Under the influence of neoliberalization and globalization, a new paradigm of urban development has evolved, which we call New Metropolitan Mainstream. This term brings together different processes leading towards an increasing economization of urban life: gentrification, urban regeneration, forced upgrading of neighbourhoods, luxury transformation of entire inner city areas, privatization of public goods and spaces, instrumentalization of flagship projects and international events in order to attract international investments and people with a high income. The New Metropolitan Mainstream has to be seen as a long term tendency, which started in certain places already some decades ago. Today, it is found in many variations and it affects not only world cities, but also former peripheral regions and smaller cities. The New Metropolitan Mainstream leads to a dramatic change of urban development and everyday life: At the same time, as new disparities and inequities are produced, many urban areas are turned into exclusive places for privileged people.

The Project

The «New Metropolitan Mainstream» is an INURA project, which aims at exploring similarities and differences between the development of today’s cities. The project started at the end of 2008. First results are presented at the 20th INURA conference in form of posters (Monday 28th, afternoon) and workshop presentations (Tuesday 29th). More than thirty groups report their findings.
**Conference programme**

**Monday June 28**

**Conference venue**
Aktionshalle, Rote Fabrik, Seestrasse 395

09.30 Opening and Keynote Speeches

Corinne Mauch (Mayor of Zurich)

Welcome Note

Ananya Roy (Global Metropolitan Studies Center, University of California, Berkeley)

The 21st Century Metropolis: New Horizons of Politics

Christian Schmid (ETH Zurich / INURA Zurich)

The New Metropolitan Mainstream

Shubhendu Bonnerjee (Seva Sangh Samiti, India)

Mums in the Age of Globalization – The Case of Howrath, the Other Kolkata

Wing Shing Tang (Rhein University, Hong Kong)

The Production of Space in Hong Kong since 1997

Omar Ura (Universidad de Antioquia, Medellin)

Modellieren Boom: Between Parapolitik and Civic Engagement

Zoheia Nourbakhsh (Mddahla baseMjondolo, Durban)

The 2010 FIFA World Cup and Evictions in South Africa

13.30 Lunch

15.00 Poster Sessions: Exhibition and presentations from more than thirty cities around the world. Researchers, practitioners, artists and activists are presenting, commenting and discussing maps, posters, and papers on the New Metropolitan Mainstream.


**Tuesday June 29**

**Conference venue**
Aktionshalle, Rote Fabrik, Seestrasse 395

10.00 Workshops: Presentations and Discussions

INURA

Register for Urban Safaris:
conference@inura.org

13.00 Lunch

14.30 Workshops: Discussions

16.00 Plenary Session

**Urban Safaris**

**Wednesday June 30**

Meeting point for all Safaris, 10.00: Zurich Main Station, Main Hall, Exit Limmat River.

1 — Gentrification and Super-Gentrification in the Global City (Tour Guide: Christoph Cravolini and Cornelia Heys)

In the 1970s, the Seefeld neighborhood, close to the lake, had a bad reputation because of drugs andubby-patrols. Today, Seefeld is one of the prime examples of gentrification and super-gentrification. In another part of town, districts 4 and 5 are in an earlier stage of gentrification. Prostities and drug dealers, migrants, lower working class and the poor are under pressure. Are the districts 4 and 5 the Seefeld of the future?

2 — From Squat to New Cooperative Housing: A New Wave of Cooperative Housing in the City Centre (Tour Guide: Res Keller)

The housing cooperative «Neunzir», the cooperatives «Kartag», «Kneerwerks» or «K-Hohlraumes» are offspring of a thriving squatter scene in Zurich of the 80ies and 90ies. The tour will visit the sites of early squats, a number of successful new cooperatives, it will tell a story of a lost battle against neoliberalism at the «Werke», and one of a constant struggle at the neighbourhood «Saltrier», where a new housing cooperative will be built next year.

3 — Fights for the City and the Commodification of the Urban: From Paranoia City to Ego City (Tour Guide: Christian Schmid and Daniel Weis)

The tour leads to some of the historic scenes and places of the urban revolt of 1980 and its aftermath in the districts 4 and 5. It follows its traces to the present, and places of resistance, of hope, and of despair, discusses how department, upgrading strategies and commodification processes changed everyday life in the neighbourhoods and looks for the visible and the hidden signs of the rise of the new metropolitan mainstream in Zurich.

4 — Opera, Dada, Pertl, Zurich’s Cultural Production (Tour Guide: Philipp Blum)

This tour leads through different neighbourhoods and will tell their history and role in cultural production and consumption. We will use the specific development from a old-fashioned global city with a poor cultural development to a vibrant and creative party metropolis. We will discuss their specific role of the urban revolt of the 1980s and its positive and negative implications.

5 — From Industrial to Post-Industrial Zurich: Restructuring of Former Industrial Areas (Tour Guide: Christoph Lammelmann)

The tour shows four different conversions of old industrial sites. The «Bito» area, still partly used for production, with retail, services and even culture entering the area; the «Gassubihld» area is converted into upscale housing, whereas the «Hillmann» area has become a luxury mixed-use development, home e.g. to Google Switzerland. And the old paper factory «Sihlpapier» is now one of the biggest shopping centers in Switzerland.

6 — Mega Projects and New Urbanity in Zurich West: Upgrading the Industrial West (Tour Guide: Monika Spring)

Zurich West was once the industrial centre of Zurich. Today, office and hotel highrises, a new university campus in an old dirty and other large scale projects have replaced the interim users of the 1990s, the creative artisans and small businesses in the old factories. The tour includes the development area Europa-Allee (the former Hill-West and Istanbul) by the railway station as well early projects of social, urban and cooperative housing.

7 — Zurich Nord: Suburbia on Testosterone (Tour Guide: Andreas Hofer)

Zurich North is one of the most dynamic regions of Switzerland and it is showing typical aspects of an Edge City: A heterogeneous space without political coherence, with brown fields, back offices, traditional garden-city-like working class settlements, agricultural leftovers, shopping centers and newly developed upper class housing, motorways, railways and the nearby airport. Will this place grow into a metropolitan region with its own identity or will it remain a mishmash of all these functions? This is a blockbuster.

8 — Marginalization and Upgrading in the Global City or Where are the Ghettos of Zurich? (Tour Guide: Yvonne Tomse)

In the last two decades Zurich changed from an «As-ty of alcoholics, single mothers, old people, migrants, students or simply poor people (all of these words beginning with an s as in German) into a glamorous global city for the rich and beautiful. The poor were squeezed out of the city. The tour will lead through one of the existent channels of the poor, from the upgraded developments of Abtenen to the new developments of Schlieren, once deemed the «rubbish bin of Zurich».

Register for Urban Safaris: conference@inura.org

**Public Event**

**Tuesday June 29, 20.00**

Aktionshalle, Rote Fabrik, Seestrasse 395

Chair: Libby Potter

(Urban Studies, University of Glasgow)

P. Ghosh

(Centre for the Built Environment, Kolkata, India)

R. Kril

(City Institute, York University, Toronto)

M. Maggio

(Directorate Territorial and Environmental Policies, Tuscany Region)

A. Roy

(Global Metropolitan Studies Center, University of California, Berkeley)

D. Siatitsa

(National Technical University of Athens, Greece)

R. Wolff

(INURA Zurich Institute)

E. Viosek

(Ethiopian Institute of Architecture and Urban Development, Addis Ababa)

**New Metropolitan Mainstream**

**Workshops**

1 — Metropolitan Governance and Strategic Planning

2 — Cities in Global Competition: Mega Projects and Flagship Projects

3 — The Privatization of the City

4 — Public Events and the Festivalization of Public Space

5 — Security and Surveillance: The Controlled City

6 — Contradictions in the Creative City

7 — Urban Regeneration and the Limits of Democracy

8 — Exclusive Circles: New Dimensions of Gentrification

9 — Suburbs Revisited: New Forms of Urbanization

10 — Social Exclusion and the Management of Poverty

11 — The Rise and Fall of Public Housing

12 — Urban Social Movements Today

13 — Self Managed Spaces

14 — The World Economic Crisis and the City
Principles

1 — INURA is a network of people involved in action and research in localities and cities. We are committed to sharing our experiences and information in order to further the understanding of the problems affecting our areas.

2 — We are committed to the empowerment of people in their neighbourhoods, communities, cities and regions.

3 — In our work we recognize the importance of ethnic and cultural diversity, and the need to oppose racism, class and gender discrimination.

4 — Changes in forms of work and of community and domestic life must be understood and planned in relation to each other.

5 — We must resist and reverse the process of polarization of income and quality of environment, both in the social fragmentation of our cities and the divergence of core and periphery regions.

6 — Our network particularly wants to broaden its links with housing, employment and environmental campaigns.

7 — We aim to further the process of environmentally sustainable urban development.

8 — We seek to resist centralization and the damaging effects of globalization.

9 — We are working to create strong and diverse visions of the future urban life.

10 — INURA will work with a variety of methods of research, communication, interaction and dissemination of information, including scholarly work, media productions, activist documents, debates and stories of urban experience. INURA invites future contributions from academics, the arts, political activists and social movements.

Salecina, Switzerland 1991