

INNOVATION AS ENGINE FOR URBAN REGENERATION

NETWORKING AND NEIGHBORHOODS RESHAPING AROUND THE REGION

JANUARY 25th 2017 • POLITECNICO DI MILANO • PIAZZA L. DA VINCI 32 • AULA DE DONATO



<p>OPENING SESSION</p> <p>GABRIELE PASQUI</p>	<p>10.00</p>	<p>GABRIELE PASQUI DASTU, Politecnico di Milano, Head of Department of Architecture and Urban Studies</p>	<p>Welcome and introduction</p>
<p>IDEAS FOR INNOVATION</p> <p>GABRIELE PASQUI MARCO FACCHINETTI PATRIZIA LOMBARDI JULIE WAGNER ALBERTO BRAMANTI DAVID BROWN</p>	<p>10.30</p>	<p>MARCO FACCHINETTI DASTU, Politecnico di Milano, Professor of Urban Planning Department of Architecture and Urban Studies</p> <p>PATRIZIA LOMBARDI Politecnico di Torino, Head of Department, Interuniversity Department of Regional and Urban Studies and Planning</p> <p>JULIE WAGNER Brooking Institution, Metropolitan Policy Program</p> <p>ALBERTO BRAMANTI Università Bocconi Dipartimento di Analisi delle Politiche e Management Pubblico</p> <p>DAVID BROWN School of Architecture University of Illinois at Chicago, Associate Director</p>	<p>The geography of innovation: EU and US. An international research</p> <p>Innovation and the post carb perspectives</p> <p>The rise of innovation districts</p> <p>The Dynamics of an 'Innovation Driven' territorial system</p> <p>The Available City: innovative approach to physical transformations of the existing city</p>
<p>LEARNING FROM EXPERIENCES</p> <p>CECILIA LINDAHL NAOMIE VERSTRAETEN PETER VINCENT KENTIE ELEANOR ESSER GORSKI</p>	<p>14.30</p>	<p>CECILIA LINDAHL Stockholm County Council, Office of Growth and Regional Planning</p> <p>NAOMIE VERSTRAETEN Managing Director of Brainport International Program</p> <p>PETER VINCENT KENTIE Managing Director of Eindhoven365</p> <p>ELEANOR ESSER GORSKI City of Chicago, Department of Planning and Development</p>	<p>Stockholm and the regional approach to innovation</p> <p>Eindhoven: the innovative re birth of an industrial city</p> <p>Chicago: the Fulton Randolph Market area. From meat pack to brains</p>
<p>THINK TANK</p> <p>MARCO FACCHINETTI PIERFRANCESCO MARAN ROBERTO MARELLI DANIELA MALDINI</p>	<p>17.00</p>	<p>MARCO FACCHINETTI DASTU, Politecnico di Milano, Professor of Urban Planning Department of Architecture and Urban Studies</p> <p>PIERFRANCESCO MARAN Comune di Milano, Assessore Urbanistica, Verde e Agricoltura</p> <p>ROBERTO MARELLI Kilometro Rosso, Sales & Marketing Director</p> <p>DANIELA MALDINI Comune di Novate Milanese ViceSindaco</p>	<p>Innovating Milan Region: challenges and opportunities for the Metropolitan City</p> <p>Milan and the region: strategies for transformation</p> <p>Kilometro Rosso: pioneering innovation in the region</p> <p>North West Milano: a network of opportunities</p>
<p>STUDENTS</p>	<p>18.00</p>	<p>ALTA SCUOLA POLITECNICA</p> <p>ALESSIO COMAI Politecnico di Milano Master Degree Thesis</p>	<p>The MIND project: from industrial local areas towards innovation districts</p> <p>Innovation Districts. Rethinking geography of manufacturing</p>

INNOVATION AS ENGINE FOR URBAN REGENERATION

NETWORKING AND NEIGHBORHOODS RESHAPING AROUND THE REGION

JANUARY 25th 2017 • POLITECNICO DI MILANO • PIAZZA L. DA VINCI 32 • AULA DE DONATO



The conference will highlight the most relevant and updated aspects of **the impact of innovation on European and American cities.**

Innovation will be investigated as paradigm of a **new generation of urban transformations**, a new way of putting together productive and creative forces with everyday life, translating into action the principles of being smart, sustainable, eco-friendly, and re-inventing scales and relations.

Many cities and many regions around the western world are changing themselves and their economic structure shifting from traditional to innovative economy. For many of them, it means being recognized as places of manufacturing of new products, with a rich and fertile research behind them and able to open and expand new markets. The conference will emphasize above all the ability to translate innovation and **innovative approaches** in more strategic attitudes, as a multi-disciplinary approach, able to change the boundaries of expertise putting at the center the creation/manufacture of something real, and using already urbanized areas to **re-invent new production and new economy**, together with a new lifestyle;

A specific focus will be dedicated to **inclusiveness**, as method to have **different vocations, different actors and players with different interests sitting at the same** table and harmonizing their different standpoints to reach a shared objective; and as a method to re-invent the consensus building processes working together at the same interest rather than defending each side their own;

Urbanity will be considered by the conference as revised **paradigm to describe a specific condition of life**, not necessarily within traditional city limits but assuming a contemporary regional post sub urban point of view. Urbanity as paradigm able to aggregate uses, players, vocations, to re-invent productive places.

From cheap to smart, from rust to brain is the motto that could keep together also Milan's vital economic region, ready to move forward with innovation and research as engines to transform the economy of the city and to re-invent the urban region as main actor of the transformations. Case studies from the Netherlands, Sweden and US will be presented and compared to show progresses: **so come and learn!**