

## Planum Newsletter no.2/2014 | PLANUM PUBLICATIONS | Conference Proceedings of NUL - New Urban Languages International Conference

1 messaggio

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Dear Reader,

**Planum. The Journal of Urbanism** is pleased to present you the new magazine publication: the Conference Proceedings of NUL - New Urban Languages International Conference "Re-imaging the city after the knowledge-based turn" edited by Rossella Salerno and Daniele Villa of the Politecnico di Milano. The Proceedings are published on Planum no.27, vol.II(2013). The Conference and Proceedings's language is english.

**The current proliferation of urban identities is followed, almost inevitably, by a fragmentation of the languages, codes and metaphors used to describe, represent and interpret cities. Urban studies are now faced with a double challenge.**

On the one hand, they have to consider the new collective agents who create a dissonant choir of micro-descriptions of and about the city. On the other hand, they have to revolutionize their specialist language in order to analyze the contradictory images of an urban world where networks of agents, tensions and latent transformations are harder and harder to decode.

**This conference aimed at exploring the multiple, innovative ways which are and can be used to describe and analyze contemporary cities, with peculiar attention granted to the role of new media (web 3.0, geo-social networks, etc...).** These virtual environments, in fact, generate collective, self-organized and informal sources of knowledge which cover international urban networks and highly impact on our understanding of urban spatiality in the 21st century.

**This event showed samples of how the major contemporary cities are studied, analyzed and represented, through a highly interdisciplinary perspective, fostering the dialogue between geography, architecture, spatial semiotics and urban studies.**

### NUL - New Urban Languages International Conference Proceedings



## FOREWORD



### FOREWARD | Preface with contributions by the Editors

The contributions that make up this conference begin from the rebirth of a series of questions in the multi-faceted scientific community of urban studies. The basic approach that the authors want to propose it's about the tentative to reformulate themes related the construction of knowledge, in urban analysis, which may be able to address rising critical areas, in recent years. The aims of the conference is to explore the different forms of construction of urban knowledge, thinking it as a partial, incomplete, sometimes hidden, sometimes quite impossible be mapped.

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## KEYNOTES



### NUL Conference Proceedings | KEYNOTES SPEAKERS

- **Frank Eckardt**

Many voices but no plan? Planning the city in the field of diverse narratives

- **Roberto Rocco**

Why governance will make urban design better. Dealing with the communicative turn in urban planning and design

- **Livio Sacchi**

A critical survey and a design proposal for Al Balad, the historic district of Jeddah, KSA

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## SESSION 1



### SESSION 1 | REPRESENTATION AND PERCEPTIONS OF THE CHANGING CITY

*Chairs: Malvina Borgherini, Andrea Giordano*

Rethinking the relationship between perception and representation can mean re-examine the fundamentals that bind urban landscapes with the universe of images created to interpret, understand, communicate cities. In an era dominated by the overabundance of images, the analytical strength of visual languages does not seem to be able to master the complexity of transformations acting in and around the city. we can say that some images can play the role of metaphor for the multiplicity of the looks on the contemporary urban landscape.

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## SESSION 2



### SESSION 2 | VISUALIZING THE PAST. IMAGINING THE FUTURE

*Chairs: Antonella Bruzzese, Sofia Morgado*

The public and private finance crisis demands a reappraisal of the effectiveness of public-private partnership models. This workshop will pursue a critical analysis of the new frontiers both in the relationship between the public and private sectors in urban redevelopment projects and in “ordinary” public action that can boost the economies associated with the renewal and maintenance of our cities as a way to overcome the drastic cuts in public funding.

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## SESSION 3



### SESSION 3 | ICT: SHARING VISIONS OF THE CITY

*Chairs: Katharine Willis, Paola Pucci*

This theme explores the relationship and role that digital media can have in the representation and experience of urban spaces and places. Web-based and geo-social applications are transforming our understanding and interactions that can occur in contemporary urban spaces. We continue to discover opportunities for integrating physical and digital places. The connection between innovative techniques of representation and communication possibilities given by the social networks allow the creation of images, easy to communicate, easy to understand, and ultimately more immediate to share.

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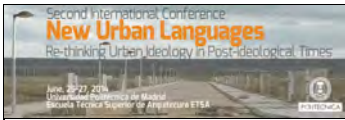
### SESSION 4 | NEW URBAN METAPHORS

*Chairs: Antonella Contin, Javier Ruiz Sanchez*

As pointed out by some of the most interesting contemporary studies define urban complexity and make it visible and clear means trying new epistemological strategies. Among these the



metaphor appears as one of the most common cognitive attitudes and, at the same time, one of the most contradictory and problematic. An analysis of urban imaginary and related languages can be resources which, if analyzed, could instead act as a catalyst to allow the urban policies to intercept the needs and aspirations of the people.



**NEW | CALL FOR PAPERS OPEN!**

**Second International Conference NUL - New Urban Languages  
"Re-thinking Urban Ideology in Post-ideological Times"**

**DEADLINE: March 17, 2014**

Madrid, Universidad Politécnica de Madrid | June, 25 - 27, 2014 | [Call for Papers](#)

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