Workshop April 18th, 2018 – 9:00-17:00

Centre Norbert Elias (UMR 8562)
2, rue de la Charité 13002 Marseille
Room A (Salle A) – Second Floor

URBAN PLANNING, EVENTS AND CULTURAL POLICY: MEANINGS, FUNCTIONS, IMPACTS

Programme

9h00 - 9h30 : Welcoming participants
9h30 - 10h30 : Session 1 - Annick Leick & Martin Müller
10h30 - 11h30 : Session 2 - Bożena Gierat-Bieroń
11h30 - 12h30 : Session 3 - Beatriz García
12h30 - 14h30 : Lunch
14h30 - 15h30 : Session 4 - Maxime Jaffré and Elena Raevskikh
15h30 - 16h30 : Session 5 - Iiulia Papushina
16h30 – 17h00: Concluding words

Workshop organized by Centre Norbert Elias (UMR 8562) in partnership with IMéRA Institute for Advanced Study of Aix-Marseille University
PRESENTATIONS

Annick Leick, Miriam Hug – Department of Geography and Sustainability, University of Lausanne – Lausanne, Switzerland
Martin Müller – Department of Geography and Sustainability, University of Lausanne – Lausanne, Switzerland – and IMéRA (Institut d’Études Avancées, AMU) – Marseille, France

**Mega-events and their impacts through time and space: from cases to patterns.**

Mega-events such as the Olympic Games, Expos and the Football World Cups leave lasting marks on cities, regions and nations. As the recent popularity of the term ‘legacy’ indicates, both the political discourses legitimising the bidding for a mega-event and academic studies scrutinizing such events increasingly address the issue of event impacts. Existing studies, however, focus predominantly on single or few cases. Little is known about the different dimensions of size, for example in terms of people, venues and costs, nor about the different dimensions of impacts, for example on the infrastructure, built and natural environment and economy, of different mega-events across time. Against this lack, we propose an analytical approach that enables us to draw secondary data on mega-events together in order to systematically compare cases. This paper discusses our methodological framework for that purpose: a database collecting quantitative and qualitative data of a longitudinal sample of mega-events. The aim of the database is to identify patterns and trends in the growth and impacts of mega-events, to find possible explanations for the presence or absence, magnitude and nature of impacts and to examine the ways in which stakeholders, observers and critics have addressed the issues of size and impacts in different places at different points in time. The project will provide transparent and comparable information on the costs and benefits of mega-events that a range of stakeholders including policy-makers, sports organisations and citizens can draw on to make informed decisions during the bidding and preparation phase for large events.

Bożena Gierat-Bierórni - Institute of European Studies, Jagiellonian University, Krakow – Poland

**ECOC 2016 in Poland: How did the competition for ECOC 2016 influence city cultural policies and infrastructural changes in Poland?**

The aim of this presentation is to demonstrate the results of institutional, administrative, and infrastructural changes which Polish cities experienced while preparing to ECOC 2016. Eleven cities in total participated in the competition for ECOC 2016 in Poland and thus underwent transformation.

The team of three academics from the Institute of European Studies, JU, thanks to grant from Wrocław ECOC 2016, conducted research asking cultural operators, activists, journalists and representatives of local administration, in 7 out of 11 participating cities, about the concrete results (social, political and cultural), they had observed during preparation stage. The input from total of 60 responders was collected. While analysing feedback, the most frequently indicated effect was the substantial change which took place within cultural policy models and infrastructure itself.

Referring to the cultural policies models the changes were either positive or negative reception. The infrastructural changes were considered as crucial for entire cultural sector and building foundations for the future of the Polish cultural institutions.

During the workshop the models of cultural policy within each city will be discussed in detail. The possible corrections, problems which made changes impossible, and proposals for more effective and flexible mechanism of city policies towards culture will also be presented.

We will also discuss the uniqueness of infrastructural cultural changes in Poland with special emphasis on implementation of the EU Funds and concept of current-shape, multifunctioning and trans-sectored model of cultural venues in Europe.
Beatriz García - Institute of Cultural Capital, University of Liverpool – England

Liverpool 2018: Legacies of Liverpool as European Capital of Culture, 10 years on

Using the data baseline and methodological framework established by the Impacts 08 research programme — a ground-breaking five-year study on the economic, environmental, social and cultural impacts of Liverpool 2008 that concluded in 2010 — the project will produce a unique retrospective on the effects of hosting an ECoC which, spanning over 20 years, will be one of the most ambitious and wide-ranging of its kind. The focus of the programme is to extend data collection relating to the five main thematic impact clusters assessed by Impacts 08:

- city image and reputation
- cultural participation and access
- cultural and creative vibrancy
- economic and tourism development
- cultural governance and leadership

For 2018, additional emphasis will be placed on the assessment of long-term impacts on citizens’ wellbeing, city identity and local self-perceptions. This data will be analysed with a view to determining how durable the effects of the ECoC on these areas have been in the time that has elapsed since 2008.

Maxime Jaffré and Elena Raevskikh - CNRS-Centre Norbert Elias, Marseille – France

Analyzing European Capitals of Culture through institutions: a comparative study in France, Sweden, Poland and Italy.

European cultural policy programs, such as European Capitals of Culture (ECC), seek to develop new forms of civic cohesion through inclusive and participative cultural events. The cultural assets of a city elected "ECC" are mobilized to attract a wide range of new audiences, and more particularly youth and immigrants that remain in most cases, poorly integrated into local cultural life. In the current context of increasingly challenged perception of Europe's leadership, European cultural policies aim to enhance European values through the creation of new cultural institutions that intend to accelerate both territorial and cross-border European cohesion. This new educational pattern is conceived to stimulate integration and mobility, but also to create a new “young” and transnational ideal European citizen type. However, cultural struggles and identity conflicts that are emerging in contemporary Europe, especially in the context of increasing immigration issues, raise new challenges for European cultural policies to address inclusion and integration with populations poorly integrated into local cultural life.

This presentation aims to explore how audiences poorly integrated into local cultural life (esp. youth and immigrants) perceive new European cultural policies and management? Are they becoming more participative, or conversely, do they remain resilient to cultural institutions, and to the new cultural offerings? For this, we measure the impacts of European cultural policies by analyzing the urban cultural geography through innovative statistical and cartographical methods.

Iuliia Papushina, Higher School of Economics – Perm, Russia

Perm Cultural Revolution 2011 - 2018: Goals, Turning Point, and Results

That was the governor of Perm Krai Oleg Chirkunov who initiated and promoted of Perm Cultural Project. Therefore, this project was not municipal authority’s initiative, but regional’s authority ones. The project included several flagship projects. The not exhaustive list includes new urban master plan, PERMM Museum of Contemporary Art, White Nights Festival, “Scena Molot" Theatre, “Live Perm" contemporary art Festival. The professionals who developed the project’s key documents and managed the flagship projects were from Moscow and abroad that provoked “local-alien” problem, “we-they” contradiction and gave
birth to the mem “Varangian in Perm”. Picketing, scandals and media war accompanied the first steps of Perm Cultural Project, but the situation calmed steadily, local creative practitioners and Varangian found common interests and began to work together. In 2012 the governor Chirkunov was dismissed. His successor had no interest in contemporary art or creative economy. He appointed a conservative person as the Minister of Culture. The time of conservative reaction has set in. This period showed the cultural project has initiated considerable changes in the functioning of cultural institutions. In addition, it has changed the consciousness of Permian creative practitioners. In the presentation, we also discuss emerging social problems concerning with participation in Perm Cultural Projects.

BIOGRAPHIES

Beatriz García (Beatriz.Garcia@liverpool.ac.uk)
University of Liverpool – Liverpool, England
Dr Beatriz Garcia is Director of the Institute of Cultural Capital at the University of Liverpool and and Senior Research Fellow in Communication. She has been at the forefront of debates about culture-led urban regeneration since 1999. Her pioneering work on the cultural impact and legacy of mega-events has informed city strategists around the world, from Sydney to Liverpool and from Taipei to London. Dr Garcia grew up and was educated in Barcelona, specialising in international communication policy, city marketing and the then emerging field of cultural policy research. During her studies, she lived in France, Australia, the USA, and the UK, where she now resides. Her work was widely utilized to inform the culture bid for the London 2012 Olympic & Paralympic Games and resulted in the first full evaluation of a national Cultural Olympiad for London. Since 2016, she is a member of the IOC Culture and Olympic Heritage Commission and, in 2017, she has joined the European Capital of Culture Selection panel, appointed by the European Commission.

Bożena Gierat-Bieroń (bozena.gierat-bieron@uj.edu.pl)
Institute of European Studies - Jagiellonian University, Krakow, Poland
Assistant Professor and lecturer at the Institute of European Studies, Jagiellonian University, Krakow, Poland. Dr Gierat-Bieron was a visiting scholar at Trinity College, Dublin, Ireland, Glasgow University, the UK, Groningen University, The Netherlands, Sassari University, Italy, and Osaka and Kobe Universities, Japan. She also served as the co-ordinator of MA Euroculture Programme (European Consortium of 7 prestigious Universities: Groningen, Göttingen, March Bloch, Strasbourg, Uppsala, Bilbao, Olomouc and Udine). Her main academic interests are: European Models of Cultural Policies, the EU Cultural Policy, theory of Europeanisation. Dr Gierat-Bieron authored 3 books and 28 articles and has been of co-editor of 6 books, worked for National Centre of Culture in Warsaw, Poland, as well as the Collegium Civitas in Warsaw, and participated in various international scientific conferences and projects.

Maxime Jaffré (maxime.jaffre@univ-amu.fr)
CNRS – Centre Norbert Elias, Marseille – France
Dr Maxime Jaffré is a research fellow at the French National Center for Scientific Research (CNRS), at the Centre Norbert Elias in Marseille, France. He holds a PhD in sociology from the School for Advanced Studies in the Social Sciences (EHESS). Dr Jaffré has also worked as a research assistant at the University of Chicago with Terry Nichols Clark on the Scenes and the Fiscal Austerity and Urban Innovation (FAUI) projects, where he analyzed the social and political dynamics of cities and culture in France and internationally. He is currently involved in the ANR-Curricula research project funded by the French National Research Agency, which aims to analyze the reorganization of cultural institutions in cities designated “European Capitals of Culture” in four European countries (France, Sweden, Poland and Italy).
Annick Leick (annick.leick@unil.ch)  
University of Lausanne – Lausanne, Switzerland  
Dr. Annick Leick is currently working as a FNS senior researcher at the University of Lausanne. She holds a PhD in Geography from the University of Luxembourg. Dr. Leick’s work, broadly speaking, focuses on spatial planning and urban development policies and the related decision-making, planning and implementation processes. More precisely she examines governance structures and practices as well as discourses and rationales reproduced for legitimating and evaluating spatial and urban planning policies. She is currently involved in the project “Mega-events as urban interventions: growth and impact” that aims to identify patterns and trends in the growth and impacts of mega-events, to find possible explanations for the presence or absence, magnitude and nature of impacts and to examine the ways in which stakeholders, observers and critics have addressed the issues of size and impacts in different places at different points in time.

Martin Müller (martin.muller@unil.ch)  
University of Lausanne – Lausanne, Switzerland - and IMÉRA (Institut d’études avancées, AMU)– Marseille, France  
Martin Müller is Swiss National Science Foundation Professor at the University of Lausanne, senior fellow at the Institut d’Études Avancées (IMERA) in Marseille and founding co-director of the Center for Global Urbanism at Ural Federal University in Ekaterinburg, Russia. He is a human geographer working on the planning and impacts of mega-events and contributing to conceptual debates around actor-network theory (ANT) and assemblage thinking. His recent publications have developed the concepts of ‘hazardous planning’ and ‘improvisation’ in the context of planning mega-events. His most influential publications include ‘The Mega-Event Syndrome’ (Journal of the American Planning Association) and ‘What Makes an Event a Mega-Event?’ (Leisure Studies). See also www.martin-muller.net

Iuliia Papushina (yupapushina@hse.ru)  
Higher School of Economics – Perm, Russia  
Iuliia Papushina is an Associate Professor at the National Research University Higher School of Economics (Perm). She holds a PhD in sociology (2009, Thesis Title “Sociological Analysis of Consumption in the Papers by Jean Baudrillard”) and is specialized on participation in arts, sociology of fashion, and mind mapping in education. She teaches Consumer Behavior and Business Research Methods. https://www.hse.ru/en/org/persons/7161403

Elena Raevskikh (elena.raevskikh@univ-amu.fr)  
CNRS – Centre Norbert Elias – Marseille, France  
Dr Elena Raevskikh is a research fellow at the French National Centre for Scientific Research (CNRS), at the Centre Norbert Elias in Marseille, France. She holds a PhD in sociology from the School for Advanced Studies in the Social Sciences (EHESS). Dr Raevskikh has also graduated in international public law from the Lomonosov Moscow State University Law Faculty in Russia. She is currently involved in the ANR-Curricula research project funded by the French National Research Agency, which aims to analyse the reorganisation of cultural institutions in cities designated “European Capitals of Culture” in four European countries (France, Sweden, Poland and Italy). For this project, Dr Raevskikh is developing new metrics for measuring social and economic impacts of cultural investments.