs

Zsolnay Cultural Quarter.
Four quarters: crafts
people, families and
children, creative and
university.



Recovery of a system of
derelict buildings for
cultural activities

Lille

Maison Folie



Conditions for a sustainable development culture driven

- A long term multi-purpose cultural strategy
- a pre-existing Cultural Habit;
- an inclusive notion of culture;
- the ability to assimilate and rework conflict and contradiction;
- Inhabitants active involvement
- an urban regeneration strategy where “little, widespread and recycle” is better than “large, concentrated and new”

Thank you for your
attention

Cultural heritage as development center or environment

Culture used to be considered a by-product of wellness, now, culture is seen as a generator of wealth (S. Zukin, 2001)



Passive role



Active role