

# 20th INURA Conference

Welcome to the 20th INURA conference! We meet again in the place, where it all began 20 years ago, and explore the profound transformation of our cities in the those 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](http://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” (NMM) is an INURA project. With this project INURA wants to explore the similarities and differences between 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 presentations (Tuesday 29th / Workshop titles see below). More than thirty groups report their findings about their cities.

Conference programe

# Sunday June 27

Late afternoon (4pm) — Hardturmstr. 261

Welcome drink at INURA Zurich in KraftWerk1 and Conference Registration.

Beginning 16.00, Hardturmstr. 261  
Tram no. 4, direction „Werdhölzli“, get off at „Bernoulli Häuser“. Cross the street and there you are.

Conference programe

# Monday June 28

Rote Fabrik, Seestrasse 395

*Timetable*

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 (Centre for the Built Environment, Kolkata),  
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 Nsibande (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.

19.00 Jubilee Conference Dinner

Conference programe

# 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

18.00 Dinner

20.00 Public Event: New Metropolitan Mainstream – Panel Discussion

*Chair*

Libby Porter  
(Urban Studies, University of Glasgow)

*Panelists*

Santosh Ghosh  
(Centre for 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)

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 “Carthago”, “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-Stidwest 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



# 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 region.
- 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*

# About us

*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 consists of activists and researchers from community and environmental groups, universities, and local administrations, who wish to share experiences and to participate in common research. Examples of the issues that Network members are involved in include: major urban renewal projects, the urban periphery, community-led environmental schemes, urban traffic and transport, inner city labour markets, do-it-yourself culture, and social housing provision. In each case, the research is closely tied to, and is a product of, local action and initiative.

*INURA* in Zürich

Big events and series: *Capitales Fatales* (by SAU, Rote Fabrik 1988) / *Città*

*Frontale* (by SAU, Rote Fabrik 1990) / Seminar *Stadttheorien* (together with KGS, 1992) / *Stadtperspektiven im KraftWerk-Sommer* (together with KGS, 1994) / *Possible Urban Worlds – 7th INURA Conference* (1997) / *Rollenwechsel* (with KGS, 2004) / numerous events, panels, excursions, seminars about Global Cities Research, Neighbourhood Development etc.  
*INURA* Zurich Institute ([www.inura.ch](http://www.inura.ch)): urban research, consulting, expertises, events.

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* in cooperation with IG Rote Fabrik, Bereich Konzept  
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