Abstracts

The new Department of Architecture and Urban Studies: notes for an agenda, *Gabriele Pasqui* (p. 7)
This paper poses a few questions concerning the definition of a working agenda on which people can agree for the launch of the new Department of Architecture and Urban Studies of the Polytechnic of Milan. The following issues are proposed for general consideration: a revisitation of the research programme and disciplinary paradigms in relation to the profound crisis experienced by the country, Europe and the entire world; the connections between our areas of research and the techno-logical change that is affecting towns, cities and regions; the interpretation of relationships between space and society by enhancing theoretical thinking and focusing on everyday liv-ing practices; the development of research programmes that are attentive both to governance tools and forms and how they interrelate with planning activities and the economic context and also to planning devices and the implementation and as-sessment of urban and regional policies.
Key words: working agenda; department; Polytechnic

Conservation and use of our architectural heritage: an ethical problem, *Amedeo Bellini* (p. 9)
Critical thinking still today addresses the issues of the conser-vation and reuse of our architectural heritage from different viewpoints which are not compared, as if the recognition of historical, communicative and formal values and thinking on how it is used and on the inevitable changes needed to satisfy vital needs belong to totally different spheres of thought and work. More specifically, time is lost within that disciplinary area traditionally defined as history and criticism in advancing hy-potheses to summarise the debate that has taken place in recent decades, with no acknowledgement of the radical change that has taken place, caused by new historical and aesthetic perspec-tives of the relative nature of all value judgements and of the extension of protection to unofficial building, which inevitably highlight political and economical aspects, which in the final analysis are ethical questions.
Key words: restoration; conservation; selection of architecturally important buildings

Mega sporting events in Brazil. Critical issues, *Giuliana Costa* (p. 18)
Brazil is currently considered one of those countries which are driving the world economy. Affected by processes of socio-economic upgrading in recent years, today it is now at a point where it is experiencing expectations of further growth as a result of carefully formulated policies, which have allowed millions of individuals and families to rise out of poverty over the last decade and which have made the formation of a new middle class possible. It is in this context that the country has succeeded in attracting two major world sports events, the Football World Cup in 2014 in twelve Brazilian cities and the 2016 Olympics in Rio de Janeiro. The section which follows consists of six papers and discusses the rationale behind that decision and its more critical implications.
Key words: Brazilian socio-economic development; Rio de Ja-neiro; inequalities

Social impacts, pros and cons of hosting mega sporting events, focusing on a global southern city: Rio de Janeiro, *Giuliana Costa* (p. 19)
The organisation and hosting of major events, whether cultural, political, sports, economic or social, forms part of a broader strategy adopted by cities to compete in the global arena and to attract capital and investments and to boost tourism and at the same time to address their economic and social problems. This paper reviews the sociological, economic and planning literature in order to discuss to what extent these complex events repre-sent an opportunity to stimulate the economies of cities and to transform their socio-economic and geographical structure. It does this by analysing the most critical aspects of the changes and redevelopment carried out in Rio de Janeiro to host the 2014 World Cup and the 2016 Olympics. The analysis focuses on the negative social and economic effects which these events are already having on the city.
Key words: great events; urban transformations; social impacts

The right to housing, the World Cup and the Olympics: reflec-tions on the case of Rio de Janeiro, *Orlando Alves Dos Santos Junior, Mauro Rego Monteiro Dos Santos* (p. 28)
The preparation of Italian cities to host the 2014 World Cup and the 2016 Olympics is giving rise to many criticisms of urban development and redevelopment carried out in preparation for these events. This paper illustrates and discusses the impacts of these mega events on the city of Rio de Janeiro within the conceptual framework of David Harvey's theories. An illustration is given of how and on the basis of which approaches clearance processes have been and continue to be carried out at the expense

of the most vulnerable groups in the population. They are being carried out as part of urban development projects currently in progress. It is shown that in addition to being clear violations of fundamental human rights, these processes are also opening the way to urban planning dynamics which involve new and questionable relationships between the various social agents involved and an increasingly greater impact of market forces.
Key words: the right to housing; major sports events; clearance processes

Changes and continuities on brazilian urban governance: the impacts of the sporting mega events, *Erick Silva Omena De Melo* (p. 35)
This paper analyses the contradictions and conflicts affecting two trends in the urban government and governance of Brazilian cities: the increase in the institutionalisation of practices for participation by civil society in the construction of public policies and the expansion of forms of urban entrepreneurial practices. The analysis focuses on the impacts that the 2014 World Cup and the 2016 Olympics are having on institutional spaces for socio-political participation and on processes for the organisation and strengthening of social movements at national level. Current dynamics are illustrated with a discussion of the literature and the use of data from surveys, official documents and those government websites and social movement websites that are particularly involved in urban development processes in cities connected with past and future mega sports events.
Key words: urban governance; social movements; mega sports events

Urban mobility in the Olympic City: a 'transportation revolution' in Rio de Janeiro?, *Juciano Martins Rodrigues* (p. 41)
In the next few years Brazil will receive the largest sum of investment in urban transport in the history of the country for the coming mega sports events. Theoretically, these investments should address the transport crisis that Brazilian cities are experiencing. The paper shows that the issue of transportation is present on the public agenda and in planning connected with mega events in strictly engineering terms. The 'question of urban transportation' is introduced and a discussion is given of its connection with the preparation of cities for the mega sports events starting with Rio de Janeiro. Here the huge resources involved will probably have deep impacts on urban dynamics and on the socio-spatial configuration of the city without, however, providing solutions to the long standing transportation problems of the more vulnerable population groups.
Key words: urban transportation; Rio de Janeiro; mega sports events

From culture to spectacle, the new logic of Brazilian football, *Christopher Gaffney* (p. 49)
Twelve large size stadiums are currently under construction in Brazil to host the 2014 World Cup for a total cost of around Euro 20 billion of which 97% met by public funding. This is taking place in urban contexts that are lacking in basic sports facilities for public use. The paper holds that the construction of these new stadiums constitutes the culmination of a project lasting several decades, the objective of which is to change the socio-economic profile of Brazilian football. The changes in progress relating to the mega sports events to be held in the next few years are not compatible with the cultural environment of this sport; an outline is given of its nature and history. It is shown that the projects underway do not adequately meet the needs of the city after the events, but rather support processes to further commercialise the sport and its culture from a show business viewpoint.
Key words: football; 2014 World Cup; culture and show business

Mega sporting events in Brazil: transformation and mercantilisation of cities, *Luiz Cesar de Queiroz Ribeiro, Orlando Alves dos Santos Junior* (p. 54)
This paper illustrates the background against which preparations are being made in Brazil to host these mega sports events in the next few years and how the events are positioned in the global market today, hit by the financial and economic crisis. The authors describe the various paths taken by the country and its metropolises since 1980. They employ varied and many faceted theoretical concepts and highlight the specificities of the Brazilian contest compared to other areas of the world. The hypothesis is advanced that the historical transition of this South American giant holds contradictory dynamics, the resolution of which is defined in the field of national and local public policies designed to facilitate new forms of capitalist accumulation, but with strong 'path dependency' mechanisms and processes which partly diverge between the state and the metropolitan plans.
Key words: Brazil; neoliberal policies; mega events and major projects

To build the city of the middle classes, *edited by Federico Zanfi and Gaia Caramellino* (p. 61)
This section reports the first results of a research project which examines residential architecture built for the middle classes from the 1950s until the 1970s in the cities of Turin, Milan and Rome. These essays – which focus mainly on Milan and Turin – dwell on various aspects of the phenomenon which include the following: the relationship between urban planning and the contraction of middle class cities, the role of private sector operators; the involvement of the public sector through forms of housing that are subsidised with concessions by government; the role of property developers; the issue of the 'translation' of high-end and standard international architectural models towards a broader market connected with consumer models and tastes expressed by the growing middle classes.
Key words: middle classes; residential building; economic miracle

Urban planning development agreements and the new residential landscape for the middle classes in Milan from the 1950s until the 1970s, *Federico Zanfi* (p. 66)
Milan was the number one Italian property market in the 1950s and 1960s. Private sector players built a very large number of new homes, most of which to house the emerging middle classes drawn to this commercial, financial and management centre, the regional capital of Lombardy. This new residential landscape was created by means of a variety of different processes and means. The paper investigates them by reconstructing a few case histories of residential projects involving agreements entered into by the City government with private sector players to implement the 1953 Master Plan. An attempt is made to highlight the main procedures employed to insert the new developments

within the existing city and the relations maintained by the new developments with the main themes of post-war urban planning in Milan.
Key words: residential building; middle classes; urban planning development agreements

Law n. 167 and the middle classes, *Filippo De Pieri* (p. 75)
The 1962 Law n. 167 played an important role in favouring the construction of residential buildings for middle classes in various Italian cities. Often associated with the construction of large social housing complexes, Law n. 167 also included support for large sectors of the middle classes to achieve home ownership among its objectives, following on from post-war 'economical' housing policies. It was in fact the more ambitious interpretations of Law No. 167 in the 1960s and 1970s in Italy (those which saw it as the first step towards a structural reform of the 1942 law), which pushed for the inclusion of substantial quotas of construction for middle classes in zoning plans. Results in this period differed according to the local context and left behind them a varied building and social landscape, which still awaits a full assessment.
Key words: middle classes; Law n. 167; cooperatives

To build for the middle classes in Milan. Notes on the business supply chain, *Luca Gaeta* (p. 88)
The precise boundaries of the supply chain for the production of housing for the middle classes in Milan during the boom years are not clearly defined. And yet its activity is of crucial importance to an understanding of the social and tangible forms of the middle class city. Construction companies constituted the key link in relations between land owners, clients, architects and end users of the asset that is a home. This paper offers a provisional picture which documents the firms most active in the sector, the prevailing operating practices and two businessmen who were interviewed. The conclusions identify two lines for further research into the middle class city: the role of non-professional mediators in the property market and the high concentration of up-market new housing construction within the '*cerchia dei bastioni*' (inner part of the city).
Key words: residential building; middle class; building firms

Public housing for the middle classes: contributions to the debate on housing for white collar workers in the post-war years, *Gaia Caramellino* (p. 98)
Although history has frequently identified subsidised housing with economical popular housing, this paper reconsiders the role played by some public sector actors in the construction of housing for white collar workers in Italy in the 1950s and 1960s. The paper attempts a preliminary and brief account of the work of Incis (*Istituto Nazionale per la Casa degli Impiegati dello Stato* – national housing institute for state office workers) in Italy in the post-war period. It focuses in particular on the contribution of this institution to collective imagery, symbols and housing models – ranging from the urban scale to domestic interiors – and to the places where those models were formulated and transmitted, the result of a meeting of institutional programmes, professional cultures and the housing aspirations of public sector office workers.
Key words: Incis; white collar class; public sector residential building

The apartments for the middle classes in Turin: some considerations, *Francesca B. Filippi* (p. 109)
This paper focuses on the themes of a research project currently in progress on apartments for the middle classes in Turin during the boom years. It makes primary use of sources furnished by operators in the estate agency sector in this regional capital of Piedmont (the company Gabetti in particular). The intention is to define the context in which apartments became the principal independent type of housing unit on the market. The factors considered most important for this purpose are the emergence of shared ownership properties as the most common sites for contemporary housing; the definition of commercial categories which necessarily influenced residential building production (ranging from the design of communal spaces to the size of accommodation units); the ways in which supply and demand met, which were increasingly broader and more complex; and the success of the estate agent which established its contemporary professional image during the 1950s and 1960s.
Key words: apartment; condominium; estate agent

Habits and perception of self in shopping choices in urban centres, *Gianluigi Guido, Antonio Mileti, Carla Tomacelli, Giovanni Pino, Miriam Scapolan* (p. 121)
The purpose of this research is to contribute to the literature on urban marketing through the application of the theory of planned behaviour. The determinants of intention to purchase in shoppers in the shopping centre of an Italian town (Belluno) were analysed to understand the extent to which the past behaviour and self-perceptions of shoppers affected their decisions. The results showed that both variables affected purchasing choices in the town centre. This suggests that in order to increase the attraction power of a town centre, marketing policies should induce shoppers to repeat their behaviour and to recognise the urban area as a place which, by reflecting their way of being, is able to satisfy their social and utilitarian needs.
Key words: town centres; theory of planned behaviour; urban and regional marketing

Rivers and cities. A comparison of European experiences, *Andrea Oldani* (p. 131)
The frequency with which disasters hit inhabited areas is increasing constantly and depends on a series of negative factors which include the ways in which towns and cities were built in the last century and the climatic changes that are affecting our planet. The resolution of risk conditions requires the development of an attitude to research designed to identify planning strategies which try to the redetermine relationships between cities and rivers, starting by recognising them as places with potential. Comparison of this thinking with the contents of studies conducted in Europe shows that working possibilities exist which, starting with the requirement to solve the waterway problems of cities without ignoring the desire to raise the quality of marginal and rundown areas, fully involve the architecture within a framework based on common intentions and shared solutions.
Key words: rivers; cities, climate change

Glances beyond the rhetoric. Policies and plans for housing in Milan, *Massimo Bricocoli, Alessandro Coppola* (p. 138)
In the 1990s and 2000s, the rise (and the real influence) of mass

home ownership rhetoric was wound up with the massive impacts that privatisation and government reorganisation processes had in the field of housing policies. On the one hand, with the generalisation of negotiation as a key principle in the promotion and governance of urban change, the supply of housing for populations groups considered 'excluded from the market' was relegated to old and new players in the social economy and to their role in contracted schemes of urban change. On the other hand, with the emergence and spread of social mixité rhetoric, new urban development was accompanied by a new emphasis on the broader urban and social aspects of urban development for residential use.
Key words: housing policies; Milan; social housing

Cities and science parks: the urban experience of 22@Barcelona, *Sabrina Puddu, Francesco Zuddas* (p. 145)
Processes involved in the production of knowledge have long been exiled to the interiors of extra-urban science parks. In recent times, the emergence of a new conception of knowledge as an open resource and of innovation as a non-linear and iterative process has stimulated a rethink of urban space as an alternative environment to the standard 'islands of innovation'. The planning challenges that this involves for urban space result from the need to open up innovation processes to broader layers of urban society, while at the same time maintaining the operational closed nature of science parks. This paper examines the spatial structure that emerged from the meeting of the needs of a city – Barcelona – to attract high-tech innovative companies with the major urban regeneration project 22@Bcn, discussed here as an attempt to create an new generation district for innovation.
Key words: science park; social innovation; city and campus

City centres: infrastructures for contemporary urban areas, *Bertrando Bonfantini* (p. 153)
Looking at the various types of contemporary urban configurations, town and city centres continue to represent a resource and potential for structuring of a centralised system and for the organisation of more densely urbanised areas. While in the past the recognisability and individuality of town and city centres have been a sign of their uniqueness in an 'insular' urban design, today they form part of an more varied 'town centre' which runs across the entire urban range, the protagonists of a project to change the composition of towns and cities. As themes or systems of urban restructuring, town and city centres become a planning construct used to make selections from the materials of the existing town or city of those which, on the basis of their differentiating qualities which express their importance, are candidates for interpretation in a new role, with permanent and long-term profiles.
Key words: town and city centres; contemporary towns and cities; urban planning