



**INTERNATIONAL CONFERENCE ON  
CULTURE FOR SUSTAINABLE CITIES**

**Hangzhou, People's Republic of China**

**10-12 December 2015**

***The Dragon Hotel***

**PROGRAMME**



## **Thursday 10 December**

### **09.00 – 10.00 Plenary I - Opening Ceremony (Crystal Ballroom)**

Master of Ceremony: **Marielza Oliveira** (Brazil), Director of the UNESCO Office in Beijing

Speakers:

- **Francesco Bandarin**, Assistant Director-General for Culture, United Nations Educational, Scientific and Cultural Organization (UNESCO)
- **Zhao Yide**, Member of the Standing Committee of the Communist Party of China Zhejiang Provincial Committee and Secretary of Hangzhou Municipal Party Committee
- **Zhang Jianting**, Vice Mayor of Hangzhou
- **Zhang Xiuqin**, Ambassador, Permanent Delegate of the People's Republic of China to UNESCO
- **Kumaresh Misra**, Deputy Secretary-General of Habitat-III

### **10.00 – 10.45 Plenary II - Culture for Sustainable Cities (Crystal Ballroom)**

Moderator: **Francesco Bandarin**, Assistant Director-General for Culture, United Nations Educational, Scientific and Cultural Organization (UNESCO)

Keynote Speakers:

- **Joan Busquets** (Spain), Architect, Urban planner, Professor at the Harvard Graduate School of Design, 2011 Erasmus Prize
- **Wang Shu** (China), Architect, Pritzker Prize 2012

*10.45 – 11.00 Coffee break*

### **11.00 – 12.30 Plenary III - High-Level Panel on "The role of Culture in the implementation of the 2030 Agenda for Sustainable Development" (Crystal Ballroom)**

Moderator: **Nada Al-Nashif**, Assistant Director-General for Social and Human Sciences, United Nations Educational, Scientific and Cultural Organization (UNESCO)

Introduction:

- **Stanley M. Simataa** (Namibia), President of the General Conference of the United Nations Educational, Scientific and Cultural Organization (UNESCO)

Speakers:

- **Emmanuel Nathi Mthethwa**, Minister of Arts and Culture of the Republic of South Africa
- **Guillaume Long**, Minister of Culture and Heritage of the Republic of Ecuador
- **Juan Pablo de la Puente Brunke**, Vice Minister of Cultural Heritage, Cultural Industries and the Arts of the Republic of Peru
- **Gustavo Meza-Cuadra**, Permanent Representative of Peru to the United Nations, Chair of the Group of Friends on Culture and Development

12.30 – 14.00 *Lunch*

14.00 – 15.25 **Plenary IV - Introduction to the draft *Global Report on Culture and Sustainable Urban Development* and presentation of the first results of the regional surveys (*Crystal Ballroom*)**

Moderator: **Minja Yang** (Japan), President and Professor of the Raymond Lemaire International Centre for Conservation of Katholieke Universiteit Leuven (RLICC/KU Leuven)

Speakers:

- **Fernando Pérez Oyarzun** (Chile), Representative of the Catholic Pontifical University of Chile
- **Walter Rossa Ferreira da Silva** (Portugal), Associate Professor, University of Coimbra
- **Peter Rorvik** (South Africa), Secretary-General, Arterial Network
- **Zhou Jian** (China), Secretary-General of the World Heritage Training and Research Institute for Asia and the Pacific (WHITR-AP) and Director of WHITRAP Shanghai Branch
- **Jyoti Hosagrahar** (India), UNESCO Chair Professor, Srishti Institute, India and Director, SUI, GSAPP, Columbia University, New York
- **Hayet Guermazi**, (Tunisia) Director of the Culture Department, the Arab League Educational, Scientific and Cultural Organization (ALECSO)
- **Julian Smith** (Canada), Dean of Faculty, Willowbank School and Centre
- **Enrico Fontanari** (Italy), Professor of Urbanism, Pro-Vice-Chancellor for International Affairs of University Iuav of Venice
- **Elizaveta Levitskaya** (Russian Federation), Project Manager and representative of the Strelka Institute for Media, Architecture and Design

15.25 – 15.35 *Coffee break*

15.35 – 17.00 **Parallel thematic panels**

***Panel 1: Creative industries at the core of social and economic urban development (Diamond Ballroom 1)***

Moderator: **Maurizio Carta** (Italy), Urban Planner, President of the Polytechnic School of the University of Palermo

Speakers:

- **Charles Landry** (United Kingdom), founder of Comedia, Master of International Urban Creativity with The Beijing DeTao Masters Academy
- **Fan Zhou** (China), Dean of Culture Development Institute, Communication University of China, and Director of the Hangzhou Research Center of Cultural and Creative Industry
- **Marcos Amadeo** (Argentina), General-Director for Foreign Trade at the Ministry for Economic Development of the Government of the City of Buenos Aires and representative of Buenos Aires, UNESCO City of Design
- **Mamadou Diallo** (Senegal), Officer, Dakar Creative City of Media Arts

- **Josyane Franc** (France), Head of International Affairs, Saint-Etienne Cité du design and Higher School of Art and Design, Saint-Etienne UNESCO Creative City of Design coordination

***Panel 2: Cultural institutions and events, leverages for urban regeneration (Diamond Ballroom 3)***

Moderator: **Jenny Fatou Mbaye** (Senegal), Lecturer in Cultural and Creative Industries, Centre for Culture and the Creative Industries, City University London

Speakers:

- **Alessandro Balducci** (Italy), Deputy Mayor for Urban Planning and Agriculture, City of Milan
- **Zhang Bing** (China), Chief Urban Planner/Vice President, China Academy of Urban Planning, Baiwanzhuang, Beijing
- **Clementine Cecil** (United Kingdom), Director of SAVE Britain's Heritage, co-founder of the Moscow Architecture Preservation Society (MAPS)
- **Judy Ogana** (Kenya), General Manager, The GoDown Arts Centre
- **Javier Jiménez** (Spain), Director, Lord Cultural Resources

17.00 – 18.00 **Side event - From Hangzhou to Quito: best practices for sustainable urban development (Crystal Ballroom)**

Speakers:

- **Zhang Jianting** (China), Vice Mayor of Hangzhou
- **Juan Bernardo Rosero Moncayo** (Ecuador), Ministry of Habitat and Urban Development of Ecuador
- **Chu Shuqing** (China), Curator of the Hangzhou Public Library

18.30 *Welcome reception*

**Friday 11 December**

09.30 – 11.15 **Parallel thematic panels**

***Panel 3: Towards an integrated vision of urban policies (Diamond Ballroom 1)***

Moderator: **Ana Pereira Roders** (Portugal), Assistant Professor, Department of the Built Environment, Eindhoven University of Technology

Speakers:

- **Patricia O'Donnell** (United States of America), Principal and founder of Heritage Landscapes, Preservation Landscape Architects and Planners
- **Hassan Radoine** (Morocco), Director of the National School of Architecture of Morocco
- **Mohammad Motallebi** (Iran), Environmental and landscape designer
- **Cristina Iamandi** (Romania), Conservation Architect and Urban Planner

***Panel 4: Multicultural cities: the challenges of urban governance (Diamond Ballroom 3)***

Moderator: **John Rossant** (United States of America), Founder and Chairman,  
New Cities Foundation

Speakers:

- **Marcello Balbo** (Italy), Chairholder, UNESCO Chair on the Social and Spatial Inclusion of International Migrants – Urban Policies and Practices, University IUAV of Venice
- **Eric Huybrechts** (Belgium), Head of International Affairs, Institut d'Aménagement et d'Urbanisme d'Île-de-France
- **Hiroshi Okano** (Japan), Professor of Urban Research and Professor of Graduate School of Business, Osaka City University
- **Miao Chengchao** (China), Secretary of the Committee of the Communist Party of the Shangcheng District of the City of Hangzhou

11.15 – 11.30 *Coffee break*

11.30 – 13.00 **Parallel thematic panels**

***Panel 5: New threats to urban heritage: strengthening resilience (Diamond Ballroom 1)***

Moderator: **Michael Turner** (Israel), UNESCO Chair in Urban Design and Conservation Studies, Bezalel Academy of Arts and Design

Speakers:

- **Guangming Yan** (China), Senior Urban Specialist, The World Bank
- **Denis Ricard** (Canada), Secretary-General, Organization of World Heritage Cities (OWHC)
- **Ayesha Pamela Rogers** (Pakistan), Visiting Professor, Department of Communication and Cultural Studies at the National College of Arts of Lahore
- **Robyn Riddett** (Australia), Managing Director of Anthemion Consultancies and representative of the International Scientific Committee on Risk Preparedness (ICORP) of the International Council on Monuments and Sites (ICOMOS)
- **Zhu Chunquan** (China), Head, China Office of the International Union for the Conservation of Nature (IUCN)
- **Yang Xiaoru** (China), Director of Monitoring and Management Centre of Hangzhou West Lake World Culture Heritage

***Panel 6: Public spaces as a key to urban regeneration (Diamond Ballroom 3)***

Moderator: **Naima Lahbil Tagemouati** (Morocco), International consultant in cultural heritage and sustainable urban development

Speakers:

- **Paolo Ceccarelli** (Italy), Chairholder, UNESCO Chair in “Urban and Regional Planning for Local Sustainable Development”, University of Ferrara
- **Zhenshan Zhang** (China), Habitat Programme Manager, UN-Habitat Beijing

- **Jeffrey Soule** (United States of America), Director of Outreach and International Programs, American Planning Association
- **Richard Hsu** (China), Adjunct Professor, Tongji University's School of Design and Innovation, TEDx Ambassador to China, Founder of Pan-Asia Network
- **Alexei Muratov** (Russian Federation), Partner, Head of Strategies and Territorial Development, STRELKA KB

13.00 – 14.30 *Lunch*

14.30 – 15.30 **Plenary V - Towards a new urban agenda (*Crystal Ballroom*)**

Moderator: **Francesco Bandarin**, Assistant Director-General for Culture, United Nations Educational, Scientific and Cultural Organization (UNESCO)

Keynote speakers:

- **Paul Andreu** (France), Architect, Dean emeritus and Chair Professor of the Architecture Department at Zhejiang University in Hangzhou
- **Rem Koolhaas** (The Netherlands), Architect, OMA

15:30 – 15:45 *Coffee break*

15.45 – 17.30 **Parallel thematic panels**

**Panel 7: Cultural heritage for sustainable cities (*Diamond Ballroom 1*)**

Moderator: **Mounir Bouchenaki** (Algeria), Director, Arab Regional Centre for World Heritage

Speakers:

- **Stefano De Caro** (Italy), Director-General, International Centre for the Study of the Preservation and Restoration of Cultural Property (ICCROM)
- **Yves Dauge** (France), Former Senator and Mayor of Chinon, President of the Association of French World Heritage Sites, President of the Cultural Encounter Centers Association
- **Susan Fayad** (Australia), Coordinator Heritage Strategy, City of Ballarat
- **Liu Shuguang** (China), President of the Chinese Academy of Cultural Heritage

**Panel 8: Managing Cultural Tourism as a driver for Cities (*Diamond Ballroom 3*)**

Moderator: **Christian Ost** (Belgium), Economist and General Manager of the Institut Catholique des Hautes Etudes Commerciales (ICHEC)

Speakers:

- **Jordi Tresserras Juan** (Spain), Academic Coordinator of the post-graduate programmes “International Management and Cultural Cooperation” and “Cultural Tourism”, University of Barcelona
- **Sue Millar** (United Kingdom), President of the International Scientific Committee on Cultural Tourism, International Council on Monuments and Sites (ICOMOS)
- **Zhang Min** (China), Project manager, PhD candidate, University of Rovira I Virgili
- **Webber Ndoro** (South Africa), Director, African World Heritage Fund

17.30 – 18.30 **Researchers' Forum – New perspectives on the role of culture for sustainable urban development (*Crystal Ballroom*)**

Moderator: **Giulio Verdini** (Italy), Associate Professor of Urban Planning and Design and Co-Director of the Research Institute of Urbanisation at Xi'an Jiaotong-Liverpool University

Speakers:

- **Juliana Forero Bordamalo** (Colombia), Programme Specialist for Research, World Heritage Institute of Training and Research for the Asia and the Pacific Region under the auspices of UNESCO (WHITRAP) Shanghai, China
- **Anna-Paola Pola** (Italy), Researcher, Urbanism and Architecture Institute of Venice
- **Julia Rey Pérez** (Spain), Researcher, University of Seville
- **Loes Veldpaus** (Netherlands), Research Associate at the School of Architecture, Planning and Landscape of Newcastle University
- **Kuai Dashen** (China), Research Professor, Deputy Director, Institute of Literature of Shanghai Academy of Social Sciences

19.00 *Dinner*

**Saturday 12 December**

09.30 – 11.00 **Plenary VI - Reports to the plenary (*Crystal Ballroom*)**

Moderator: **Marielza Oliveira** (Brazil), Director of the UNESCO Office in Beijing

Speakers:

- **Maurizio Carta** (Italy), Moderator of Panel 1: "Creative industries at the core of social and economic urban development"
- **Jenny Fatou Mbaye** (Senegal), Moderator of Panel 2: "Cultural institutions and events, leverages for urban regeneration"
- **Ana Pereira Roders** (Portugal), Moderator of Panel 3: "Towards an integrated vision of urban policies"
- **John Rossant** (United States of America), Moderator of Panel 4: "Multicultural cities: the challenges of urban governance"
- **Michael Turner** (Israel), Moderator of Panel 5: "New threats to urban heritage: strengthening resilience"
- **Naima Lahbil Tagemouati** (Morocco), Moderator of Panel 6: "Public spaces as a key to urban regeneration"
- **Mounir Bouchenaki** (Algeria), Moderator of Panel 7: "Cultural heritage for sustainable cities"
- **Christian Ost** (Belgium), Moderator of Panel 8: "Managing cultural tourism as a driver for Cities"
- **Giulio Verdini** (Italy), Moderator of the Researchers' Forum

11.00 – 11.15 *Coffee break*



11.15 – 12.00 **Plenary VII - Adoption of the Hangzhou Outcomes and way forward for the finalization of the *Global Report on Culture and Sustainable Urban Development (Crystal Ballroom)***

Rapporteur: **Francesco Bandarin**, Assistant Director-General for Culture,  
United Nations Educational, Scientific and Cultural Organization  
(UNESCO)

12.00 – 12.30 **Plenary VIII - Closing Ceremony (*Crystal Ballroom*)**

Master of Ceremony: **Du Yue**, Secretary-General, National Commission of the  
People's Republic of China for UNESCO

Speakers:

- **Francesco Bandarin**, Assistant Director-General for Culture, United Nations Educational, Scientific and Cultural Organization (UNESCO)
- **Zhang Jianting**, Vice Mayor of Hangzhou

12.30 – 14.00 *Lunch*