# Urban enhancement and important events

## Prof. Paolo Dalla Sega

***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

The course aims to introduce the great contemporary events as narrations and central representations of the collective identities of our time, and therefore as tools used for communication and for the development of urban areas and territories.

Reflect on the great event as a synthesis rich in space/time: *genius loci* (of cities, regions, nations) and *Zeit Geist* (spirit of the times); provide students with symbols and ideas for a contemporary “critique of events”, towards vast projects and continuous programmes for the development of urban areas.

Understand the design phase of the main great contemporary events that took/are taking place in our country (Expo 2015 in Milan, Matera European Capital of Culture 2019, Milan Cortina Winter Olympic Games 2026).

At the end of the course, students will be able to:

* make an analysis of great contemporary events from the point of view of their social, economic, cultural, national, and international contexts;
* understand the mechanisms that are part of a great event, as well as its value as a communication, promotion, and development tool for cities and territories;
* challenge themselves in design workshops to put into practice the newly acquired skills.

***COURSE CONTENT***

*History and culture of important modern events (lectures).*

– Universal exhibitions during the nineteenth and twentieth centuries. Which Expo for the 3rd Millennium.

– Important contemporary world events. New worlds, new capitals, new urban scenes.

– European capitals of culture. 1985 to today. Italian capitals. Olympic Games in modern history.

– Event planning, event management.

– Governance models of important events.

– Clientele, committees, structures and work, staff.

– Fundraising, sponsoring, marketing of important events.

– Social, cultural, environmental and economic impact. What type of “ assessment”.

*Study cases, project work (workshop)*

– From events to urban assessment planning/program “beyond events”. Map of territories and communities; planning of new events.

***READING LIST***

C. Guala, *Mega eventi. Modelli e storie di rigenerazione urbana,* Carocci, Roma, 2007.

M. Mailander (ed. by), *Il nuovo marketing dei sistemi territoriali. Scenari,* *storie di successo, modelli concreti per creare brand destination vincenti*, Il Sole 24 Ore, Milano, 2012.

L. ARGANO, *Guida alla progettazione della città culturale*, Franco Angeli, Milano, 2021.

An additional reading list will be communicated to students during the course; it will also be published on the lecturer’s webpage on Blackboard.

***TEACHING METHOD***

Lectures (sometimes given by experts of the field), in-depth seminars and workshops (project work).

***ASSESSMENT METHOD AND CRITERIA***

Mid-term tests, final papers, oral examination (presentation and discussion of papers).

The final paper, that is an individual work, is the result of the project work that concludes the course. Beside the discussion of the paper, which is the focus of the exam (75%), students will be tested through the reading material assigned during the course; this material will be selected depending on the project students are working on (25%).

***NOTES AND PREREQUISITES***

Students are strongly advised to attend all lectures. Should students have satisfactory reasons for not attending, they should arrange a personal study plan for the examination with the tutor.

There are no prerequisites for attending the course. However prior knowledge of – or at least curiosity towards – the following fields would be highly appreciated: cultural history, human geography, anthropology, sociology; beside this, students should have an adequate knowledge of graphic design softwares, as well as good writing skills.

In case the current Covid-19 health emergency does not allow frontal teaching, remote teaching will be carried out following procedures that will be promptly notified to students.

Further information can be found on the lecturer's webpage at http://docenti.unicatt.it/web/searchByName.do?language=ENG, or on the Faculty notice board.