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Edited by
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JAVIER MONCLÚS and MANUEL GUÀRDIA
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Contents

List of Figures vii
List of Tables viii
Foreword ix

Roque Gismon Gistau, President of Expo Zaragoza 2008 xi

Introduction xiii
F. Javier Monclus and Manuel Guardia

PART I Historical and Cultural Perspectives 3

1 History Builds the Town: On the Uses of History in Twentieth-century City Planning Michael Hebbert and Wolfgang Sonne 3

2 The Cultural Dimension of Urban Planning Strategies: An Historical Perspective Robert Freestone and Chris Gibson 21

3 Speak, Culture! – Culture in Planning’s Past, Present and Future Greg Young 43

PART II Images and Heritages 63

4 Capital Cities and Culture: Evolution of Twentieth-century Capital City Planning David L.A. Gordon 63

5 The Power of Anticipation: Itinerant Images of Metropolitan Futures Buenos Aires 1900–1920 Margarita Gutman 85

6 Words and History: Controversies on Urban Heritage in Italy Giorgio Piecimato 113
7 Urban Destruction or Preservation? Conservation Movement and Planning in Twentieth-century Scandinavian Capitals
Laura Kolbe

8 Planning the Historic City: 1960s Plans for Bath and York
John Fendlebury

9 Multiple Exposures or New Cultural Values?
European Historical Centres and Recent Immigration Fluxes
Alessandro Scarnato

10 New Urbanism and Planning History: Back to the Future
Christopher Silver

PART III Cultural Urbanism and Planning Strategies

11 Branding the City of Culture – The Death of City Planning?
Graeme Evans

12 International Exhibitions and Planning. Hosting Large-scale Events as Place Promotion and as Catalysts of Urban Regeneration
P. Javier Monclus

13 Contemporary Urban Spectacularisation
Lilian Fessler Vaz and Paola Berenstein Jacques

14 Culture, Tradition and Modernity in the Latin American City. Some Recent Experiences.
Roberto Segre

15 ‘Cities are Fun!’: Inventing and Spreading the Baltimore Model of Cultural Urbanism
Stephen V. Ward

Index
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The relationship between culture and urbanism has been the focus of much discussion and debate in recent years. While globalisation tends towards a homogeneity, successful 'global cities' have a strong individual – and particularly cultural – identity. The economic value of the culture of cities lies not only in the arts taking place there but also in the city's fabric, its architecture, and in its cultural heritage.

This volume brings together a team of leading specialists to examine the policies of image and city marketing which have developed over the past 15 years and whether these are a continuity of earlier strategies. Featuring case studies which illustrate diverse perspectives on linking culture, urbanism and history, the book reviews heritage and planning culture, looking at the experience of urbanism in the 'Old Historic City'. The book also assesses the increasingly important issue of urban images and their influence on planning strategies.

After reading this wide-ranging book, 'culture' is no longer an obscure topic in planning. Rich both theoretically and in empirical material, it will provide a profound understanding of its social meanings and the necessary 'tacit knowledge'.

Dion Kooijman, Delft University of Technology, The Netherlands

Development of the cultural sector is now a vital part of the urban agenda. This impressively international volume draws together the experience of cities from three continents to explore questions of image, heritage, spectacle and regeneration. It is essential reading for anyone interested in the functioning and rivalries of the world's major cities.

Professor John R. Gold, Oxford Brookes University, UK