

I
- - -
U
- - -
A
- - -
V

RITRATTI DI CITTA: SAN PIETROBURGO

Санкт-Петербург



Ritratti di città: San Pietroburgo Санкт-Петербург

La città e la sua immagine

19 > 20 aprile 2011
Venezia, Palazzo Badoer

I
- - -
U
- - -
A
- - -
V

Università Iuav di Venezia con la collaborazione

SCUOLA
DI DOTTORATO



a Archivio
del Moderno

Ritratti di città

San Pietroburgo e la sua immagine

convegno internazionale

19 > 20 aprile 2011

a cura di Cristiano Guarneri

con la collaborazione di Lora Rudko

infodottorati@iuav.it

www.iuav.it

@iuav 2011

a cura del

Servizio Comunicazione Iuav – Venezia

Ritratti di città

San Pietroburgo e la sua immagine

San Pietroburgo: la città e la sua immagine è il secondo di una serie di convegni dal titolo "Ritratti di città". Promossa dalla Scuola di dottorato Luav e curata da dottori e dottorandi la serie, che prenderà in considerazione città di tutto il mondo, si pone l'obiettivo di affrontare la complessità urbana a partire da quella molteplicità di punti di vista che sola può sperare di comprenderla. La compresenza all'interno della Scuola di dottorato di percorsi diversi di ricerca, attorno alle questioni dell'architettura, dell'urbanistica o del design, unita ad una tradizione di studio che ha fatto dello Luav un punto di riferimento internazionale nell'ambito degli studi storici e urbani, rende il tema della città particolarmente adatto a sfruttare le competenze antiche e più recenti maturate nella nostra università.

L'intento di questi momenti di approfondimento non è tanto quello di riassumere processi di troppo vasta portata per potere essere riportati a poche riflessioni, quanto di fornire alcune chiavi di lettura per comprendere aspetti importanti della nostra contemporaneità, per come essa si presenta all'interno di quei fenomeni urbani che più di ogni altra cosa la caratterizzano.

Verranno prese in considerazione, dunque, città di particolare rilevanza, sia per quanto riguarda il peso della loro storia che l'evidenza della loro condizione attuale; capitali o metropoli di ogni continente, e per ognuna di esse verranno analizzate le ragioni e le componenti della loro diversità dentro un mondo globalizzato.

Parteciperanno ai convegni storici, urbanisti, pianificatori, architetti, studiosi del design o economisti, fotografi ecc. Ogni convegno sarà accompagnato da una riflessione autonoma fatta dalle immagini (film, fotografie, documentari) attraverso cui una specifica città è stata rappresentata e fatta conoscere ai propri abitanti e all'esterno. I convegni si terranno presso l'aula Tafuri di Palazzo Badoer, sede della Scuola di dottorato Luav e si svilupperanno in due giornate, la prima costituita dal convegno vero e proprio e la seconda organizzata in forma seminariale con la presenza di dottorandi e dottori di varia provenienza.

Alberto Ferlenga

Direttore della Scuola di dottorato Luav

Portrait of cities

Saint Petersburg: the city and its image is the second conference of a series entitled "Portrait of cities". Promoted by the Luav Doctorate School, and organized by its PhD students and doctors, the series, covering cities all over the world, will address the subject of urban complexity from a variety of viewpoints, which is the only way to understand the subject. The co-existence within the Doctorate School of different approaches to research relating to the questions of architecture, urban planning or design, united by a scholarly tradition that has made the Luav an international point of reference in the sphere of historical and urban studies, makes the theme of the city particularly suitable for making the best use of the skills, from both the past and the present, developed at our university.

The aim of the conferences is not so much to summarise processes that are too complex to be the object of a small number of considerations, but rather to provide keys to the interpretation of important aspects of our contemporary nature, and to the understanding of how this nature is presented within those urban phenomena that, more than anything else, characterize it.

The conference will focus on cities that are particularly relevant for their historical importance and their present-day condition, and capitan cities or metropolies in every continent. Dor each city the reasons for – and the components of – their diversity in a globalized world will be analyzed.

Historians, urban planners, architects, experts in design or economics, photographers, etc. will participate in the conferences. Each conference will be accompanied by an independently prodused series of images (films, photographs, documentaries) by which means a specific city been represented and made known to its inhabitants and to those beyond its boundaries. The conferences will take place at the Tafuri lecture theatre at Palazzo Badoer, the Luav Doctorate School building. Each conference will last for two days: the first day will be dedicated to the conference, while the second will have a seminar format with the participation of PhD students and doctors from various backgrounds.

Alberto Ferlenga

Director of the Luav Doctorate School

Ritratti di città San Pietroburgo e la sua immagine

19 APRILE, PALAZZO BADOER

AULA TAFURI

9.30 Saluto ufficiale

AMERIGO RESTUCCI, Rettore
dell'Università Iuav di Venezia

ALBERTO FERLENGA, Direttore della
Scuola di dottorato Iuav

NICOLA NAVONE, Vicedirettore
dell'Archivio del moderno, Accademia
di architettura di Mendrisio

SILVIA BURINI, Direttrice del Centro
di alti studi sulla cultura e le arti della
Russia, Ca' Foscari

CRISTIANO GUARNERI, curatore
del convegno

10.30 **CONVEGNO, PRIMA SESSIONE**

San Pietroburgo nel cinema I
proiezione video (10')

montaggio di **CRISTINA PERAINO**,
Università Iuav di Venezia

GIAN PIERO PIRETTO, Università
degli Studi di Milano

*Pietroburgo: un universo di simulazioni
tra terra e acqua*

GIOVANNA CURCIO, Università Iuav
di Venezia

Pietro il Grande e l'Europa delle capitali

NICOLA NAVONE, Archivio del moderno,
Accademia di architettura di Mendrisio

*L'immagine di San Pietroburgo
nei piani di Domenico Trezzini
e Jean-Baptiste Alexandre Le Blond*

ANATOLE SENKEVITCH JR., Tauban
College of Architecture, University
of Michigan

*The Conundrum of Tall Buildings,
Mega-structures, Globalization
and Conflicting Visions of Modernity*

*in Contemporary St. Petersburg
Architecture and Society*

PAUSA PRANZO

14.30 **CONVEGNO, SECONDA SESSIONE**

San Pietroburgo nel cinema II
montaggio di **CRISTINA PERAINO**,
Università Iuav di Venezia

ALESSANDRO DE MAGISTRIS,
Politecnico di Milano
*San Pietroburgo-Leningrado: altre
avanguardie*

KONSTANTIN AKSĚNOV, Università
statale di San Pietroburgo
*Lo sviluppo dell'ambiente urbano
di San Pietroburgo nel periodo
post-sovietico*

VALERIJ NEFĚDOV, Università statale
di San Pietroburgo di architettura
e urbanistica
*La crescita contemporanea dell'ambiente
urbano di San Pietroburgo.*

Orientamenti prioritari di sviluppo

**ELENA DESINOVA E DMITRIJ
GOL'DENBERG**, studio di architettura
*Desinova-Gol'denberg, San Pietroburgo
Architettura della quotidianità*

FRANCESCO FRESA, Studio di
architettura Piuarch, Milano
*Quattro Corti: progettare e costruire
a San Pietroburgo*

21.00 **PROIEZIONE SERALE**
(auditorium Santa Margherita)
Cto delat? – Che fare?

DMITRIJ VILENSKIJ, membro del
collettivo artistico Cto delat?.,
conversa con **SILVIA BURINI**
e **GIAN PIERO PIRETTO**
a seguire proiezione del film
Basnja songspil' (Torre songspiel)

20 APRILE, PALAZZO BADOER, AULA A

9.30 SEMINARIO, PRIMA SESSIONE

Fotografare San Pietroburgo

Fotografie di **ANDREA PETRECCA**

e **LORA RUDKO**

CRISTIANO GUARNERI, Università degli Studi di Brescia

A city by decree: the Saint Petersburg of Peter the Great

IVAN EVTJUCHIN, Scuola Normale Superiore di Pisa

Proposte per una nuova monumentalità: le Borse di Giacomo Quarenghi e di Thomas de Thomon a San Pietroburgo

DAR'JA DEMIDOVICH, Università Europea di San Pietroburgo

Apartment houses of late XIX – early XX centuries as key factor for the formation of a new city identity in St. Petersburg (a new social life form and anthropology of social medium existence)

VADIM BASS, Università Europea di San Pietroburgo

La San Pietroburgo dell'inizio del secolo XX nello specchio dei concorsi: la città che non è stata

ANNA AKIMOVA LOUYEST, Paris Ouest Nanterre La Défense

Leningrad vs Saint Petersburg: two roles of city in the Andreï Makine's Novel "La vie d'un homme inconnu" (2009)

LORA RUDKO e **IRENE COGLIANO**
Saint Petersburg. Sustainable development proposal

JURIJ MILEVSKIJ, architetto e urban designer

From Politics to Bio-Politics of Urban Form: the case of post-socialist Saint-Petersburg

PAUSA PRANZO

14.30 SEMINARIO, SECONDA SESSIONE

GIANNI TALAMINI, Università luav di Venezia

Riflessi di San Pietroburgo in Asia Centrale. Il caso kazako

ANNA LAURA GOVONI, Università luav di Venezia

Painting Beijin. Note by a curator

INES TOLIC, Università luav di Venezia
"Chi vivrà, vedrà". Modernismo architettonico, narrazione politica e immagini di città nella Jugoslavia del secondo dopoguerra

LUIGI PINTACUDA, Università luav di Venezia, Facoltà di Architettura di Palermo

REsPUBLIC: Bucharest, una città in attesa

NAUSICA PEZZONI, Politecnico di Milano
La città e la sua immagine. Dal chiuso della straniamento all'abitare d'un mondo più aperto: i migranti mappano Milano

NOHEIR OMAR ELGENDY, HEBATALLAH

ALI ELSAYED, HEBA AHMED SHOAI B
Politecnico di Milano
Cairo – A City Changing its Skin

RITRATTI DI CITTÀ

PROGRAMMA DEI CONVEGNI

PECHINO

15>16.12.2010

A CURA DI ANNA LAURA GOVONI, IMMAGINI DI
CRISTINA PERAINO

SAN PIETROBURGO: LA CITTÀ E LA SUA IMMAGINE

19>20.04.2011

A CURA DI CRISTIANO GUARNERI, CON LA
COLLABORAZIONE DI LORA RUDKO

SAN PAOLO

OTTOBRE 2011

A CURA DI DANIELE PISANI

CITTÀ DEL MESSICO

2012

A CURA DI CATERINA PREGAZZI

MADRID

2012

A CURA DI SERGIO MARTIN BLAS

GERUSALEMME

2012

A CURA DI RUBA SALEH

ISTAMBUL

A CURA DI MARCO VANI, TERESITA SCALCO E
MOIRA VALERI

BERLINO

A CURA DI GIACOMO CALANDRA DI ROCOLINO

INFORMAZIONI

UNIVERSITÀ IUAV DI VENEZIA

SCUOLA DI DOTTORATO

PALAZZO BADOER, SAN POLO 2468

30125 VENEZIA

TEL. +39 041 257 1787 / 1426

INFODOTTORATO@IUAV.IT

WWW.IUAV.IT/SCUOLADIDOTTORATO

Abstract

- Konstantin E. Aksënov, Lo sviluppo dell'ambiente urbano di San Pietroburgo nel periodo post-sovietico
- Vadim Bass, St. Petersburg of the early 20th Century as reflected in the mirror of architectural competitions: the city which never was
- Elena De inova e Dmitrij Gol'denberg, Architettura della quotidianità
- Noheir Omar Elgendy, Hebatallah Ali Elsayed, Heba Ahmed Shoaib, Cairo – A City Changing its Skin
- Ivan Evtjuchin, Proposte per una nuova monumentalità: le Borse di Giacomo Quarenghi e di Thomas de Thomon a San Pietroburgo
- Francesco Fresa, Quattro corti: progettare e costruire a San Pietroburgo
- Anna Laura Govoni, Paintin Beijing. Notes by a curator
- Cristiano Guarneri, A city by decree: the Saint-Petersburg of Peter the Great
- Anna A. Louyest, Leningrad vs Saint-Petersburg: two hypostases of the city in Andrei Makin's novel "The Life of an Unknown Man" (La Vie d'un homme inconnu)
- Jurij Milevskij, From Politics to Bio-Politics of Urban Form: the case of post-socialist Saint-Petersburg
- Nicola Navone, L'immagine di San Pietroburgo nei piani di Domenico Trezzini e di Jean-Baptiste Alexandre Leblond
- Valerij Nefëdov, La crescita contemporanea dell'ambiente urbano di San Pietroburgo. Indirizzi prioritari di sviluppo
- Andrea Petrecca e Lora Rudko, Fotografare San Pietroburgo
- Nausica Pezzoni, La città e la sua immagine. Dal chiuso della straniamento all'abitare d'un mondo più aperto: i migranti mappano Milano
- Luigi Pintacuda, REsPUBLIC: Bucharest, una città in attesa
- Gian Piero Piretto, Pietroburgo: un universo di simulazioni tra terra e acqua
- Lora Rudko e Irene Cogliano, Saint Petersburg. Sustainable development proposal
- Anatole Senkevitch jr., The Conundrum of Tall Buildings, Mega-structures, Globalization and Conflicting Visions of Modernity in Contemporary St. Petersburg Architecture and Society
- Gianni Talamini, Riflessi di San Pietroburgo in Asia Centrale. Il caso kazako
- Ines Tolic, "Chi vivrà, vedrà". Modernismo architettonico, narrazione politica e immagini di città nella Jugoslavia del secondo dopoguerra

CRISTINA PERAINO

screening: video 1

This is the account of a trip to Beijing made throughout cinema.

"..when we speak of site-seeing we imply that, because of film's spatio-corporeal mobilization, the spectator is rather a voyageur, a passenger who traverses a haptic, emotive terrain" wrote in Atlas Giuliana Bruno, professor at University of Harvard.

I consider the two videoclips I made as a sort of journal, whose reminiscences have been arranged through editing significative sequences drawn from movies shot in Beijing.

The result is an image tale divided in two parts: the first is about life in the ancient siheyuan, traditional grey stone houses with big red decorated wooden gates. They have been replaced during Mao Zedong period with more sober buildings, in which life is simple and modest, as we can see in Antonioni's documentary, shot in the beginning of 1970's.

The second part is about the loss of ancient Beijing, and the demolition of its hutong. The government is replacing the old City with ultra-modern buildings, typical of a globalised western town, removing, in a sort of way, the history of the town.

Movies:

The Story of Qiu Ju, director Zhang Yimou, year 1992.

Beijing Bicycle, director Wang Xiaoshuai, year 2001.

Loach is a Fish Too, director Yazhou Yang, year 2005.

Chung Kuo Cina, director Michelangelo Antonioni, year 1972.

Sunflowers, director Zhang Yang, year 2005.

Together With You, director Chen Kaige, year 2002.

I love Beijing, director Ning Ying, year 2001.

To Live, director Zhang Yimou, year 2004.

The Blue Kite, director Zhuangzhuang Tian, year 1993.

Perpetual Motion, director Ning Ying, year 2005.

In the Heat of the Sun, director Jiang Wen, year 1994.

Little Red Flowers, director Zhang Yuan, year 2006.

The Making of Steel, director Lu Xuechang, year 1995.

My Memories of Old Beijing, directors Wu Yonggang, Wu Yigong, year 1982.

Seventeen Years, director Zhang Yuan, year 2000.

Shower, director Zhang Yang, year 1999.

The World, director Jia Zhang Ke, year 2004.

Lost in Beijing, director Yu Li, year 2007.

Keep Cool, director Zhang Yimou, year 1997.

And the Spring Comes, director Gu Changwey, year 2007.

Summer Palace, director Lou Ye, year 2006.

The Days, director Wang Xiaoshuai, year 1993.

You and Me, regia di Ma Liwen, year 2005.

DANIEL B. ABRAMSON

Historical Legacies of Urban Settlement and the Recent Transformation of the Old City

Beijing is a famously ancient city, as well as a famously planned, ancient city. Plans for its modernization in the 20th century, however, have encountered great difficulty incorporating the built legacy of its historic planned development. This presentation argues that it is the nature of Beijing's planning legacy itself that are partly responsible for the difficulty of preserving the physical products of its historic plans – the actual built environment of the Old City. This presentation reviews some of the most influential findings and interpretations of Beijing's actual historical development from before the 13th Century through the 20th Century, and focuses on how those interpretations shaped 20th-century debates about the preservation value of the Old City as well as actual preservation and redevelopment policy and practice. After the traumatic and disruptive decades of Maoist revolution in the late 1950s – mid-1970s, a renaissance of historic preservationist and urban design thinking came to characterize plans for the Old City in the 1980s. However, the most important historical inflection point occurred in the early 1990s, when the city's new master plan turned out to be quite unsuited to deal with emerging market-oriented political-economic forces in urban development – forces which were hardly predicted by the architects, planners, officials and even developers who were themselves implementing them. Beijing's master plan in the 1990s ambitiously attempted to define the preservation-worthy image of the entire old city, but did so in narrowly picturesque terms. The practice of "protecting" designated historic structures by clearing the space around them, and the dependence on a totalizing view-from-on-high to define Beijing's overall characteristic form (as opposed to an experience of the city from its myriad public and private spaces), produced a city-wide preservation policy that was particularly handicapped in its ability to accommodate change. The result was a physical transformation of the historic center of Beijing on a scale more radical than any movement accomplished during the decades of revolution under Mao. At the same time, however, certain fundamental patterns of Beijing's pre-modern planning have continued to persist in ways that are not so obvious to the eye. By identifying these patterns, and associating them with political-economic power relationships that have existed both before and after the 20th century, it is possible to define the actual legacy of Beijing's historic planning.

CLAUDIO GRECO

Future beyond the Olympic Games

The 2008 Olympic Games were the highlight of the extraordinary China and Beijing renewal process, started in 1992.

Architecture was one of the the key players in this process, in a balance between past and future, innovation and continuity, public and private, collectivism and capitalism.

Such a fast and crude transformation displayed, at times in an extreme way, some fundamental problems for the local situation, but also some extraordinary opportunities to consider universal problems about architecture and contemporary city's evolution.

Before and in preparation for the Olympics Games, a constellation of new architectures suddenly rose; "objects" aiming to add strong and innovative images to the urban scene, in competition with western capitals and, inside China, with Shanghai and Hong Kong.

The process underwent three phases: first, the international 'archi-star' production; then, the results of a cooperation between the main Chinese Offices and big western Companies; and last, the first works of a new generation of Chinese architects.

These latter ones are experiments to define a new and authentic local identity.

This phenomenon, however, represented only a small part of city changes.

The main change was an intensive urbanization for the new middle class and for the new migrant population.. A wild building speculation in the suburbs (the new Xiaogu) and a violent replacement of the urban fabric in the historical centre (Qianmen).

Beside this transformations, some marginal events created another "invisible" (quoting Chang Yung Ho) change, and suggested different models and possibilities.

Art enclaves, although quickly turned into commercial phenomenon (798, China Art Center); punctual and counter-current transformations of small suburbs (Caochangdi); spontaneous rehabilitation of the historical fabric in the old city centre (the case of Gulou).

These latter instances show some hints of an original and different path for the future Chinese architectural scene.

FILIPPO ROMANO

Adrift in the Capital City

I have been travelling and exploring Beijing looking for a sense of memory in its contemporary urban transformation. I plunged, myself in the capital's daily life, since 2005, walking for days and weeks, documenting moments of ordinary life, often street life, landscapes, portraits, trying to find symbols and contradiction of the so called modernisation of China. A visual diary, done by

snapshots and architecture's views, searching for the future identity of this city and for its new landmarks. A urban reportage that goes around the light and the dark side of the chinese economical miracle where richness and poverty are evident visual paradoxes. What's the sense of living in the miraculous new China?. Beijing as the capital, with its modern skyscrapers and shopping malls, is the official facade of the powerfull country that is going to run the world. What's the sense of living in Beijing,? What's the real face of Beijing? What's the portrait of this capital? A series of necessary question I carried with me along the visual journey of this endless city of aproximatly 15 milions of people, walking trough the Building site of the olimpic games area or drifting trough CDB area feeling often in a tipically anonimous north american downtown more than anywhere else.

YA PING WANG

Urbanisation, Housing and Residential Changes in Beijing

Abstract: Housing provision in Chinese cities has changed directions several times over the last 60 years. From the 1950s to the 1970s, the Communist Government established a socialist welfare housing system in all cities; during the 1980s and 1990s urban housing reform and privatisation programmes was carried out in urban areas to develop housing markets; over the last 10 years, the government has been actively involved in regulating the urban housing market and at the same time reintroduce some social housing ideas and schemes to assist the low income groups and the urban poor. This lecture uses Beijing city as an example to highlight these dramatic changes. It starts with a brief review of the traditional and socialist welfare housing practice in the city, which will be followed by discussion of the privatisation and the features of the urban housing market in the context of urbanisation and land development. Finally, the emerging housing problems and the future directions of the housing provision in the city will be discussed. Residential areas are one of the most prominent land uses in Chinese cities. Residential differentiation is a key feature of urban development under the market economy. Discussions will give emphasis to special areas such as the cottage/luxury housing, low income and affordable housing, migrant and urban poor enclaves of the so-called urban villages.

DONATA MATRIA TCHOU

Streets: art – public space

Chinese people focus their attention on the inside part of the house, here are their love, lives and colours, leaving the back side of the hose to the outside, to the streets; but, could be, that the border to the outside space is not wherever

so solid. Here took place the traditional works in the roads of Beijing. Actually on the streets there two types of sellers: the streets where there are “abusive sellers” without any particular tools or cart or umbrella, and the specialized commercial roads, changed in pedestrian roads to facilitate these commercial activities. Dongzhimennei street, Chenfulu in Wudaokou are of the first type, while Wangfujing street and Qianmen street have been transformed in pedestrian areas, as Sanlitun Village.

Shi Jian in “Street life and the people’s city” talks of Beijing as schizophrenic town that pushes every citizen to the schizophrenia: excitement for the changes, amazement and pride of the new shopping center, and sadness for the demolitions, the creation of new point of view but loss of the memory of the spaces that were there before. In this mood it’s necessary re-find an actual cultural identity to recreate and re-manage the public places, squares and roads. The cases of factory 798 and then SongZhuang and CaoChang laboratories show what could be a way of experiencing contemporary public space. Some installation and photo tell us of imaginary urban landscape, where symbols mix together, fading true and real in other messages (Wang Yishu, Jiao Jan, Ma Honge, MAD architect Ma Yan Song, or the work of the artist Liu Bolin, Meiya Lin, and Ai Weiwei).

ALDO AYMONINO

La città gregia di Mao: la nuova capitale dell’impero socialista

Quando le truppe dell’Esercito Popolare di Liberazione entrano a Pechino, nel gennaio del 1949, ereditano una città che è sostanzialmente ancora quella disegnata dagli imperatori della dinastia Qing.

Intatte sono le grandi mura con le porte d’accesso monumentali, così come l’asse Nord – Sud, gli elementi primari del disegno urbano, le emergenze storiche (Città Proibita e complesso dei Templi del Cielo e dell’Agricoltura su tutti), e soprattutto il tessuto urbano degli hutong formato dalla tipologia degli siheyuan, declinata in tutte le varianti e le aggregazioni possibili.

La nuova capitale della Repubblica Popolare è ancora sostanzialmente una città orizzontale, in cui soltanto il colore differente delle tegole che ricoprono i tetti indica all’esterno le differenti modalità d’uso.

I radicali cambiamenti urbani effettuati negli anni che vanno dal 1950 alla morte di Mao nel 1976, trasformano Pechino dalla città del consumo dei servizi nel centro politico, scientifico, produttivo ed economico del paese.

Tuttavia il prezzo che la città paga in termini di radicali modificazioni e nello stravolgimento anche brutale di cospicue parti della sua immagine e del suo carattere urbano è pesantissimo: abbattute le mura (spesso definite dai viaggiatori del XIX e del XX secolo come una delle meraviglie del pianeta), distrutte le porte così come il Tempio dell’Agricoltura, aperto il nuovo asse Est – Ovest

che cancella l'impostazione geomantica della cultura tradizionale cinese, inizio della distruzione sistematica del minuto tessuto storico a favore di emergenze (ministeri, musei, edifici di rappresentanza, etc.) e abitazioni intensive multipiano di stampo ideologico/stilistico prettamente sovietico, la creazione della "piazza più grande del mondo".

Solo l'equilibrata posizione e il carisma personale all'interno del governo di Zhou Enlai impedirà, sia dopo la proclamazione della Repubblica Popolare che durante la Rivoluzione Culturale danni ancora maggiori al volto di Pechino.

GIOVANNA PUPPIN

The East (Re)goes Red, the City Goes *Shuang*

Red is the colour of China, the colour of the Communist revolution, the colour of Beijing 2008 Olympics. Red is also the colour of something traditionally non Chinese, but which has still become a major household name in the country: red is the colour of Coca Cola.

Having had its first involvement with Olympic marketing back in 1928, the Coca Cola company is now considered the longest continuous partner of the Olympic Games, and this 80-year-old partnership was celebrated right in concomitance with Beijing 2008. The American soft drinks giant is also one of the first foreign companies to have entered the Chinese market, grasped its importance, and invested heavily in advertising campaigns. This was particularly true in 2008, when Coca Cola's participation as a TOP partner of Beijing Summer Games led to a 24% increase in advertising expenditure: the commitment to the Chinese Olympic movement was seized as an opportunity to further strengthen the company's presence in the country.

Being a standard-bearer of the "Think Local, Act Local" strategy, Coca Cola was present and celebrated every significant moment in the pre-olympic and Olympic period, thanks to a sophisticated integrated marketing plan involving outdoor advertising, Beijing fan zones, Internet experiences, bottle design contests, and so on; many of these events were themed to *shuang*, a Chinese expression meaning "refreshment", such as the famous TV commercial "Welcome to *Shuang* City".

This paper focuses both on the presence of Coca Cola's advertising in the streets of Beijing, and in the representations of Beijing in Coca Cola's advertising campaigns, paying particular attention to the communication strategies employed in order to exploit and transmit the genuine passion Chinese people (and the American giant) felt for their Olympics. One of the most significant findings that emerge from this study is that the "redness" and "shuangness" that invaded and animated the streets of the Olympic Beijing resemble, in some

aspects, the city's revolutionary past; nonetheless, they are able to reach beyond national borders: from Beijing to China; from China to the world.

SHAN SHAN SHENG

From Great Wall to the Open Wall

Visual artist Shan Shan Sheng's *Open Wall* is a large-scale glass installation, restaging a single section of the Great Wall in Beijing into a large scale outdoor work in historic Island of Venice.

Sheng's *Open Wall* project captures an interval of China's Great Wall, translating the historic structure as a temporary zone of glass architecture.

Sheng's installation engages in dialogue with this period of relative openness in contemporary China, engaging this dynamic and pivotal moment in history.

A temporary work, *Open Wall* reconstructs a moment of China's Great Wall as an assemblage of glass bricks. The glass bricks become a kind of cultural currency, to be distributed and redistributed in the process of installation. *Open Wall* suggests the possibility of China's contemporary moment, opening the culture to the global economy and an unprecedented exchange of ideas. Sheng's *Open Wall* is an uncanny, iridescent sculpture, indicating a threshold of both transparency and opacity, as a critical symbol of China's intersection with Western culture. Easily dissembled and reassembled, Sheng's *Open Wall* evokes a moment of flux and mutual consumption. *Open Wall* consists of 2,200 glass bricks, corresponding to the 2,200 years of the Great Wall's construction.

Sheng reimagines the Great Wall as a temporary pavilion of stacked glass; her installation evokes the exquisite yet transitory flux of globalized time.

Open Wall is an example of Shan Shan Sheng's fascination with architecture, material, national memory, and the perception of time. China's historic Great Wall was originally built as a series of discontinuous, autonomous zones. Each section corresponds to a dynastic phase. As a discontinuous sequence of materials and styles, the Great Wall is distributed along 6400 km (4,000 miles). It is the only human build architectural structure can see from the space.

Sheng's *Open Wall* project is part of the Venice Biennale's *La Città Ideale* at La Certosa Island from June 6 to November 30, 2009

Open Wall project (33 tons Murano glass) travelled from Venice to Shanghai, following Marco Polo's the silk road by the sea. Exhibited in Shanghai World Expo, Chinese Theme Pavilion – Urban Foot Print Pavilion, from May 1 to November 15, 2010.

Approximately 6 million people visit the artwork.

A trailer of *Open Wall* documentary film by Venice base award winning filmmaker Savino Cancellara, Music by Romeo Scaccia, will presented in the conference.

XIN YI

Achieved development concept via Olympics?

This lecture aims to review the transformation of the social and spatial development in the city and region in Beijing in relationship with the host of Olympic Games and corresponding reflection on the urban development concept.

Based on the extensive communication among the world-wide stakeholders for hosting the Games, a special framework was built and led to the short- and long-termed adjustments in the political, economical and cultural understanding for the organizer and Chinese society. Moreover, these changes denote the further transformation in China's urban transition's process.

The discussion will concentrate both in the Olympic related projects and in the parallel extensive aspects of urban development. With the strengthening of global influences in the preparation period, the urban development requirements and the value systems of the organizers and local society have undergone the profound changes and these will contribute to the renovation of urban development concept.

With achievements acknowledged, the author argues that the limited impulse via the Games encounters a series of deep-seated social and institutional factors as the barriers for the further urban development in Beijing. In this viewpoint, the host of Olympic Games will be seen as a chance to rethinking the existing Chinese development pattern.

MARGHERITA TURVANI AND IGOR CERSOSIMO

Beijing: growth and environmental challenges

In the last few decades, the growth of Beijing has been stunning in terms of population, wealth and dimension, and transformed the city into one of the most relevant world economic centres.

The population grew from around 9 Million at the beginning of the 80's to almost 20 Million today (22 million for the whole municipality), no matter the attempts to control the flux of migrants operated by the local authorities.

In the same period, city's GDP grew around 17 times, overcoming 1000 Billion Yuan in 2008, while per capita GDP is more than 10 times bigger than in 1978 (around 63 thousands Yuan in 2008). The average yearly growth rate of GDP at constant prices (in real terms) over the considered period is more than 9%, with values constantly above 3%. Moreover, Beijing's per capita GDP is around three times the same indicator at the national level (63029 against 22698 Yuan per person in 2008), testifying the capability of the city to offer higher quality of life and giving a concrete explanation for the migration of people towards Beijing that contributes significantly to its growth.

This extremely fast development came at the high price of a critical and quickly increasing environmental stress. The environment around the original city has been, in fact, deeply modified to meet the city's demand for land (the city actually occupies more than 16 thousands squared kilometres) and resources. Moreover, large amounts of pollutant substances have been released in the environment, seriously compromising the conditions of land, water sources and air. Final result is that, today, Beijing is considered as one of the most polluted cities of China and of the entire world.

The recent organisation of the Olympic Games has contributed to shift the development of the city to a more sustainable path. Beijing's authorities, in fact, allocated 12.2 Billion US\$ for funding projects aimed to the improvement of city's infrastructure, with special attention to their environmental impacts. The most important actions involved infrastructure for transports, a shift to cleaner energy sources, the enhancement of sustainable water policies and the protection of urban ecosystem.

Despite the effectiveness of some of these policies, the city is still plagued by many critical, interrelated, environmental problems:

- Traffic is a constant problem and, despite the relatively small dimension of car fleet and its average good quality, highly affects city life and air quality because of an extremely negative traffic cycle, characterised by long commuting distances and frequent traffic jams.
- Air quality suffer for a combination of extremely polluting energy sources, traffic congestion and dust particles in the atmosphere due to local building sites and to wind-carried dust from external sources.
- Water sources are insufficient to fully support city population, because of local climate condition and to the depletion, in terms of quantity and quality, of existing reservoirs and groundwater basins.

The presentation will go through these aspects showing the most recent available data. The presented data are part of a larger analysis conducted through a set of sustainability indicators. This set is constructed using the advanced urban metabolism model, a conceptual instrument that helps conducting sustainability analysis at the urban level by giving a structured interpretation of the main urban dynamics.

references

- Cersosimo Igor (2009), *The Advanced Urban Metabolism Model as a Tool for Urban Sustainability Assessment*, Unpublished PhD thesis, Ca' Foscari University of Venice.
- Liu, J., Wang, R. & Yang, J., 2007. A scenario analysis of Beijing's private traffic patterns. *Journal of Cleaner Production*, 15(6), 550-556.
- Shalizi, Z., 2008. *Water and Urbanization*. In S. Yusuf & T. Saich, eds. *China Urbanizes: Consequences, Strategies, and Policies*. World Bank Publications.
- Singh, R.K. et al., 2009. An overview of sustainability assessment methodologies. *Ecological Indicators*, 9(2), 189-212.

Sun, Y. et al., 2004. The air-borne particulate pollution in Beijing--concentration, composition, distribution and sources. *Atmospheric Environment*, 38(35), 5991-6004.

DECEMBER 16TH, 2010

MENG SUN

The Production of Art Districts and Urban Transformation in Beijing

Key Words:

Beijing, Urban Transformation, Cultural Creative Industry, Artistic Seeds, Dynamic Mechanisms

This study examines the dynamic between the production of art districts and the urban transformation in Beijing. The study tests western generated theories in a Chinese context, by taking Henri Lefebvre's the production of space theory as framework, situating in the urban regime theory, the space of capitalism, and global discourse of creative industry. This study chooses China's capital and cultural center Beijing as single case with three sites: the Liulichang historical cultural district, the Songzhuang art district, and the 798 art district. The study concludes that art districts benefit Beijing's urban life through cultivating and spreading "artistic seeds" and demonstrating artistic life styles to society. Space of art districts is not a new space type in Beijing, but rather a re-emerged urban space after China's economic reform. The art district is both a product and a producer of urban transformation. Good urban conditions include the existence of cultural producers and consumers, a supportive and tolerant government, supportive property owners, and available cheap land. However, the mechanism under the current political regime is an unbalanced interaction among artists, enterprises and government forces. While artists are a crucial driving force at the beginning of production, their role rapidly becomes subjective to the coalition between government and market forces. Art districts contribute to urban transformation in economic, political, spatial, and socio-cultural dimensions, by different extents and mechanisms, and in different historical conditions.

XIN YI

Transition from Olympics to the urban development

The author tries to provide a general hypothesis of transitional impulse of Olympic Games for the urban development with the case studies in Beijing and other European cities, Munich, Barcelona and London.

As one of the most important global communication's activities in the world,

the exogenous factors on the national and global levels will exert profound and far-reaching influences both on the successful preparation of the Games and on the following development of the host city.

In this perspective, the contemporary pattern to host the Games will be reviewed. It is argued that the limited goals set of the large projects with the economic priorities should be balanced with the parallel cultural and political communication, so that the contributions to the social cohesion and to the renovation of a long termed development concept will be achieved in the globalization's period.

Moreover, the further accomplishment of the development concept depends on the extensive basic conditions of the host city and country, especially the institutional system. Based on the discussion of the respective situations in the case study cities, the different performances of their own development in relation with the Games will be reviewed.

TOBIA MASCHIO

Illness of the Soul – A Brief History of Spaces and Powers

The history of hospitalization of the mentally ill begins in Europe at the end of the eighteenth century together with the establishment of psychiatric hospitals. The supposed utility and necessity of these particular kinds of structures played a main role in their diffusion wherever Western medicine, or biomedicine, has arrived.

Mental asylums began to spread throughout the Chinese territory a century after their appearance in the Old Continent. This process was started by American missionary doctors in collaboration with local police forces and administrators, due to a lack of similar social security services and facilities.

The psychiatric hospital space has often been the object of attention and influence by state authorities. This tendency caused an overflow of historical, social and epistemological studies. In this field of research it is impossible to leave Michel Foucault's work out of consideration. He voiced many doubts concerning the power that has been conferred to psychiatry beyond the medical field. Under this point of view, the Chinese context is no exception.

In this interesting yet problematic scenario some mental health centers based on theories and practices introduced by the Italian psychiatrist Franco Basaglia started appearing in China. The first of them has been opened in Beijing on 20th January 2010, thanks to the cooperation between Chinese and Italian medical institutions. The main features of this kind of structure are the constant dialogue with the local population in order to contrast the widespread stigma on the mentally ill and the peroration of anti-psychiatric thought.

The whole process is still at an embryonic stage and consequently far from being completed. However, the opening of the Chinese medical system towards more ethical ways of dealing with mental illnesses and diseases is vital from many points of view. Amongst these, the academic one, of course, is not the most important.

LIU YU

Research on the Social-spatial Differentiation in the Transition Period

The social-spatial differentiation can be understood as the phenomenon of unbalanced distribution of different social factors. (Feng Jian, 2005, p176) Interest in socio-spatial differentiation has recently resurfaced in the literature (see Hamnett, 2001; Marcuse and van Kempen, 2000; Walker, 2001). Social differentiation in the western countries can be summarized in terms of economic status, family status, and ethnicity and these three dimensions of social differentiation are spatially distributed in terms of sectors, zones, and clusters, respectively (Xu Xueqiang, 1989; Yeh et al, 1995).

However, this trend is not totally applicable in urban China. Chinese cities present very different histories and political economies of urban development. In China, during the last 20 years, with the transition from the planned-economical system to the market-economical system, great changes take place on the aspects of economical structure, housing markets, population constitution and etc. Accordingly, the changes also reflected in the social-spatial structure. The paper takes Beijing as the case and tries to analyze the features and the causes of social-spatial differentiation. At first, it outlined the background of the transitional period from planned economy system to market economy system. And concluded that immigrants (the floating population), occupation status and living conditions could be the proper social factors to reveal the features of social-spatial differentiation in this transitional period. In the flowing section, it more focused on the geographic distribution patterns of social factors based on the data of 2000; In the next section, it tries to analyze the statistic feature of social-spatial differentiation by comparing a group of indexes based on data of two 1982 and 2000. And finally, explores the causes of social-spatial differentiation in Beijing from the perspectives of policy, economic situation and housing market.

GABRIELE PITACCO

Apples, Blu Castels and Red Lines, *vivre ensemble* in a Gated Community

During the last Shenzhen Biennale O.P.E.N. Office presented "Red Line Park". Red Line Park is the project for a linear park rising on the plot line (traditionally shown in red in China) of the gated communities in Beijing. The project fosters

the idea of breaking the wall, introducing new (designed) open gates and opening to the facilities inside the compound.

This project offers the chance to discuss the topic of the gated communities in Beijing focusing on the quantitative, qualitative and architectural relationship between private spaces and collective facilities inside this topological device.

Beijing's gated communities, with their collective facilities, dimensioned to fit the compound users, designed to foster the idea of community and, at the same time, CCTV systems and unbreakable walls, do present most of the controversial and discussed features of the contemporary debate on the topic.

On one side the facilities are meant to trigger the identification, gathering inside the compound units a provision of various, intriguing and characterizing function and services both designed and self generated.

Different devices are used in the various solution to contribute to make compatible the concentration of people and functions allowed by the legislative existing apparatus. A density necessary to justify the scale of the land cost and investments. A concentration that otherwise would sharpen the social confrontation.

At the same time surrounded by walls that keep the others out, the perception of a reality secluded by the context is the other side of the story a possible formal declination of the desire of security and privacy diffused worldwide.

On this topic the use of wall, fences or other technical devices instead of other forms of soft control, naturally present in crowded areas can be read as a way to give form to the fear of urbanity that is spreading in the last years.

Different examples (Red Line Park, Pinguo, Blue Caste, Linked Hybrid, Jianwai Soho, Soho New Town and others) are used to define the common features and the devices that are able to make this settlement type a possible solution to foster urbanity in dense contexts.

CUI LIU

Transport Issues and Policies

The traffic problem, as a common challenge in growing mega cities around the world, has been puzzling Beijing in the past decades, with annoying urban traffic congestions and severe environmental pollution. This talk aims to present the trend of rising motorization in Beijing, analyze the transport issues and policies facing the city, and make some reflection from the perspectives of spatial planning.

First, there is an introduction of the rising motorization in Beijing. Domestically, it has grown in accordance with the fast population growth and rapid economic development in Beijing, and became an important driving force for the GDP growth. Internationally, compared with the other metropolitans, the motorization

conditioning still has a great potential.

Then, the talk focuses on the current transport issues and policies in Beijing.

Daniel B. Abramson
As an Adjunct Professor of Urban Design and Planning
and a Visiting Professor of Architecture, he oversees a research group
Member of the University of Washington, China Studies faculty.
Very slowly, ambiguous policies about bicycles, official cars and taxis.

After that, there are some reflections from the perspectives of spatial planning:
Bhargya the urban form and land use pattern; integrate transportation and land
use planning to open the enclosed neighborhood.

Giorgia Aquilar

Università degli Studi di Napoli Federico II, Facoltà di Architettura
FRANCESCA DIANO AND ALBERTO LESSAN
Dottorato di Ricerca in Progettazione Urbana, XXV Ciclo
OLYMPKEd - Design Studio on the 2008 Olympic Venues Redevelopment
mobile +39 347 2210909

giorgia_aquilar@yahoo.it

Eight students from the Polytechnic of Turin's first Faculty of Architecture and

Aldo Aymonino
eight students from the Tsinghua University of Beijing have been participating
Università IUAV di Venezia
in a five-month workshop whose aim was the reuse of the Chinese Olympic

venues. The venues included among others the Olympic Park (with the
Professore ordinario
aldoo.aymonino@iuav.it
stadium of Herzog & de Meuron and the Water Cube of the PTW architects),

Sanja Trpotic the Worker's Stadium (built under Mao's regime). This Workshop
PhD Fellow, S.A.D. School of Architecture
held between October and February has been organized with the support of the Beijing
University of studies of Camerino
Planning Bureau. The final presentation, including the different proposals
mob +39 347 958 9796
panels, videos, models and a documentary on how the work had taken place

(when the teams worked together and apart), has been the occasion for a face
Igor Cersosimo
to face discussion of the projects with students, tutors and external critics.
PhD, Università IUAV di Venezia

How can the open public space survive in the
city, what identity does it assume,
Rena de Blij the relationship between the big out of scale objects
and the daily lifestyle?
Chaoyang District, Beijing, P.R.China 100027
rde@go.it

How to assume the monumentality of the Olympic venues, involved in the
reconstitution, confronting and comparing the idea of
Filippo Virgilio design and present in the occidental culture against the contemporary

oriental one. Do we have to underline the symbolic value of the exceptional
architectures of the Star System?

How is sustainability going to have a mayor role in all of the Olympic venues
during the urban transformation of the different areas? As an
Francesca Diana example, the usage of water, typical element of the Chinese garden, risks

to endanger the very fragile water resources of the metropolitan area that
approaches a territorial scale. As the main theme is the integration of the
Geometric accumulation and recycling of the water with the new landscape

design defining the program of the sites in an almost programmatic way.

studio CADMIO, vicolo dell'Atleta 21
00153 Roma
phone +39 335246334
greco@uniroma2.it
www.claudiogreco.it

Anna Laura Govoni, curator
Università luav di Venezia
Scuola di dottorato - XXV ciclo
Dottorato in Pianificazione territoriale e politiche pubbliche del territorio
mobile +39 333 3305063
annalaura.govoni@gmail.com

Irene Guida
Università luav di venezia
Scuola di dottorato - XXIII ciclo
Dottorato in Urbanistica
mobile +39 3289471288
phone 39 041 3180048
guidairene@gmail.com

Alberto Lessan
Prima Facoltà di Architettura, Politecnico di Torino
mobile +39 347-254 33 96
albertolessan.info@gmail.com

Cui Liu
PhD Student in spatial Planning and Urban Development
Politecnico di Milano, Italy
greenliucui@hotmail.com

Tobia Maschio
dottorando / PhD Student
Università Ca' Foscari, Dipartimento di Studi sull'Asia Orientale
Ca' Foscari University, Department of East Asian Studies
tobia.maschio@gmail.it
tobia.maschio@unive.it

Cristina Peraino
Università luav di Venezia
criperaino@hotmail.com

Gabriele Pitacco
Ph.D. student, Doctoral School in Integrated Sciences for the Social Sustainability
University of Trieste
mobile +39 340 400 6238
gabriele.pitacco@virgilio.it

Giovanna Puppin
Contract Professor, Ph.D.
Department of East Asian Studies
Dorsoduro 3462
30123 Venezia (Italy)
tel +39 041 2349511
fax +39 041 2349596
xiaoqiao@unive.it

Filippo Romano
Photographer, Luzphoto Agency, Milan
f_romanophoto@yahoo.com
www.luzphoto.com

Shan Shan Sheng

East West Art Studio
301 8th Street, Suite 265
San Francisco, CA 94103
phone 415 575 0898
mobile 415 601 9777
www.shanshansheng.com
www.openwallproject.com

Meng Sun

Ph.D. in Urban Planning and Policy, University of Illinois at Chicago
Urban Planner, Johnson Fain Partners, Los Angeles
phone: 001- 410-818-7372
email: sunmeng23@gmail.com
Skype: mengmengsun

Donata Maria Tchou

Architect, PROX&TCHOU architettura, Rome
donatatchou@gmail.com

Margherita Turvani

Associate Professor of Economics
Università Iuav di Venezia
1957 Santa Croce
30125 Venice, Italy
margherita.turvani@iuav.it

Ya Ping Wang

Director of the Scottish Centre of Chinese Urban and Environmental Studies
School of the Built Environment
Heriot-Watt University
Edinburgh, UK

Xin Yi

Ph.D. Candidate
Institute for Urban Design, Urbanism and Landscape, Faculty of architecture,
Technical University of Munich,
phone +49(0)17663300818
xinyi.tum@gmail.com

Liu Yu

The PhD student of program Spatial Planning and Urban Development
Politecnico di Milano
mobile +39 333 8017791
liuyu01996@gmail.com

I
- - -
U
- - -
A
- - -
V



Università Iuav di Venezia
Scuola di Dottorato
Palazzo Badoer
San Polo 2468
30125 Venezia
infodottorato@iuav.it
www.iuav.it/scuoladottorato