

20th INURA Conference

Welcome to the 20th INURA conference! We meet again in the place where it all began 20 years ago, and we'll explore the profound transformations of our cities in the past years. The conference provides an open space for the comparison of contemporary urbanization processes, the

development of new concepts, the exchange of knowledge and experience, and the discussion of alternative urban strategies and concrete utopias.

Registration and information: www.inura.org or by phone +41 44 563 86 90



New Metropolitan Mainstream

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

Aktionshalle, Rote Fabrik, Seestrasse 395

09.30 Opening and Keynote Speeches

Corine 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

Sobhanlal Bonnerjee (Seva Sangh Samiti, India)
Slums in the Age of Globalization - The Case of
Howrah, the Other Kolkata

Wing Shing Tang (Baptist University, Hong
Kong), The Production of Space in Hong Kong
since 1997

Omar Urán (Universidad de Antioquia,
Medellín), Medellín's Boom: Between
Paramilitarism and Civic Engagement

Zodwa Nsibandé (Abahlali baseMjondolo,
Durban), The 2010 FIFA World Cup and
Evictions in South Africa

13.30 Lunch

15.00 Poster Session: 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:

Addis Ababa, Amsterdam, Athens, Barcelona,
Basel, Beirut, Belgrade, Berlin, Bern, Brussels,
Cairo, Durban, Florence, Geneva, Glasgow,
Granada, Green Bay, Hamburg, Havana, Hong
Kong, Istanbul, Kolkata, London, Mexico City,
Medellin, Melbourne, Palermo, Paris, Rhine-
Ruhr, Rome, Salvador de Bahia, St. Petersburg,
Tallinn, Toronto, Vienna, Winnipeg, Zagreb,
Zurich, and others.

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 Guides: Christoph
Craviolini und Corinna Heye)
In the 1970s, the Seefeld neighbourhood, close
to the lake, had a bad reputation because of
drugs and «baby» prostitutes. Today, the 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. Prostitutes 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 «Dreieck» – like
the cooperatives «Karthago», «Kraftwerk» or
«Hohlraum» – are offsprings 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 «Viereck», and one of a victorious struggle
at the neighbouring «Kalkbreite», 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 Guides: Christian
Schmid and Daniel Weiss)
The tour leads to some of the historic scenes
and places of the urban revolt of 1980 and its
aftermaths in the districts 4 and 5. It follows
its traces to the present, visits places of
resistance, of hope, and of despair, discusses
how drug policies, 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, Perla. Zurich's Cultural
Production (Tour Guide: Philipp Klaus)
This tour leads through different
neighbourhoods and will tell their history and
role in cultural production and consumption.
We will see the specific development from a
old-fashioned global city with a poor cultural
development to a vibrant and creative party
metropolis. We will hear about the 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 Lanthemann)
The tour shows four different conversions of
old industrial sites: The «Binz»-area, still partly
used for production, with retail, services and
even culture entering the area; the «Giesshübel»-
area is converted into upscale housing,
whereas the «Hürlimann»-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 dairy and other
large scale projects have replaced the interim
users of the 1990s, the creative artists and small
businesses in the old factories. The tour includes
the development area Europa-Allee (the former
HB-Südwest and Eurogate) 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 heterogenous 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 an own identity or will it remain
a mishmash of all these functions? This is a
biketour.

8 — Marginalisation and Upgrading in the
Global City or: Where are the Ghettos of
Zurich? (Tour Guide: Vesna Tomse)
In the last two decades Zurich changed from
an „A-city« of alcoholics, single mothers, old
people, migrants, students or simply poor people
(all of these words beginning with an «a» 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 exodus channels of the poor, from the
upgraded developments of Altstetten to the new
developments of Schlieren, once deemed the
«rubbish bin of Zurich».

Register for Urban Safaris:
conference@inura.org

Conference programme

Tuesday June 29

Rote Fabrik, Seestrasse 395

Workshops

New Metropolitan Mainstream –
urban processes and experiences

1 — Metropolitan Governance
and Strategic Planning

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

3 — Sale! 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 Cities: New
Dimensions of Gentrification

9 — Suburbia 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

Timetable

10.00 Workshops: Presentations and Discussions

13.00 Lunch

14.30 Workshops: Discussions

16.00 Plenary Session

New Metropolitan Mainstream

Public Event

Tuesday, June 29, 20.00
Aktionshalle, Rote Fabrik, Seestrasse 395

Chair

Libby Porter
(Urban Studies, University of Glasgow)

Panelists

Santosh Ghosh
(Centre for the Built
Environment, Kolkata, India)

Roger Keil
(City Institute, York University, Toronto)

Marvi Maggio
(Directorate Territorial and Environmental
Policies, Tuscany Region)

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

Dimitra Siatitsa
(National Technical University
of Athens, Greece)

Richard Wolff
(*INURA* Zurich Institute)

Ezana Yoseph
(Ethiopian Institute of Architecture
and City Development, Addis Ababa)



Photo by Oliver Jaeschke

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

INURA

INURA, International Network for Urban Research and Action, was founded in 1991. *INURA* is a network of people involved in action and research in localities and cities.

The network brings together activists and researchers from community and action groups, universities, and local administrations, who wish to share experiences and to participate in common discussions and research, which is closely related to local actions and initiatives. Examples of the issues that *INURA* members are involved in include: major urban regeneration projects, global suburbanism, community-led urban development schemes, urban transport, do-it-yourself culture, and social housing provision.

INURA in Zürich

Public events, conferences and seminars: *Città Frontale* (by SAU, Scenter for Applied Urbanism) *Rote Fabrik* 1988) / *Capitales Fatales* (by SAU, *Rote Fabrik* 1990) / Seminar *Stadttheorien* (together with KGS, Konzeptgruppe Städtebau, 1992) / *Stadtperspektiven im KraftWerk-Sommer* (together with KGS, 1994) / *Possible Urban Worlds – 7th INURA Conference* (1997) / *Rollenwechsel* (with KGS, 2004).

INURA Zurich Institute: urban research, consulting, events (www.inura.ch).

Books

INURA (eds.): *Possible Urban Worlds. Urban Strategies at the End of the 20th Century*, Birkhäuser-Verlag, Basel/Boston/Berlin, 1999 ISBN: 3-7643-5986-2

INURA (eds.): *The Contested Metropolis. Six Cities at the Beginning of the 21st Century*, Birkhäuser-Verlag, Basel/Boston/Berlin, 2004. ISBN 3-7643-0086-8



Credits

Organized by *INURA* Zurich in cooperation with IG *Rote Fabrik*, Bereich Konzept.

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