

Human Cities Press Release

Kragujevac, 17 February 2017

Human Cities Challenging the City Scale/ Kragujevac Conference, expo, lab



Human Cities Challenging the City Scale/ Kragujevac

Human Cities_Challenging the City Scale /Kragujevac

INTERNATIONAL BDW CREATIVE CONFERENCE "HUMAN CITIES/
SHARING CLOUD" IN KRAGUJEVAC

17. FEBRUARY 2017, FROM 14:00 - 20:00, IN THE ASSEMBLY HALL OF THE
FIRST GYMNASIUM OF KRAGUJEVAC, DANIČIĆ STREET NO 1,

ORGANIZED BY BELGRADE DESIGN WEEK WITH THE SUPPORT OF THE CITY OF KRAGUJEVAC.

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Belgrade Design Week welcomes its partners from eleven European cities to a unique international creative event "HUMAN CITIES/ SHARING CLOUD - Kragujevac 2017", inviting the broadest public, citizens and citizens initiatives, architects, urban planners, the creative community, artists, economists, municipal administrations, media, academia and students from Serbia and the entire region, to join us on Friday, February 17th in Kragujevac. The program is made of leading European case studies with easily understandable, concrete, hands-on "How to-" lectures, from cities committed to use design as a tool for changing their urban and public spaces and transforming their public authorities' mindsets.

Belgrade Design Week and the City of Kragujevac, Serbia, are honoured to invite you to the "HUMAN CITIES/ SHARING CLOUD - Kragujevac 2017" event, on February 17th 2017 in the First Gymnasium of Kragujevac. Next to a strong line up of local speakers showcasing the urban development of Kragujevac, the conference will present extraordinary lectures from eleven European cities gathered around the Human Cities/ project, all closely related to urban realities in Serbia and the region. The HUMAN CITIES/ project is a crucial pan-european platform for sharing best practices in finding innovative solutions for living in cities today, and BDW's conference offers a great opportunity for Serbia to present its own findings and developments to a broad European audience, and vice-versa, which is why we named the project THE SHARING CLOUD.

Present Kragujevac to the World, present the World to Kragujevac!

Kragujevac is privileged to be the host of this phase of the Human Cities/ project, right after Saint-Etienne, London and Milan, and just before Ljubljana, Graz, Cieszyn, Helsinki, Bilbao, Tallinn and Brussels. BDW has chosen Kragujevac to be the topic of its HUMAN CITIES/ focus, because of the city's important historical urban planning and industrial heritage in the heartland of Serbia, as well as current challenging historical crossroads between a postindustrial town and key regional university center, with 20.000 students.

The initiative "Creative Grand Park of Kragujevac" is BDW's contribution to the "HUMAN CITIES/ Challenging the City Scale 2014-2018" project, co-financed by the EU program Creative Europe, as part of BDW's ongoing strictly non-profit action to develop "100 creative playgrounds for children in Serbia", made possible by the donation of the Foundation Dragica Nikolić to the City of Kragujevac.

Entry is free, places are limited by the hall capacity, lectures are provided with simultaneous translation from English to Serbian and vice versa. The organizer reserves the right to change the program without prior information.

Human Cities Challenging the City Scale/ Kragujevac

Event Program:

The “HUMAN CITIES/ SHARING CLOUD - Kragujevac 2017” program consists of an inspirational creative conference searching for proposals for design-thinking and participative-urbanism in Serbia and Europe today, as well as an exhibition of works of all eleven partners of the “Human Cities/ Challenging the City Scale 2014-2018” project. One of the presented projects is BDW’s “Creative Grand Park” development, developed as part of the Human Cities/ project and built as the first private / public partnership of its kind, between the Foundation Dragica Nikolić and the City of Kragujevac.

The conference “HUMAN CITIES/ SHARING CLOUD - Kragujevac 2017” presents a unique opportunity for engaged citizens and citizen’s initiatives, municipal administrations, universities, urban planners, architects, artists, economists, government, media and students from all vocations, to get introduced to the latest European developments about exploring the way in which the inhabitants reclaim the constantly evolving contemporary city (especially through experiments in the urban space) and ways of (re)inventing city life, as sources of wellbeing and quality of life. These structural changes are impacting both people and places like shops, public squares, parks, or streets in town and city centers.



Introduction by Jovan Jelovac of Belgrade Design week.

- Welcome Note:

Mayor of Kragujevac Radomir Nikolić

- Introductory Note:

Belgrade Design Week Jovan Jelovac

14:00h - 15:30h / CASE STUDIES KRAGUJEVAC

LESSONS FROM KRAGUJEVAC TO HUMAN CITIES/ PARTNERS

- History of unique urban planing in Kragujevac:

The Šumarice Complex / Making of the Memorial Park

Jelena Davidović, Curator of the Museum 21. October, Kragujevac, Serbia

- Development of industrial heritage in Kragujevac:

Converting the first armory in Serbia (The Arsenal) into a center for the creative industry

Marko Grković and Đorđe Milovanović, Institute for Protection of Cultural Monuments in Kragujevac, Serbia

- Case Study Grand Park in Kragujevac I:

How to return the Grand Park in Kragujevac to its citizens with support of private/ public partnerships, using participative urban planning and collaboration with leading Serbian and global practices in design and innovation?

Belgrade Design Week, Jovan Jelovac, Belgrade, Serbia

- Case Study Grand Park in Kragujevac II:

How to revitalize a neglected city park in Kragujevac into a central creative zone, with intention to provoke and inspire all stakeholders to jointly search for standards of a possible development scheme for the city's green zones?

Prof. Aleksandru Vuja, Studio DVA, Belgrade, Serbia

- Case Study "THINKtent":

How to use the international experience of moderating an exchange of thoughts for the wellbeing of the development of Kragujevac?

Nataša Čiča, Kapacity.org, Hobart, Australia

15:30h - 16:00h / COFFEE BREAK

PARTICIPATION IN THE THINKTENT EXPERIMENTATION / NATAŠA ČIČA

(First session in English - no translation)

Human Cities Challenging the City Scale/ Kragujevac

16:00h - 17:30h / CASE STUDIES HUMAN CITIES
LESSONS FROM EUROPEAN CITIES TO KRAGUJEVAC

- Case Study Brussels / “Pro Materia”:

How to start a grassroots initiative about better living in our cities as a citizens association from Brussels, and then in ten years grow it into European significance?

Louisa Vermoere, Pro Materia, Brussels, Belgium

- Case Study London / “Makers Mile”:

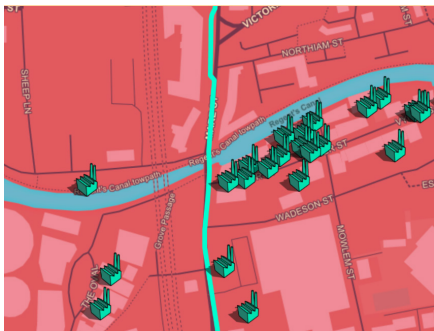
How to connect innovative ideas of your neighbors as a bottom-up initiative, and in the process invent a whole new creative quarter in East London?

Frank Van Hasselt, Clear Village, London, Great Britain

- Case Study Saint-Etienne / “Banc d’essai”:

How to decorate and animate our public spaces? How to forge stronger ties between generations and to give shape to the appropriation of space for all? In St. Etienne needs are expressed, practices are created. Uses becoming clearer: sitting, eating, reading, playing, working, learning, calling or just looking around.

Camille Vilain, Cite du Design, Saint-Etienne, France



Makers Mile, London

- Case Study Milano / “La Piana”:

How to continue the legacy of activating the community and improving the public space in combination with the all-encompassing initiatives of Teatro Ringhiera, and oversee the scope of public space at La Piana become challenged.

Davide Fassi, Politecnico di Milano, Milan, Italy



La Piana, Milan

- Case Study Helsinki / “School as a Service”:

How to experiment with optimizing the use of their own buildings at the Aalto’s Espoo Campus in Helsinki over the next couple of years. Think opening the space to the community, think life long learning, think school as a service!

Marc Goodwin, Aalto University, Helsinki, Finland



School as a Service, Helsinki

- Case Study Graz / “Jakominiviertel”:

How to transform a neglected part of Graz, a transition space, into a common space, where people like to stay and to meet without being forced to consume, with special focus on settling the creative industries with its specific economics there?

Erika Thuemmel, FH Joanneum, Graz, Austria



Jakominiviertel, Graz

- Case Study Ljubljana / “Skupaj na ploščad!”:

How to find new approaches and make the participation processes more attractive and playful in Ljubljana? Nowadays the participation processes exists in Slovenia as part of the top-town urban planning procedures, but are rather superficial and people tend to reject them.

Damjana Zaviršek Hudnik, Skupaj na ploščad! Initiative, Ljubljana, Slovenia

17:30h - 18:00h / COFFEE BREAK

PARTICIPATION IN THE THINKTENT EXPERIMENTATION / NATAŠA ČIČA
(Second session in English - no translation)



Saint-Étienne

18:00h - 19:00h / FROM SAINT-ETIENNE WITH LOVE FINAL MASTERCLASS FOR KRAGUJEVAC

- Case Study Saint-Etienne / “Cite du Design”:

How to use a once in a lifetime opportunity and convert a post-industrial town from a ruined historical armory center of France, into a national hub for design and creativity? Parallels of Saint-Etienne with Kragujevac, connecting two important European cities with an astonishingly similar industrial past, but with an astonishingly different reality today.

Josyane Franc, Cite du Design, Saint-Etienne, France

19:00h / OPENING OF THE HUMAN CITIES SHARING CLOUD EXHIBITION IN THE FIRST GYMNASIUM OF KRAGUJEVAC ACUMEN / QUID PRO QUO / GENIUS LOCI / VOX POPULI / CIRCUS MAXIMUS / QUO VADIS

PARTICIPATION IN THE THINKTENT EXPERIMENTATION / NATAŠA ČIČA
(Third session in English - no translation)



LOCAL PARTNERS:



CONTACTS & INFO
Human Cities Network
www.humancities.eu

Head Office

Josyane Franc - josyane.franc@citedudesign.com
Head of International Affairs Cité du design & Saint-Étienne Higher School
of Art and Design
Coordination Saint-Etienne UNESCO City of Design
+33 (0)477 47 88 03

Camille Vilain - camille.vilain@citedudesign.com
International Projects Officer
+33 (0)477 47 88 58

Art Direction & Communication Office

Lise Coirier - lise@promateria.be
Manager, Pro Materia

Louisa Vermoere - louisa@promateria.be
Project coordinator; Pro Materia
+32 (0)2 768 25 10

Human City Partner

Belgrade Design Week, Rige od Fere 22, 11000 Belgrade, Serbia
Vesna Jelovac - vesna.jelovac@belgradedesignweek.com
+381653374181