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Fuori Expo

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Raumplanung und Raumordnung

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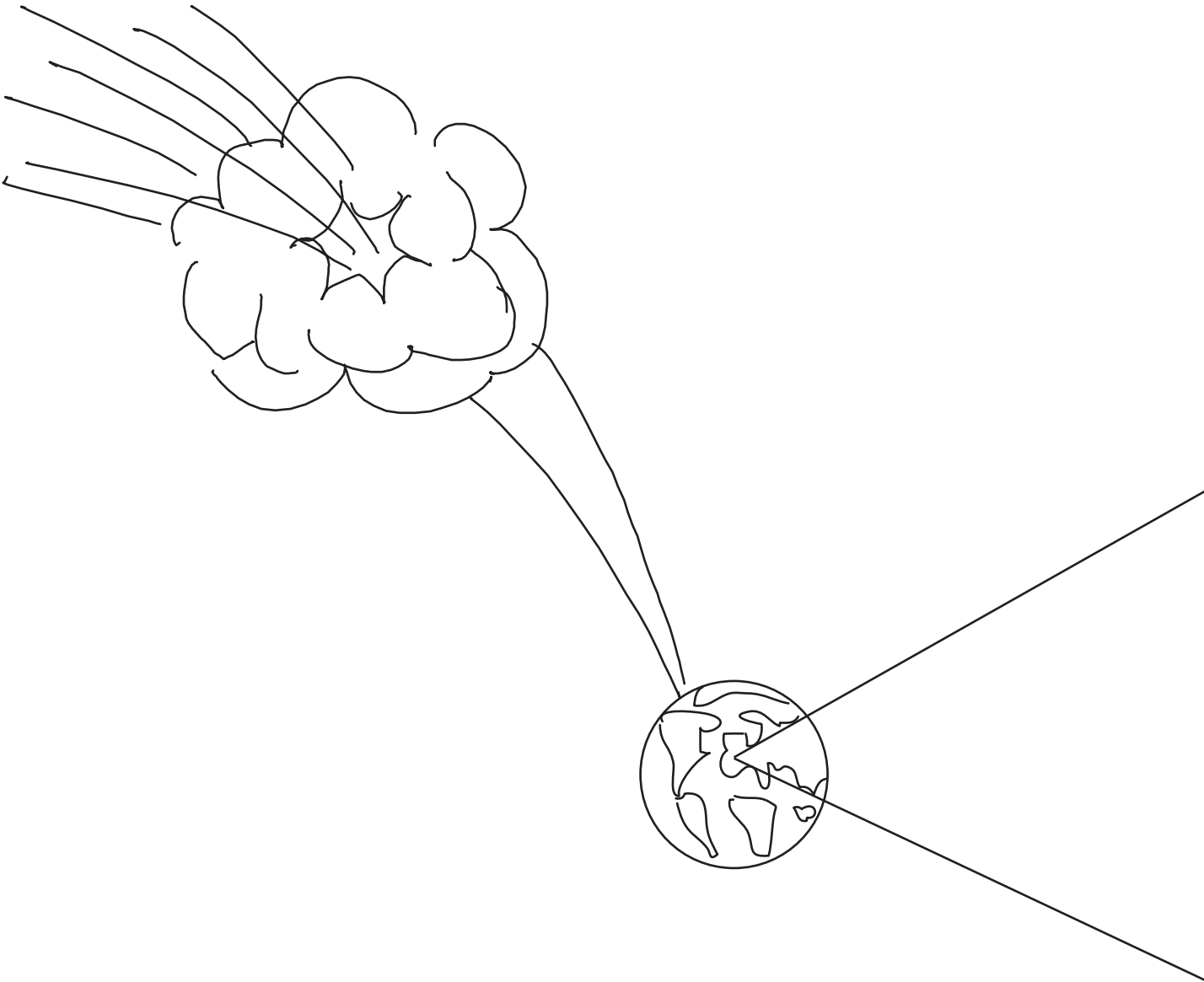
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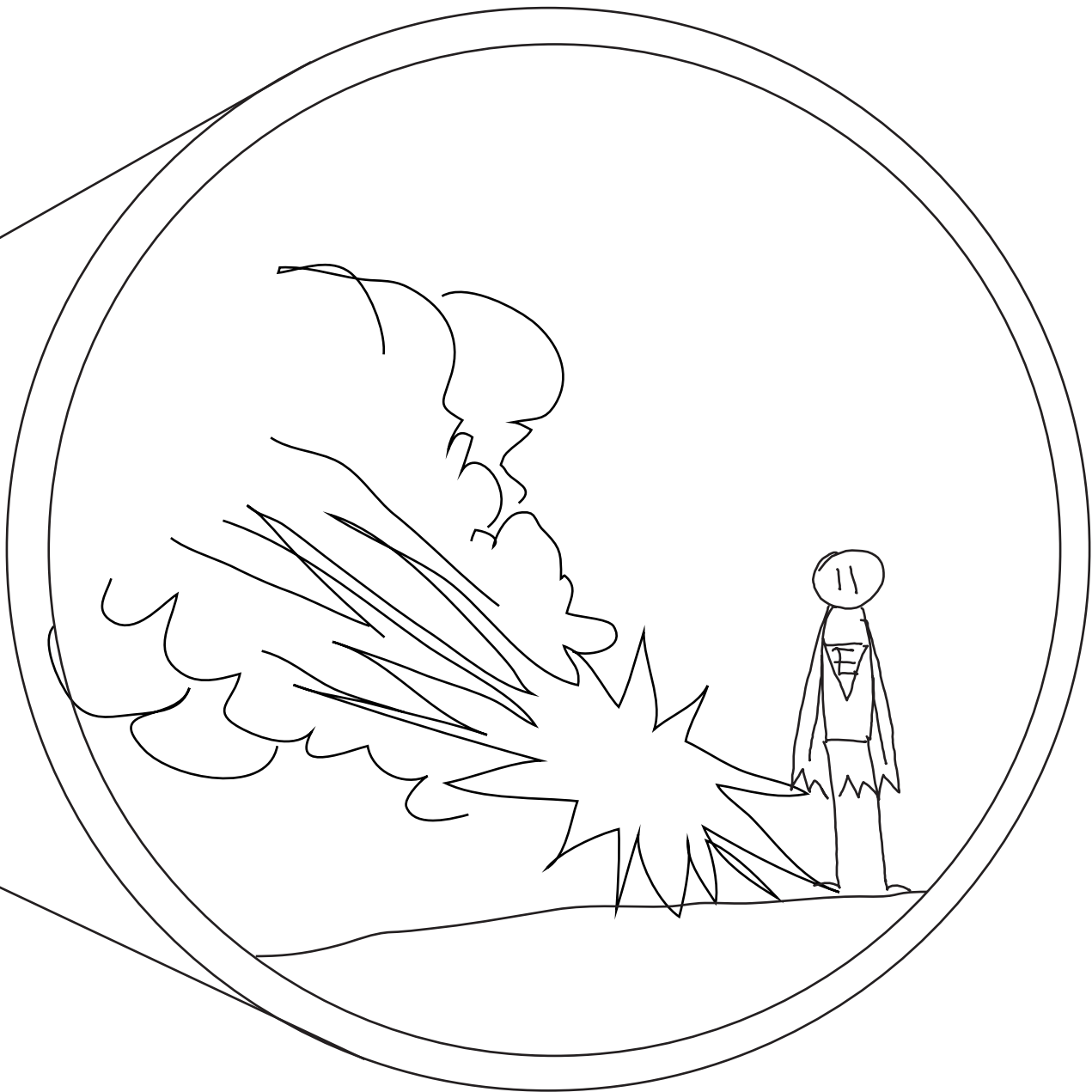
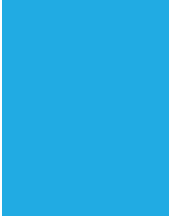
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1. Introduction





1. Introduction

Relax. Close your eyes. And imagine Expo. What do you see?

...millions of visitors from all continents? Colorful crowds, various cultures, different stories? Languages from all over the world? Rush, hustle and bustle. And all this inside modern pavilions! Masterpieces of contemporary architecture, full with symbols of national identity. Bravo! That's exactly what Expo is! That's what everyone thinks when hears names like Shanghai, Hanover, Seville. And that's what everyone would like to see in Milan!

But is it always true? Does Expo site always enchant with blaze of colors? Is it always so lively and crowded? Yes?

Really? So what happens when the event is over? After all the crowds are gone? After all pavilions are closing?

What then would you see? Empty buildings? Unused site? Pavilions falling apart?

As the recent history of Expo shows, World's Fair leave not only nice photos and memories, but also a lot of abandoned space.

But why actually? Why the post-expo site can't continue its live as a vital public space? Why it doesn't turn into the meeting point of citizens? Place where children play, teenagers mess around, students through a pick-nick, parents have a chat or pensioners play chess?

Why people are not coming anymore to the Expo site? Why they don't feel interested in it's development? Why they feel so irrelevant to this space?

Does Milan Expo really have to follow the same story? Or could it better become a turning point in World's Fair history?



After 1992, Expo site in Seville was totally forgotten. Most of pavilions were demolished or left alone, so the site step-by-step turned into ruin. Some years later there appeared new projects of site re-use. Though only a little piece of land was given a new live. This area is currently shared by a research and development park- Cartuja 93 with theme park- Isla Magica.

History of Expo 2000 Hanover, seems not to be better. This fair was definitely far away from any financial success. Instead of 40 millions of visitors expected, appeared only 18 millions.¹ This caused a deficit of about 600 millions dollars! After such a failure, government obviously haven't bothered with expo space re-use. While visitors left the site, most of the pavilions have been dismantled. Left buildings stayed empty, forgotten and falling into disrepair. Only few of them, were given a second chance, as a concert site or music production hall.

And how about the last expo 2010 in Shanghai? So far site situation looks similar to two previous ones. Most pavilions stay empty, unused and decaying. However, the Shanghai Government is not waisting it's time. It started a process of restructuring and redeveloping the small part of a site, named Puxi-side. A new master plan is now being developed. Project should include an industrial museum, a conference center and few other public facilities. Still, I would be cautious with naming this plan a breakthrough Expo re-use. It covers though only 220000 m² from 5280000 m² of the whole site.²

Shouldn't Milan learn a bit more from the lesson given by Expo history? Won't the great Expo site face a same reality as the one in Seville, Hanover and Shanghai? A miracle may happen but I hardly believe that. So does Milan really need a new Expo site? Haven't it already enough of abandoned space?

According to research, in Milan today there is an estimated offer of over 1 million m² of railway depots, around 50 unused farms and farm warehouses, over 70 empty buildings within city limits, and estate agencies report some 885.000 m² of un-rented office space.³ This report speaks for itself. Milan seems to be among the cities with highest percentage of abandoned space. And the new Expo site may just 'advance' it to the top of the list!

Do really this unlucky scenario need to come true? Of course not! The sad Expo site history may change! How? Surely not by blind following the new master plan. In this case, some alternative planning methods should be implemented. Creative, inventive and courageous interventions should replaced traditional tools. Especially in the context of participation. Milan inhabitants should be given a full right to develop its city with an Expo 2015.

What do I mean exactly? Let the EXPO explain it to you!

1: 27.10.2013, <http://www.bie-paris.org/site/en/home/history-of-expos/item/104-2000-hannover>

2: 27.10.2013, <http://china-trade-research.hktdc.com/business-news/article/China-Spotlights/Former-Shanghai-Expo-site-development-prospects-and-business-opportunities/cs/en/1/1X000000/1X09RC2Y.htm>

3: 27.10.2013, http://www.temporiuso.org/?page_id=294



01.05.2010, Shanghai



73 million visitors

01.05.2013, Shanghai



528 hectares empty

Source: http://www.meet-in-shanghai.net/news_detail2010.php?id=1382₁

01.06.2000, Hannover



18 million visitors

01.06.2013, Hannover



160 hectares abandoned

Source: <http://www.bie-paris.org/site/en/home/history-of-expos/item/104-2000-hannover>₁₃

20.04.1992, Seville



40 million visitors

20.04.2013, Seville



215 hectares forgotten

Source: <http://www.expo92.es/laexpo/index.php?seccion=cifras>₁₅

01.05.2015, Milan



29 million visitors

01.05.2015, Milan



1.7 million m² un-used

Source: <http://www.expo2015.org/en/index.html>; http://www.temporiuso.org/?page_id=294₁₇

1.1. Reflections

Since beginning of my adventure with master thesis, it was clear to me that writing a dry, academical text is completely not in my style. Immediately I started searching for much more creative means of expression. However, to combine scientific statements with artistic skills, quickly occurred not an easy job. Let me explain You now, why.

The first idea to spice up my thesis, became a self-drawn comics. Initially, I was willing to replace the whole academical text with a sort of collage made out of drawings, graphics and photos. The point was to use as little text, allowed only in form of dialogs and short explanations, as possible. My great inspiration became a book "Yes is More", an action-packed architectural manifesto of the Copenhagen-based group BIG. Soon however, it turned out that comics-thesis counts to my vain hopes. Such a solution could perfectly suite to outline project or planning process. But may never suffice in case of academical paper. My thesis obviously needed much more text that I could ever pack in comics form. I simply had to accept the fact, that hour-long writing is an inevitable part of my work. The question moved then from how to avoid it, towards how to make it attractive?

It's answer came surprisingly quickly. As I nostalgically leafed through my untapped comics, it dawned upon me: why not to use it's main character again. And that's how the EXPO was born.

- Nice to meet you! I'm Expo and I would like to accompany you along next chapters. Let's have some fun together.

As I gave EXPO its face and voice, there came the most difficult part:

to translate it's sense into the language of science. Obviously it seems a bit ridiculous to introduce comic character to the academic paper. That's why, such a move must have been well thought through and even better explained. And this was one of the hardest tasks.

Why? Because it's not so easy to make one understand, that this comic character is in the same time researcher. My drawn EXPO is of course me. So every time it speaks, this "I" that it uses is obviously my "I". Thorough the whole text, EXPO talks with my voice. Even though it seems that I gave EXPO its own life, its filled with my thoughts, dreams, needs and will.

- You might think, that I'm just a sketched character. I talk, jump, smile, laugh or cry, but only on paper. That's it. Well, nothing more wrong!

Behind the EXPO stands the real person. What's more, even a researcher. Flowingly, EXPO is no World's Fair personification. Nor visualization of planning vision. EXPO is simply me. And with my voice it leads a dialog with readers, through the whole text.

So what is the EXPO for? It is simply a method of reflection. EXPO encourages me to analyze better World's Fair phenomenon. It also helps to put my chaotic thoughts in order what bring more structure into the work. What's more, EXPO look on researched issues from a closer, provocative and playful perspective. What may make the text more attractive, as the thesis a bit more original.

But how to reach above mentioned goals? What does EXPO do for it?

- I like to ask questions. The more critical and provocative, the better. In that way, I encourage read-

ers and myself to analyze a bit on their or our own. As well as to stimulate them or us towards new opinions and vision.

In other words, *EXPO* analyzes, doubts, criticizes, stimulates. And all this in form of questions or short statements in italics that appear between academical lines.

As we know already who *EXPO* is, and which mission it has, it's a time to describe it's character. How is then *EXPO*?

- *I am very curious. What is perhaps a feature of all researchers.*

EXPO likes to understand how the things are. Only then, it may search for good and weak points.

- *Still I don't take facts for granted. I like to criticize a bit. But only in good faith. I always search for constructive conclusions.*

That's why, *EXPO* reflect all gained knowledge in the researched topic to finally formulate a vision.

- *I am completely open for new solutions. I believe that everything is possible to change for better. It's just a matter of creativity and time.*

EXPO tries hard to bring it's ideas from theory into praxis. It would love to see its vision in life instead of paper. That's why it feel like finally doing something.

- *I am very active. I don't like to sit alone at home and think. I wish to go outside and create. I want to intervene!*

Knowing the *EXPO* character it doesn't surprise which interests it shares in urban planning. To it's most beloved themes count: participation and temporary use. Both topics are relatively new trends in city planning. Both have recently caught greater attention of researchers

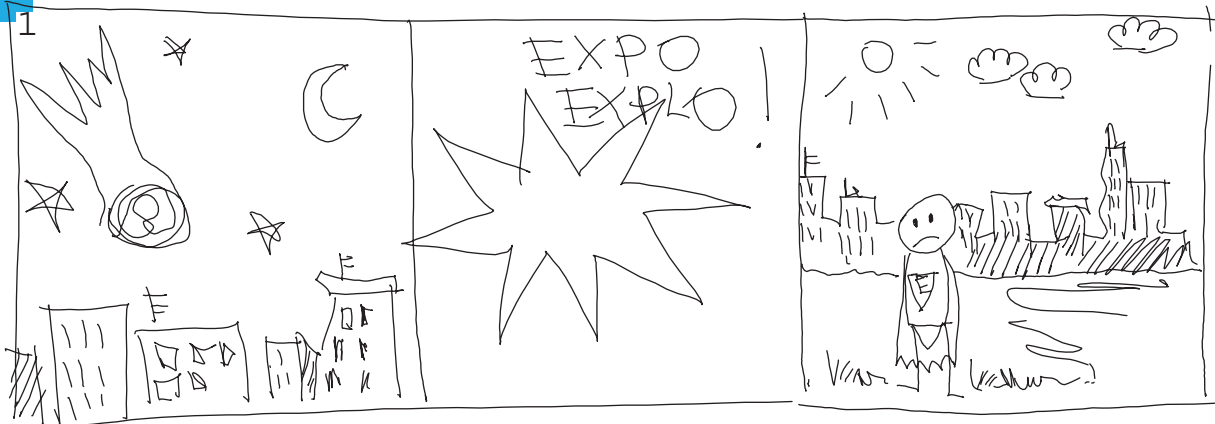
and practitioners. And both are very suitable for one with such a strong will of creative change like *EXPO*. Even though they seem a bit unrelated, *EXPO* wish to build a bridge between them. The bridge which foundation will grow from critics of large-scale projects and Expo Milan 2015 in particular. That's what magnetize *EXPO* the most.

Though, to combine all this three topics in one work sounds difficult. Is it actually possible at all? Let's check it in the next chapters. Of course with help of *EXPO*.

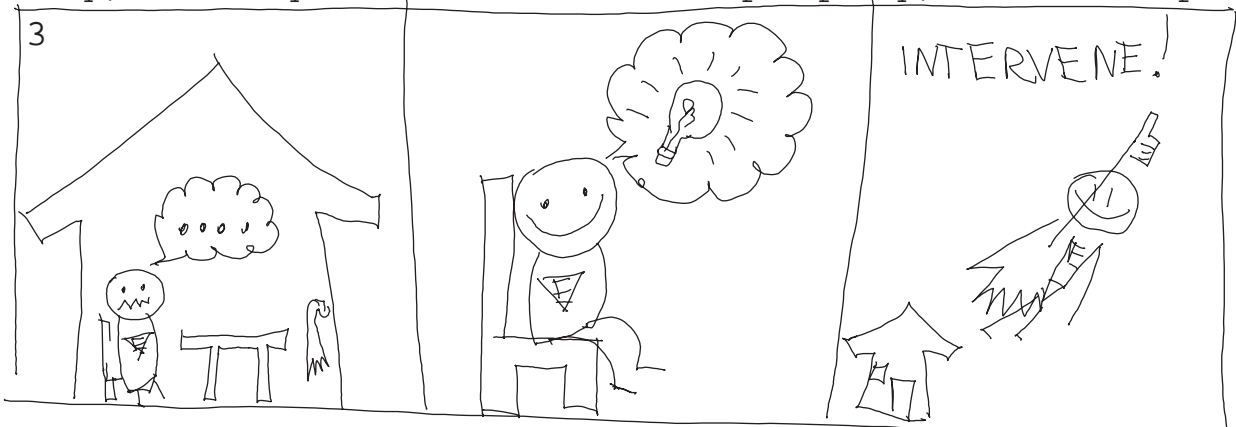
- *Just follow me!*

Once I cleared up the role of *EXPO*, I dived into academical contemplations. *EXPO* accompanied me with hours long writing. Introduction of dialogs definitely brought me more fun. From time to time, I also allowed myself to interweave comic within text lines. All in all, I should be satisfied.

But surprisingly I wasn't. It was still to less for me. Of course, I found a creative way to solve narration. But anyway my master thesis counted to purely theoretical papers. Maybe a little bit shaped up, but not more practical. That's not what I wanted. And that's why a brilliant idea came to my mind. Why not to support my scientific deliberations with practical action? With an action that could happen in real life among real people? And that's how I started seriously thinking about intervention. As the time showed, it was not the easiest way to end my thesis. To combine theory and praxis cost obviously double amount of time and energy. But all in all, at the end of my paper, I could feel fully satisfied. Isn't it the best reward for this work?



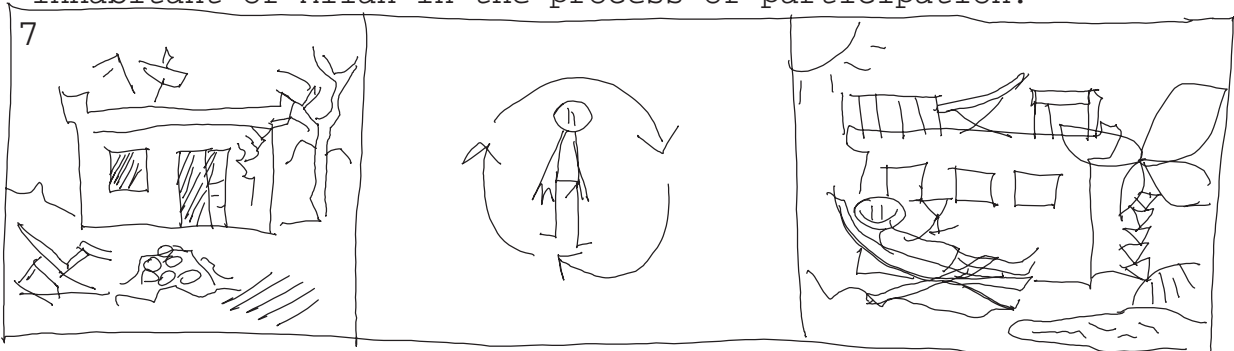
Once upon a time, in the year of 2014, over the hills and far away, on the mysterious land of Milan periphery, landed an Expo.



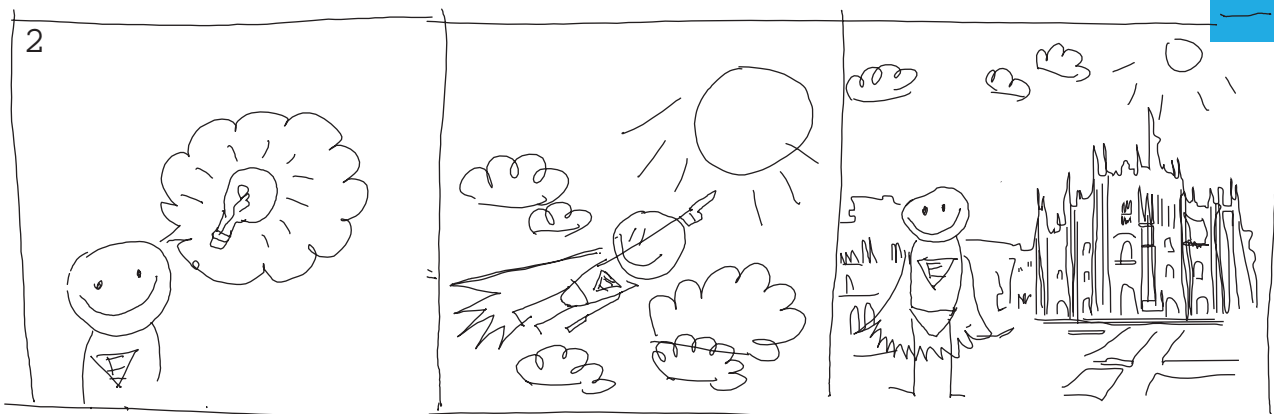
Once Expo moved inside the city, it felt happy again. But after a while, doubts came back. Expo felt useless seating alone at home. It wanted to go outside and do something. To intervene!



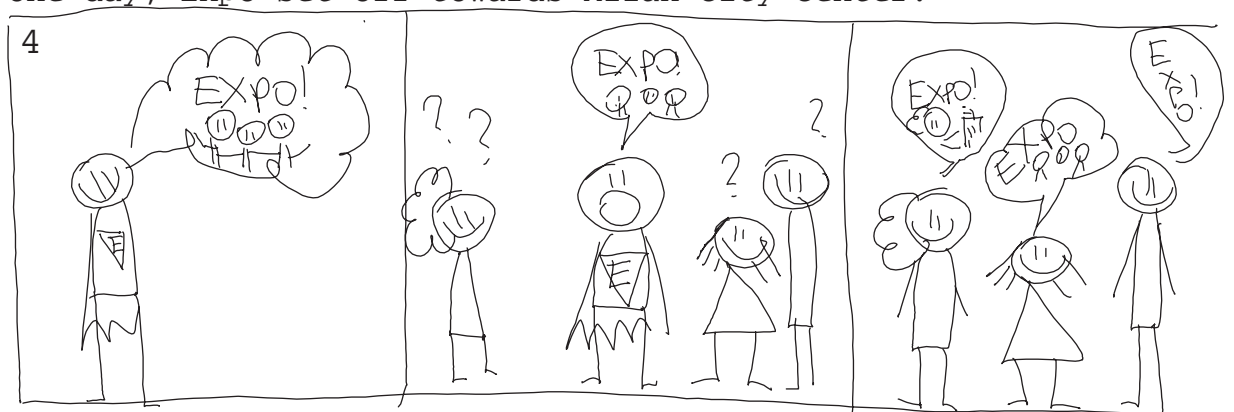
In the face of such a challenge, taking was not enough. Expo had to do something. But of course not alone. Expo joined forces with inhabitant of Milan in the process of participation.



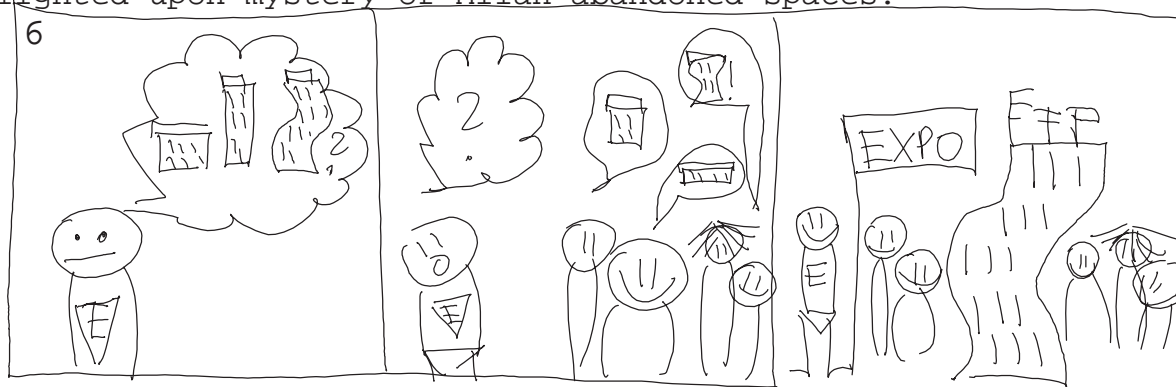
Once the event was gone, Expo continued reuse of abandoned buildings. It found new functions and gave new life to forgotten locations. After some time, even municipality supported its efforts.



Even though Expo was very cheerful, it felt sad. It didn't like periphery at all. So that, it decided to take fate in its hand. One day, Expo set off towards Milan city center.



So Expo plucked up its courage and went out to people. It asked them about Milan potential and problems. And that's how Expo lighted upon mystery of Milan abandoned spaces.



Together they made mapping of abandoned spaces. That's how they found suitable locations, later turned in World's Fair pavilions.



Once Expo completed its mission, it decided to write down all the gained experiences. That's how arose its new book. Expo was satisfied. It came back to Vienna and lived happily ever after.

1.2. Analysis from planning perspective

My master thesis themes I've chosen very intuitive. Both temporary use and participation I found simply exciting in itself. Just after a while, I discovered also their great importance and wider context, in the city planning field. What exactly I describe here closer. After this paragraph, I am pretty sure, that my intuition haven't failed me.

1.2.1. Urban sprawl

Expo travels a lot. Every 5 years it discovers new country. It has already been to China, Germany, Spain, Japan, Canada. It was organized for a 6 months in Shanghai, Hanover, Seville and Osaka. But never inside the city. Expo always stayed in the suburbs.

In Shanghai Expo happened on banks of the Huangpu river, 12 km away from the downtown. In Hanover Expo stayed on the western slope of Kronsberg, 10 km away from the city center. And in Seville Expo was on La Isla de La Cartuja, 7 km from the main square.

Of course, choice of those locations doesn't surprise that much. Expo needs extremely much of free land to build pavilions and host hundreds of visitors daily.

- Though I hardly believe that such an area couldn't be found within the city. It must be a matter of some general trend towards urban sprawl. Plus a bit of speculation.

Few times, Expo has been also misused. Instead of public needs it fulfilled wishes of private investors. Those interested in development of the specific part of the city, might influenced decisions of municipality. However, in the most cases, Expo localization depends on the recent tendency of suburbanization.

Urban sprawl, periphery, *zwischenstadt*, nowadays become widely used terms not only in architecture or urban planning but also in sociology and economy. They perfectly describe recent trends in modern city development.

- Let's explain what do they mean exactly.

Zwischenstadt is a multidimensional phenomenon with social, economical and architectural aspects. A new spatial form of a breakup between old historical center and open countryside. (vgl. Sieverts 2001:7) It occurs "zwischen dem Ort als Lebensraum und den Nicht-Orten der Raumueberwindung" (Sieverts 2001:7) *Zwischenstadt* is far away from the ideal compact city form, that most planners would wish to achieve. Though it hides some potentials, that with smart and cautious urban interventions may turn into real advantages.

- An alternative model to urban sprawl is compact city. Let's clear up what is it about.

"Compact urban forms are spatially sustainable, environmentally sound, efficient for transport, socially beneficial and economically viable." (Jenks, Kozak 2008: 71) On contrary to overgrown suburbs, compact city preserves valuable agricultural land and support most efficient use of existing urban areas. (vgl. Jenks, Kozak 2008:71) In such a dense and central structure, home, work and leisure activities are likely to be in close proximity. What obviously reduces the need to travel, especially by car, and supports more sustainable solutions, like walking and cycling. Last but not least, higher density meaningfully increase development of sustainable, local business. (vgl. Jenks, Kozak 2008:72)

- I don't want to judge which city form is better: compact or sprawled. Though, I'd like to underline that Expo must be seen in a wider perspective- as an urban planning tool. Nowadays there are very few examples of 'compact city' left. Most of the cities growth into a complicated structure of downtown with great suburbs. People leave a decaying center to settle down on the city edge. Expo could be though a great tool to make a 'core city' more attractive, instead of widening periphery. What might solve plenty of actual urban problems.

Unfortunately, so far Expo in Milan is used completely differently. The current site master plan surely lend a hand to suburbs overgrowing. Even though sprawled Milan needs something completely opposite. And even it would have definitely enough free space to offer in inner-city districts.

- Surprised? Never though that overcrowded Milan does have so much free space? Nothing more wrong. Just open your eyes for places that you usually don't see. Focus on the abandoned spaces.

1.2.2. Abandoned spaces

885.000 m² of not rented office, 70 empty buildings, 50 unused farms, 1 million m² of railway depots. Not mentioning huge unexploited industrial site, forgotten hospitals, schools, student dormitory, shopping gallery, cinemas, markets.

- That's exactly Milan. It's darker side, not to find in city guide. And pretty different from it's stylish fashion and design image.

Of course Milan is not the only place stricken with vacancy problem. It is an issue all around the world since a

longer time. It's turning point was the end of the World War II. Fights have leaved a stamp to some cities, which areas lost their splendor for ever. What's more, as the industrialization time was over, plenty of productive areas have fallen into disuse. Especially after 1960 enormous spaces in Western Europe and North America turned into problematic, empty land. Collapse of the Soviet Union in 1990 caused the same to the Eastern Europe. (vgl. Oswald, Overmeyer, Misselwitz 2013:9) All together, this economic, social and political transformation leaved huge abandoned areas behind.

- However, vacancy was for a long time in the shadow of other planning problems. Just recently it become a wider discussed topic.

Nowadays "awareness of the scarcity of resources is increasing" (Eisinger, Seifert 2012:7) Within the most European cities there is definitely to little land under new investments. But in the same time there are hundreds sq meters of unused offices, uninhabited flats, empty industrial sites, hospitals or military areas. All those locations give then a great opportunity for new possible functions, activities, projects.

- Though abandoned spaces, are not only a spatial phenomenon. They should be analyzed on the different levels.

"Neben den räumlich- materiellen Ressourcen auch strategische und akteursbezogene Perspektiven wie diskursanalytische Dimensionen von entscheidendem Belang sind." (vgl. Hertzsch, Verlic 2012:13) To deal with such a complex, multidimensional planning problem is not an easy task. Surely new creative tools are needed. Temporary use could be

one of them. Behind this term hides simply various activities, planned to be realized in impermanent way. From idea of temporality they derive unique qualities. That often give an impulse for a further development with new permanent functions. (vgl. Haydn, Temel 2006:39)

- Does it sound similar? Is it not the role that Expo should play in the Milan development?

World's Fair are a obviously temporary event. The whole exposition will last exactly 6 months. Afterwards, the site closes and most of pavilions are supposed to be removed. Then comes the time for Expo site reuse strategy. In case of Milan, it should turn into a mix-use district, with new offices and residential. However, I hardly believe that such a periphery land will rise attention of potential owners. Especially while new attractive projects in Porta Nuova or Bicocca are under construction. Consequently, Expo site may just enrich the list of Milan abandoned locations.

- Does really Milan need another phantom area? Isn't it a high time to give a serious reuse proposal?

Even though Milan has one of the highest percentage of abandoned space beyond all European cities, it's definitely far behind Berlin, Amsterdam, Brussels, in terms of its re-use. There are only few interesting projects, most realized by the Temporiuso collective. But it all comes more from personal initiative of association, then city development strategy. Re-use Expo could definitely bring a wind of change in this field. Combination of temporary event with abandoned locations could make wonders. Such an Expo could give a great impulse to a city renewal.

- Isn't it to visionary? Let's check it in next chapters!

1.2.3. Participation

One day Goethe wrote to his friend Eckermann: "it is not good, that a man works alone- he needs participation and stimulation, to make his work sufficient." (Goethe 1830). It's hard not to agree. Obviously together may be achieved much more. Also in the field of city planning.

- And that's what process of participation is about. It answers contradictions of the nowadays planning.

Participation search for balance between involvement and disinterests of citizens in the planning process. (vgl. Krautzberger 2012: 42) It's a main sign of democracy in nowadays world. It gives politics and administration a basis for decisions. That become then well substantiated and legitimized. (vgl. Selle 2013: 189). Moreover, participation as a collective act, develop local potentials, triggered actor's activities, strengthen communities and introduce social innovations. (vgl. Selle 2013: 187) Last but not least, it brings to light possible problems with solutions for the numerous conflicts. (vgl. Selle 2013: 173) Participation simply makes planners wiser and projects better. (vgl. Selle 2013: 173)

- There come to mind a clear conclusion: reason to start participation are more than enough. But why are they not seen it case of Expo?

There was no World's Fair in history that would introduce true participation in its planning process. It seems that only Hanover made some attempts. (vgl. Kremer 2005: 166) Unfortunately, Milan hasn't followed its path. Even though, from

the legal point of view, there were no limitations. Actually BIE publications simply don't mention this topic. If there are no formal obstacles to participation, it means that there is simply no will to start it. Such a phenomenon is well explained by the concept developed by German architect and researcher, Klaus Selle. He divided all large-scale projects into two types: DAD and EDD Model. DAD is a short cut of Decide- Announce- Defend, where project planner doesn't consider any opinions of other actors. Usually DAD turns even into DADA whereas last letter stand for Abandon. In contrary EDD means Engage - Deliberate - Decide. This model is based on communication, cooperation and participation of all actors. (vgl. Selle 2013: 252)

So far, Milan Expo 2015, unfortunately belongs to DAD model. If it will turn into DADA, it's still too early to judge. Though it's highly possible. As most of the large-scale projects led in similar way.

To change this scenario, Milan would have to immediately start cooperation with inhabitants. Although it is not an easy task. Only few locals are really interested in progress of World's Fair preparation. Others doesn't care at all. A lot even ask, why should they get involve. They have so much other things on their head. But for that comes a clear answer: Expo spend public money given by Italian government. So indirectly inhabitants of Milan are already its sponsors. And if they pay, they should know what for. They should assist in decision making process to improve the legalization and their awareness. What also meaningfully increase the project acceptance. Such an argument may already con-

vince most skeptics. But how to interest the rest? Of course it's easier to catch one's attention when he or she is closer to the project. Expo on the suburbs is a very theoretical problem. But Expo rising opposite to one's doorstep, that's obviously completely different case. That's why it should be simply build in the lively neighborhood, full of people in their everyday situations. Only then inhabitants will really identify with the Expo project and follow site development.

Once we know why should Expo develop in the participatory process, there come a question: how.

- It is important to reflect first what should actually inhabitants do. And how could they fulfill the role of planners.

Obviously it's impossible to draw Expo site master plan or construct a pavilion without urban planning background. Inhabitants must be given different feasible tasks. It is not that hard to find some. Rather a matter of planner's good will.

Summing up, this master thesis refers to various spatial planning topics. All of them seems rather wide and not directly connected. Flowingly, the greatest challenge for this paper is to bring them all together in one consistent vision. To develop a concept based on both theoretical and practical knowledge, that would become an alternative solution to the Milan Expo 2015.

1.3. Research question

From the moment I found my thesis theme, my head was bombed with hundreds questions. I wanted to answer them all. Too many aspects interested me too much. So for a long time I couldn't decided where to put my focus. But after a while, with a heavy heart I finally rejected less relevant issues. And that's how three main themes flowed to the fore. Each one I summed up with a main research questions:

1) Which are points of criticism at the expo from the spatial planning perspective?

2) What are the possibilities to cope with the criticism from spatial planning perspective?

3) What is the vision of an alternative Expo and which obstacles in implementation may it face?

- Let's clear up what hides behind all of them!

1.3.1. Expo criticism from planning perspective

To understand better a specificity of Milan Expo 2015, I decide to analyze World's Fair in wider and more general perspective. That's how I came across concept of mega events that leaded me further towards research of large-scale projects. To find out what does this terms mean, I dived into academic literature. Soon John Forester, Frank Moulaert and Klaus Selle opened my eyes for various results that large-scale projects may have in the spatial, social, economical or political dimension. In that moment, I asked myself how actually large-scale events influence the whole city development. By search for the answer, it became more and more clear to me that large-scale project's results are usually very ambiguous. Beside

expected favorable effect, they often bring plenty of highly unwilling ones. Such a conclusion encouraged me to formulate first critics of large scale projects. Surprisingly, the list of disadvantageous results turned out be very long. All above gathered remarks I immediately referred to case of Milan Expo 2015. I was willing to find out which role does this event play in the whole city development field. Most of all, I wanted to check if Expo refers to real urban problems of Milan. If it is used as great tool to solve some of the challenges and release city's potential. For that I made a short mental time travel. I imagined to move into 2020. To land in Milan five years after Universal Expo 2015. The event is gone since a long time. All visitors came back home, pavilions were removed. There is no sign of colorful events or interactive exhibitions. I tried to imagine then, what's stayed, what has the event left to the city of Milan. And how does Expo site look right now in 2020: is it empty or has maybe turned into a lively public space. At that moment I thought about past World's Fairs in Shanghai, Hanover and Seville. All those events were planned and organized in the very similar, traditional way. And most of them haven't left any best-practice solutions but a huge abandoned site instead. Then I become seriously skeptical towards Milan's future. Because why would it draw a different story as most planning circumstances were the same. As Albert Einstein said "We can't solve problems by using the same kind of thinking we used when we created them". This statement become my first impulse to think about possible solutions for Milan criti-

cal situation. I didn't wanted Expo 2015 to become a textbook example of large- scale projects criticism.

1.3.2. Possible ways to cope with the criticism

Of course I wished Milan Expo all the best. Especially, not to follow history of Shanghai, Seville or Hanover. That's why I start searching for possible solutions of critical points. First I noticed that some changes in World's Fair organization need to be undertaken. It was a time to introduce some alternative planning methods. To find out which one exactly, I went once again through the bright academical literature concerning large- scale criticism. There I finally found first great clue. I discovered potential of participation. Due to most scholars, projects based on communication, cooperation and bottom-up initiatives generally bring better results to the whole city as well as local community. While inflexible, top- down ideas are rarely accepted and often rich with conflicts between decision makers and inhabitants. It means that, participation might be a key point to bring large- scale project success. I definitely decided to analyze it on my own.

Second clue worth deeper exploration, became topic of temporary use. It could perfectly answer the large- scale project's criticism concerning site abandonment. Expo as an temporary event should take much more care of future site re-use, that in no circumstances shall turn into huge vacant area. Moreover in the same moment, it might try to live up other abandoned locations spread around the host city. The best would be even to find out


solution that may kill two birds with one stone. That simply combine renovation of abandoned spots with site re-use.

That's exactly how Expo Milan 2015 might avoid bad ending. It should simply follow above mentioned clues. Once it introduces participation and temporary use, it may finally cope with large- scale project's criticism.

1.3.3. Vision of an alternative Expo and obstacles in implementation

Giving an answer to previous questions just raised in my head hundreds of new ideas. It brought me also closer to the integral part of my thesis: my Expo vision. Once I found potential solutions for the main Expo criticism, I decided to test them in Milan realities. That's how I started working on Fuori Expo, an alternative event to official Expo 2015. Since beginning I was sure it will differ very much from the real counterpart. Above all, it should be placed in the numerous abandoned spaces in the Milan city center. In that way, once the event is gone, there won't be created extra vacant space. Just opposite, a number of unused locations should decrease. Expo will give a new impulse for the reuse of old structures.

Moreover, relocation of Expo into the abandoned buildings of inner districts, strongly changes it's suburban character. Once Expo moves into lively neighborhood with active communities, it should immediately take advantage of such a social potential. Planners must finally notice a great power of creative Milanese inhabitants, with designers, planners and activists among the others. The best way, would be to



include them into the collaborative Fuori Expo planning process. However, still before that it must become clear which role could inhabitants play. One of the possibilities might be future pavilion reuse. In strong cooperation with architects and city planners, local people could contribute with own ideas. Their first task might be to find an appropriate locations for all Expo structures. As inhabitants know their city the best, they could give a lot of valuable clues concerning abandoned locations. Once the buildings would be chosen and participants countries renew them according to own design, locals may think through it's future functions. After the event is gone, some structures still stays. Those given appropriate ideas, may turn into attractive public space, social hub or creative start up. Such an initiative would well enrich the creative offer of Milan inner city.

However, my Fuori Expo vision shouldn't remain just one more utopic idea. For that, it's important to be alive to all it's obstacles and limitations. Only then the vision may be given more realistic basis. The most serious problems on the way to Fuori Expo implementation might follow from the World's Fair formal framework. From the legal point of view, Expo site should be one huge, bounded area. Pavilions scattered around the city would be a complete innovation. Same as locating them in side the abandoned spaces. Chosen vacancies would have to full fill plenty of requirements, concerning size, condition or ownership. Moreover they should attract participant countries that use modern architecture to promote themselves. That's why those abandoned build-

ings cannot be the falling apart ruins. They obviously must provide adequate level of security. It's not easy to full fill all norms, but it seems though possible. Great inspiration in this field gave me projects of French collective Exyzt, German Raumlabor Berlin or Italian Temporiuso. I assume that their ideas could be also implemented in Fuori Expo case. Moreover such a solution would be surely much more sustainable and less financial demanding then traditional World's Fair site investment.

Another obstacle concerning use of abandoned locations concerns might be ownership situation. Of course public buildings are no topic. But if future pavilion lies in private hands, the owner have full right to refuse idea. To persuade skeptics needs a mix of negotiating skills, good arguments and patience.

Last but no least, also participation may have some limitation. Especially in case of a city not used to collaborative way of planning like Milan. There inhabitants seems more mistrustful then interested in Expo organization. To change their attitude and gain more attention could become a great challenge.

- Of course all the above formulated statements are just my hypothesis. The real answers for three main questions I wish to find out during the research process. So that, my next challenge lies definitely by well- done choice of my research methods. Let's check what do I mean exactly.

1.4. Research methods

Research in social sciences is the fundamental way to understand human beings (vgl. Vanderstoep, Johnston 2009: 2). Accordingly, well planned survey is crucial to deepen my knowledge in the master thesis topic. It's also the only possibility to truly answer the research questions. Therefore I must think it carefully through and reasonably decide which quantitative and qualitative methods to choose.

1.4.1. Action research

As my master thesis is an attempt to work in a more interactive and innovative way, I made a non-standard choice. I decided to lead an action research process. In that way, I wanted to work at the crossroads of science and practice. And to skip traditional division of work between researchers (occupied with theoretical analysis) and practitioners (consumers of research in the context of policy and practices). (vgl. Pastille 2002: 75)

I also liked a lot that action research brings together action and reflection in a very participatory way. (vgl. Reason & Bradbury 2001: b1) It strongly "questions the relationship between 'theory and practice', theoretical and empirical aspects of research, and the interaction between researchers and researched (or e.g. the practitioners)." (Pastille 2002: 75) Such an approach strongly contrast to conventional empirical social research. It challenges the classical way of thinking. Action research concerns modern- knowledge- generation about vision of society coming from positivist philosophy.

What's more it also focus on all relevant actors involved in the re-

search. (vgl. Pastille 2002: 75) In a different way, they should be involved in all following activities. (vgl. Pastille 2002: 74):

- 'researcher' meet 'researched'
- 'researcher' communicate with 'researched'
- 'researcher' reflect this meeting and communication
- 'researcher' make a sense of these meetings and communications.


On every step actors should bring own interests and perspectives that become a basis for practical and theoretical outcomes. (vgl. Pastille 2002: 75) In that way "interactive research challenges (...) traditional roles and forms of interaction." (Aistleithner, Hamedinger 2003: 636) Individuals are supposed to reflect the personal and professional positions in social environment. While researcher may find themselves 'outside insiders' or 'inside outsiders' depending on taken perspective. (vgl. Aistleithner, Hamedinger 2003: 638)

- *But why to decide for such a research method? Why not to chose well-known traditional tools?*

Mainly because of it's social values. Based on the democratic ideology, action research develop practical knowledge for worth- while human purposes (vgl. Reason & Bradbury 2001: b1). It may be described by following characteristics:

- democratic: gives an impulse for participation of the people
- equitable: acknowledges that people are equal in their human worth
- liberating: gives freedom from oppressive and deliberating condition
- enhancing: stimulate people to express all their human potential. (vgl. Stringer 1999: 10)

Action research should be generally understood as a process that is



carried out 'for people rather than on people' and 'by people'. (vgl. Pastille 2002: 75).

My another reason to decide for such a research, is simply a will to change for better. I could completely identify with following statement "the difference with your work is that you expect something to actually happen a result of your activities." (Stringer 1999: 11) Action research is not only a tool for theorizing and gaining academic knowledge. It's main purpose is to solve some problems, experienced by people in their professional or private lives. It's much more about 'making difference' in specific way for both researchers and researched. (vgl. Stringer 1999: 11) It's surely a small step in changing world for better.

1.4.2. Intervention

That's exactly why instead to lead theoretical analyses and sketch paper visions, I had a strong will finally to do something. I wished to act, provoke, ask, irritate and stimulate. But in the same moment, I was willing to observe, analyze and understand. Such a contradiction could sole only an action-orientated and grounded in experience research method (vgl. Reason&Bradbury 2001b:1). So that's how I came to an idea of my own urban intervention. By this tentatively used term I meant an activity happening in the public space that responses to latest urban topics. Intervention "question, re-function and contest prevailing norms and ideologies, and to create new meanings, experiences, understandings, relationships and situations". (Pinder 2008: 731) Used in the research it

may stronger interaction between a researcher and researched, that lead to both side reflection.

This was exactly what I was looking for. I immediately decided to refer my intervention to the real Expo 2015 and my Fuori Expo vision. My aim was to stimulate Milan inhabitants to reflect actual Expo organization, their own position in Expo planning and expectations. On the other hand, I also wanted to capture reactions to my Fuori Expo vision and encourage people to formulate their own alternative solutions. In that way I also tried to start a debate on temporary reuse and participation in Milan. I was willing to rise inhabitant's awareness in those urban planning topics.

Realization of such an intervention I perceive as most precious outcome of my master thesis. I believe that it may bring even a small change in the Milan Expo 2015 reality.

1.4.3. Quantitative methods

Even though following qualitative research process, I still need to use few quantitative data as well. Without the statistical measurement the society is unknowable in it's complexity. Direct observations are often not enough. They must be supported with numerical data reflecting both scale and dynamism of change. (vgl. Byrne 2002: 12). Observations, interviews or group discussions can be understood only with the context of researched person background, place in community or demographical locations. (vgl. Richards 2009 :36)

Data that I was working with concerned mainly the World's Fair analysis as well as reality of city of Milan.

All the numerical data describing previous Expos with number of visitors and size of site, I collected from the BIE (Bureau International des Expositions) website. There I also found precise numerical requirements for the design of Expo site and pavilions- buildings size and plot areal.

On Expo Milan 2015 web-page, I could also follow statistical informations about the event preparation with current number of participant countries and organizations. There I found also Expo 2015 Master Plan with it's numerical description.

Most of numerical information about Milan, I got from the open sources of Comune di Milano. I used mainly statistic concerning general demographics of Milan inhabitants, percentage of build-up and green area, transportation data as well as specific quartier's numbers. Thanks to Temporiuso Association I could also gain some information concerning number of abandoned buildings.

1.4.4. Qualitative methods

Obviously, I used in my research process qualitative methods much more often then quantitative. "Fluid, rich, complex, 'in-depth', naturalistic, holistic- these are the words you will find associated with qualitative data." (Richrds 2009: 36) They are essential to deeply understand research phenomenon. Qualitative data reflect much better people's experience of daily life that researchers seeks to make sense out of. (vgl. Boeiije 2010: 58)

1.4.4.1. Introduction

There are many ways to collect qualitative data. Researchers may use materials from everyday life like conversations or advertisement. But they can also self produce materials through observations, interviews or group discussions. Which methods to choose, depends on research question. (vgl. Boeiije 2010: 58) To answer my survey question, I focused mainly on four different qualitative methods: observation, literature analysis, interviews and action research intervention.

by Temporiuso Collective (grounded, inter alia, by my project professor Isabella Inti) in the Pallazina 7, one of the buildings belonging to the half-used market.

Beside university I tried to make a contact also with other alternative groups working with topic of abandoned spaces. I concentrated on bottom- up and self- organized initiative. And one of them occurred to be squatting.

In Milan there are lot of occupied buildings called centro sociale. Mainly they offer an interesting cultural program for all people interested. They organize numerous events for students and youngsters, but also activities involving older neighbors. Most of squats are illegal, as they occupy ground without the owner's agreement or even knowledge. Though, in Italy they function very effective.

I visited few centro sociale: Macao, Leon Cavallo, O.R.So. and CS Cantiere. In every place I got to know interesting people with a clear ideology and specific vision of spatial re-use. What's more, I could learn there not only an inspiring ideas but also how to implement them.



1.4.4.2. Observation

To start with, I decided to move to Milan for a one year. In that way I wanted to become a part of researched topic. I was willing to experience process of preparation to the Expo. As well as, to investigate city of Milan in the closest details. The best way to realize such an idea, was to take part in exchange program on Politecnico di Milano. So I become an Erasmus student.

And this was a very good decision. First of all I could involve in all events connected to Expo preparation. Almost every week, there was organized some exhibition, workshop, lectures, meeting or game connected with the World's Fair.

Secondly, I was able to discover real Milan, that differs much from it's stylish image. Surely it is one of the world capitals of fashion and design. But though there is a darker part of the city development that I could never find out without being there. Under this point, I mainly mean a problem of abandoned spaces.

In this theme, especially enriching turned to be a university project that I made in winter semester and it's continuation in summer one. The topic of the common ground in Prishtina (capital city of Kosovo) occurred to be very helpful also in analysis of Milan. Thanks to the professors leading the program, I could get a deeper look in the tem-

porary re-use events in Italy.

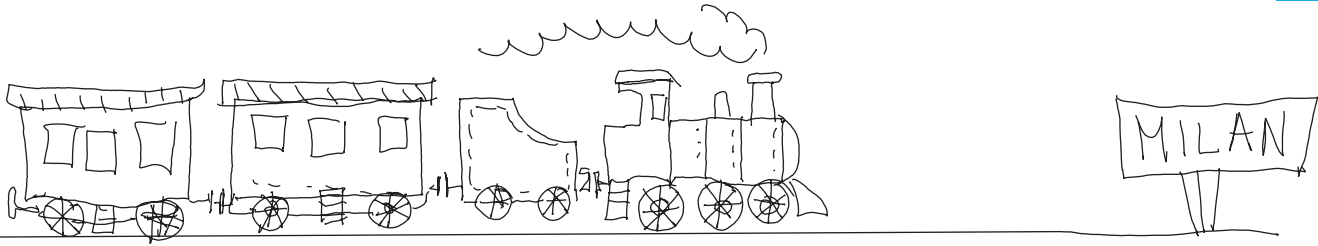
With the project group I also made few field trips in the different district of Milan. We saw an inspiring project "Made in Mage" in Sesto San Giovanni- a rebirth of the unused industrial site. What's more I participated in great events held

1.4.4.3. Spaziergangswissenschaft

To localize and analyze abandoned spaces around Milan I focused on one of observation in the way inspired by 'Strollology' (in german 'Spaziergangswissenschaft'). "Promenadology befasst sich mit dem Sequenzen, in welchen der Betrachter seine Umwelt wahrnimmt". (Burckhardt 1980: 251) It is a method of conscious observation and perception of the phenomenon under research simply during the stroll. (vgl. Burckhardt 2007: 266) In that way I not only hoped to localize vacancies, but also identify those with the strongest potential to become Expo pavilions.

Some of locations I spotted before on the interactive map created by Temporiouso Collective or Google Maps and Open Street View before checking it life. Others, I just simply discovered by long walks or runs through the different part of a city. Thanks to conscious perception while stroll, I could understand better places characteristic.

1.4.4.5. Interviews



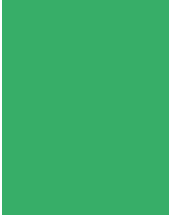
What's more I also came to an idea of interviews. "Is both the most ordinary and the most extraordinary of ways you can explore someone's else experience." (Richards 2009 :42) It may offer completely unexpected insights, that put a new light on ongoing research. However, interview is also one of most challenging and complex method of collecting data. (vgl. Richards 2009 :43)

The most interested I was in talk with Stefano Boeri- the Expo master plan architect and representative of the Municipality of Milan. I wanted to hear their opinion concerning possible ways of participation in planning of Expo and future site reuse. Unfortunately due to the recent Expo scandal, where few politicians were accused of corruption, nor Boeri neither Comune di Milano, answered for my questions.

Thus I decided to lead interview with other two architects instead. Isabella Inti from Temporiuso Association introduced me to the topic of abandoned space reuse in the Milan reality. While Andreas Kipar head of LAND Srl, approach Milan's large- scale projects theme. Both shared with their witty Expo critics as well as an own Expo vision.



2. First Part



2.1. Large-scale projects

2.1.1. Introduction

Extensive city rebuilds, urban expansion, large redevelopments, new district creation, relocation of companies, extensions and conversions of large infrastructures, construction of new bridges, tunnels, railways, highways. It all may get a label of large-scale project.

Beside all those spatial intervention, also some international events like World's Fair or Olympic Games belong to this category. (vgl. Selle, 2013: 251)

- *What hides then behind so often used term of large-scale projects?* Even a quick look into the academic literature shows what a variety of projects maybe called large-scale. - *What do they have in common then? What are the basic characteristic?*

Large-scale projects (called also Urban Development Projects- UDPs) transform much more than physical dimension. They are meaningful catalyst of urban and political change, they produce new polity, new economy and new form of living urban life. (vgl. Moulaert, Rodriguez, Swyngedouw 2005:3) Such a great urban intervention may result in social polarization and exclusion/inclusion mechanism. New job creation or destruction, citizen participation or absence thereof, changes in the housing market- it all strongly influence social dimension. (vgl. Moulaert, Rodriguez, Swyngedouw 2005:13)

Important to mention is also scale of UDPs. They operate over variety of dimensions, from local, regional, national to global (vgl. Moulaert, Rodriguez, Swyngedouw 2005:9) Moreover they "have become emblems of contemporary global-

cale ('glocal') restructuring process. (Moulaert, Rodriguez, Swyngedouw 2005:12) So in some way UDPs supports global-local integration.

Obviously, large-scale projects are nothing new. Haussmann's redesign of Paris, Robert Moses's plan for New York or recent Paris Grands Projets, are just few examples to mention. In 90s most of UDPs aimed to reposition cities on the global map. While now, large projects gained new political-economic and cultural context. New generation UDPs finally face the reconversion of derelict sites left by de-industrialization process. Therefore they concentrate on future growth and competitive struggle to attract new investors and consumers. (vgl. Moulaert, Rodriguez, Swyngedouw 2005:35)

2.1.2. Large scale projects in city planning

Recently though, most of the cities shift their development focus away from policy and regulation, towards new economic growth and competitive development. This trend opens doors to variety of urban revitalization strategies: from mega-developments and integrated actions to local, community-based projects. (vgl. Moulaert, Rodriguez, Swyngedouw 2005:33) Though, UDPs have become one of the most visible planning tool. By large-scale project implementation, city expect immediate economic growth and strength of competitiveness (vgl. Moulaert, Rodriguez, Swyngedouw 2005:2) Especially by mega-events, city marketing, imaging or branding play the main role. Unfortunately, "the spectacle of urban life has been transformed into the spectacle of

commodity." (Moulaert, Rodriguez, Swyngedouw 2005:17)

2.1.3. Mega events

One of the very specific example of large-scale projects are mega events. So what is the definitions of this term? Are all festivals, expositions or sport games so called mega-events? Not really, only some of modern society's great 'parades' and 'shows' can be called so. (vgl. Roche 2000:1)

'Mega-events' are obviously large-scale cultural, commercial or sports events. They combine a dramatic character with a mass popular appeal, what raises a great international interests. Typically mega-events are organized by the host-country's government with help of national and international non-governmental organizations. Thus they seems to be an image or official vision of the public culture. (vgl. Roche 2000:3)

There are various of mega-events, held on different levels: international (Olympic games, World cup, Expo), national (the Cannes Film Festival, Design Week Milan, Wimbledon), community level (festival of a district, city marathon). Two best known, key examples are of course World Fairs (Expos) and Olympic Games. (vgl. Roche 2000:3). They are surely the most visible and spectacular examples of a dense social gathering. Especially Expos may provide most information about nowadays public culture. They are simply a core of social calendar made up by public, cultural events in modern societies. (vgl. Roche 2000: 3)

Mega events have attracted relatively little research attention. This have though a plenty of reasons. Above all, as a cultural phenomenon they appear within number of different and often less related disciplines. Only Expo may be analyzed in context of the social science, art, technology and practical management-oriented studies. What's more mega-events have a particular 'one-off' event characteristics. Thus every single event create a unique story. (vgl. Roche 2000: 5)

- This mean, that mega-events should be analyzed from a very wide perspective. They may be researched in such a different spheres of sciences like sociology, art, architecture and engineering.

2.1.4. Mega event in city planning

- Why as a city planner am I so much interested in Expo topic? Is it not more an issue for tourism manager? Surely not! Expos strongly influence plenty of city development aspects. They provide a model of cities in their architecture, living areas, public functions, services and infrastructure. They are intended to physically transform some problematic or strategically important area of the cities. What in fact, create a new host-city image spread around the world, particular important for development of tourism and inward investment. Expos obviously re-position the city on the global map of inner-city comparison and economic competition.(vgl. Roche 2000:6)

What's more mega event's are influential not only in physical sphere of the urban planning. They are crucial also for understanding of social aspects in the city. Expos are

important (both substantively and more formally) to analyze and understand the organization are recent changes of the modern society. Substantively, mega-events are extremely important for evolution of national societies into international or global ones. (vgl. Roche 2000:7) They build up a network, crucial in terms of the exchange, transfer and diffusion of information, values and technologies. Especially in the pre-television era, World's Fairs became one of the main motivator of cultural globalization. (vgl. Roche 2000:7) Even now, although the international exchange of flows, people, imagines, thoughts or ideas is a sort of routine, Expos play meaningful role. (vgl. Roche 2000:7)

2.1.5. Mega events characteristic

Spatially, mega-events always identify with an unique and particular urban space. However, chosen national locations rise attention on the international and global scene of media and tourist markets. In that sense those local spaces are enriched through greater globalized perspective. (vgl. Roche 2000: 7)

Flowingly, mega-event may be analyzed on the three different levels:

- 1) 'modern'/'non-modern'
- 2) 'national'/'non-national'
- 3) 'local/non-local'

(vgl. Roche 2000: 8)

Though in every dimension, mega-events face sort of contradiction.

1)As 'modern' cultural events, mega-events are considered to be 'progressive'. However, due to their 'modernity', they also refer to some non-modern ('pre'/'post' modern) dimensions. (vgl. Roche, 2000: 9)

2) As 'national' events, mega-events involve in their production national potentials, resources and powers elites of the host country. The official, host-state nationalism, and it's version of the public sphere (public spaces, publics, 'citizenship' etc.) strongly influences organization of the event. However, as 'inter-national', mega-events are described as multinational, cosmopolitan, super-national and global. (vgl. Roche 2000: 9)

3) The localisms of mega-events is based on the concrete spectatorship and participation involved in the event realization. Obviously, they are about the particular of place. Though, mega-events may be also called 'non-local' as is refers to the idea that mega-event are mediated. They have definitely become more then news, they are 'media events'. (vgl. Roche 2000: 10)

The last but not least dimension crucial of mega-event analysis is time. "The key to our definition is that the event will be 1) large and 2) temporary." (Mills, Rosentraub, 2011: 239). It seems that mega-events are considered to be short-term. Even if they happen from years to years (like in case of Expo), they change host-countries or at least locations.

2.2. Large-scale projects critics

2.2.1. Introduction

-It seems like large-scale projects are a great strategical city planning tool. Surely they influence urban development. But how then? Rather in a positive or negative way? It's hard to give one clear answer. Of course UDPs results are pretty different in every single projects. The Guggenheim Museum in Bilbao, new financial district in Dublin, Adlershof complex in Berlin, World Expo 1998 in Lisbon or Olympic Games in Barcelona. All those projects had a great healing effect, on the listed cities. (vgl. Moulaert, Rodriguez, Swyngedouw 2005:2) But how about Stuttgart 21, Hannover Expo 2000 (vgl. Selle, 2013: 254) or Donau City in Vienna (vgl. Moulaert, Rodriguez, Swyngedouw 2005:167)? Where they as successful as the previous examples? Surely not. So how to classify large-scale projects? Are they generally successful or very problematic planning tool? In reality, it depends of course on the way, how are they organized.

2.2.2. DAD or EDD

Large-scale projects can be generally assigned into two basic types- the DAD or EDD Model:

- DAD stands for the following: Decide - Announce - Defend. Those terms perfectly visualize the way in which project is being developed. First, in some small circle of insiders, some essential decisions are made. In the next weeks, those crucial opinions are proclaimed and defended in front of the wider public. At the end, all decision are realized. Though not always as successful as expected. Some witty

comments use even term of DADA instead: Decide, Announce, Defend and Abandon. (vgl. Selle 2013: 252)

- The positive counter-model to DAD is called EDD, from Engage - Deliberate - Decide. The first task in EDD is to bring all the key players and viewpoints together. Then, only after effective discussions and negotiation, some consensus-based decisions are made. And only with a clear majority opinion, those may be realized. (vgl. Selle 2013: 252) The best way to visualize difference in DAD and EDD projects is simply to recall some examples of both models. Unfortunately most of them belongs to the DAD planning. Stuttgart 21, Expo Hanover or Hauptbahnhof in Vienna are just few examples to mention. Also Expo Milan 2015 seems to follow DAD scheme. Though there might be found as well some best-practice, among EDD Model. Just think shortly about Aspern or nt*/areal Basel.

While analyzing DAD and EDD examples, it's easy to notice how differently are they managed. What obviously, strongly influences their results. Those projects that follow the open EDD model, are often much more successful. Just remember what a strong inhabitant's resistance faced Stuttgart 21. Or recall current condition of Hanover Expo 2000 site, a mostly abandoned location. And then imagine the lively community in district of nt*/areal project in Basel. Or diligent working groups in Aspern.

- Why results of those projects are so divergent? I guess, there are plenty of reasons. Let's find them out and describe shortly!

2.2.3. Large- scale criticism

2.2.3.1. Island- Urbanism

Large- scale projects are not held in any problematic area of the city. Usually only investment- relevant locations are chosen. Private actors focus mainly on areas well connected to the infrastructure. While public interventions, on contrary, are financially unviable. All in all, UDPs often ignore unprofitable districts or problematic locations. (vgl. Misselwitz, Oswald, Overmayer 2007: 103)

- *It's none success to transform empty plot opposite to well-developed Fiera Milano. The real challenge would be to liven up forgotten garage in Lambrate instead.*

Such a neglect area also stands out due to their special urbanity. They offer a great playground for temporary, innovative and informal practices. But on contrary, that ground basis mainly on a non-monetary resources like vacant land, informal network or people power. (vgl. Misselwitz, Oswald, Overmayer 2013: 10) Such values seldom rise interests of large- scale project's leaders.

2.2.3.2. Strict organization

When it comes to transformation of large-scale site, all involved actors have a clear model in view. The site-owner or local authority, commissions the development plan from a planner or architect, afterwards they search for investors. Such a project is an end product that turns idea into a build structure. (vgl. Misselwitz, Oswald, Overmayer 2007: 102) Time between planning and implementation should be kept as short as possible, to reach the highest

revenue. But what if this period becomes incalculable? Today's planning face dramatic transformations and not always may be perceived as a linear implementation process. So what if the local property market is at low, inhabitants oppose the future plans or some historical buildings are listed for preservation? (vgl. Misselwitz, Oswald, Overmayer 2007: 103) Then "planning threatens to cave like a house of cards." (Misselwitz, Oswald, Overmayer 2007: 103)

- *Such a large- scale project doesn't bear down unexpected turn of events. If something unpredictable happen, strict organization completely kills the project.*

2.2.3.3. Elephant projects

To lead and manage large- scale projects is a real challenge. During it's implementation, UDPs often become quite independent from planners who set it to the world. (vgl. Selle, 2013: 260) Then the projects turns into an elephant who "stampft es weiter und laedt mit einer eleganten Bewegung seines Ruessels auf seinen Ruecken, was sich ihm in den Weg stellt". (Selle, 2013: 260) To steer such an 'elephant- project', remain in almost all cases ineffective.

- *So why not to stop it? It makes no sense to keep floundering in trouble. Unfortunately it's not that easy. Even a few years after, when ongoing UDP doesn't answer the development conditions anymore. If there was already such a big amount of money invested, show must go on. (vgl. Selle, 2013: 261) "Es gibt keine Alternative. Wir koennen nicht zurueck. Der Schaden waeren immens." (Selle, 2013: 261)*

2.2.3.4. Public or private?

"UDPs are decidedly and almost without exception state led" (Moulaert, Rodriguez, Swyngedouw 2005:40)

- Would it mean that most of large-scale projects are public?

Not really. It often happens that large-scale projects are though managed by private actors. Usually then, the public-partnership is grounded.

- But how about public interests then? Do projects really represent citizens will and needs?

Unfortunately, often such a cooperation form is based on the rather limited representation of civil society. Even though those projects are mainly financed from public money, they seldom represent public will. (vgl. Moulaert, Rodriguez, Swyngedouw 2005:36)

- If not citizens and not only state, who is actually the boss of most large-scale projects?

This is a very meaningful question, even though so seldom asked. Let's answer it with use of example, namely Hanover Expo 2000. All construction work happened on the territory of communities. They are in the law, main planning authorities. But surprisingly, communities played only a minor role. City and region were involved in only 10% of the Expo GmbH- a main World's Fair organizer. 90% of the shares belonged to the Deutsches Bund, das Land and die Deutsche Wirtschaft. (vgl. Selle, 2013:263)

- Expo Hanover is surely not an exception. Milan Expo might follow the same organization pattern. With most of large-scale events.

2.2.3.5. Power Imbalance

It is obvious, that there are huge inequalities beyond actors involved into large-scale projects. Inhabitants has incomparably less power than local authorities. Particularly huge is difference in financial and political resources.

- How to handle such a contrasting situation? How to bring together actors from completely different planets? Is it possible at all to minimize gap between them?

Planners in charge of UDPs has no easy task. They must challenge imbalance of information, expertise, access and opportunity. (vgl. Forester 1989: 99) Those who treat everyone equal, even though inequalities exist, paradoxically only strengthen existing imbalance. Instead, planners should better introduce mediated negotiation strategies. (vgl. Forester 1989: 103)

2.2.3.6. Misinformation

Above mentioned power inequalities, it's very easy to notice especially in case of knowledge and information. Usually planning expertise are far to complex for unexperienced citizens. Therefore planners don't feel obliged to share all the knowledge with inhabitants. (vgl. Niemenmaa, Schmidt-Thomé 2011: 16) Moreover, beside not providing enough information, often occurs also much more problematic issue of misinformation. What does it mean? Let's explain it on example.

In the beginning of this century, researchers from Denmark took a closer look on the main European large-scale projects. Surprisingly, by almost all cases, they noticed a meaningful cost overruns. There

could be just two causes of this instance: either calculation fault or purposeful lies. Though, quickly it turned out, that only lies were to blame. (vgl. Selle 2013:257)

Since the Danish survey unfortunately nothing has changed. Enough to take a look around, that's exactly what happened during Expo 2000 in Hanover. There World's Fair created around 2,3 billion budget hole. It's was caused though by a very simple muster. Strong interests on the projects just push the planners of draft budget, to re-arranged it, in order to gain immediate acceptance. (vgl. Selle 2013:257)

Above mentioned example is typical for the misinformation, which aims to manipulate or control citizens action in four different ways. (vgl. Forester 1989: 36) First, planners either underline key issues or hide irrelevant data, which results in the lower citizen's comprehension. Second, self-protecting agency staff or technicals who claim to be neutral, might on bring inhabitants false impressions. Third, also legitimacy whether in the name of following procedure or acting in public interest, may confuse citizens. And last, politicians may exaggerate or fabricate some facts that completely confound people beliefs. (vgl. Forester 1989: 37)

In such cases, inhabitants cannot anymore clearly distinguish truth and lies, as well as stimulation from manipulation. Thus they completely loose trust towards project managers, decision makers, politicians and other involved actors. In this form misinformation is a great obstacle on the way to introduce public participation. How to overcome it? Only with help of informed planing and citizen action, that

may improve comprehension, identification and trust. (vgl. Forester 1989: 47)

- Misinformation I could call a kind of 'soft lies'. Exactly like fake promises. What does it mean?

On the beginning of large-scale projects there are plenty of unclear and unsure issues. (vgl. Selle 2013: 258) Concerning the complexity of planning process, it's not surprising at all. Though, much more astonishing is how authorities in charge of project, deal with that. Instead to face the uncertain topics, start an open debate and discuss controversy questions, planners rather formulate numerous, big promises. Just to reflect those a year later, it's definitely not enough. (vgl. Selle 2013: 259) In the meanwhile, project's audience is already pretty much mistrustful. What surely won't rise plan's acceptance or endorsement.

- Wouldn't be better to keep the games rules clear since beginning?

2.2.3.7. Lack of communication

- Of course it would. To avoid such a misunderstanding, there must appear an informative, constructive communication. Such a dialog is a basis for project success.

Most of conflicts accompanying large-scale project are likely to escalate if local residents feel excluded from the planning process (vgl. Peltonen 2006: 13).

- How to involve inhabitants in planning? A good start would be simply to communicate.

That's exactly what EDD projects introduce. They are strongly based on the effective communication process. Such a spatial planning that

leads to some constructive discussions cause significantly less conflicts. Those may be faced and solved already in the first phases of the projects. By the well- leded mediations, inhabitants and planners may reach an effective consensus. What surely increase the project acceptance, once realized. (vgl. Selle 2013:195) On the contrary, during DAD processes, the astonished audience faced with an already taken decisions and rigid concepts, is much more likely to rise protests. (vgl. Selle 2013:253)

- *Isn't an EDD project success, enough strong evident to support idea of communication?*

2.2.3.8. Too less flexible

Beside communication also flexibility plays a meaningful role in the large- scale project success. Those two terms are pretty connected, project's flexibility strongly depends on level of introduced communication.

During EDD based on the dialog processes, concepts may be further developed, or even significantly transformed. They may quickly react to unexpected changes and adapt to new terms. (vgl. Selle 2013: 254) On contrary, DAD projects based rather on the monologue, don't allow any corrections coming outside from 'insiders' circle. DAD discussion are rather an informative meeting concerning ready made plans. And as such only should be perceived. There in no way to introduce participation then. In what are we willing to participate, if everything is already fixed? (vgl. Selle 2013: 254) In DAD a case, projects don't evolve anymore. Once the situation unexpectedly change, they cannot spon-

taneously fit in. What usually ends up with project's failure.

2.2.3.9. Tip of the iceberg

- *But why some large- scale projects are so participative, communicative, and flexible? While others DAD projects represent fixed plans and lead monologue only?*

Management of large- scale projects depends not only on planners will. Rather on plenty of various factors that should be carefully analyzed. Technical feasibility, available budget, requirements of bureaucracy, political decision making process, also influenced by other powers. It all must be taken into consideration. (vgl. Selle 2013: 256) Doubtless, large- scale projects are related to the political culture represented by authorities in charge of them. What, may also lead to its deterioration by following problems. (vgl. Selle 2013: 256)

2.2.3.10. Conclusion

Large- scale projects might be widely and often fairly criticized. Inefficient communication methods, lack of open debates, lies, fake promises, nontransparent planning processes. It all do not deserve any single positive word. But do all large- scale projects must be like that? Of course not! Just recall before-mentioned EDD examples. - *So how to create plans that brings more positive results? How to rise project's efficiency, acceptance, transparency with constructive dialog? In other words how to turn DADA projects into EDD model?*

There are plenty of possibilities.

2.2.4. Face problems

2.2.4.1. Solve Conflicts

All above mentioned problems of large-scale projects, if not properly tackled leads to troubles, that very often reveal in the form of conflict.

- Are really conflicts problem in itself? Isn't it rather a tool to face real obstacles hidden behind?

That's true. Conflicts may be even understand "as constructive and constitutive elements of social relations, as sources of its strength and ability to innovate". (vgl. Gualini 2011: 2) Conflicts and protests are even in a way persistent element stabilizing social order. **(vgl. Mössner, Renau ???:1)** However, if the conflict turn into a positive impulse for future development or disrupting effect of complete misunderstanding, depend surely on the way how it will be tackled. (vgl. Gualini 2011: 2)

The most obvious tools to solve the conflict is later described communication and mediation. Whereas, to prevent conflicts in the early stage, the most effective solution is participation. It has simply a great conflict healing effect. (vgl. Selle 2013: 175) Just compare results of Stuttgart 21 (vgl. Niemäa, Schmidt-Thomé 2011:7) or Expo Hanover (vgl. Selle 2013:257) with case of Olympic Games in London (vgl. Selle 2013: 175).

In contrast to autocratic projects, there are no protests observed in participatory ones. Olympic Games in London are a very good example. They were completed with 90% acceptance of the local inhabitants. Moreover, 4 months before deadline and meaningfully under budget.

(vgl. Selle 2013: 175) Those two facts are indeed strongly connected. Conflicts usually generates high extra costs. Just imagine construction site where 600 workers cannot go on with their job cos of incoming appeals. Wouldn't it cost much more then integration before some participation in the planning process? (vgl. Selle 2013: 175)

2.2.4.2. Communicate

Planning should be understood as an interactive, communicative activity. (vgl. Innes 2008:118) In such a process, planner is not the only involved actor. Therefore, to achieve his goals, he needs to communicate well with others. This may happen on two levels: person-center or subject-matter-related. (vgl. Friedmann 2008: 177) The first level applies to all relation between humans. While the second, must be understood as a sort of dialog. (vgl. Friedmann 2008: 178)

Though to start an effective dialog is not an easy task. It must meet certain condition. Both sides need to accept their 'otherness', face different moral judgments and feelings, concern even opposite interests and respect some obligations. (vgl. Friedmann 2008: 180) They should be also ready to overcome probable obstacles due to different state of knowledge and language. Especially planners must be aware of their abstract knowledge and technical vocabulary that might be to complicated for average citizen. (vgl. Friedmann 2008: 172)

- Instead to get annoyed with inhabitants incomprehension, shouldn't planners work harder to inform and explain better planning issues in a simplest possible way?

2.2.4.3. Mediate

Ineffective communication should be definitely eliminated with constructive dialog. (vgl. Niemenmaa, Schmidt-Thomé 2011: 8) Unfortunately, in case of deeper conflict, it's too late to talk only. It's high time to undertake practical measures to solve the problem. Mediation could be one of them.

What does it mean? Mediation is a joint, dispute resolution process. It is based on discussion guided by a neutral leader. Mediation is a not legally binding procedure. It has mainly psychological and political significance. (vgl. Niemenmaa, Schmidt-Thomé 2011: 8)

- It sound's simple, but of course it's not. Mediation must be planned very carefully, every mistake may escalate the conflict. Just think about Stuttgart 21. On the other hand, well- leaded mediation can work wonders. Here comes example of Effective mediation may turn conflict into a positive and constructive, transformation tool. (vgl. Niemenmaa, Schmidt-Thomé 2011: 8)

2.2.4.4. Fight prejudices

Citizens often stereotypically believes that from large-scale projects nothing good is coming out. Why should they then get involved? Why should they interest at all? Though decisions are already made. Planners will do they job no matter what inhabitant's opinion is. So why to get irritated then? Better to keep from those projects away. That's what citizens usually think. On the other hand, project's authorities are not willing to change this situation. Moreover, they share pretty the same opinions. Citizens

just cause them troubles. What for should they involve anyone into decision making process? It will only complicate the work. Rather better to keep 'outsiders' away from planning. (vgl. Selle 2013: 268) And that's how circle closes again.

"Das Problem, (...) beseht nun darin, dass beide Sietensehr gefresstige Ansichten darueber haben, wie sie von jeweil anderen zu halten haben". (Selle 2013: 267)

This prejudices spiral won't end on its own. There must come though a time when citizens as well as project's leader will change their altitude. First group, should finally gain a feeling that no important decisions concerning city planning may be made without their contribution. While the second one, must understand that trust and acceptance may be achieved only through open planning process. (vgl. Selle 2013: 269) But how to achieve it? First, rebuild the trust.

2.2.4.5. Rebuild trust

Trust should be keyword off all large-scale projects. Though it is very rarely used. And that's obviously need to be changed. To restore the trust: is a big and tedious task of nowadays planning. But how to do it? At first it's important to achieve reliability. All actors relevant to project should rely on it's planning process. But obviously not in a naive way. They must be given some logical reasons to trust again. Like a clear guidelines of participation process, that should be based on the certain communication rules. (vgl. Selle 2013: 272) Only then they may finally believe that planners will keep their world.

2.2.4.6. Work on transparency

"Stadtentwicklung ist kein Pokerspiel, sollte es zumindest nicht sein." (Selle 2013: 266) Large-scale projects shouldn't bet all on the one card. Cos once it fails, the lose is just too big! There is no point to take such a huge risk then. Better to lay all cards on the table and play fair. What is exactly the main task of nowadays planners. To lead projects in a as open and transparent way as possible. (vgl. Selle 2013:266) First of all, citizens must be well informed about all the project's assumptions and ideas. Afterwards, they should be convinced into projects by authorities in charged of it's realization. (vgl. Selle 2013: 274)

2.2.4.7. Conclusion

All above listed tips to overcome large- scale project's obstacles, could be simply summarized under one point: start participation.

Participation surely solve conflicts with effective communication or if needed mediation. It keeps the planning process transparent what increase citizen's trust and minimize unjust stereotypes.

- *Participation is obviously a great tool to fend off large- scale projects critics. It may really work wonders. Just think about Olympic Games in London. And compare it with recent World Cup in Basil.*

- *But how all this academical theories are relevant to Milan World's Fairs case? How Expo 2015 fits into the large- scale criticism?*

Unfortunately DAD Model so far perfectly describes Expo 2015. It meets all afforded mentioned points: lies,

fake promises, lack of trust, transparency and acceptance, to less communication and flexibility. So that with the very high probability it will simply soon end up like all DADA projects.

- *But does it really need to end like that? Must Expo 2015 turn into a great Italian failure? Couldn't it still become a first example of participatory World's Fair? The first EDD model Expo?*

It could have been. But right now is too late. To ensure success, participation must be introduced on the early stage of projects. Before basic decisions concerning locations and master plan are taken. If it's planning process would have been organized differently, in a more communicative, flexible, trustworthy and transparent way, Expo 2015 could turn into EDD model. But in reality it will unfortunately continue as DAD project.

- *So why do I still deliberate over all this issues? There is still one issue worth considering: Expo site reuse. Even though the whole event continue as DAD project, maybe at least pavilions reuse might give a place for participation?*

2.3. Participation

2.3.1. Introduction

Recently, participation has become a very trendy word in the city planning. It comes out by almost every project. Especially by the large-scale one. But what does it mean exactly? To answer that, it's important to find out how has it all started. Understanding of the 'planning' transformation is crucial for defining the term of participation.

In the past, 'planning' as a part of city development, lied only in hands of public authorities. Though, recently the planning perception has changed meaningfully. (vgl. Selle 2013: 45) In 80s has started the process of 'Entdeckung der Akteure'. At the beginning, actors were perceived mainly as a negative interference responsible for most of the conflicts. After a while, authorities observed that participation could finally calm actors down. (vgl. Selle 2013: 46) At the end of 80s/beginning of 90s, enormous political changes clearly showed what a great potentials citizens have. A sentence 'Wir sind das Volk' become a really powerful, democratic meaning. (vgl. Selle 2013: 11) Also planners discovered finally citizen's design potential. At that time they developed idea of 'buergerschaftliche Engagement' whereas actors could assist some predefined tasks. (vgl. Selle 2013: 46). Also a term of 'Zivilgesellschaft' raised interest of researchers. (vgl. Selle 2013: 11) Recently, politicians paid again more attention to the citizen's voice. Even though sometimes they might use participation more as PR tool. (vgl. Selle 2013: 47)

2.3.2. Right to the city

Nowadays participation, has also strongly evolved from the 'right to the city' ideology developed by Henri Lefebvre in response to movements of '68 in France. It refers to struggle for collective rights spread around the world in 70s and is much more than simply a fight for access to the resources of city. It's aim is to exercise the collective power to influence process of urbanization. (vgl. Harvey 2008: 4) Right to the city "is a right to change ourselves by changing the city more after our heart's desire". (Harvey 2008:3) According to Harvey, it is one of the most precious but also the most neglected human right.

- Right to the city is still quite a provocative movement. Many cities still don't respect it's ideological basis. It seems that to execute it, is not an easy task. Why? And how could it be introduced?

As cities arose from concentration of surplus product, urbanization has always been a class phenomena. Usually surplus was controlled by the small group of influential people and extracted from less powerful members of society. (vgl. Harvey 2008: 5) Such a connection results in a very imbalanced planning process, that often meets unjust decisions. With a time though, arose greater need to take back control over urban process to ones who stayed excluded for so long. (vgl. Harvey 2008: 14) To achieve this goal, there must be introduced democratic control over the production and use of the surplus. (vgl. Harvey 2008: 13) New modes of controlling capital surpluses should be finally instituted. (vgl. Harvey 2008: 14)

- In a way those postulates could be answered with introduction of participation. It seems that 'right to the city' movement provided a great ideological basis to work on.

2.3.3. Definition

It's high time to finally explain what so often use 'participation' term mean. It is not that easy to give one correct definition. 'Beteiligung', 'Teilhabe', 'Mitwirkung', 'bürgerschaftliches Engagement' are often used interchangeably, although for each participant have a very different meaning. (vgl. Selle 2013: 45) What's more, participation is also often strongly connected to terms of 'civil society' or 'governance'. That definitely need as well few words of explanation. So let's check then what hides under all those magical terms.

2.3.3.1. Civil Society

"Cities are the seedbed for the development of civil society." (Hellweg 2012: 8) Just there inhabitants may so easily meet like-minded people to face together things that affect them all. And all that without any influence from conservative rural paternalism. (vgl. Hellweg 2012:8) So what does the term of 'civil society' mean exactly? Some academics use it in more analytical way, as a service provided by third sector alongside the market and the State. While another term 'civic society' is defined in more normative sense, for democratic participation and responsibility. (vgl. Maeding 2012:50) This refers mainly to the role that citizens should play in public institutions and process of local democracy. (vgl. Hellweg 2012: 8)

2.3.3.2 Public interests

- Summing up planning process should take into consideration will of civil society. How to do it? The answer could be: to act in a public interests? But what does it mean? From the legal point of view, it is a pretty vague concept. First challenge is already to define the common good and the general public. (vgl. Loew 2012: 30) Nowadays society seems such a diverse and complex structure as never before. It represents plenty of different cultures with it's own norms, customs and traditions. As it's simply impossible to find out commonly shared values, no one should expect decision that reflects all world-views. So that, planning in the public interests may just mean weighting up different needs. To find a balance and examine appropriateness of choice, afterwards. It seems like a very complex process of facing interrelations that reflect in a spatial sense. (vgl. Loew 2012: 30)

2.3.3.3 Governance

- Terms 'civil society', 'public interest' and 'participation', are very often accompanied with wider concept of 'governance'. What hides behind this over-used term? Generally, it refers to the way of organization, in which individuals and public or private institutions may regulate their common affairs. (vgl. Selle 2013: 41) It is also "the capacity of government to make and implement policy- in other words, to steer society." (Pierre, Peters 2000: 1) Governance reflects the role of state and society, and set the new link between them in relatively term. (vgl. Pierre, Peters 2000:

33) What seems like a pretty general definition. Though, in city planning, governance gain a more precise context. It refers to diverse influences on the urban development. That is not anymore result of a single, powerful will, but rather a consensus of different interests. (vgl. Selle 2013: 55) In that sense, public planning and steering actors are just one of the numerous impulses. While the whole city planning and political process is just a way to deal with those diverse inspirations. (vgl. Selle 2013: 56)

Governance is perceived as a very complex and multi-layered process. It demands a great amount of communications between all actors. That should be a part of well-planned 'Buergerbeteiligung'. (vgl. Selle 2013: 56) Which may be generally divided into participation by opinion forming or decision making. That mainly differ by level of citizen's integration into city planning process. (vgl. Selle 2013: 60)



Abb. 2.7 Beteiligung an den Meinungsbildungs- und Entscheidungsprozessen der öffentlichen Akteure: Möglichkeiten (eine unvollständige Übersicht)

Source: Was? Wie? Warum?- Voraussetzung und Möglichkeiten einer nachhaltigen Kommunikation, Klaus Selle

Accordingly, governance make use of formal and informal or direct and indirect participation methods. (vgl. Selle 2013: 60)



Abb. 2.5 Begriffe: Mitwirkung an der Stadtentwicklung und Beteiligung an Verfahren öffentlicher Akteure

Source: Was? Wie? Warum?- Voraussetzung und Möglichkeiten einer nachhaltigen Kommunikation, Klaus Selle

Concept of governance has both supporters as well as opponents. The main critics concerns the governance structure size. Usually it is simply too large, both in geographical and thematic sense. That's why often governance was not able to full fill promises already made to citizens. (vgl. Pierre, Peters 2000: 141) The larger scale tends also to make individuals less responsible for their own actions and ideas. While face-to-face level in small units enable much more effective dialog and discussion over policies. (vgl. Pierre, Peters 2000: 142) Another common critical point, is governance distance from the average citizen. All in all, inhabitants face plenty of difficulties by influencing policy. This might be very frustration in democracy. Especially while observing political leaders pushing their own goals instead to focus on the common public interests. (vgl. Pierre, Peters 2000: 144)

- May the governance critics also touch the problems of participation? Are those terms strongly connected?

2.3.3.4. Participation

- Last but not least, let's explain what does the term of participation mean. And clear how does it refer to all already mentioned definitions.

Participation is mainly about facing complexity and potential contradictions of the nowadays planning where interests of civil society clashes the vision of planners and implementers. It's about balance between involvement and disinterests, democratic legitimation and efficiency. (vgl. Krautzberger 2012: 42) Participation should support planners and their highly specialized knowledge. But at the same time, encourage the emancipation of civil society. (vgl. Krautzberger 2012: 43) And flowingly, represent inhabitant's ideas and act in their interests. (vgl. Hellweg 2012: 8)

Participation has though plenty of different faces. As already mentioned before, it varies from case to case. Mainly according to the amount of power 'handed on' citizens. So that plenty of different typologies may be distinguished. That are visualized by ladder of participation. (vgl. Selle 2013: 69)

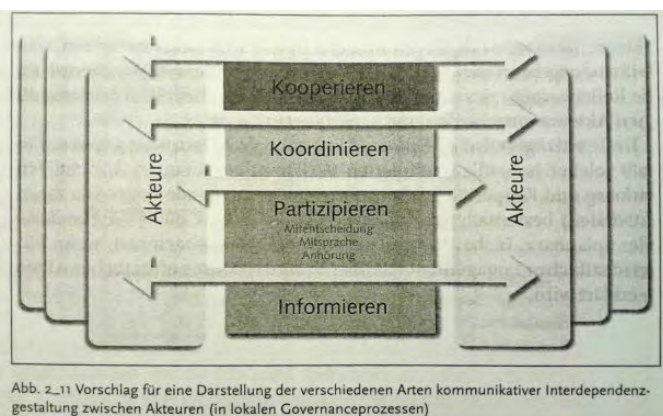


Abb. 2.11 Vorschlag für eine Darstellung der verschiedenen Arten kommunikativer Interdependenzgestaltung zwischen Akteuren (in lokalen Governanceprozessen)

Source: Was? Wie? Warum? - Voraussetzung und Möglichkeiten einer nachhaltigen Kommunikation, Klaus Selle

First classification was developed by Sherry R. Arnstein in 1969 that assigned all typologies into eight different grades. On the bottom of the ladder was located 'manipulation' and 'therapy' while 'delegated power' and 'citizen control' were the top categories. (vgl. Selle 2013: 70) However, in nowadays planning participation is not analyzed anymore in such a hierarchic way. It is rather seen as an integral part of the governance process. That may be organized in four different ways: information, participation, coordination and cooperation. Each forms may co-exist with the others. So that should be rather perceived as a layer not level of participation. (vgl. Selle 2013: 72)

2.3.5. Why to participate?

- As we already defined term of participation it is a high time to answer the key question: WHY? What for should it be introduced? Why is it such an important part of planning process? Which advantages would it bring? And why should it become a basis for any large-scale project?

Usually, official government documents mention plenty of reasons to start participation. First of all, it strength legal protection, what may successfully prevent conflicts before taking decisions. It also optimize quality of planning and improve it's efficiency as it avoids legal disputes and procedural delays. Participation focus on legitimation, what significantly rise among citizens acceptance of new projects. Last but not least, it support control over the planning process, as it focus on inspection of projects documentation and de-

cision- making. (vgl. Krautzberger 2012: 45)

- *It seems like already enough reasons to start participation. Still, let's better analyze all of them more carefully.*

2.3.5.1. Legitimacy

"Die Legitimität politischer Herrschaft stellt einen klassischen Topos der politischen Philosophie dar." (Blatter 2007: 271) Above mentioned term of legitimacy is inseparably combined with idea of democracy. It might be understood in both positive and normative sens. (vgl. Blatter 2007: 271) Nowadays it's form, is strongly influenced by recent transformation of political regimes. In the modern theory, legitimacy is understood as set of formal principles to formulate the will of society. Although it not only concerns procedural rules, but also pay great attention to procedural control of freedom and justice of single members of society. (vgl. Blatter 2007: 272)

- *But how is legitimacy connected to the theme of participation?*

To ensure freedom and equality or improve loyalty towards community, legitimacy must search for new solutions. Written act of laws or even constitution seems not enough. Therefore nowadays legitimacy is based much more on the participation, voting and elections. (vgl. Blatter 2007: 272)

2.3.5.2. Community

- *Before I have mainly analyzed participation in the wider country context. But how about community level? Designing as a "practice of 'making sense together' in practical*

conversation" (Forester 1989: 120) strength meaningfully local democracy. Collaboration and participation provide a great resource of the social capital also on the local level. (vgl. Innes 1994: 125) It strongly support individual responsibility and engagements of citizens. But also brings benefits to the whole community. (vgl. Selle 2013: 189) Common action usually gives a great impulse to socialization and strength already existing ties. Inhabitants gain more experience in cooperation within their neighborhoods, which is a great alternative to ongoing singularization. Such a participation lead also to social innovations by solving recent social problems. (vgl. Selle 2013: 187)

2.3.5.3. Learning

The most precious result of collaborative planning is it's learning effect, that happen both on the citizens and planners side.

On the one hand, participation strength public learning. In deliberative process, learning doesn't occur through arguments, presenting new ideas or critique of experts knowledge. It rather happen due to transformation of relationships and responsibilities, collective memory and membership. (vgl. Forester 1999: 115) When city planners deliberate with residents, they shape public learning as well as public action. (vgl. Forester 1999: 1) It's important to remember then, that participation shouldn't be reduced to speaking, and learning to knowing. That's not that point. (vgl. Forester 1999: 115) Planning should shape instead other's understanding of the city and their selves, but

also crucial possibilities of action for better or worse. (vgl. Forester 1999: 6)

On the other hand, participation also deepens planner's knowledge concerning area of their projects. Planning in general might be understood as guidance for future actions, based on learning about people, issues, what is possible to do and what should be done. (vgl. Forester 1999: 1) Therefore it generally demands a great amount of 'every day' (vgl. Innes 1989: 13) and 'political' (vgl. Mazza 1986: 56) knowledge. Planners need to combine and exchange both of them and participation is the best way to achieve this goal. It simply makes the planner smarter, as well as projects better. It points out the possible problems on its very beginning, what helps to keep eventual conflicts off. (vgl. Selle 2013: 187) Moreover, involvement of inhabitants triggers own activities and local potentials. Afterwards citizens may also identify stronger with new projects seen as a common work.

2.3.6. Obstacles

- Summing up, there are plenty of arguments for participation. Though, it is not an easy tool to use.

Planners who decided to introduce it need to face plenty of challenges. Sometimes they even must accept its limitations. Otherwise the started collaboration may bring nothing. And become one more example of illusionary process, so often observed in planning reality.

- So what are main obstacles of participation? Let's better list them and analyze shortly.

2.3.6.1. Specific knowledge

Urban planning is a very complex and knowledge-demanding process. Most of experts- scientist, planners and politicians, have already studied related topics for at least 5 years before starting own practice.

- Is then urban development actually a subject for all people? How about those out of the planning world? With no urban, architectural, social, economical or political background? Would they have enough knowledge or understanding to face city development topics?

Even though they have no idea about what a binding land-use plan is. Or how to make an integrated urban development concept. (vgl. Krautzberger 2012: 44) Should citizens still be involved in the preparation of such documents?

Yes. Definitely they should. Even if inhabitants lack with specific knowledge concerning planning process, they should be a part of it. Moreover, this is a job of all experts and public authorities to provide the missing information. Especially the planning department is under an obligation to spread such a knowledge. While the government should make the participation process attractive enough, for citizens to get involved. (vgl. Krautzberger 2012:44)

2.3.6.2. Abstraction

Regional plans and urban development concepts, urban land-use plans, master plans or environmental impact studies, are not only very complex documents but also pretty abstract for the 'average' citizen. Even though they are usually accompanied by procedures that offer opportuni-

ty for participation, wider public has no will to get involved. This planning tools are simply to abstract to rise citizens interests. (vgl. Walter 2012: 39)

- *So how to involve people in such an abstract issue? How to closer them planning procedure?*

The key is to explain inhabitants in very simple and visible way, that all mentioned documents consider issues crucial for their actual life and future. Some of urban plans may allow or restrict certain citizen's actions and affect spending of public, so in a way their, money. Even though, it's not easy to notice under such a complex and abstract formulation.

2.3.6.3. Citizens interests

Obviously, the key part of participation process is voice of citizens. Without people willing to get involve, it all makes no sense. Thus to rise inhabitants interests, curiosity and feeling of responsibility, is a great challenge of nowadays planning. And it's surely not an easy task.

It's clear that not everyone is interested in city development. There are actually few inhabitants who regularly join planning events. Usually they come from two groups open for participation. First, are people directly infected by results of new projects or decisions. Often they feel disturbed by ongoing plans or are afraid of some future action that they've heard about. The other group, are people generally socially active, who are part of different associations, organizations or political parties. Among them are often pensioners who have simply much free time. All mentioned people to-

gether are though not more than 1% of whole society. (vgl. Selle 2013: 295) So who is on contrary, not that spontaneous about participation? Mainly local elites, who have not enough time to consider planning tasks. Moreover there are other inhabitants often excluded from planning: under educated, immigrants, people in precarious living situations. Not surprising, they have simply other sorrows then city development. (vgl. Selle 2013: 290)

- *But how to get other citizens involved then? How to rise interests of less active members of society?*

Surely the way of reaching single groups depends on their character. Planner should speak differently with youngsters then pensioners. It's all about choosing appropriate strategy of communication. (vgl. Selle 2013: 297)

2.3.6.4. Trivialization

- *On the other hand, do we really need all people to get involved into planning?*

Very often the higher number of participants is considered as the better. Indeed, that's the basis for democracy. But anyway, it's no relevant to planning process. Which it's more about consideration of all relevant issues and aspects in a transparent and understandable discussion, then achieving highest number of participants on the planning event. (vgl. Selle 2013: 304)

What's more recent planning trends may lead in a way to a trivialization of participation. As nowadays citizens are bombarded with opportunities of participation in plenty of various projects, they treat all offers in a more superficial way. (vgl. Selle 2013: 302)

Unfortunately, in some cases participation in planning is mistaken with taking part in events accompanying the project. Such an attitude is strongly visible by Expo Milan 2015 preparation and many large-scale events around the globe. Planners should better avoid inventing new processes or spectacular events, and focus on elaboration of basis for good communication. (vgl. Selle 2013, 305) "In short: from process to culture, and from event to standard practice." (Selle 2012, 305) Consequently, participation culture should be strengthened in terms of joint decision-making process not offering more participatory events. (vgl. Walter 2012: 39)

2.3.7. Strategy

All together, participation is a very important tool of nowadays planning. There are enough reasons, based on democratic values, to start it. However, it's implementation must be planned very carefully and constantly reflected. Unconscious mistakes committed from ignorance of planners, may squander all efforts. Therefore, it is crucial to provide appropriate participatory planning strategy to follow.

- But how to do it? What are the first steps?

2.3.7.1. Design the process

First of all it's important to design collaborative process strategy. In some cases, political, administrative and legal system may occur helpful. It could provide ethical principles to achieve administrative or legal legitimacy. (vgl. Innes 1989: 13) Though, in less progressive political systems, tradi-

tional way of thinking may become rather a problem. Then easier is to start-off decision-making strategy in informal context. (vgl. Innes 1989: 13)

2.3.7.2. Find stakeholders

Every project start in specific situation, in the defined area and among certain people. All those aspects need to be included by planners. How? First of all, project's initiators should discover how many have a 'stake' in the issue. (vgl. Healey 2008: 269) Unfortunately "there is no objective way of identifying the 'universe' of stakeholders, still less of getting access to them." (Healey 2008: 270) Discovering main actors may then happen in three different ways: using existing organized grouping, snowball effect or stakeholders mapping. (vgl. Healey 2008: 271) This is obviously an open-ended task. Planners should be always ready for new key-players that may appear with the time. (vgl. Healey 2008: 271) Once stakeholders are already defined, comes next task: to rise their interests and mobilize engagement. (vgl. Healey 2008: 270) This is much more complicated process, as every group of stakeholders demand different treatment.

2.3.7.2. Discuss

Once initial decisions concerning participatory strategy were taken, it's point to over-think what and how should be discussed. (vgl. Healey 2008: 272) There are three aspects that should be particularly taken into consideration: style, language and representation. (vgl. Healey 2008: 273- 275) Problem

concerning style, refers to groups that have different rituals of policy discussion. (vgl. Forester 1999: 177) While language aspect underline that people are used to different way statements are made. Some of them appreciate more language of scientific evidence, while others-economical facts, political rights or emotional expressions and fears. (vgl. Healey, Hiller 1995: 274).

- *How to make all stakeholders understand each other? Constant 'translation' between all actors is definitely needed.*

2.3.7.3. Maintain consensus

- *Such a 'translation' should be also supported with consensus building! 'Right to challenge' the consensus should rather turn into 'duty to challenge'.* (vgl. Healey 2008: 280) Consensus is a great way of monitoring the participatory strategy. It can also play a 'framing' role that lead to policy making discourse. (Healey 2008: 280) In this context, policy making should be understood as "storyline, about what is and should be, about what are seen as good or bad arguments and about appropriate of (...) claims for policy attention." (Healey 2008: 278) In other words, such a policy list priorities for actions and gives significance to issues and problems. It also meaningfully change planning perception and propose new way of thinking toward participatory innovation. (vgl. Healey 2008: 278)

2.3.8. Conclusion

Four mentioned steps toward participatory planning should become a basis for most of large-scale projects. Also World's Fair should take

an example of the following ideas. Unfortunately, authority in charge of Expo 2015 are far away from implementing participation. They paid no or very less attention to stakeholders mapping, effective discussion, consensus building or new policy and strategy design. They simply followed old-style planning process without public deliberation.

- *Wouldn't be better to change it? Shouldn't Expo become participatory? Why not to start it right now! At least in my vision.*

There are enough of reasons to introduce participation. But the most visible argument, should become success of collaborative projects with failure of non-cooperative ones. Just let the Milan Expo follow success of Olympic games in London instead of failure by Hanover Expo 2000.

2.4. Temporary use

2.4.1. Introduction

Another crucial argument for large-scale project critics (beside the lack of efficient participatory planning process) is it's future site re-use. As history of numerous mega events with World's Fairs in the first place shows, in most of the cases event's sites turn into abandoned fallow-land. Same story applies to plenty of big industrial investments as well as some of residential projects.

Nowadays, abandoned spaces became an issue in almost every bigger city. Forgotten industrial sites, empty offices or commercial, houses falling apart, unused railways tracks or unplanned residual spaces... All those locations conceal potentials and opportunities for future development. With low budget, simple but creative methods, they could enliven quickly. Though most of them stay untouched. Shouldn't it change soon?

2.4.2. Vacancy

Problem of vacancy became particularly visible since the end of the World War II. At that time inner-cities in the well-developed, industrialized countries, have unexpectedly fallen into disuse. (vgl. Oswalt, Overmeyer, Misselwitz 2013: 9). Moreover some of cities like Warsaw, Dresden or London meaningfully suffered during war time. Consequently, previous lively districts were never used in the same way as before.

Furthermore, after the war came a period of de-industrialization. Since the 1960s enormous areas in Western Europe and North America have become redundant due to industrial restructuring. The collapse of So-

viet Union in the 1990s had a similar, even more dramatic impact on Eastern Europe. (vgl. Bishop, Williams 2012: 24). All those structural economic transformation and change of political system leaved a stamp on city structure.

What's more, the rising rate of vacancy may reflect latest changes in the property market situation, especially while decreasing it's demand concerning anticipated end use. (vgl. Bishop, Williams 2012: 25) In that case, real estate developers usually wait for market conditions to improve instead to finance new investments.

Last but not least, suburbanization and new lifestyle rising from this phenomenon, pushed uses and economics that normally happened in the city centers, outside it's borders. The textbook example is out of town shopping, that explicitly lead to decrease of locally-owned, single businesses what results in the higher ground floor vacancy rate. (vgl. Bishop, Williams 2012: 24)

It seems that there are plenty of different reasons of vacancy. Though, no matter it's causes, voids appears as a great playground for temporary activities. In the appropriate circumstances, those creative actions may turn abandoned sites into flourish startups. Vacancy is though a temporal and spatial gap between old and new uses. Which strongly attract prospective temporary users bewitched by flexible sites with little interest to properly investors. (vgl. Bishop, Williams 2012: 25)

-So how to deal with the problem of abandoned spaces? Many urban planners already faces this question. There is no one correct answer. Of course the most suitable solutions

depends on the character of the place. Though in most cases, the temporary use is a very successful impuls for future renewal.

2.4.3. Temporary use

Temporary use or 'Zwischennutzung' in German literature, turned meanwhile into a magical term. On the one hand, for all creative future users who are willing to gain flexible spaces for their visionary projects. On the other, for the city development and planning authorities, as it provides them new opportunity and chances, that they need to get used to and be taken into consideration in the future (vgl. Oswalt, Overmeyer, Misselwitz 2007: 17)

So what exactly hides behind the magical term of temporary use? It covers all the urban activities that cannot find or afford spaces in the established real estate market. Therefore they search for alternative solutions in the periphery of that economic system. (vgl. Oswalt, Overmeyer, Misselwitz 2013: 80)

Those peripheries means usually the temporal and spatial gaps between two economically and socially recognized uses, which derive from city's political system. In that sense, vacancy may be perceived as a space under some process of economical, social and political transformation. (vgl. Oswalt, Overmeyer, Misselwitz 2013: 80)

Temporary uses are usually planned for a finite period of time, they tend to be impermanent. (vgl. Haydn, Temel 2006: 17) On the one hand they are short-lived activities. However, they certainly may exist for a longer period than was initially intended. (vgl. Haydn, Temel 2006: 55) Sometimes temporary uses gain

even a permanent basis and are still continued in the future. Even if it was not intended at the beginning. Temporary uses develop unique qualities from the idea of temporarility. (vgl. Haydn, Temel 2006: 17) Which offers opportunities that would never rise in stable planning system. The temporal limitations permits many things that would be inconceivable if considered on the longer term. Though even if unbearable on the permanent basis, those activities can be valuable for the short term. (vgl. Haydn, Temel 2006: 55) Such a standpoint, is though a very new concept for city development, focused mainly on the long-lasting activities. (vgl. Haydn, Temel 2006: 17)

2.4.4. New phenomenon?

Even though first nowadays temporary activities become a widely spoken issue, they are not new at all. There have always been gaps and niches in the urban landscape. Those were usually turned into informal car parking, storage, scrap yards or charity shops. However, in recent years temporary activities have flourish. Therefore they attracted growing interests amongst academics as well as media. (vgl. Bishop, Williams, 2012: 17)

But why do now temporary uses catch so much attention exactly now? Why not a 10 years or a century ago? If it exists though since longer time... The city was never an end state. Instead it is under constant change, perpetually evolving. (vgl. Bishop, Williams 2012: 12) "The evidence lies all around us." (Bishop, Williams 2012: 19) The historical layers of cities are covered or surrounded by modern, contrasting

architecture. (vgl. Bishop, Williams 2012: 19) Exactly. So why first now it's so important?

Probably because we finally understood that nothing stay for ever. We wanted to believe that the world is permanent. But "in reality the only certainty is that everything changes." (Bishop, Williams 2012: 11) It is obvious that time plays also a crucial role in city development. The world is definitely four dimensional. Even though this fourth dimension is reality, most urban projects and strategies do not consider it. Often they are strictly three-dimensional. (vgl. Bishop, Williams 2012: 19)

Of course such a great change of world view haven't come out of nowhere. It is strictly connected to the historical events like second world war or the collapse of the USSR. To the latest economical crisis. And to the actual social changes based on increasing individualisms and flexibility of lifestyle. Consequentially, due to the polish sociologist Zugmunt Bauman, recently the world have moved from a phase of 'solid' to a 'liquid' modernity. In this second phase, world like a liquid, "cannot keep its shape for a long". (vgl. Bishop, Williams 2012: 21) As the state of perfection is impossible to achieve, change gains even more importance. This is what accentually stay and may be understand as a permanent element of people's life. (vgl. Bishop, Williams 2012: 21)

2.4.5. Tacticians and strategist

Although the phenomenon of temporary use is nothing new, it is though pretty undiscovered in the

discourse of urban planning. (vgl. Oswalt, Overmeyer, Misselwitz 2007: 101) However, it might change soon. Recently city planners seems more open for a lesson that temporary urbanism might give.

Temporary users approach and work with the city development issues in a very special way. They seem to avoid large-scale, all-treating plans and focus on smaller, punctual interventions. Thus their action might be described as tactical instead of strategical. (vgl. Oswalt, Overmeyer, Misselwitz 2013: 82)

Temporary users same as tacticians usually has neither power nor money, therefore they need to rely on clever cooperation and ally with the circumstances. They balance between peaceful coexistence and necessary collaboration. (vgl. Oswalt, Overmeyer, Misselwitz 2013: 83)

Tactical planning refers then to the approach where planners with defined goal for the city, search for people already active in their field. Instead of setting new projects, they simply give more supports and supplements to existing activities. (vgl. Oswalt, Overmeyer, Misselwitz 2013: 85)

However, the vast majority of urban planning authorities though represent a strategical approach. They do have a goal for a city, knows where, when and how the prepared intervention will take place and realize it without any compromises. The unpredictable circumstances are usually ignored or suppressed by authorities strength. (vgl. Oswalt, Overmeyer, Misselwitz 2013: 85)

But the problem is, that exactly those incalculable, heterogeneous actions make up what the modern city

is. They cannot be fully control and every attempt towards it's total regulation will most likely fall through. (vgl. Oswalt, Overmeyer, Misselwitz 2013: 85)

Although the discussion between tacticians and strategist are not yet than widely spread, they might soon develop into common, constructive dialog. Surely both sides may learn a lot from each other. Especially planners might take into consideration temporary users approach. There are three main lessons that city authorities should take a closer look at. (vgl. Oswalt, Overmeyer, Misselwitz 2013: 85)

First of all, it's high time to understand that city is constantly changing and fixed conditions are not achievable or desired anymore. Secondly, partners on the micro level are crucial to realize the program as it cannot be implemented alone. What is already present in case of the big projects should be also considered on the smaller scale. (vgl. Oswalt, Overmeyer, Misselwitz 2013: 85) Last but not least, "the tacticians does not swing around in whatever direction the wind (the money) may happen to blow." (Oswalt, Overmeyer, Misselwitz 2013: 85) They are stick to their vision no matter of current political situation. What is definitely a quality that most of public authorities lack of.

2.4.6. Potentials

Beside the above-mentioned lessons, planners should also consider the numerous opportunities and advantages that temporary use may offer for the city development. Obviously, it gives a great impulse for

social, cultural, and economic revitalization of an abandoned area. (vgl. Oswalt, Overmeyer, Misselwitz 2007: 89) Which potentials does it hide exactly? Let's check it in more details.

2.4.6.1. Economy of attention

Nowadays, land is surely treated as a commodity that might also provide high revenues to it's owner. (vgl. Oswalt, Overmeyer, Misselwitz 2013: 87) It's clear in case of apartments sold at the high price or local rented for various businesses. But how about vacancies? Why are they tolerated at all in nowadays profit-orientated economical system? Sometimes abandoned areas are a matter of speculation, while big developer politically pushes re-designations or rezoning to make higher revenues. Moreover often they are results of crisis situations, generally not conducive new investments. (vgl. Oswalt, Overmeyer, Misselwitz 2013: 89) But otherwise, vacancies and wastelands are indeed blind spots in productive economy. Obviously till the temporary users arrive. They are simply great opportunity to re-establish abandoned properties on the market. How do they achieve it?

First of all, thanks to new creative functions, the temporal location gain a higher publicity or even media attention. What meaningfully increase it's demand and consequently lead to higher real estate prices. This phenomenon called 'economy of attention' may effectively support 'normal economy'. (vgl. Oswalt, Overmeyer, Misselwitz 2013: 90)

2.4.6.2. Informal economy

Secondly, temporary uses are also a part of widely understood 'informal economy'. This term, well developed and analyzed by Saskia Sassen, refers to income-generating activities that happens outside the state's regulated framework. (vgl. Oswalt, Overmeyer, Misselwitz 2013: 96) Resulting from growing inequalities in earnings among consumers, informalization spread around large cities of high developed countries, with global cities in the first place. (vgl. Oswalt, Overmeyer, Misselwitz 2013: 97) There, in name of flexibility and innovation occurs new types of creative professionals work produced by artists, designers, architects, software developers etc. They all tend to escape from corporatization of the creative industry and decide for self employment instead. (vgl. Oswalt, Overmeyer, Misselwitz 2013: 106) For them the most attractive locations to start new business are surely abandoned spots.

Recently such slogans as 'the creative city', 'the innovative city' or 'the knowledgeable city' became very popular and often used. There reflect a change in city capital concept, where network society was replaced by idea of knowledge society. It means that the most important value of a modern city are human with their social or cultural abilities and innovative skills. (vgl. Oswalt, Overmeyer, Misselwitz 2013: 133) Such an attitude gives surely a green light to temporary users that are a great opportunity for renewal of urban culture. Socially involved public art or creative starts-up are often derived from time-limited activities. (vgl. Oswalt, Overmeyer,

Misselwitz 2007: 101)

Why though temporary uses are so beloved by creative professionals? First of all, artists generally interested in the spatial niches as a inspiring element of their work. Secondly, creative industry is a very risky business. Therefore temporary use give a possibility of try out to young professionals. They may check out success of ideas before introducing them in the more formal and permanent basis. (vgl. Oswalt, Overmeyer, Misselwitz 2007: 136) Last but not least, innovative city is outcome of cooperation between various professional instead of individual artists. Networking is therefore a keep point. "At this point we touch upon the most important contribution of temporary uses as a catalyst for a new urbanity" (Oswalt, Overmeyer, Misselwitz 2007: 137) In a way it creates a new public domain, that make cultural exchange possible.

Participation

Already since 70s or 80s 'squatters', 'krakers' or 'hausbesetzer' movement aimed to revolutionary the city life with new planning culture based on democratic values with affective communication and participation. (vgl. Oswalt, Overmeyer, Misselwitz 2013: 132) Nowadays temporary users also continues this task. As they work generally on the smaller-scale in their neighborhood, closer to the people around, they are much more spontaneous and open for the communication process between different actors. They are glad about support of other interests groups so they effectively spread around information concerning their projects and strongly try to rise people's attention.

2.4.6.3. Do-it-yourself

Though temporary use goes still further than classical participation. It introduces even planning based on the do-it-yourself ideology. The terms first appeared around 50s in case of informal settlements in Peru, where self-building allowed full utilization of very limited resources, created new working places and successfully integrated social network. (vgl. Oswalt, Overmeyer, Misselwitz 2013: 168) Nowadays do-it-yourself is also used in more commercial sense, where it refers to the process of production where consumers are involved in the design of product that he buy. It often take a form of Baugruppen or Planungszellen, so popular in Berlin or Vienna. (vgl. Oswalt, Overmeyer, Misselwitz 2013: 171) Do-it-yourself in case of temporary use base on the individual initiatives, determination and aspirations of artists and residents. It makes advantage of sociocultural capital as well as space available on minimal cost or even free of charge. Therefore it is based on principal of minimal intervention supported by financial means. (vgl. Oswalt, Overmeyer, Misselwitz 2013: 14)

2.4.7. Problems

Even though temporary uses brings numerous advantages they are also certainly limited in some points.

2.4.7.1. Ownership

Most of the times, locations where temporary use appears doesn't belong to the project organizers. Therefore they must either fight for permissions or continue their activities

illegally. In both cases, they very depend on the owner's willingness to cooperate.

Sometimes though suitable places stand empty for years, without the owner's acceptance for any alternative use. (vgl. Oswalt, Overmeyer, Misselwitz 2013: 120) It's a result of numerous prejudice: that temporary users might damage the property or keep staying after their license expire. How to encourage those owners to change their mind?

In Netherlands "there are laws that allow to others to use building if the owner does not." (Oswalt, Overmeyer, Misselwitz 2013: 120) Consequently, after one year of vacancy, it may be legally occupied. To prevent uncontrolled squatting owners invite temporary users- better controlled alternative. (vgl. Oswalt, Overmeyer, Misselwitz 2013: 120)

Great Britain on contrary introduced a penalty tax on disused inner-city sites. Same politics followed New York, which gained in 70s plenty of properties used later for the new development. (vgl. Oswalt, Overmeyer, Misselwitz 2013: 121)

Another interesting solution would be creation of positive incentives. City-initiated transfer agreements may allow the owner to give his property away for a limited period of time to the public institution under public-interest-orientated use. This put on the city also the legal responsibility of the keeping possession safeguard. (vgl. Oswalt, Overmeyer, Misselwitz 2013: 121)

2.4.7.2. Planning law

Even if the temporary users succeeded in becoming owner's acceptance, they still might not be able to realize their ideas. Their activity

is also regulated by the development and land-use plans.

To overcome this issue should be a matter of city-planning contracts, in which agreements are reached between city, owner and temporary users. (vgl. Oswald, Overmeyer, Misselwitz 2013: 122) It is a future task of municipality to create framework regarding temporary use agreement (vgl. Oswald, Overmeyer, Misselwitz 2013: 123).

Another problematic planning law issue, are building regulations. Those were basically formulated for construction with permanent use in mind. (vgl. Oswald, Overmeyer, Misselwitz 2013: 126) As the highly bureaucratic permitting procedure takes so much time and generates unfordable costs, most of temporary users tend to ignore it. Couldn't it be though solved differently?

Conclusion

Summing up, temporary uses bring numerous advantages that may overshadow most of it's problems. They are already a precious city planning tool, appreciated by municipalities in such a creative cities like New York, Amsterdam or London. Shouldn't be Milan one of them? Already all around the Europe (and not only) happens great temporary projects. Just reflect such examples like: (1,2) KDAG in Vienna, (3,4) NDSM in Amsterdam, (5,6) NT*Areal in Basel, (7) Spitalfields Market in London, (8) Park Fiction in Hamburg or (9,10) Zwischenpalastnutzung in Berlin. Why not to see such a initiatives exactly in Milan? Wouldn't it be a great way to live up it's numerous abandoned buildings?

Yes, for sure! But how to achieve it? How to bring temporary uses into the Milan's city planning?

2.4.7.3. Open source city planning

The correct answer could be: to introduce open source city planning. Exactly like in software programming where 'open source' means 'many ideas', also city development should be based various social initiatives. In that way citizens should be given a chance to design urban structure on their own. (vgl. Oswald, Overmeyer, Misselwitz 2013: 217) That's exactly what Milan should work on.

Sources: 1,2) <http://www.roter-oktober.at/about.html>, 3,4) <http://www.ndsm.nl>, 5) http://de.wikipedia.org/wiki/Nt*/areal, 6) http://www.tageswoche.ch/de/2012_30/basel/444813/, 7) [http://imagene.youropi.com/spitalfields-market-markten-1\(p:location,2790\)\(c:0\).jpg](http://imagene.youropi.com/spitalfields-market-markten-1(p:location,2790)(c:0).jpg) 8) <https://www.nadir.org/nadir/initiativ/parkfiction/>, 9) <http://raumlabor.net/fassadenrepublik/>, 10) http://www.cccb.org/en/album_descobreix-european_prize_for_urban_public_space_2006-11490



2.5. Conclusion

Large - scale projects

- characteristics
- potentials
- problems
- CRITICS

Participation

- definitions
- values
- advantages
- limitations
- challenges

Temporary use

- reasons
- opportunities
- challenges
- strategy

To sum up the whole theoretical chapter I would like to underline the most important points, taken out from the academic literature, and relevant to my whole thesis. Those topics provide namely a reliable basis for my Expo critic and lead to the development of alternative Expo vision.

2.5.1. Large- scale projects

It's obvious that Expo is one of the main example of the large- scale projects. Therefore it is crucial to understand it's general characteristics, benefits as well as challenging problems. Particularly inspiring seems to me the critics of large- scale projects. It's weak points are exactly the issues I'd like to work on with. Flowingly, my vision aims to propose some alternative solutions for those problems.

Summing up, large- scale projects are mainly criticized on the basis of two issues:

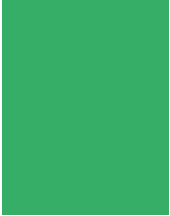
- planning process (considering the level of introduced participation)
- future uses (considering the tendency to abandonment).

Taking into account both categories, large- scale projects might be assigned to DAD or EDD model. DAD projects seems generally less successful, often accompanied with lack of trust, conflicts with inhabitants, political lies, steering problems, not efficient communication. Therefore I would obviously prefer to realize Expo 2015 in the much more effective EDD model. Though this requires meaningful changes in it's planning process.

2.5.2. Participation

First fundamental change would be introduction of participation in Expo decision making process. Based on the values of democracy, it might strength the legal protection and support control of the planning process. Participation also prevent conflicts, rise project's acceptance and trust among citizens. It optimize quality of project, bring more transparency and flexibility and simply make planners smarter.

Most of above- mentioned values are unfortunately missing in the current Expo project, although should have been introduced long time ago.



Participation & temporary use



Vision

- reorganization of the Expo planning process
- new perspectives for abandoned spaces
- complex reuse program for post-Expo site



2.5.3. Vacancy

Another essential issue to reconsider is the reuse of large-scale projects sites.

Once the mega-event is over, its location very often becomes forgotten, pavilions fall into ruin and the site turns into huge abandoned wasteland. Such a situation also refers to some of DAD projects that are humorously renamed as DADA. Once the circumstances change, those inflexible plans are not able to adjust their rigid framework to the actual situation. Thus they become either not realized till the end or simply unused once finished, so in both cases abandoned.

On the other hand, there are plenty of different vacancies, empty due to numerous historical, economical or social reasons. Even though being temporarily out of market, they have a great value and hide interesting future opportunities. Those could magnetize creative users who might actively reorganize the space. However, those temporary users have to be obviously given a chance and the best support.

Even though both above-mentioned problems might seem a very distant theme, they are not.

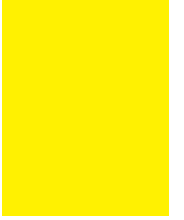
First of all, Expo, besides being a mega-event, is a kind of temporary use. It is limited in time, punctual in space and should (what unfortunately rarely happens) lead to spatial development or renewal of chosen locations. Exactly the same issues might characterize successful temporary projects realized in London, Berlin or Amsterdam. Why shouldn't Milan join this list?

Of course there are plenty of meaningful differences between most of temporary use projects and Expo. World's Fairs are obviously much more formalized. They are also managed in a totally different model, top-down with a lack of participation. What could exactly shatter its success.

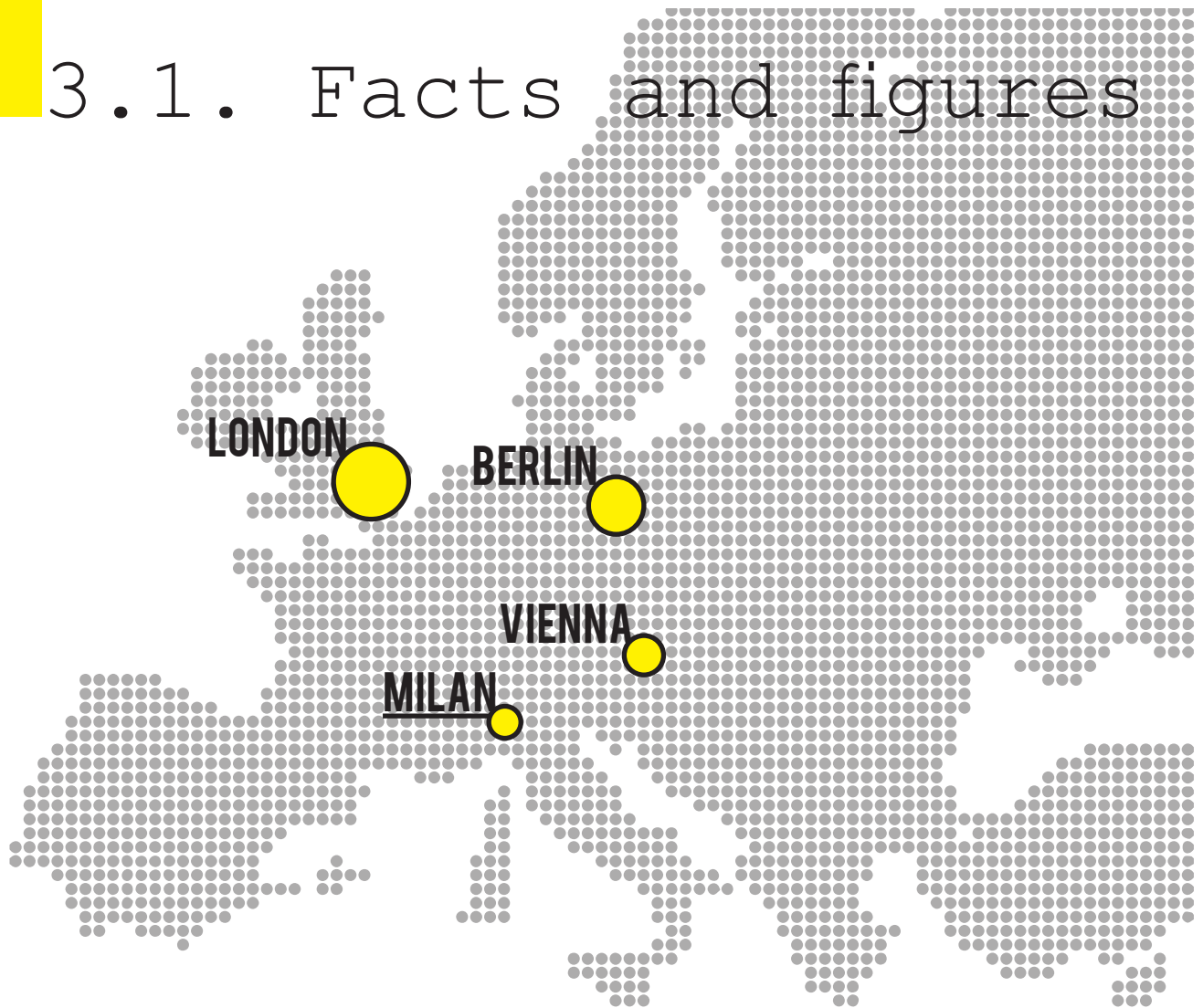
Consequently, I would propose an Expo that combines the value of participation with the idea of temporary use. Such a solution could not only calm down conflicts, bring more transparency, trust and acceptance among citizens' side, but also fight with the vacancy problem of Milan.



3. Second Part



3.1. Facts and figures



3.1.1. Introduction

World capital of design. City of fashion. Financial center of Italy. Expo host city. That's Milan! As written in the Lonely Planet Guidebook "Milan is Italy's city of future, a fast-paced metropolis with New World qualities: ambition, aspiration and a highly individualistic, creative culture."

Milan lies at the foot of the Alps, in the north-western part of the Po Valley, very close to Lake Como, Lake Maggiore and Lake Lugano. It belongs to the region of Lombardy-economically strongest in the whole Italy. The administrative commune covers an area of 181,76 km² with 1.3451.830 inhabitants and a population density of 7.382 person per km²- much higher than in Vienna or even London. (05.05.2014, <http://allegati.comune.milano.it/Statistica/AnnuariStatisticci/MilanoInBreve2012/FocusOnMilano2012.pdf>)

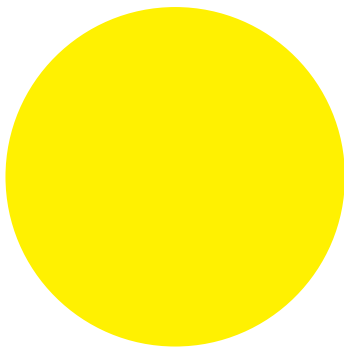
3.1.2. Milan strength

- *What are the strength of Milan? I think that economics statistic give an obvious answer.*

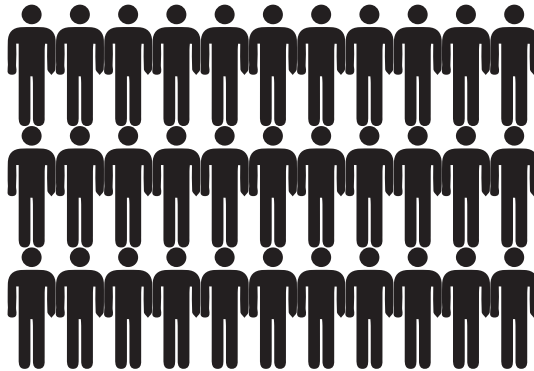
Milan GDP is the highest in the whole Italy and on 4th place in the Europe. 326 000 active companies generated over 134 billions euro wealth. Milan is not only a city of fashion and design but also health and biotechnology industry's hub as well as banking and financial center. Not far away from Duomo Cathedral is located Borsa Italiana S.p.A- the main Italian's Stock Exchange. Milan's strength comes from late XIXs century rapid industrialization as well as connection to the railway system. During the post-war economic boom Milanese banks dominated Italy's financial sphere. In the 1980s, several fashion designers such as Armani, Versace and Dolce & Gabbana, started their business.

FACTS AND FIGURES

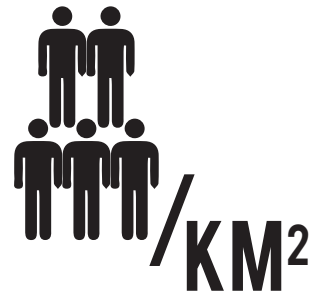
LONDON



1 582,5 KM²

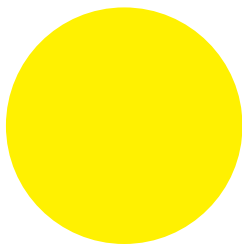


8.170.000 RESIDENTS

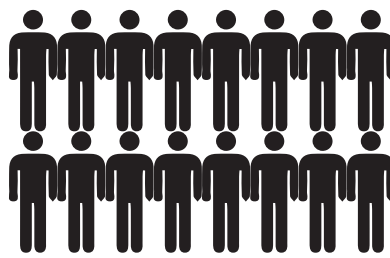


5 164 PERSON/KM²

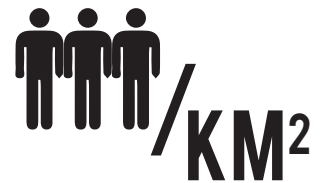
BERLIN



892 KM²

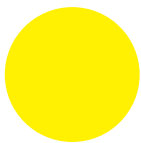


3.292.400 RESIDENTS

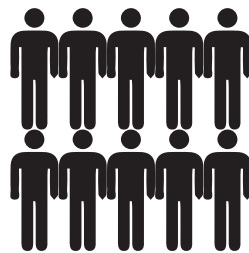


3 691 PERSON/KM²

VIENNA



414,87KM²



1.741.246 RESIDENTS

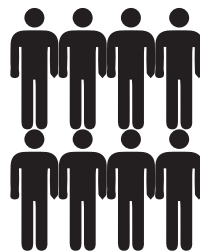


4 197 PERSON/KM²

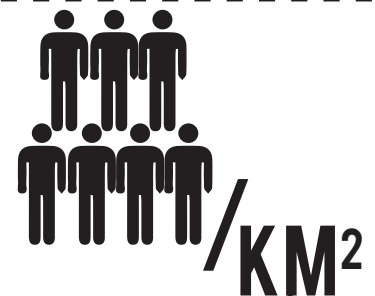
MILAN



181,76 KM²



1.341.830 RESIDENTS



7 382 PERSON/KM²

Milan: <http://allegati.comune.milano.it/Statistica/AnnuariStatistici/MilanoInBreve2012/FocusOnMilano2012.pdf>

Wien: <http://www.wien.gv.at/statistik/pdf/wieninzahlen.pdf>

Berlin: <http://www.berlin.de/berlin-im-ueberblick/zahlenfakten/index.de.html>

London: <http://www.londoncouncils.gov.uk/londonfacts/default.htm?category=2>

MILAN STRENGTH



134 BILLION

EURO WEALTH GENERATED

34.082

EURO GPD PER CAPITA



4 TH

EUROPE HIGHEST GDP

11 TH

MOST EXPENSIVE FOR EXPATRIATE EMPLOYEES

26 TH

RICHEST CITY BY PURCHASING POWER

42 ND

MOST IMPORTANT IN THE GLOBAL CITIES INDEX



INDUSTRY SECTORS

326.000

ACTIVE COMPANIES



FASHION

12000 COMPANIES
800 SHOWROOMS
6000 OUTLETS



PUBLISHING AND COMMUNICATION

700 PUBLISHERS



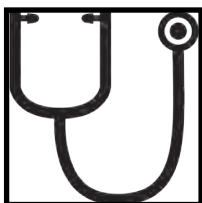
BANKING

198 ITALIAN BANKS
40 FOREIGN BANKS



STOCK EXCHANGE

225 COMPANIES



HEALTH

1897 COMPANIES
30000 EMPLOYEES



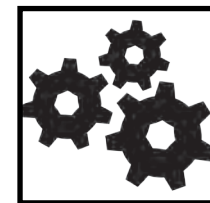
BIOTECHNOLOGY

222 COMPANIES
14000 EMPLOYEES



CHEMIC

198 ITALIAN BANKS
40 FOREIGN BANKS



METALLURGICAL AND MECHANICAL

427 COMPANIES

Source: http://www.comune.milano.it/portale/wps/portal/!ut/p/c0/04_SB8K8xLLM9MSSzPy8xBz9CP0os3hHX90gAE8TI-wN_HzMnAyNLg1BDvyAvYwNPU_2CbEdFAIVG2dw!/?WCM_PORTLET=PC_7_AM5RPI420OL6B0290U1NRJ30A6_WCM&WCM_GLOBAL_CON-TEXT=/wps/wcm/connect/contentlibrary/Inglese/HomePage/Business/Profilo+Milano/; http://www.assolombarda.it/fs/2011527165744_101.pdf

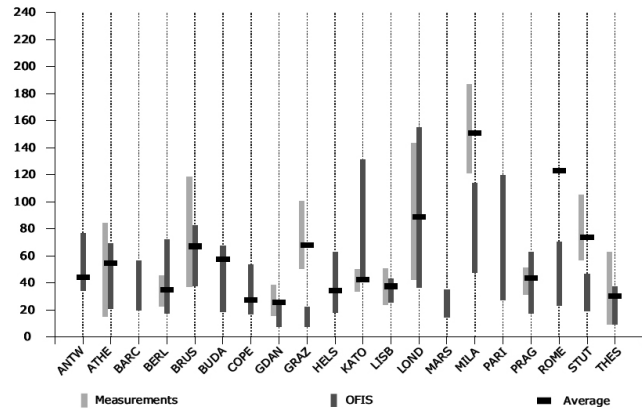
MILAN WEAKNESS



190
MCG/M³ OF NO_x

4.427 MIO
TONES TOTAL OF CO₂ EMITED

72 DAYS
OF OZON EXCEEDING EU LIMIT
73 PER DAY
MEDICAL ADMISSION DUE
TO THE AIR POLLUTION




1.793.996
CARS REGISTERED IN MILAN

679.492
CARS REGISTERED IN VIENNA





591  / **1000** 

390  / **1000** 



MILAN
GREEN AREA **11,9%**

17 M²  / 

VIENNA
GREEN AREA **45,6%**

120 M²  / 

Source: <http://www.thepep.org/ClearingHouse/docfiles/EEA%20air%20pollution.pdf>; http://www.euro.who.int/_data/assets/pdf_file/0009/128169/e94535.pdf; <http://www.telegraph.co.uk/earth/earthnews/3335208/Milan-is-pollution-capital-of-Europe.html>; <http://sootfreecities.eu/city/milan>; <http://www.comuni-italiani.it/015/statistiche/veicoli.html>; <http://www.wien.gv.at/statistik/pdf/wieninzahlen.pdf>; http://siteresources.worldbank.org/INTEAPREGTOPURBDEV/Resources/573631-1233613121646/milan_extop.pdf; http://nws.eurocities.eu/MediaShell/media/CASCADE_Milan_profile.pdf; <http://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=2&ved=0CDEQFjAB&url=http%3A%2F%2Fwww.istat.it%2Fit%2Ffiles%2F2013%2F04%2FVerde-urbano.pdf%3Ftitle%3DVerde%2Burbano%2B-%2B04%252Fapr%252F2013%2B-%2BTesto%2Bintegrale.pdf&ei=f-znUtOuDKaQ4gSM54CgDg&usq=AFQjCNGgdn908cGV-vQHE-t04fY-1ZgaIQ&sig2=8RSEUqHTT-q2NmC-wDpzhQ>

3.1.4. Vacancy Milan

3.1.3. Milan weakness

- *Still, Milan is not a perfect city on the world. It must have also a darker side of its development.*

The price that the city needs to pay for it's extraordinary economical growth pounce on the environment. Extreme air-pollution brings to hospital 73 patients every single day. Italian lifestyle based on cars as well as lack of greenery in urban area leads to 190 mcg/m³ amount of NO_x.

3.1.4. Milan vacancy

Another great weakness of Milan is a very high rate of vacancy. It is not easy to find exact statistical dates. Municipality of Milan has officially reported 161 underutilized, privately owned units. There were specified abandoned properties of all kind: 39 residences, 19 free areas, 31 commercial property (for office use), 7 farms, 58 productive buildings, 6 commercial and underground parking.¹ From the other site, real estate agents complained 885 000 m² vacant offices.² On the contrary, Temporiuso association, that lead vacancy research in Milan, mentions 1 million m² abandoned railways, around 50 farms and 70 buildings in the city center.³ Their vacancy list is constantly enriched with further abandoned locations discovered by inhabitants. Local people may easily mark empty spaces on the interactive on-line Milan map. They are asked there to provide basic information: name, address, function and actual condition, as well as to define it's typology. Temporiuso

Source: 1) 25.08.2014, http://www.comune.milano.it/portale/wps/portal/!ut/p/c1/04_SB8K8xLLM9MSSzPy8xBz9CP0os_hAc80gAE8TIwMDJ2MzAyMPIzdfHw8_Y28jQ_1wkA6zeD9_01A3E09DQwszV0MDIzMPeyefME8DdxjilwBDuBoo0_nkz-bq1-QnZ3m6Kio-CADL1TNQ/d12/d1/L2dJQSEvUUt3QS9ZQnB3LzZfQU01UlBJNDIwT1RTMzAySEtMVEs5TTMwMDAw/?WCM_GLOBAL_CONTEXT=/wps/wcm/connect/ContentLibrary/ho+bisogno+di/ho+bisogno+di/immobili+dismessi; 2,3) Inti, Isabella; Cantaluppi, Giulia; Persichino, Matteo: Temporiuso . Manuele per il riuso temporaneo di spazi in abbandono, in Italia.

sees such a mapping as a very important part of their work, a basis for any temporary reuse project in the future. Flowingly, also Comune di Milano, turned into direction of vacancy mapping. This year, municipality finally published official map of Milan (showed on the next page) with plenty of abandoned locations ordered after typology.

3.1.4.1. Informal policy

- *Obviously, it's not easy to solve vacancy problem. Plenty of cities around Europe since years search for effective solutions. Milan is no exception. But there, beside the to know how it's also important to ask who. Who should challenge high vacancy rate?*

Since last years, there are plenty of new formal and informal subjects that promote new strategies for reuse of abandoned space around Italy. (vgl. Inti, Cantaluppi, Persichino 2014, 182) Currently, there are few researches going on: PRIN ReCycle led by Renato Bocchi, "Riutilizziamo l'Italia" organized by WWF Italy and "il Piano Cita" made by CNAPPC- Consiglio Nazionale degli Architetti, Panificatori, Paesaggiste Conservatori in Italia. (vgl. Inti, Cantaluppi, Persichino, 2014, 182) Moreover, plenty of associations, artists, activists, architects and designers start their own creative initiatives. In Milan, the most active is definitely Temporiuso association that under strong cooperation with Politecnico di Milano and Comune di Milano, successfully implement new strategies and reuse projects.

3.1.4.2. Temporiuso.net

Temporiuso is active since 2008. It has already turned ex-industrial site Acciaierie Flack into creative start up "Made in Mage", reactivated unused Mercato Comunale and gave new spirit to Palazzina 7 in area of ex Mercato delle Carni. It is a lot, for just six years and small group of people. How is it possible? Let's check it in their beginnings.

- *So how has it all started? What was the impulse to ground Temporiuso? And how it developed afterwards?* I asked those questions to Isabella Inti, one of the Temporiuso founder and professor of architecture on Politecnico di Milano.

"Temporiuso.net is now an association but let's say the starting point of this idea belongs to personal experiences from all associates: from me, from Giulia Cantalupi, from Andrea Graglia, and Valeria Inguaggiato. Most of us had experience in the Netherlands, in Germany in Belgium and in England, of being able to involve in spaces that were partly abandoned on not, and the private owner and the public municipality give back this places if you could invest a little bit in it, at free rent or low costs. So personally I got experiences in my office in Rotterdam this is with state where in huge old factory of Bacoma (...) I learned that municipality for example was giving those spaces for offices, for association, also housing for students, so you could not spent money if you were giving back something to the city or the neighborhood."

- *But what does Temporiuso right now? How do they start to renew abandoned location? How does such a process look like?*

"I think now, after two years, we realized in a way just two projects, even though it was much more, also because we are leading a big process, so mapping all the abandoned site, making a bike-tour to show area by area, then voting by the people which site we want to re-open at first, and then making a workshop, with international workshops and international ideas, and then we were really starting a two or three project."

- *And what are the next goals? Which strategy takes Temporiuso for future vacancy renewal?*

"But now after two years you have to say: OK, Temporiuso have done two, other council have done five, how many projects we have realized. And still, how many abandoned space we have and what are the questions coming from the citizens. So what is the strategy? A short, let's say, idea of all the requests that are related to the Expo, cos now it's anyway arriving. And of course more long-lasting question could be this and this. And I think this is the main task now, of this administration, (...) define what are the tasks for the future. So if there is arriving Expo and we are full of hotels, of five start and four stars and maybe few bed&breakfast, maybe there is a opportunity to provide the temporary hostel or camping. (...) Or a more long lasting is: if we have 11 academies and universities in Milan, and we have 170 000 students in the city, and at the moment the university are providing just 5 000 beds, and we have every year at least 45 000 students coming from abroad or that are not living in the city, maybe another task is to reuse abandoned space to provide another 10 student houses. Something like

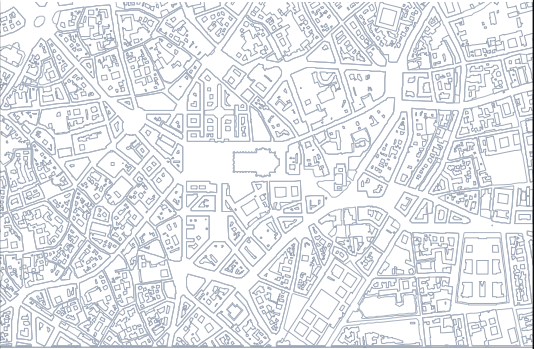


TAVOLA N.:
10

EDIFICI E AREE IN STATO DI DEGRADO O INUTILIZZO

Monitoraggio ricognitivo

Assessore all'Urbanistica, Edilizia Privata e Agricoltura
Ada Lucia De Cesaris

Direttore Centrale Sviluppo del Territorio
Giuseppina Sordi

Direttore Settore Pianificazione Urbanistica Generale
Simona Collaïni

Responsabile Servizio Pianificazione Generale
Marino Bottini

Collaboratori: **Brigida Arienti, Saverio Cutrupi**

Scala: **1:20.000** Quadrante: --

Edifici/aree dismesse o inutilizzate

Altra proprietà	Conteggio	Codice progressivo e stato dell'area
Residenza	39	R... In riqualificazione
Area libera	19	A... Degrado, non utilizzo, dismissione
Terziano	31	
Edifici rurali	7	
Produttivo	58	
Commercio	6	
Parcheggi interrati	1	
Totale:	161	

Ambiti soggetti a trasformazioni urbane a breve e medio termine

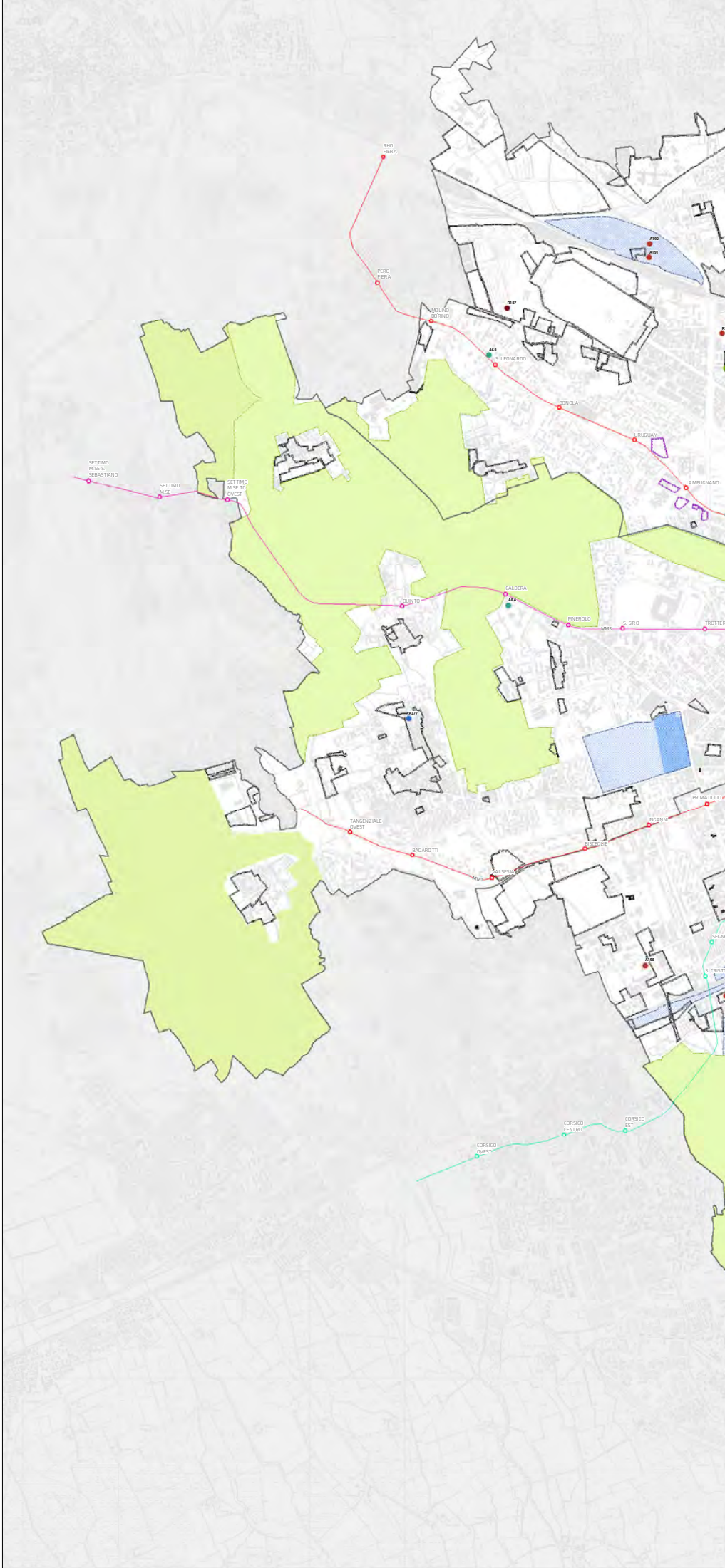
- Ambiti di Trasformazione
- Ambiti di Trasformazione Periurbana (PCU)
- Ambiti interessati da provvedimenti in itinere approvati e adottati
- Fondi Immobiliari 1 e 2
- "Zone A di Recupero" e "Zone B di Recupero" (cd. "B2")
- Piani attuativi obbligatori (PA)

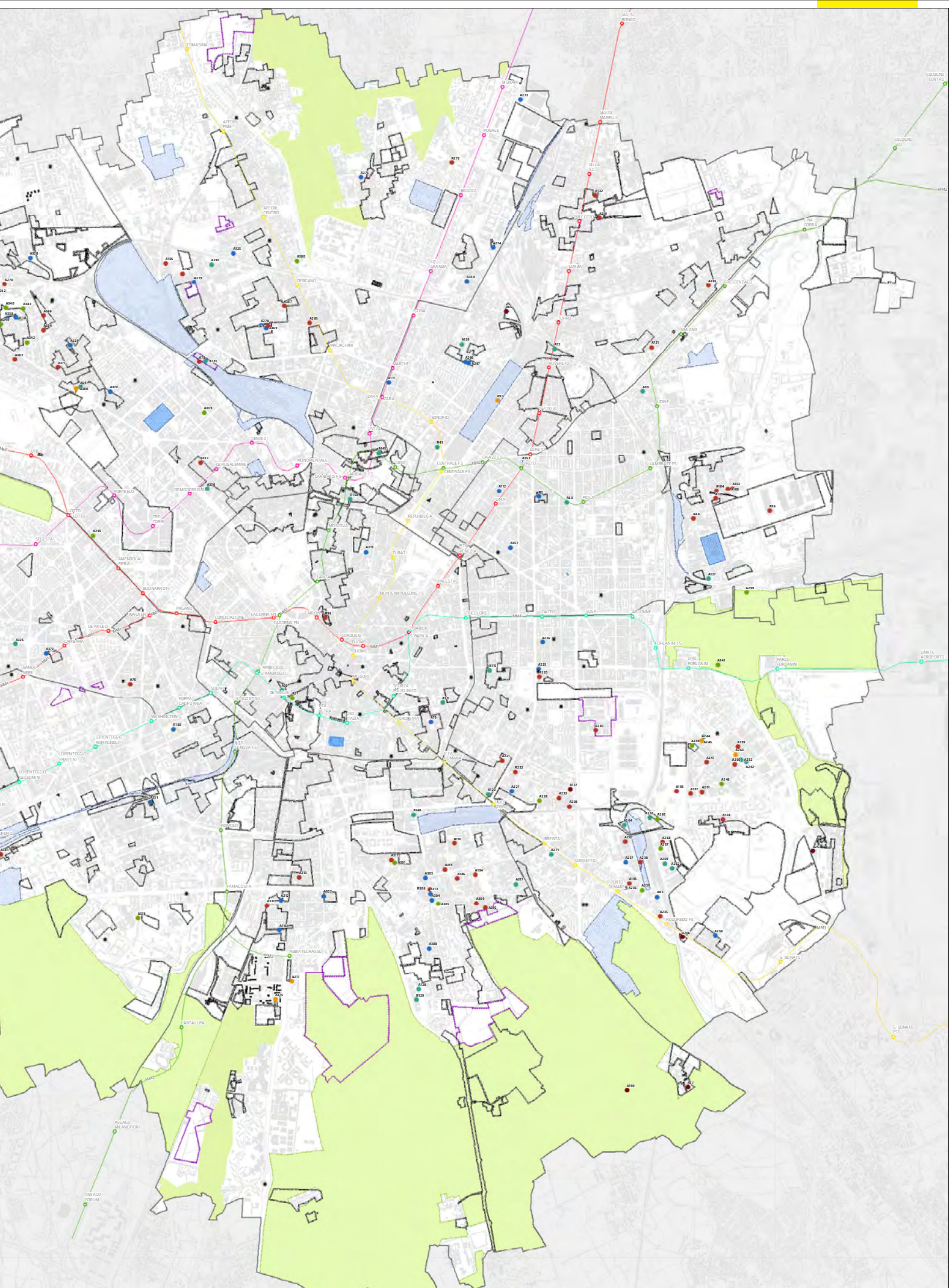
Rete metropolitana

- M1 | Rho Fiera/Baggio - Monza/Bettola
- M2 | Assago - Vimercate/Cesate
- M3 | Comasina - Paullo
- M4 | Corsico - Pioltello FS
- M5 | Settimo - Monza/Bettola

Riferimenti territoriali

- Limiti amministrativi e Zone di Decentramento
- Caserme Forze Armate
- Aree sottoposte alla disciplina del Parco Nord Milano e del Parco Agricolo Sud Milano





that. I think it's really necessary now, that the public administration can really manage this device, because it's a device for long lasting term and short term urbanism."

3.1.4.3. Public policy

- *That's true. Temporary re-use is surely a great device to solve problem of abandonment. Has public administration already noticed it?*

I would doubt. There is little public policy concerning vacancy. In Italy, any renewal is regulated by the national program of Rigenerazione Urbana Sostenibile, defined in Decreto Crescita (dl 83/2012). Unfortunately, it doesn't contain any specific information concerning temporary use. Though, this year, prime minister Matteo Renzi strongly underlined the need of re-use instead of consume. (vgl. Inti, Cantaluppi, Persichino 2014, 188) Particular importance, might become his words in case of goods confiscated from mafia. There are over 13 000 of them around whole Italy with 90% immobile. (vgl. Inti, Cantaluppi, Persichino 2014, 196) Just in Milan there are over 450 confiscated goods: 135 apartments, 1 hotel, 3 villas, 76 commercial locals, 34 box and garages, 3 factories, 2 farms, 16 land with building permits and 3 agriculture terrain. (vgl. Inti, Cantaluppi, Persichino 2014, 196) Even after short look on this statistics, it becomes clear that re-use of mafia goods is a real challenge of Italy. And it should be treated as seriously as renewal of post-industrial areas.

3.1.4.4. Municipality policy

- *Little public policy concerning temporary reuse might suggest gen-*

eral little interest of municipalities in this topic. Does it also apply in case of Milan? Or has Comune di Milano already noticed a potential of temporary use?

Milan is by no chance as progressive as Amsterdam or Berlin in terms of temporary reuse, but at least it seems to be open for discussion and search for new solutions.

"We started with dialog many years ago. Until 2011 we had a right administration, right politic. And we started already to build up a research which was a temporary use (...) So also with the other administration we were writing down a manifesto. Because at the beginning when we were meeting the public administration and also some big land lords of Milan, we saw that they were able somehow to eat you and to destroy your possible policy. So we wrote down few elements, one of this if you are getting this place for free or in a social rent you have to give back something to the city, it is not another way to exploit the area. Because on one of the first meetings this land lords were trying to take the temporary use to make another business, a temporary business, but anyway business. So we were talking that there is also another way to make economy but using social capital, not economical capital. (...) So let's say, this was clear also before the arrival of leftist new administration. One of the assessor of the new council of culture was Stefano Boeri working ten years with multiplicity and he was putting inside his proposal also for possibilities to have temporary use policies. But anyway, after the election of left party administration, we were meeting all the councilors. So after this meet-

ing the major decided to have a city council document signed on 30 March 2012, that Milan was starting a public policy for temporary use. With the association Temporiuso.net and the Department of Architecture and Urban Studies. (...) After this, or parallel to this other significant element is that after two months they were providing another city administration document saying that city of Milan is starting also community gardens and orchards in the residual areas. So the more specific one. And after other months was another municipal document saying that Milan is trying to start the policy of reuse of the abandoned spaces temporary, and community gardens, and also long lasting, so for 30 years, 40 years and so on. And now, in 2014, is one year that department, no that council of urban planning, it's fighting to let's say deliberate finally the new building regulation and some parts of this are saying that: if you are a landlord that you are owning lands that now is abandoned or underutilized you cannot ask for other piece of land if you are not showing that you are reusing the one that are abandoned. So I don't know if something like that will pass, it's six months they are fighting in municipality to let's say deliberate this.

(...) But all in all, I think after two years in specific to the temporary use they understood that temporary use, may be useful for many things. First of all because you can start very quickly a project and give a new idea to this area. Then the second element is that you can taste if it's correct or not this function and if it is not correct, you can avoid it. In one or two years you say, OK we have tried, it

doesn't work, it wasn't a big mistake, it was just a two years, we can come with another idea, so it's a testing area, a testing soil for this. And third, of course it could be a strategy of more long lasting, let's say, function, activity, regeneration of the area."

3.1.4.5. Future vision

- *Summing up, it seems that long neglected in Italy, temporary use gain more and more interest of Milan formal and informal actors. So I guess, that soon might become pretty popular planning tool. But how exactly should it be used in the future?*

"I think that (...) we cannot exchange temporary uses with the long-lasting plans that public administration should provide. So let's say that wealthier state should be realized, really with the economical capital that usually the public administration should have. Temporary use could be the part of start up, could educate let's say the people, could afford more participatory strategy, it will involve again the people in the maintenance of the spaces, taking care of the spaces. Understand that have resources. So to see with other eyes, an empty space as an resource not only something that is neglect. And as I said also before, it could become as a part of strategy for a short period and long-lasting period. But it cannot be confused with the permanent services that an administration should give. And why not, for sure also an international competition of temporary use, could be an opportunity again also to dream about the future of space with a little bit more society done by other user from all Europe or an international community."

3.2. Milan planning

3.2. Milan planning system

- *It seems that Milan has as much strengths as weaknesses. How to face all those challenges?*

The answer should give Milan city planning system with its numerous formal and informal tools. To understand how it functions, it's also important to analyze shortly planning rules in whole Italy. Although, it's not an easy task. Italian administration seems more chaotic than in other European countries.

- *Still, let's check it.*

3.2.1. Italian government structure

First, it's important to know that Italy is a regionalized unitary state composed of regions, provinces and communes. There are 20 regions, each of them with own regional council, executive committee and president; 101 provinces, managed by provincial council, executive committee and president; and 8,100 communes led by local council, executive committee and mayor. (vgl. **Plurel** 2010, 170-172) All above mentioned actors as well as state ministries (Ministry of Infrastructures and Transportations, Ministry of Heritage and Ministry of Environment) are in charge of urban planning. (vgl. **Plurel** 2010, 175)

3.2.2. Italy planning structure

Italian planning system is regulated by the "Urbanistic Law" n° 1150 of 1942. It defines three main levels of planning that must produce specific instruments: 1) regional level: Piano Territoriale Regionale; 2) provincial level: Piano Territoriale di Coordinamento Provinciale; 3) municipality: Piano Regolatore

Generale (land-use plan). Moreover authorities may use other formal instruments like: Programmi di Riqualificazione Urbana, Piano Territoriale di Coordinamento (strategic regional plan), Piano Territoriale Paesistico (landscape plan), Piano Territoriale di Coordinamento Provinciale, Piano di lottizzazione, Piano per l'Edilizia Economica e Popolare (policies for social housing), Piano per gli Insediamenti Produttivi (policy for development of industry) and Piano di Recupero (recover and re-use plan). (vgl. **Plurel** 2010, 175-177)

3.2.3. Milan planning

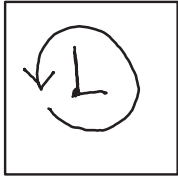
In case of Milan, the most important formal planning instrument is Piano Regolatore Generale, that consist of drawings with zoning and all restrictions.¹ Beside that, municipality prepared also an interesting informal tool of Piano Generale di Sviluppo (PGS)- Milan City Vision. It should become the most important instrument to define Milan future development. The Vision suggest direction in which the city should develop during coming five years. It formulates 10 themes to focus on and set main goals in each one of them. The idea behind is to build the future of a comprehensive and cohesive city, with new economical, social and cultural initiatives. Milan should become a city with tradition but also welcome innovations.

- *Is planning reality compatible to theory? Do recent urban projects respect aims of Milan city vision?*

To find it out, I decided to collate 10 development aims found in Milan city vision with goals or results of ongoing large-scale project.

1) <http://www.comune.milano.it/sit2006/sit2006/ot/home/homesit.asp?amb=8&pro=440&aonly=>

3.2.3. Milan city vision



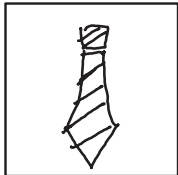
Milan should proudly promote it's rich history of social and political movements. It should recall that there was grounded the first Chamber of Labor and Industrial Association, there happened first anti-fascistic resistance.



Milan need to become a city of younger. A place to study, work and ground family. Milan must ensure the great future possibilities for the new generations, that would willingly arrive and stay there by choice.



The environmental issues are great problems of Milan. In it's future development city must pay more attention to the air- pollution, focus on eco- friendly way of transport, support re-usual techniques and design more sustainable green and public spaces.



Well-developed production and economic growth of surely would ensure high life quality and public wealth. Flowingly, Milan could become a capital of science, research and knowledge.



Milan must recognizes and takes advantage of the wealth and skills of women. Older and disabled people should have a chance to actively participate in the society. As well as numerous immigrants who should live without feeling of exclusion.



Milan wish to be perceived as a free city. A place where everyone may choose own lifestyle, have freedom of friendship and love without fear of discrimination or prejudice. What's more the city should provide a public network of services: water, energy, transport, wi-fi.



To become a true open city would be an important step in Milan's development. The city must provide free of charge schools, libraries, sustainable social housing. An open communication network like free wi-fi would also rise quality of life.



The proper city administration is a must for Milan. The municipality should use their resources more efficiently, bring the public body closer to the citizens and support public- private partnership.



Milan should care about networking with other Italian cities as well as metropolis of Northern and Central Europe and the Mediterranean region. Cooperation for new energy and environmental policies, collaboration between the universities and companies is always needed.



Milan must become a great host of Expo 2015. The Fair's topic "Feeding the Planet, Energy for Life" offers a opportunity to reflect modern agriculture and the entire chain from production to conservation. Milan should focus then on future innovation and infrastructure growth.

3.2.4. Milan large-scale projects

-Milan is a very dynamical city. Plenty of fascinating spatial projects are now under construction. Economical growth is definitely visualized in latest architectural investments. Most of ongoing urban projects are pretty prestigious, organized on a large-scale and designed by architects with great names: Cesar Pelli, Renzo Piano, Norman Foster, Daniel Libeskind, Massimiliano Fuksas or Vittorio Gregotti. All planned contractions are very modern, splendorous and surely not low budget. Of course the Expo 2015 masterplan (3) belongs to one of them. It becomes a part of renewal movement involving greater Milan, that is supposed to create a new image of Milan and capture international attention.

The most spectacular project definitely happens in the area of Porta Nuova (2). It is a strategic project to revitalize the Garibaldi-Repubblica, Varesine and Isola district. *- And an urban revolution indeed: glass and steel office towers with the highest one in Milan UniCredit building among, exclusive residential block with real trees on balconies or new headquarter of Region Lombardy. That's pretty impressive.* Not even mentioning the new Fashion Museum and School, Isola and Varesine Community Centre, plenty of commercial space with the Tree Library Park in the heart of the area. Even though the projects seems so perfect, it really messed around. Isola had always strong community identity, plenty of social movements, alternative and activist ideas. There lived numerous artists bunched around Isola Art Centre. Nearby was based PRC (Communist Party) and two associations: Apolidia and Athla (for homeless and disabled people). As the new

project haven't taken actual inhabitants into consideration and required demolition of few buildings, people raised in revolt. To calm the situation down, the Isola Forum was started and a new Isola Community Centre was grounded. However, the specific creative, local atmosphere has vanished forever.

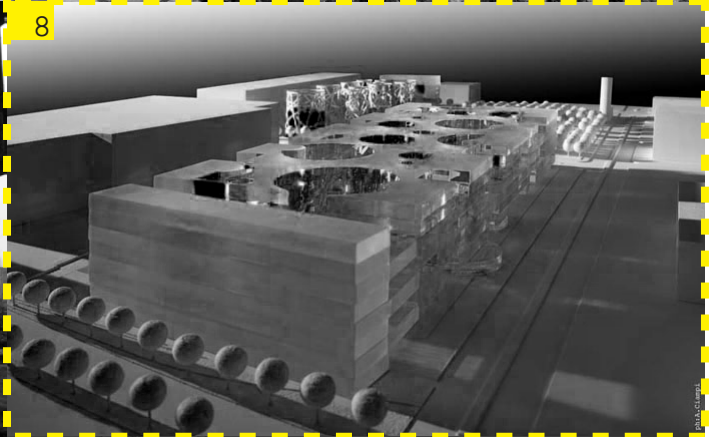
- Does then Porta Nuova project really identify with PGS values? Does it turn Milan into young, open and free city? I would very doubt it.

Another project worth to mention, is the new Fairgrounds of Pero-Rho (5). It's meant to create attractive gateway of Milan and whole Lombardy. A glass and steel construction with red urban walkway will also support Expo 2015 ground with the services, restaurants and rest areas.

Nearby the Citylife (6) occupies the space left vacant by Milan Fairgrounds. The site will host the Museum of Contemporary Art of Milan, the Vigorelli cycling track and the new MUBA, a children's learning and recreation center.

The Portello (9) turns industrial land once occupied by Alfa Romeo into the shopping, housing, office, and services area with a large park. Whereas Grande Bicocca (8) transforms ex industrial site into university campus, housing and commerce. Same as Innovation City at Bovisa (10) a new home of Triennale, city of research and Politecnico di Milano campus.

In Sesto San Giovanni (7) former Falck area (1,500,000 m²) transforms in a city of future with mix of residential, office, commercial and recreation. Likewise 1,200,000 m² of Santa Giulia (1). CERBA (European Centre for Advanced Biomedical Research)(4) spread Existing European Oncology Institute on 1,000,000 m².



1) <http://www.designbuild-network.com/features/feature339/feature339-4.html>; 2) <http://www.urbanfile.org/project/europe/italy/milano/grande-bicocca>; 3) <http://urbanfilemilano.blogspot.it/2012/10/foto-dal-cantiere-di-porta-nuova.html>; 4) <http://urbanfile.blogspot.it/2010/05/milano-milano-nel-2012-al-portello-la.html>; 5) <http://www.e-architect.co.uk/milan/milan-fair>; 6) <http://www.archdaily.com/338830/in-progress-citylife-milano-zaha-hadid-architects/>; 7) <http://www.globartmag.com/2011/03/16/mostra-design-triennale-bovisa-milano-habitat-tricolore/>; 8) <http://wikipedia.org>; 9) <http://europaconcorsi.com/projects/119269-Boeri-Studio-Stefano-Boeri-Gianandrea-Barreca-Giovanni-La-Varra--C-E-R-B-A-Milano>; 10) <http://arkhitekton.net/2009/09/10/monumental-sustainability-herzog-de-meuron/>

3.2.5. Milan development

- *In my opinion most of the recent urban investments in Milan doesn't meet the city vision. This is a kind of paradox, as some transformations were supported by the municipality itself. Just mention Milan Expo.*

It seems that Piano Generale di Sviluppo exist only on paper. Out of 10 aims maybe 2 or 3 could be full filled within mentioned large-scale projects. Most of the newest investments obviously focus on the Milan strongest point, namely it's economical situation. While they usually ignore weakness, like environmental pollution or social cohesion.

To verify my personal opinions concerning large-scale projects in Milan I decided to talk with a person far more experienced in both theory and practice. I have chosen Andreas Kipar, German landscape architect from Land Group, who realized plenty of large-scale projects around Milan. The best known are his projects around Porta Nuova: Garibaldi, Varesine and Isola parks, as well as impressive Parco Portello. During very interesting interview I could reflect different ideas concerning Expo 2015 and Milan city itself.

3.2.5.1. Wishes for Milan

First of all I was willing to formulate wishes for city of Milan. What does Milan need? Which problems does it have? What planners may wish for Milan? Interview gave me great answer for this questions. During talk there came out plenty of interesting issues to handle.

1) *Milan needs more space:* "Mailand hat vieles gebündelt, zu vieles gebündelt. Und wen wir etwas nötig hätten das ist das: Raum, Raum, Raum. Dieser Freiraum, der fehlt noch."

2) *Milan needs more greenery:* "Und wenn man sagt Raum, den Freiraum, lo Spazio, Open space, das hat es was mit Grüne zu tun. (...) Also könnten wir sagen: Raum, Raum, Raum; Grün, Grün, Grün." Concerning industrial past of Milan, it's no surprise how little natural environment it has. New green area would be surely appreciated.

3) *Milan should connect inside with outside:* "Und der dritte (wünsch) wäre die Verbindung von Außen nach Innen. (...) Mailand ist eine kleine Stadt. Eine kleine Stadt mit eine große Wirkung. Mit ein riesen großen Hinterland."

4) *Milan needs density:* "Die meisten Europäischen Großstädten expandieren, die verdichten nach. (...) Mailand verliert Einwohner. Weil die alle nach außen gehen. Da es ist billiger. Und das ist genau was man fehlen muss."

5) *Milan should cooperate:* "Und das muss man gemeinsam tun. Zwischen privat und öffentlich. Und wichtig ist das man beide sprachen spricht. Zwischen die Sprache eines privates Investor und die eines öffentlichen Verwaltung. Da kann man zusammen arbeiten."

3.2.5.2. Milan City Vision

Some of the above wishes for Milan answer also points mentioned in Milan City Vision. As a strategical document, it should give direction for the future Milan development.

- *In theory it sounds good. But how does it respond to reality? Does City Vision stay only on paper or though appear in the real life? I'm rather a little bit skeptical.*

Unfortunately right now, City Vision seems to be an absolutely theoretical document. "Zur Zeit es ist die gesetzliche Grundlage einer langfristigen Stadtentwicklung." (Kipar, 2014) But in city development, of course money play an essential role. "Die Öffentliche Hand hat wenig Geld. Und das wenig Geld was sie hat, das muss sie in Infrastruktur investieren: U-Bahn, Straßen, Fahrradwege, Schulen." (Kipar, 2014) Then there is very little money less for other investments. That's why in some point private businessmen come.

3.2.5.3. Large- scale projects

- *If the City Vision is not a real motor for the Milan development, what does instead play this role?*

It seems that Milan is under transformation mainly because it's numerous large- scale investments. Porta Nuova, Bicocca, Citylife, this are the projects that give Milan it's new shape. They influence city development much more than urban planning decisions made by municipality alone.

- *Why does it happen? And why are large- scale projects so important for Milan development?*

"Wir haben seit nun mehr 10 Jahren immer gesagt: große Projekte sind Initiativ- Zündungen für viele viele kleine Projekte. Und da ja auch die Strategie der grünen Strahle. Immer mit ein großen Projekt verbunden, aber immer in den Lage dieses Thema auszuarbeiten über viele viele kleine Projekte. Dafür braucht man aber große Projekt um erst mal Aufmerksamkeit zu schüren. Und dann gibt es viele kleine."

3.2.5.4. Large- scale participation

Most of large- scale projects are supported also by Milan municipality. Moreover, their realization strongly transforms some parts of the city and meaningfully influence life of Milan inhabitants.

- *In the time of democracy, shouldn't this large- scale projects consider inhabitants voice? Have any already started process of participation?*

"Es gibt eine Reihe von Projekten, die wir hier ausgezeichnet haben, die wir hier gearbeitet haben: Bicocca, Mazzerati, Alfa Romeo, Fiat, Porta Nuova. (...) Die wir in den Jahren gearbeitet haben. Bicocca das erste, Porta Nuova das letzte. Und es gibt eine Entwicklung. Über Jahren. Über Planungsprozess. Ich glaube Porta Nuova, allein schon durch die Bedingung der Innerstädtische Lage, hat diese Projekt am stärksten mit Bürger überhaupt gearbeitet. Weil durch die Stiftung von Nazione Catella, durch die Quartier Isola und durch die viele viele unterschiedlichen Architekten Foren, hat sich da eine Menge schon getan. Es gibt eine Kurve von Bicocca angefangen, bis hin zu Porta Nuova. Ich habe ein gegen Beispiel, City Life, da das hat nicht statt gefunden. Da war genauso wie vor dem Expo von oben. Pffum. Und das geht in der Regel immer schiff."

3.2.5.5. Milan Expo 2015

- *Same as other large- scale projects, Expo as well should give a positive impulse for the Milan development. But is it so? Does really Expo answer any of Milan problems? Could it make any of this five wishes come true? Is Expo perceived as a planning tool at all?*

Unfortunately, so far Expo doesn't

seems to solve any of Milan problems. Just think at the beginning formulated five wishes. Expo make none of them come true.

"Expo muss eine Verbindung sein zwischen Umland und Stadt, ist es aber noch nicht. (...) man ist in einem (...) geschichtslosen Umfeld. Und wenn man in eine geschichtslose Umfeld rein geht, dann muss man versorgen das es Gesicht bekommt. Und es hat kein Gesicht. (...) Noch nicht. Es hat kein Gesicht, weil ein Gesicht muss geformt sein werden. Es muss Menschen sein, die das Gesicht sehen."

3.2.5.6. Milan Expo Vision

- But how about Expo visionariness? Has it at least introduced any innovations or new solutions in the planning process?

It doesn't seem so either. Milan Expo is rather traditional and conservative in it's organization. It goes rather with the well-prepared path of the last events, instead of opening a new route for the future. "Es wird auch wie letzte Expo sein wie so überhaupt denkt. Weil es ist ein altes denken. Eine Fläche zu nehmen, 100 Hektar, Expo. Was ist für mich Expo? Expo ist für mich hier, eine Territoriale Expo, hier zu arbeiten. Das macht da Sinn. Ja? Hier ist den Dom, und wir arbeiten hier, das ist alles unsere Expo. Also eine diffuse Expo. Keine konzentrierte Expo. Dafür war Mailand noch nicht reif. Deswegen macht Mailand, am Anfang des neue Jahrtausend, eine alte Expo. Na ja."

3.2.5.7. Milan Expo Participation

- It seems true, that Milan Expo 2015 is organized rather in old

style. Haven't it modernized a bit planning process? How about process design? Is it at least supported by any mean of participation?

"Das hätte man lernen können an der Expo. Hat man aber nicht gewollt. Und jetzt kommt die Prozess dazu. Man hat das Projekt als ein sehr, sehr elitäres, traditionales Projekt gesehen. Und nicht als ein horizontales, innovatives Projekt. Das kommt jetzt, jetzt kommen die Probleme raus. Und da gibt's es eine ganz große menge von Menschen, die einfach draußen fort. Und noch heute es ist so. Das ist die Funke Expo ist nicht über gesprungen auf die Stadt. Gibt's geschlossene Zirkeln, eine kleinen Gruppen die beschäftigen sich damit."

3.2.5.8. Conclusion

All in all, it seems that neither Milan City Vision nor Expo, are responsible for the Milan future development. City Vision exist definitely only on paper. While Expo although seen in a reality, unfortunately doesn't face Milan urban challenges. Sadly, in the beginning of the new century, World's Fair still follow old rules.

- Will it finally change? Might people take over part of planning process in large-scale projects? Would they influence city decisions?

Unfortunately, there is just a slight chance for change. People are still to less involved in cities issues. "Mailand ist eine sehr sehr fleißige Stadt, really busy. Die Menschen haben wenig Zeit. Und auch wenig Interesse für das Öffentliche. Viele Interesse für das Private, wenig Interesse für das Öffentliche."

3.2.6. Milan planning style

3.2.6 Milan planning style

- *Summing up all the experiences concerning Milan and even whole Italy planning system, it seems very 'old-school', ruled mainly by architectural tradition.*

This attitude reveals in rigid zoning and strong regulations. As well as in sectoral and hierarchical orientation of public policies in planning field. (vgl. **Plurel** 2010, 174) "It would not be misleading to summarize the subsequent evolution of planning culture in Italy as a permanent oscillation of planner's attention between the administrative duty of land use regulations and the search for new poetics of urban design." (vgl. **Plurel** 2010, 174)

Unfortunately, such a tendency doesn't support any shift towards governance system. There is very less cooperation, deliberation and negotiation between different sectors of public administration. Not even mentioning involvement and participation of other actors: citizens, voluntary committees or associations. Nor building thematic networks and programmes. (vgl. **Plurel** 2010, 174-175)

Consequently, the main role in urban development plays large-scale projects, that perfectly suits to Italian style of 'architectural' planning. Most analyzed great Milan transformations, from Porta Nuova to City Life, concentrate mainly on modern architectural solutions, with less focus on new urban functions found out in collaboration with various actors. This attitude strongly differ to new participatory trend in urban planning.

3.2.7. Wind of change

However, the wind of change may come soon. Milan municipality slowly turn towards strategical way of planning. Milan City Vision was its first sign. Despite lack of its implementation, it was a worthwhile attempt that may beaten new tracks for the future.

- *How about Expo? Is it another proof of change in the planning system?*

This would be way too much to believe. Unfortunately Milan Expo 2015 follows 'old style' scenario instead of setting new planning trends.

- *Is there nothing we could do about it? Cannot Expo still become more visionary?*

Maybe. But first let's check how Expos are generally organized. It's important to know which requirements must it fulfill, to formulate later which eventual changes BIE should introduce.

3.3. Expo 2015 analysis

3.3.1. Definition

- Every continent, every country, every nation, simply everyone have heard about Expo! It is a very widely used term towards different large-scale events. But what is it exactly? Let's find out it's official definition and clarify it a bit.

Due to the organizers, Bureau International des Expositions, Expo are unique large-scale events organized on the different levels: national, international and global. Theirs rules and realization are set by governments of BIE member countries and strongly differ in frequency, duration or topic in all three Expo types. (27.10.2013, <http://www.bie-paris.org/site/en/home/why-an-expo>). That's why, it's important to underline that in the following Expo analysis I wish to focus only on the World Expos, as Expo Milan 2015 is one of it's example. That's why to simplify vocabulary, shortcut 'Expo' I always mean World's Fair.

3.3.2. History

- Since 1996, every 5 years for 6 months an random site turn into colorful spectacle of world variety. But how has it all started?

First World Exposition was organized in 1851 in London, namely in The Crystal Palace in Hyde Park thanks to the commitment of Prince Albert, Queen Victoria's husband. The Expo theme was summarized by its title "Great Exhibition of the Works of Industry of All Nations" and considered design of manufactured products. Following Expos, inspired by the previous one, strongly tackled connection between art, science and technology.

Though in 1939, the New York Expo under the title "Building The World of Tomorrow" widen the World's fair horizons. Since that time Expos concentrated on the cultural exchange and cross-nation dialogue. Actual themes were often tackled in very future oriented and Utopian way.

But just till 1988, the Brisbane Expo, when World's fair became a way for nation branding. Nowadays, most of host as well as guest countries, use their pavilions mainly to improve national images.

- So how does Milan Expo relates to the previous events? Will Expo 2015 open new chapter of World's Fair history? Or rather follow the beaten path?

3.3.3. Aims

- To find it out, let's check what Milan Expo aims for.

Since last 100 years, Expos have focused on the education of global citizens and national progress. (04.01.2014, <http://www.bie-paris.org/site/en/home/why-an-expo>)

Milan Expo 2015 is no exception. It rises themes crucial for the whole humanity and wishes to start public debate concerning latest hopes and sorrows. Due to BIE it should become a unique platform for international dialogue and cooperation. (vgl. 04.01.2014, <http://www.bie-paris.org/site/en/home/why-an-expo>). In that way, it may stimulate creation of policies and initiatives from specific fields into practices or future visions. Expo 2015 should pay particular attention to quality of life within different environments, contexts and cultures. Last but not least, it also may better lay a strong focus on a balance between local and global solutions.

In other words, Expo should be about: trust, solidarity and progress. As a common project, it is supposed to build connection among participants in the peaceful way. They should challenge all together, themes crucial for the whole humanity. This should ensure them, that among many differences, all people head in the same direction. However, to reach common goals it's important to identify together, share visions and know-how. That's why, Expo should focus on the world progress not only in technical and material but also moral sense. It should foster "education through experience, development through innovation and experimentation through cooperation". (04.01.2014, <http://www.bie-paris.org/site/en/home/values-symbols>)

3.3.3. Approach

Expo usually tends to take 'unique non-formal approach' that should be based on following theme blocks: 'key issues for humanity', 'universal communication' and 'cooperation in action'. In theory, Expo should lead debates at the forefront of global society, with use a variety of communication methods. Starting from shows and performances through more specialized forums, high-profile exhibits or NGOs projects, it might build active network of all participants. What might be supported by other successful cooperation, programs and actions, connected to Expo theme but not the event itself.



- But how does above described approach refer to Expo 2015?

First of all, Milan Expo develop innovative approach, in three categories: 'scientific-technological', 'social-cultural' and 'cooperation for development'. Scientific observation mainly concerns production, agricultural and livestock farming technologies as well as food safety and quality policies. Socio-cultural topics are focused on education in healthy and balanced diets in countries, families, schools, work places or any other organization. As well as on exchange of food traditions between people from different backgrounds that should happen in form of 'global table'. While 'cooperation for development', aims to reduce hunger, malnutrition and social imbalances concerning food as well as support of rural areas development.

Above mentioned thematic blocks should be creatively visualized with help of architecture, performance, food services and technology. Obviously, the main attention catch always design of countries pavilions. This time though, participants are asked to minimize the material of intervention as much as possible. Constructions should fits perfectly to the surrounding landscape and clearly represent it's content. What's more Expo aims also to entertain visitors. Different events like performance, shows, food and drink tastings or cooking demonstrations, must involve participants as much as possible. Famous artists, thinkers, chefs or journalists may be also invited to vivify the audience. Moreover, guests should be given a chance to try products from all around the world. As about food it's hard to learn just in theory,

participants should present their gastronomic, culinary and catering excellence in the most original and spectacular way possible. Last but not least, Expo is willing to impress visitors with latest innovations in communication technology and Smart City topic. It should make use of Geo-location, smart ticketing, smart data registration, virtual visitor identification and interactive signs field.

- It seems that Expo 2015 is willing to turn into most incredible and unforgettable event of the last years. Though, hopefully the real meaning of the event won't get stifled by the entertaining cover. I wish that visitors will remember something more than splendorous architecture and great taste of oriental meals.

3.3.4. Expo theory contra reality

- In the widely developed Expo theory, the event is supposed to pay same amount of attention to economic, social and political aspects.

As an 'economic catalysts' Expo focus on innovation from infrastructure, research and development field. What's all more or less directly, leads to market growth and economical profit. On contrary, as 'social catalysts', Expo concentrate mainly on quality of life and social impact of technology, innovation and economical growth. Last, as a 'political catalysts', Expo may improve communication, open new political and diplomatic channels between participant countries.

- However, while analyzing history of last Expos, I can't hide a feeling that it's mainly about economic benefits. What about the social and political issues? They are rarely seen.

The main motivation for a country to host Expo, are obviously particular profits out of mass tourism development. Increased employment, boosted consumption with new sources for fiscal revenue and higher number of different business settling down, surely leads to a great economical gain. Another issue encouraging Expo participants, is branding. Host country may quickly gain a new international image and better perspective in global cities competition. Plenty of consecutive companies may place their headquarters in the host city. Not mentioning crowds of tourists heading for post-Expo destination. What's all leads to economical benefits, at the end.

- So where are noble ideas of cultural exchange? What about problems of humanity? Are participant countries jointly and severally fighting for the better world? Or rather for a better personal profits instead?

The time will show on which side of barricade the Milan Expo was.

3.3.5. Expo organization

- Organizing Expo is surely an extremely complicated task. Who is in charge of this? What is the Expo legal basis? And which documents exactly set Expo guidelines?

World's Fair rules and procedures are established by the Convention relating to International Exhibitions, signed at Paris on the 22nd of November 1928, amended and supplemented by the Protocols of the 10th of May 1948 and the 16th of November 1966. Above listed documents, signed up by representatives of all participants countries, define rules and procedures concerning international exhibitions as well as the operations of the International

Exhibitions Bureau. Following the 1928 Paris Convention instructions, country wishing to organize Expo, may submit it's candidacy application mentioning proposed theme, duration, legal status and guarantee of government support. Though application deadline is from six up to nine years before the event opening day, what clearly illustrate how much time needs Expo preparation.

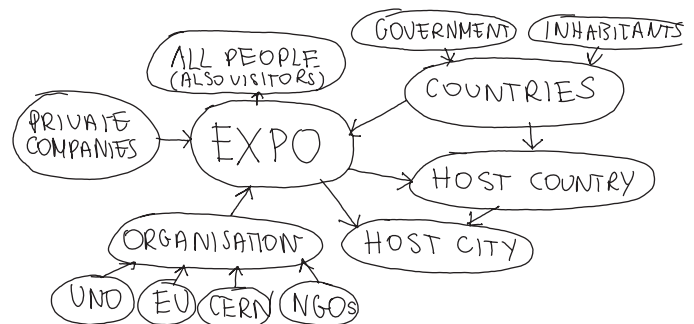
- Let's check then in details all Expo organizational rules.

3.3.5.1. Participants

- Who and how can take part in World's Fair exhibition?

To become an Expo participants is actually very easy. First, country willing to experience World's Fair, need to register and sign specific Expo Participation Contract. Likewise, it may also become BIE member, which offer better conditions for Expo participation. Every United Nations member country as well as states of UN specialized agencies, the International Court of Justice or the International Atomic Energy Agency, will be accepted without any problems. Otherwise, future BIE member country need to be accepted by a two-thirds majority of the Contracting Parties which have the right to vote in the General Assembly of the Bureau.

So far there are 167 countries that have joined BIE. All of them, may take part in World's Fair organization, development of policies and principles or even become an host. Besides states, Expo may be also joined by international organizations (UN, EU, CERN), NGOs (Cartitas, Save the Children, WWF etc.) and private corporations that are BIE members.



3.3.5.2. Theme

Every Expo "must illustrate a definite theme" (1928 Paris Convention). Topic is the key point of every event, it surely may attract or discourage eventual participants.

- What should Expo be about? Does Expo theme need to answer any formal requirements?

It surely need to meet expectations of contemporary society. Expo topics need to answer world concerns, expectations or ideas. What's more it should support scientific, technological and economic progress.

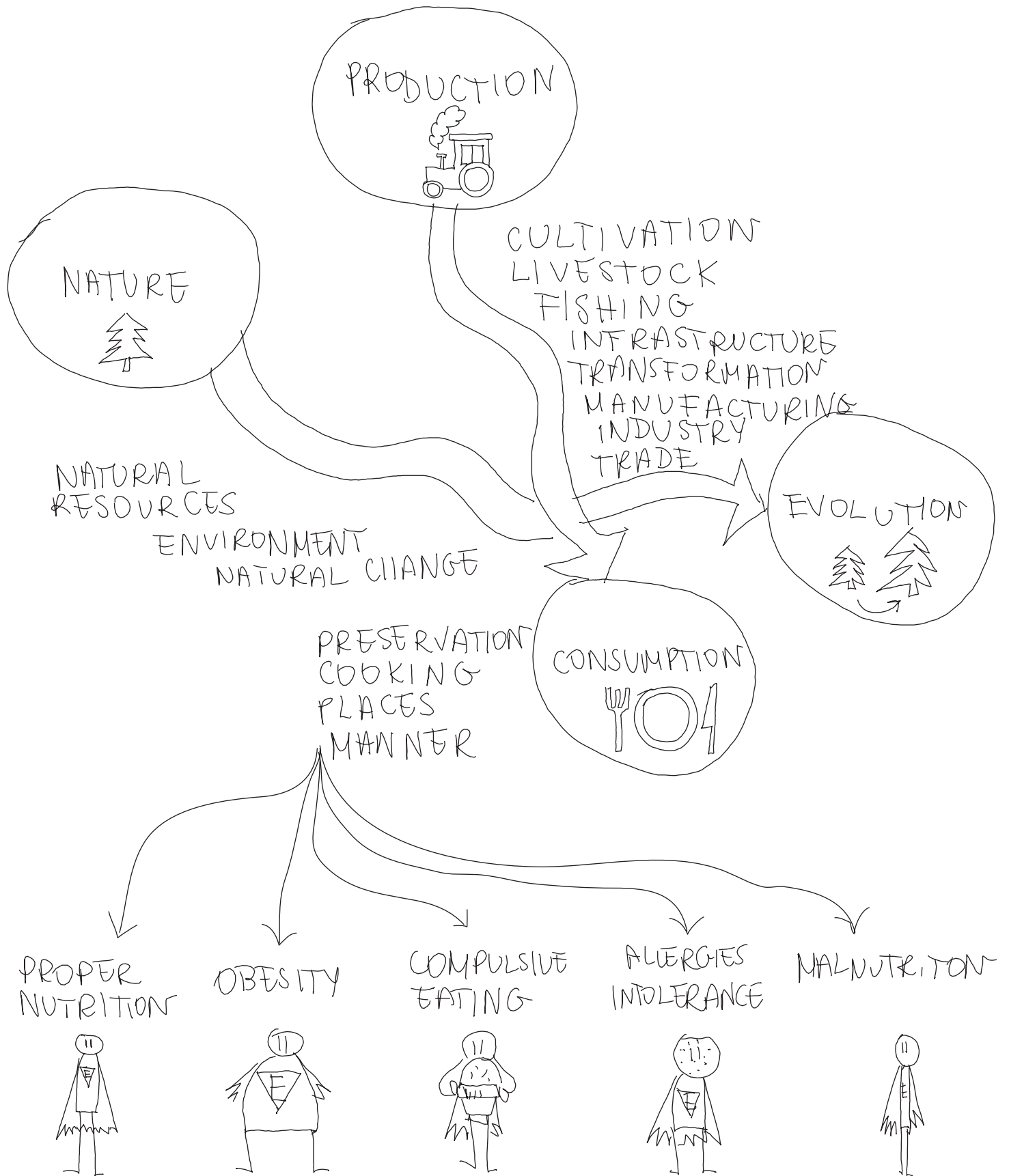
- So how to find and choose then such a topic? Who may propose theme ideas?

That's a task for host-country. Future organizers need first to fill in applications with all their ideas. Those collected by BIE, will be carefully checked to pick up the most interesting proposal. BIE of course doesn't decided on its own, it is supported by world's authorities like UN and international experts.

- What is the topic of Milan Expo then? How does it refers to problems of contemporary society?

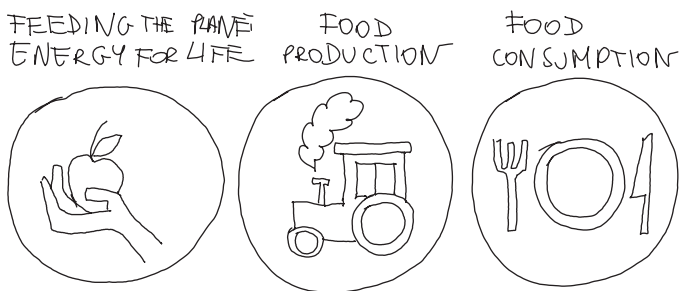
"Feeding the Planet, Energy for Life" that's what Expo Milan 2015 is all about. Nutrition became the number one issue all around the world.

3.3.5.2. Milan Expo Theme



In the same time, as inhabitants of Sudan starve, some Americas are overeating. As nine hundred million people suffer from malnutrition and same number from obesity, it's a truly global problem.

That's why Expo asks if: "Is it possible to ensure sufficient, good, healthy and sustainable food for all mankind?" (Theme Guide 2012, 8) That's the leading concern of Milan Expo, though not the only one. It also wish to find out how to ensure a healthy diet for everyone, or how to use resources and energy in a sustainable way.



As the Expo theme seems very wide, it may be divided into three main theoretical blocks:

- "Feeding the planet": not only nutrition of the human being but also the whole environment, becomes a topic. The sustainable relation between humans and nature is crucial for effective future development.
- "Food Production": concerns exploring and illustrating innovative technologies of entire food production chain, food processing industry and it's infrastructures.
- "Food Consumption": behind this terms hides variety of meanings from spontaneous actions like berry picking on a mountain walk till socially organized ones, such as dining in on-line served city restaurant.

In all above mentioned topics, Expo focus on best practices. It sup-

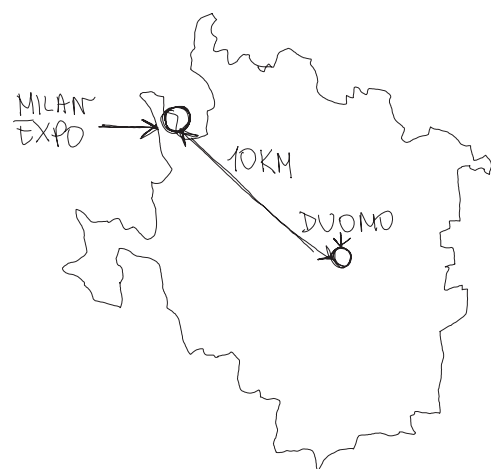
ports innovative technologies in agriculture, livestock farming, the use of genetically modified organisms (GMOs) and the latest solutions for biodiversity conservation. As gladly as it reflects the greatest relation of the world: between nature and humans.

3.3.5.3. Expo Site

- While the theme is fixed, it's high time to specify the exhibition location. Which place to turn into the Expo site?

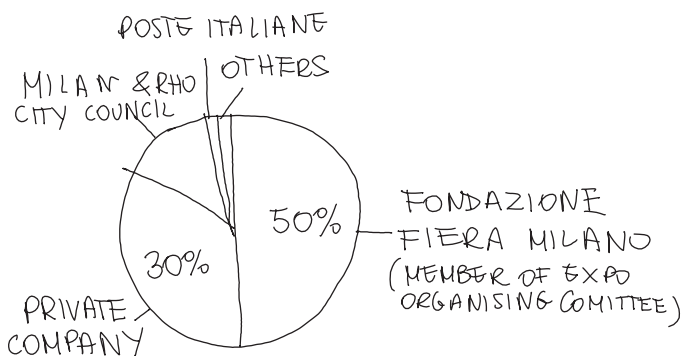
BIE doesn't put any dimensional limitation on the host country. Though organizers must consider the conditions site infrastructures, the quality of real estate developments and access to the environment with possibly little risks of pollution. What's more host-country need to think through the future reuse of the site and its infrastructures after event.

- Which location has Milan chosen to organize its World's Fair?



The Expo site of 1.7 million m² is located on the north-west of Milan in Pero and Rho municipality. It is easy to reach by car, subway

and train. Highways: A4 Turin-Milan-Venice, A8/A9 Milan-Como-Chiasso and Milan-Varese plus the orbital road A1 Milan-Rome-Naples pass close to the site. Metro Line 1 connects it to the city's public transportation network, in 25 minutes it's possible to get to the Duomo. While a train station near the east entrance provide access to high-speed and to two local railway lines. Also three Milanese airports: Linate, Malpensa and Orio al Serio maybe be reached very fast.



- But why actually this exact location? Which reasons stayed behind such a decision?

Due to Expo idea-givers, the site was chosen mainly because of its 'brilliant' communication infrastructure. However, this is just an official version. The unofficial one, points few surprising facts, that might put authorities decisions into different light.

First of all, the land was not a public property but mostly privately owned. The graph below, clearly shows the ownership structure. Easy to notice, Milan authorities own just a small percentage of the whole site.

That's why to realize the project a public-private partnership was grounded. It's most influential member become Fiera Milano company, that with 50% ownership has enough power to push some ambiguous deci-

sions. It also strongly profits from all latest public investments concerning Expo site as it directly neighbor to Fiera ground.

Moreover, long time before public-private partnership was grounded, some part of the privately owned future Expo site, was bought by Milan municipality. It wouldn't rise any suspicions, if not the previous farmland conversion pushed by local authorities. Obviously, once land-use function changes from agricultural production into housing, the ground immediately gained much more value. Why municipality decided for it, just before buying the site? Consequently, it paid almost double, for something worth much less. All in all, this transaction ended with a great profit for previous private owner and big loose for public authorities, so in a way all citizens.

- Does it make any sense?

Probably for Milan municipality members it did. Same as for previous private owner.

3.3.5.4. Milan Expo Master Plan

Once the World's Fair site was chosen it came a time to draw Milan Expo 2015 Master Plan. Not surprisingly, this task went to famous Milanese architect, Stefano Boeri, whose projects are seen all around the city and who also for longer time worked in Milan municipality. He was though supported by even more famous Jacques Herzog, whose well-known name immediately brought Milan a very positive image.

- What was the result of cooperation between such a great architects? Which solutions has introduced this Master Plan? And what ideas stand behind the project?

First of all, Expo Master Plan was supposed to become very simplified. It's main value should be flexibility and freedom of expression, that may allow all participant to implement their own ideas. In that way, Expo site should stimulate instead of restrict individual creativity. - *But how to keep the Expo project simple? How to design an easy but clear site?*

The best way is to grab the proven idea of ancient Roman towns. The rectangular grid with two axes: *Cardo* and *Decumanus*, as the most basic city structure, in a very simple and natural way, gives sense of directions and separate the single modules. Of course Expo architects interpreted the ancient idea in a very contemporary way. *Decumanus* was given a new name- *World Avenue*, and became location for all countries pavilions. This National Exhibition Spaces spread between *Mediterranean Hill* and *The Expo Centre*, a roofed stage for indoor events. Instead *Cardo*, is reserved for Italian Participants and also connects the amphitheater on the *Lake Arena* with the large *Open Air Theatre*.

Along both axes, there will be set an installations designed by winner of three Oscars, *Dante Ferretti*. That is supposed to create a particular atmosphere of truly theatrical urban design performance. Of course inspired by the Expo theme.

Though the hearth of Expo will be definitely *Piazza Italia*, the central square on the *Cardo* and the *Decumanus* crossing. The nearby *Palazzo Italia* is also meant to host meetings between the host country and participants.

- *Above described spatial order seems very harmonious. All mentioned element perfectly fit to each other. But*

what if extremely different pavilions will appear? If all countries completely disparately understand the Expo topic?

Of course, it's nothing wrong about it. Expo theme even should be analyze from divers perspective. But though some homogeneity is highly needed. A kind of common communication 'code' should be establish. Otherwise visitors won't understand the Expo as a whole. By navigation through such a contrasting focuses, they will get completely lost and discouraged.

As the Expo is not only a 'display' but also a 'discussion', participants need to find a common language. And exactly that's why 'Thematic Areas' are so needed. They are meant to unify Expo narrative. They set a connection between the Expo theme, participant's interpretation and visitor's experience. They are meant to be used together and with a common language.

Thematic areas of *Milan Expo* site are as following:

- *Pavilion Zero*: starting point of Expo with springboard for all themes
- *Biodiversity Park*: a huge garden with species from all over the world
- *Future Food district*: explains how food chain will work in the future
- *Food in Art*: motive of food in contemporary art, *Arte Povera*, design etc.
- *Children's' Park*: an area entirely dedicated to families with kids

3.3.5.5. Pavilions

Once the Expo site is fixed and planned there comes the time to design participant's pavilions. Every country, organization or association is allowed to exhibit it's ideas in the self-planned construc-

Decumanus

Palazzo Italia

CHILDREN
PARK

PAVILION ZERO

FOOD IN ART

Expo Centre

Piazza Italia

Lake Arena

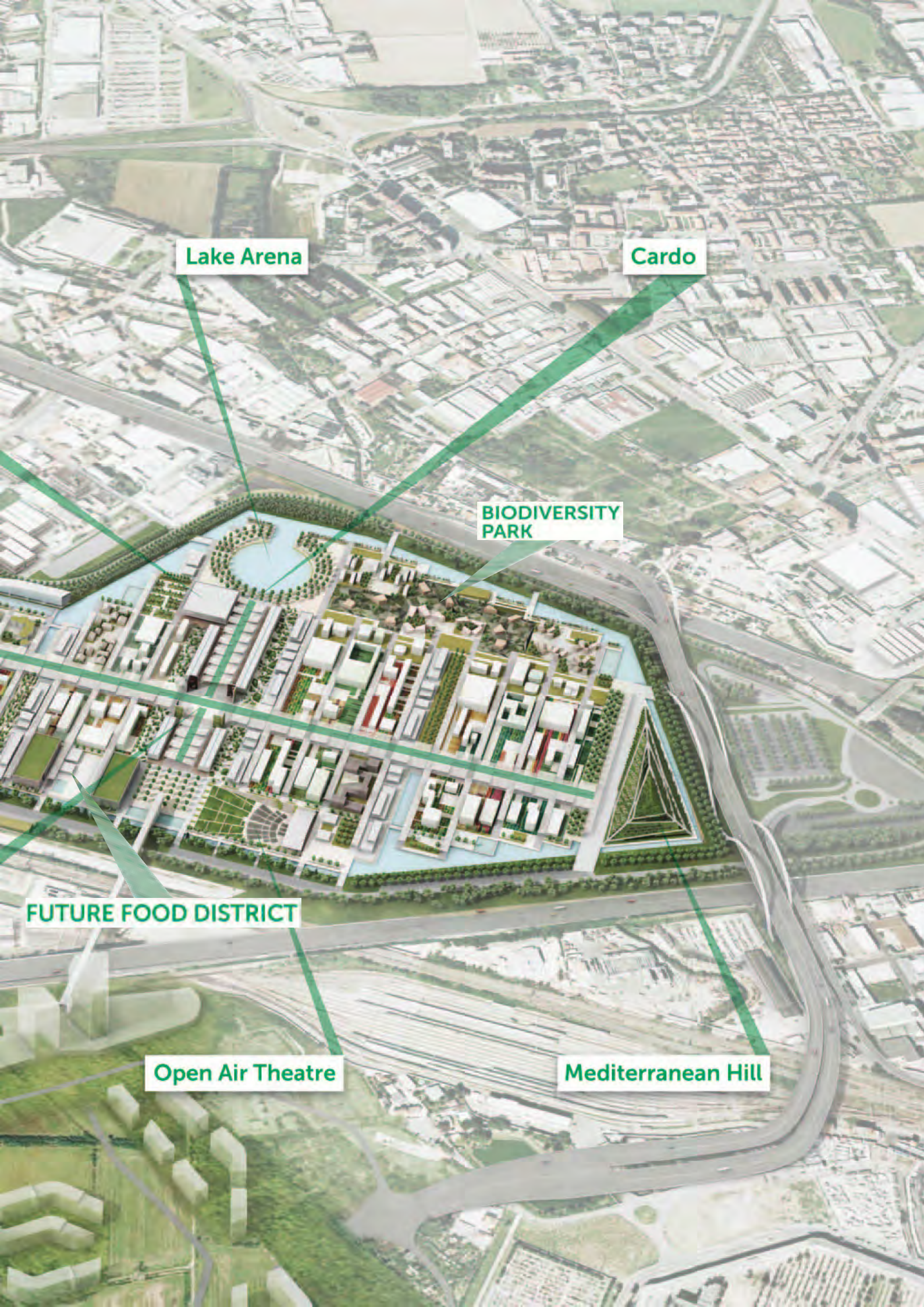
Cardo

BIODIVERSITY
PARK

FUTURE FOOD DISTRICT

Open Air Theatre

Mediterranean Hill



tions. Of course, only if it respects rules and condition laid down in the general requirements of every single exhibition. Such pavilions though belong then to participants, not the host- country. Consequently, they may decide if the construction should be taken 'back home' or teared down, once the event is gone.

Pavilion category	Lot area range (m ²)	Pavilion type	N. of modules	Lot area (m ²)
Large	4,000 - 6,000	Type A	30	5,880 m ²
		Type B	22	4,312 m ²
Medium	2,000 - 4,000	Type C	16	3,136 m ²
		Type D	12	2,352 m ²
Small	400 - 2,000	Type E1	6	1,176 m ²
		Type E2	2	392 m ²
Joint	6,000 - 8,000	Type F	40	7,840 m ²
		Type G	30	5,880 m ²

Source: http://en.expo2015.org/sites/default/files/rich_text_editor/page_standard/allegati/chapter_10_pdf.pdf, page 348, access 19.01.2014

- Which rules and requirements does Milan Expo Master Plan suggests participants in terms of exposition constructions?

First, all national pavilions should be located along the World Avenue, in the central part of Expo site. Secondly, every participant country get a possibility to create a unique exhibition place following one of three given options:

- BUILT: countries which built the pavilion on it's own will be given a great freedom in design and materials within some dimensional limits,
- RENT: countries may rent some ready pavilions built by the Organizing Committee; in this case the design will be given and realized either using traditional recyclable materials (steel, wood, glass, etc.) or innovative construction methods
- SHARE: developing countries gets a special attention and support of Expo organizers; as they run out of financial resources, they may share a Join Pavilion even free of charge. The entire Expo master plan is meant to be extremely flexible. Though par-

ticipants must obey few construction rules. The country pavilions shall generally be based on module of 14x14m (196m²).

Whereas:

- individual pavilions may be built on lots of 2 to 30 modules,
- joint pavilions, on lots of 30 to 40 modules

All national pavilions should be from 6 to 12m high. They may have a second floor (mezzanine or loft) used beside exhibition for offices, meeting rooms, cafeterias, etc.

The Master Plan is developed for a total of 120 participant countries. It's so much that assign of suitable spaces for each participant becomes a real challenge.

- Which parcel should become every single country? Who should get a bigger and who a smaller lot?

It should surely depend on the countries size. In this sense the biggest countries are supposed to get bigger pavilions. Whereas the minimum amount of space will be given to the smallest participants.

Pavilion category	Type	Q.ty	Total lot area	Gross floor area (120% of lot area, m ²)	Footprint (75% of lot area, m ²)
Large	A	5	29,400 m ²	35,280 m ²	22,050 m ²
	B	15	64,680 m ²	77,616 m ²	48,510 m ²
Medium	C	5	15,680 m ²	18,816 m ²	11,760 m ²
	D	15	35,280 m ²	42,336 m ²	26,460 m ²
Small	E1	15	17,640 m ²	21,168 m ²	13,230 m ²
	E2	15	5,880 m ²	7,056 m ²	4,410 m ²
Joint	F	2	15,680 m ²	18,816 m ²	11,760 m ²
	G	2	11 740 m ²	14 112 m ²	8 820 m ²

Source: http://en.expo2015.org/sites/default/files/rich_text_editor/page_standard/allegati/chapter_10_pdf.pdf, page 352, access 19.01.2014

Flowingly:

- 20 nations require large pavilion
- 30 countries a middle- sized space (with 20 of them individual pavilions and 10 in the Joint Pavilions)
- 70 nations claim a small lot (20 in own pavilions and the rest hosted in the Joint Pavilions).

Large and medium countries with lots from 5,880 m² (Type A) to 2,352 m² (Type D) are also allowed to design an outdoor exhibition area. It may become a garden or serve as food and refreshments corner or the local products sale-stand. Such an open space for each pavilion is guaranteed by the regulation that the building footprint may occupy a maximum of 75% of the total lot, thus leaving at least 25% free for such purposes.

3.3.5.6. Duration

Expo obviously differs to other large-scale projects, mainly because of its temporal character. Due to 1928 Paris Convention, it may last minimum from six weeks to maximum six months. Afterwards that time, event will be over and consequently not only visitors but also all pavilions should be gone.

- *So what happens exactly to the sites after the event?*

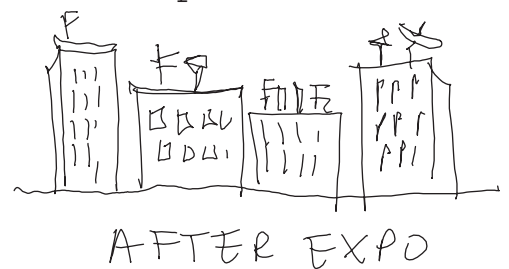
This fully depends on the host country, that should deal with site reuse on its own. In the submitted Expo application, host should specify later site re-use strategy. Even though on paper it looks often good, it's very rarely realized. As the history show site reuse happen only in a very small percentage. Most of the time, post-Expo sites become sad phantom. Only some locations have turned into research spaces or housing site. Whereas only some Expo

pavilions have been transformed into offices. Unfortunately most of Expo residues is removed or stays empty.

As the proposal of post-Expo site re-use is a must for any host city, Milan is no exception. Consequently it has already worked on different site re-organization scenarios. Due to the Milan municipality "The World Exposition is a real opportunity to restore an area, which has no special urban qualities, to the life of the city. Today it is an unoccupied area cut off from the city by roads and railways. The location of the site gives it the potential to become a new piece of urban territory which can bring the city closer to the new fair ground complex." (http://en.expo2015.org/sites/default/files/rich_text_editor/pagine_standard/allegati/chapter_09_pdf.pdf, page 296, access on 19.01.2014) Maybe that's why, city council made a promise to Expo land private owners. In return for a right to use the area, city will grant the necessary authorization for all the redevelopment planned by Fiera.

- *So how is used the Expo site right now? Is it really so empty?*

It seems so. Expo site is currently used mainly as parking lot and electrical substation. Not mentioning the 60,000 m² postal sorting center that will be relocated soon. And the buildings belonging to Cascina Trulza that will be renewed and tuner into Art of Food pavilion.



Also the eastern pavilions belonging to Fiera Milano will house some corporate stands. But still most of the Expo buildings will be build new.

- *And what will remain then after the Expo?*

Actually, not all buildings have to disrepair one the event is over. Some thematic pavilions, the Italia Pavilion and Piazza delle Regioni will turn into public places for entertainment, exhibition, concerts and sports.

- *But what will happen the national pavilions?*

Unfortunately they need to be removed. The land will be returned to the owners and re-organized into new city neighborhood with housing, offices and shops. There are planned also two innovative hubs: il Centro per lo Sviluppo Sostenibile (Centre of Sustainable Development) as well as la Cittadella della Tecnologia (Citadel of Technology). What's more part of the site should turn into a public park. (18.11.2014., <http://www.expo2015.assolombarda.it/expo/dopo-expo>) Running along the Northwest axis it should become a part of the green corridor linked to Parco Sempione, Parco Pallavicino, Parco CityLife, Parco del Portello, Parco di Monte Stella, the San Siro Area and Parco di Cascina Merlata.

- *But is the new park really needed in the most green part of Milan?*

3.3.5.7. Finances

- *Last but not least, Expo analysis aspect is its financial situation. I wish to find out from where come money for Expo. Who and how much pays for event organization, site development or pavilions construction.*

First I thought that one to bears all the costs is Bureau Internation-

al des Expositions (BIE). Nothing more wrong. Actually Expo is financed mainly by host government. He is responsible for Expo site development with any required infrastructure re-organization. Additionally, each participant country invest in their own pavilions. They can build own structure or rent ready -made modules. At least, Expo is supported by different private sponsors.

- *So how much could Expo 2015 cost Italian government?*

It's hard to find it out, as official numbers are not easily accessible. Though it might be well estimated in Piano Finanziario dell'Expo 2015 (the Financial Plan for Expo 2015) developed by Regione Lomabardia. All costs there are divided into three macro areas:

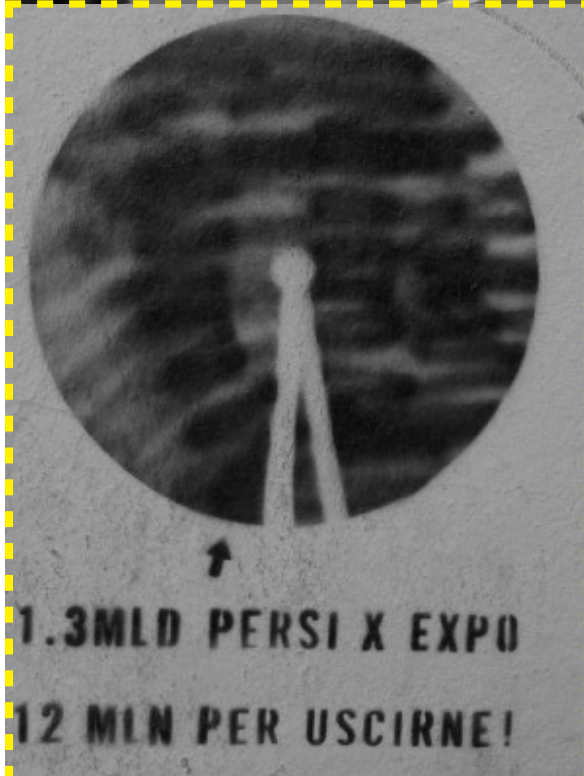
- investments into infrastructure necessary for the event, in the amount of 1.746 mln € (from which 1.486 mln € comes from Italian Governmnet, 218 mln € - Region Lombardy, 109 mln € - Provincia di Milano, 218 mln € - Comune di Milano, 109 mln € - Camera di Commercio di Milano and 260 mln € from private investors)

- operative costs of the event organization (management costs) in amount of 1.277 mln €

- Capitalized expenses (including intangible assets) whose value amounts to 177 mln €

(18.11.2014, <http://www.expo2015.assolombarda.it/expo/piano-finanziario>)

- *But will this financial plan really meet the reality?*



L'inchiesta

Le pressioni del clan Formigoni per condizionare gli appalti Expo La Finanza: Sala non irreprensibile

Atto d'accusa contro l'ad. Quei tentativi di favorire l'Impreg

di ENRICO BARRACCO

MILANO — Prossimo pubblico ministero il primo vice capo della Procura di Milano, il giudice Enrico Sala, che condurrà l'inchiesta sulla presunta influenza del clan Formigoni sui lavori di Expo. Sala, che ha già indagato sui tentativi di condizionare gli appalti Expo, ha individuato un possibile collegamento tra il clan Formigoni e il gruppo di lavoro che ha preparato l'Atto d'accusa contro l'ad. Quei tentativi di favorire l'Impreg.

Il clan Formigoni, che ha dominato il territorio di Milano per anni, è stato individuato come il gruppo di lavoro che ha preparato l'Atto d'accusa contro l'ad. Quei tentativi di favorire l'Impreg. Sala, che ha già indagato sui tentativi di condizionare gli appalti Expo, ha individuato un possibile collegamento tra il clan Formigoni e il gruppo di lavoro che ha preparato l'Atto d'accusa contro l'ad. Quei tentativi di favorire l'Impreg.



La relazione del pm sui finanziamenti della Expo...

L'inchiesta

Expo, la rete di Cl e Regione nel mirino dei pm "Intrecci tra politica e affari per gli appalti Ilspa"

Rognoni al telefono: "Trituriamo le carte". Gli illeciti per palazzo Lombardia

di ENRICO BARRACCO

MILANO — L'inchiesta che ha individuato il clan Formigoni è solo il primo capitolo di un'indagine che si sta aprendo su una rete di collusioni tra politica e affari per gli appalti Expo. L'inchiesta si è allargata a Palazzo Lombardia, dove si sono svolti i lavori per la sede del Consiglio regionale. L'inchiesta ha individuato un intreccio tra politica e affari per gli appalti Expo.

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Chiedo il rinvio a giudizio per l'impianto di Crema...

Il personaggio

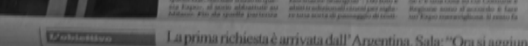
Il segretario del Bic, in visita a Milano, è ottimista su Loscertales: "Per lo sprint fin bisogna rafforzare la società"

La proposta: gli Stati adottino scuole e quartieri

di ENRICO BARRACCO

MILANO — Il segretario del Bic, in visita a Milano, è ottimista su Loscertales: "Per lo sprint fin bisogna rafforzare la società". La proposta: gli Stati adottino scuole e quartieri.

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La prima richiesta è arrivata dall'Argentina...

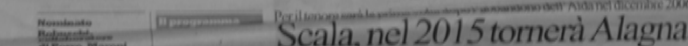
Expo, pronti a ripartire nuovo direttore lavori e tregua Maroni-Pisapia

Parola d'ordine: collaborazione

di ENRICO BARRACCO

MILANO — Expo, pronti a ripartire nuovo direttore lavori e tregua Maroni-Pisapia. Parola d'ordine: collaborazione.

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Per il 2015 tornerà Alagna chiusura con il Beckett di Kurtag

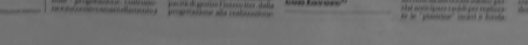
Prove tecniche di business costruire anche i padiglioni per i Paesi che non ce la fanno

Il padiglione del Qatar

di ENRICO BARRACCO

MILANO — Prove tecniche di business costruire anche i padiglioni per i Paesi che non ce la fanno. Il padiglione del Qatar.

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Scala, nel 2015 tornerà Alagna chiusura con il Beckett di Kurtag

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Bambini Ancora in Festa... a ritmo di Gospel

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MILANO — Bambini Ancora in Festa... a ritmo di Gospel. Bambini Ancora in Festa... a ritmo di Gospel.

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3.3.5.8. Expo Scandal

3.3.5.8. Scandal

- It's still hard to say. Especially right now, when all recent scandals happen. Expo financial situation seems much more transparent on official paper than in real life.

To blame are definitely Italian politicians who understood Expo profits way too personal. Unfortunately, corruption became a part of an Expo preparation process.

On the 8th of May, seven managers and ex-members of parliament were arrested over alleged attempts to influence public. It took place during a visit of U.N. Secretary-General Ban Ki-moon, just about to start an Expo's partnership with the United Nations. The 600-page arrest warrant accused of corruption and bid-rigging, by promising career opportunities to public officials through political protection.

Those arrested include Angelo Paris- Expo 2015 SpA's planning and procurement manager as well as general manager of constructions for the Milan World's Fair; Primo Greganti- former senior official of the Italian Communist Party (PCI) and actual official of Democratic Party of the Left (PDS) and Antonio Rognoni- a former manager of an infrastructure company owned by the Region of Lombardy. Also arrested were Luigi Grillo- a former Forza Italia (FI) senator accused on suspicion of illegally mediating contracts for Infrastructure Lombardy; and Gianstefano Frigerio- the former Christian Democrat (DC) party administrative secretary. Same fate met two lawmakers who were once members of former Prime Minister Silvio Berlusconi's party.

All above mentioned politicians held higher public offices and obvi-

ously overused their power. Though, particularly controversial became case of Angelo Paris. In one of transcript from meeting with a construction group he was supposed to offer all the contracts for a hand with his career. In that way he revealed confidential information concerning Expo 2015 organization, such as plans for the pavilions, number of participant countries or problem-solving interventions for the Via d'Acqua project. With his help the group, which has been operating only since 2013 have gained plenty of Expo contracts, including the tender for service architectures, all worth around 67 million euro. The 'lucky' construction company was steered by Vicenza-based businessman, Enrico Maltauro, who is now in jail. His prosecutors maintain that he have paid out 30-40,000 euro per month to return Angelo Paris his favor.

- After May's arrests, Expo scandal seemed rather to blow over. Nothing more wrong, it was just a tip of an iceberg.

On 28th October, Italian police caught 13 members of Ndrangheta group, based in southern Calabria but very active all around the Lombardy. Among arrested were four members of the family Galati, headed by Antonio Galati and Fortunato Galati as well as former councilor of the City of Rho (Milan)- Luigi Calogero Addisi, closely related to the family. The suspects were accused on money laundering, abuse of office, arson, real estate speculation and contract-rigging in public works for the Expo Milano 2015. Before apprehension, the group mysteriously got two Expo-related sub-contracts worth 450,000 euro and an 'anti-mafia certificate' from Milan's prefect.

- All the Expo scandals not surprisingly, strongly irritated Milan citizens.

Some gave the vent to their dissatisfaction on the beginning of May during EuroMayDay 2014. Few alternative and mainly leftist thinking groups have organized a three-day NED (NoExpoDays) event with numerous debates, proposals and actions. Based on the ideology of Right to the City, they claimed more influenced on Expo 2015 organization. The NED climax was definitely a great parade, that went through city of Milan, with colorful but critical platforms joined by hundreds of inhabitants.

However, not only activist spoke against Expo 2015. Also plenty of experts haven't backed Milan Expo concept. One of them is Isabella Inti, teacher of architecture and urban planning at Politecnico di Milano as well co-grounder of Temporuso Collective. Although Inti is not against events that are providing the idea for the city and money to realize it. "Somehow I think it's useful to use the device of the big event to claim money from public, state and private investor to provide to your city what is lacking." (Inti, 2014) Still Inti is not a fan of the actual Expo 2015 master plan. She would have realized instead it's previous idea of "the city of the taste" in the huge partly abandoned area of Ortomercato. This fruit and vegetable market, that is lacking money for it's renewal, would perfectly suit to the concept. Unfortunately, the formal major Moratti, took only it's topic and changed the area, going in the private one. Of course, for it's own reasons, she simply had friends from in the Fierrea. (vgl. Inti 2014) "So there was

this hidden exchange, that I think it's really something that journalist don't speak not too much, they don't speak at all. I don't know why. And that's really a shame that at big event, that is in any way providing new stops of subway, the new lila subway and whatever, and new services and so on, that now we can see it, it's anyway in the private area. (...) So it's really incredible that it wasn't really done a big inquiry, a journalist inquiry, about this exchange." (Inti 2014) But that's not an end of the scandals. There was still one more odd decision taken. First, Expo master plan architects Boeri, Herzog de Mueron and David Chipperfield, had a great idea of a big orchard. The area under Expo construction was still at least till 8 months ago, an agricultural area. (vgl. Inti 2014) "But then again, the power of the people that are investing in the building construction site, they were winning so they are building again a new concrete Expo, in a private area. So I'm really against this. I'm not only skeptical, I'm really against this exploitation of new agricultural field in a private area." (Inti 2014)

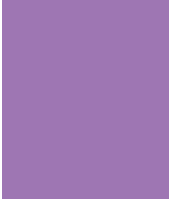
Nonetheless, responsible for Expo 2015 organization don't care about citizens opinion at all. Expo preparation goes on, master plan stays unchanged. Show must go on.

- Though I don't support indifference of Expo organizers and Italian politicians. Great changes should have been made already long time ago. What do I mean exactly? Let me all explain in the "Fuori Expo" vision described in the following chapter.





4. Conclusion



4. Conclusion

Step by step my master thesis adventure is drawing to the end. There comes a time to sum up all gained Expo experience. To list up all relevant thoughts, impressions, reflections and clues. And of course to draw final conclusions. But for that, I must first come back to the early beginnings. It's time to face research questions again.

4.1. Expo criticism from planning perspective

In the first part I collected all the criticism towards large-scale projects. I flicked through plenty of academical texts and popped out most essential information. Once my list of critical highlights was ready, I related all points to Expo 2015. I went through those positions once again and underlined ones relevant to the Milan Expo case. A critical Expo 'not-to-do' list is an outcome of my analysis.

Expo not-to-do list:

- Strict organization
- Inflexibility
- Lack of steering
- Privatization
- Misinformation
- Fake promises
- Lack of communication
- Conflicts

It occurred that, most of the large-scale project's criticism suits to Expo 2015 too. It unconsciously copies mistakes of the past.

- Let me first explain which criticism do I mean exactly. Then I will try to prove their presence.

To start with, Expo 2015 is surely very strictly organized event. It follows rules imposed by BIE already in 1928. Since that time its formal framework little has changed. BIE doesn't seem open for new structural innovations. Nor for introducing new planning methods. I couldn't find any clues for participation or temporary reuse. Such a way of event organization seems way to less flexible for me. It doesn't respond at all to new trends or circumstances. Since first London Expo 1851, planning has undergone significant changes. It made a great shift from top-down towards bottom-up approach. Unfortunately, Milan Expo 2015 doesn't show it at all. At the beginning of new century it presents still old-style methods. One of them is the Expo 2015 site master-plan. Made by famous architects is a masterpiece of modern design but urban failure at the same time. Master-plan was drawn inside the office in a narrow circle of interested. No one made an effort to go outside and start dialog with other key players. Lack of communication by Expo organization is obvious. Citizens are simply not included and not well-informed about the planning process. During the whole year that I spent in Milan, I never heard about an open debate concerning an Expo plan. I visited numerous Expo sideshows, exhibitions or events, but all of them referred more to Expo topic than the way how the event is organized. Visitors were supposed to simply entrain instead to deliberate Expo planning issues. They were offered participation in playful activities instead of decision making process. However, this modus operandi of course has own consequences. One of them is the lower project's accep-

tance that may lead to protests and conflicts. That of course appeared during the Milan Expo 2015 preparation. During my stay in Milan I have met plenty of people with architects and urban planners among them. Most of them were strongly against the current Expo concept. Also both of my interview partners were rather skeptical towards post-Expo future. At the beginning of May I also experienced anti-Expo demonstration. Few alternative associations, organized NED (No Expo Days) manifestation. On the Milan streets, I joined the colorful crowds proclaiming anti-Expo ideology. Even though the demonstration was rather a big one, Milan municipality haven't referred to criticism at all. They finally did it, few weeks after when the Expo scams were brought to the light. Once, few Expo organizers and Italian politicians were arrested in charge of corruption, media took the scandal on. Public authorities in fear of denunciation, started to account for themselves. They had to answer numerous accusations of undue Expo privatization. In that moment there was already clear that Fiera Milano will benefit much more from the Expo site development, then Milan municipality. Although realized from public money, Expo turned out to support much more private investors than public interests. My Expo not-to-do list has only two unmarked positions. As for issue of fake promises, I couldn't make any judge before the event is realized. Only once I see Expo results, I may check if given before promises came true. What concerns lack of steering, it's hard to observe it outside from close circle of Expo organizers. Only as a real Expo planner, I could be aware of lack of control

over the whole event organization. Summing up, unfortunately most of large-scale criticism is very relevant to Milan Expo case. Consequently, the events has most characteristics of the DAD model project. It is organized in a very top-down way. Decisions are made only in circle of close Expo organizers. After that, opinions are rather proclaimed then discussed in front of citizens. They are simply realized, no matter what the public reflections and expectations are. As the experience shows, such a way of planning doesn't bring anything good. However, Expo organizers seems to wink at it. The price for their attitude will pay Milan Expo 2015 itself.

4.2. Possible ways to cope with the criticism

As I already knew which criticism is relevant to Expo 2015 case, I could finally start looking for possible solutions. Instead to close my eyes on numerous problems, I was willing to cope with them.

My first and most obvious tip became introduction of participation. So far Expo 2015 payed very little attention to the citizens voice. In the ladder of participation I would place it on the level of informing. Expo organizers indeed opened various canals of information and promotion. They run a colorful web page www.expo2015.org or built Expo Gate- a modern structure with Expo info-point, ticket office and rich events program. Last year they announced also a competition for Italian pavilion project, open not only for professional architecture offices, but young students as well. But all in all, those attempts went

not further than entertaining and informing. Citizens had no choice to make, they were completely out of decision-making process. And that's what in my opinion, should be immediately fixed.

- *How? Surely with participation! It might finally repair few Expo 2015 mistakes.*

First of all it could have prevented most conflicts and protests that have happened in Milan during last months. Citizens wouldn't stand so much against a project that would respect their decisions and opinions. Moreover participation would be a great step to turn Expo monologue into constructive dialog. It might have given an impulse toward effective communication, leading to discussions and debates involving all Expo key players. Such a turn in Expo planning might give the event its missing legitimacy. Participation would also make the whole process much more transparent. Perhaps then Expo scandal would have not happened. Any attempt of corruption would have been noticed in its early stage. Consequently, politicians feeling more pressure, would better carry out assigned functions. What might flowingly rebuild trust lost by citizens long time ago. Finally, they could believe again in the sense of Expo 2015 planning. The sense, that right now is seen only by public authorities.

Beside participation, I would still propose one more innovation to improve Expo 2015. Temporary use could solve one of the greatest Expo problems of site abandonment. I would perceive it as a great tool to fill the gap between old and new site use. It could set a bridge between temporal event and permanent transformation. Such a solution, mean-

ingfully minimize useless waiting time before new investments come. Moreover temporary use give itself new, enriching impulse for the site development. It may bring new creative ideas and immediately test them in a very low budget way. Once the proposed solution well suits to the site characteristics, it might be given a permanent basis. But if it fails completely, another idea may quickly replace it, without bearing the enormous extra costs. It seems ridiculous to me, to build a new, luxury housing district, just to realize after that little people are willing to move there. Before to throw millions of euro down the drain, it would make much more sense to test the idea first. Expo organizers should take my story to heart, as their reuse plan may end exactly like above.

Another great advantage of temporary use, it's the way it appreciates local social potential. It opens widely doors for bottom up initiatives, realized usually with a great deal of participation. Temporary use gladly involves citizens and support activity of local communities. In that point, my both clues come finally together. Participation is an integral part of temporary use. This statement complete my Expo 2015 to-do list. Which give a great basis to finally formulate my alternative Expo vision.

4.3. Vision of an alternative Expo and obstacles in implementation

Once I answered my first research question, I understood that Expo 2015 is far away from being perfect. When I faced the second one, I found out how to make it at least a bit better. Right now, by the third

question, there comes a point to finally combine all gained outcomes. It's a high time to formulate my own Expo vision.

- *I would like to present you Fuori Expo. An alternative to Expo 2015.* Fuori (or Outdoor in English) Expo suggest in a very clear way, that all the event should happen outside. But of course not outside of Milan. Just on the contrary, it should take place exactly in the city center. But outside the closed and fenced Expo site. Flowingly, my first step, would obviously be to move Expo inside the Milan center. For event organizers, it could sound shocking. Even though, such an idea is not completely new to Milan. It already made a hit during Milan Design Week.

- *Let me explain you why. Design Week is in way made up from two parallel events: Saloni Mobile and Fuori Salone.*

Saloni Mobile is an official furniture exhibitions, organized over 10 km away from Duomo. It is located in the Fiera Complex, just opposite to current Expo 2015 site. Fuori Salone is an alternative design event instead. It is organized in various locations around the city in Tortona, Lambrate and Brera districts. Exhibition space provides small design shops as well as vacant locals scattered around the Milan center. Old garage, unused auto repair shop or useless warehouse, for a few days turns into design hot-spots. Creative locations and unique interiors of Fuori Salone exhibitions, attracts even more crowds that traditional Salone Mobile.

At the last Design Week, I saw almost all Fuori Salone spots. But I never came to idea to visit distant Salone Mobile. Why to waist over on hour to commute, if so many inter-

esting events happen on my doorstep. Such an experience gave me a lot to think about. From this reflections Fuori Expo was born.

- *In fact, Fuori Expo should work on the same principle as Fuori Salone. While official Expo 2015 could play a role of Salone Mobile. Do you see the difference now?*

Such a comparison is basically correct. There is just one small dissimilarity. Fuori Expo is not meant to accompany the official Expo 2015. It should completely replace it. Of course I am aware of the fact that Expo 2015 organizers won't radically change their planning strategy. The site master plan, is already established. Very soon all participating countries will design and build their own pavilion. The Expo preparation has already started for good. And it will probably end unchanged till 2015.

My Fuori Expo vision, is then just a provocative proposal. It reflects how the Expo 2015 could look like, even though it won't.

- *Now, plenty of readers could seriously doubt in my good sense. What for a project that will be never realized? People might ask. But it's really not like that. I strongly believe that Fuori Expo will bring a big change.*

Maybe not a change that could influence how the Milan Expo 2015 will look like. But a change that would shape a new way of thinking. It could become an impulse to reorganize current Expo strategy. To refresh old BIE requirements and norms. What is so essential for any innovations by all future Expos. Just in my most courageous dreams, I see Fuori Expo realized. Not in Milan and not in 2015. But in some other city, one day in the future.

- Okay, I think that's enough of introduction. It's time to get to the heart of the matter. Let's finally present Fuori Expo specifics.

4.3.1 Fuori Expo site

The integral part of my Fuori Expo vision is its extraordinary location. Of course I don't mean Expo 2015 site. I would never place my Expo there. Neither build an extra suburban site on the edge of the city. I see no need to waist a mountain of public money for that. Especially while my Expo site already exist.

- It is all around us in the whole Milan city center. Just take a closer look. Do you see now? Do you see all this abandoned buildings?

Exactly there I would place all my Expo pavilions. Just like by Fuori Salone. Forgotten theater, empty hotel, unused warehouse or vacant shopping center, would turn into splendorous exhibition site.

- It may sound utopian. But it is not. Although it needs small changes in Expo rules.

Such a Fuori Expo site is obviously far away from a traditional areal Expo concept. A fenced site replaced with great network of single locations scattered around Milan city center- it sounds very innovative. Even too innovative to fit in BIE rules. Of course it has some reasons. On areal site it's easier to give visitors sense of direction, face increased traffic problems or provided needed level of security. However, 'easier' doesn't mean impossible. All those issues might be solved also within the scattered Expo site. But just on one condition: organizers must allow themselves to think in a new way.

4.3.2. Pavilions

- Austrian pavilion inside the vacant shopping gallery, Estonian pavilion inside the unused market hall or Israeli pavilion on the abandoned railway line. It sounds more like a fairy tail then Expo reality!

That's true, it does. Expo pavilions need to meet up plenty of specific requirements. Therefore not every abandoned building is cut out to be an Expo exhibition place. To find out which exact Milan locations could turn into pavilions was not an easy task.

First, I had to define few categories, that would describe potential Expo spots. In search of them, I checked once again all Expo rules. There I found out specific guidelines towards pavilion size.

Pavilion category	Lot area range (m ²)	Pavilion type	N. of modules
Large	4,000 - 6,000	Type A	30
		Type B	22
Medium	2,000 - 4,000	Type C	16
		Type D	12
Small	400 - 2,000	Type E1	6
		Type E2	2
Joint	6,000 - 8,000	Type F	40
		Type G	30

Expo organizers defined few pavilions types from A till G that vary with the numbers of modules and consequently the lot area range. I decided to follow their categories and order all abandoned locations into small, medium and large (that also include joint) size pavilions. Consequently, I had to cross out small vacant locals from my abandonment list. I left though bigger empty structures like hospital or office tower, that might host few joint pavilions in the same time.

After BIE guidelines I decided to think over my personal Fuori Expo requirements. One of the most important criticism on Expo 2015 that I pointed out, was it's suburban location. That's why my Expo I was willing to place rather in the central spots. In that way, came to my mind next category: centrality. I decided to measure it in the distance (km) from the Duomo- an imaginary Milan city center. As a limit I set 5 km, so half way from the current Expo 2015 site. So that, this selection passed only vacancies placed in the lively and well connected districts. In that step I also had to resign from fascinating empty factories like ones in Sesto San Giovanni or close to Parco Sud, simply placed to far away.

Despite strict selection, my pavilion list was still pretty long and very diverse. Besides elegant hotel or decorative aqueduct, there were written down also uninteresting blocks of flats or falling apart detached house. Such an observation gave me the idea for two more categories: very crucial- safety and still important- attractiveness. Obviously, reused abandoned locations must fulfill some safety norms with construction and fire regulations among the others. Without professional, architectural evaluation, it was pretty hard for me to judge which buildings might pass it. I tried to intuitively select buildings in a better condition, simply less touched with time. However, I am aware of fact that my choices might be still revised by expert opinion. Same as another category of attractiveness, that is obviously a very relative issue. I know that since the first World's Fair, country pavilions were always build

brand new. Modern design and architecture always played a meaningful role, especially in participant's marketing and branding. At first glance, my Fuori Expo might take this whole part away. Placing pavilions in abandoned locations significantly cut back design freedom. Consequently, less countries might be willing to take part in such a, from their perspective less splendid, exposition. To face their discouragement, I decided to select only buildings with untypical history or functions. So that on my list stand charming theater from XVIII century, elegant palace from the same time, underground hotel with Turkish baths and many others mysterious places. Modern, interior design combined with timeless architecture should effectively rise participants attention. But if not, I still have plan B. Country insisting on brand new structure may build such a one on the fallow land, for example in front of the abandoned vegetables market or over unused railways.

Step by step, amount of selected spots began to narrow down. On the one hand just potentially suitable locations has passed it. But on the other hand, their number strongly decreased. That's why I started to sorrow if it will be enough buildings to host all the participants. I had to check it as soon as possible. The questions was only how.

- Let's make a small experiment. List structures planned for Expo 2015. Add all this up. The number you get, keep in mind. It's an amount of abandoned spaces that Fuori Expo needs. Now, search for suitable vacancies all around Milan center. Have you found enough?

Yes, it seems so. Check my results.

To start with, I looked again in the Milan Expo Master Plan. There I found full list of planned buildings. Enriched with few positions from Expo 2015 guidelines, it gave me following outcomes...

... National pavilions:
20 large pavilions, 20 middle pavilions, 20 small pavilions and 4 joint pavilions.

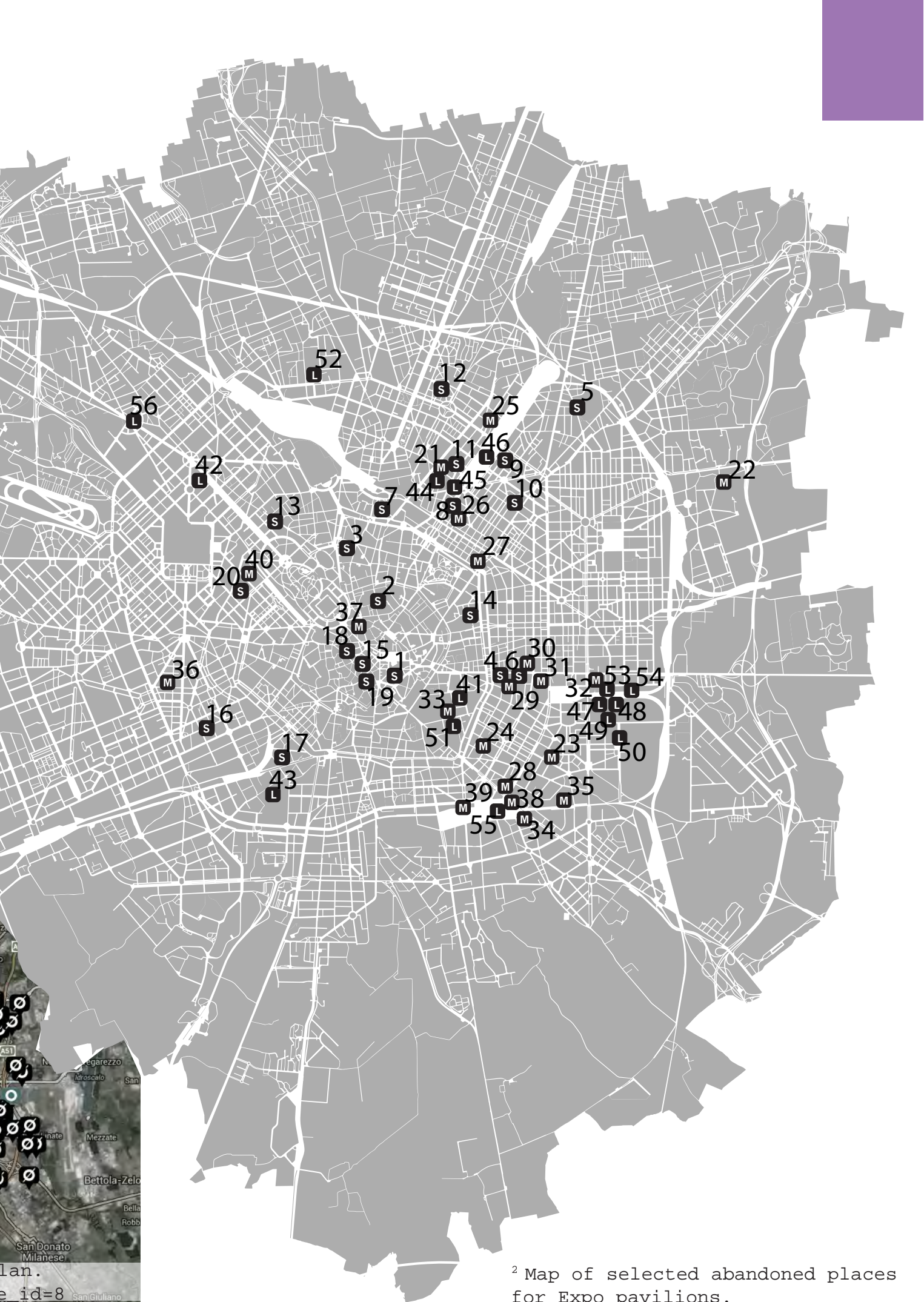
... Thematic pavilions:
Expo Center, Open Air Theater, Piazza Italia, Expo Pavilion, Pavilion Zero, Food in Art Pavilion and Future Food District.

Flowingly, I decided to find out same amount of abandoned buildings in a similar size. It was very easy to select 20 small and 20 medium pavilions. But first problems came by large, joint and thematic ones. Of course not because Milan lacks in a bigger vacancies. Just on the contrary, most of abandoned spaces are too huge. They meaningfully exceed 8000m², a maximum size of joint pavilion. So that, one large vacancy would have to host few different countries or thematic pavilions. What may raise participant's protests. But in the same time decreases number of locations needed. In that way, 15 structures should be enough to fit in the rest of planned buildings.

Consequently, I listed up 20 small, 20 medium and 16 large real Milan vacancies. All passed my selection through four previously described categories: size, centrality, safety and attractiveness. Just then I ordered them in the different typologies: culture, commercial, office, housing, industrial, hospital, transport, military and residual. Results presented on the next pages, clearly show that Milan has enough locations for Fuori Expo.

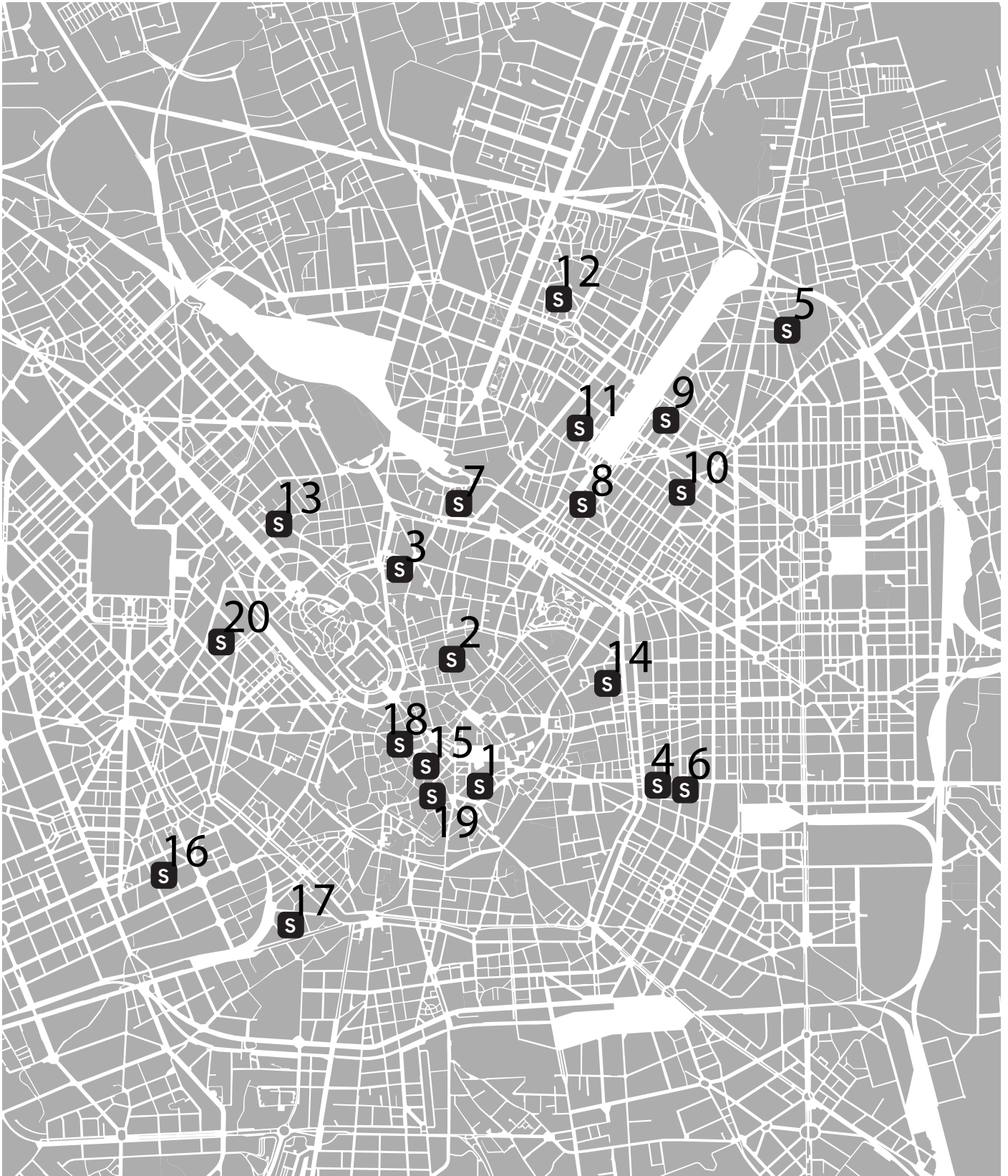


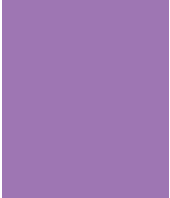
Map of all abandoned spaces around Milan. Source: <http://www.temporiuso.org/?page>



² Map of selected abandoned places for Expo pavilions.

4.3.2.1. Small pavilions





1 ZONE	1,3 DISTANCE FROM DUOMO(KM)	0,5 SIZE OF THE LOT(1000 M ²)	CULTURE	COMMERCIAL	OFFICE	HOUSING	RESIDUAL	MILITARY
-------------------------	---	---	----------------	-------------------	---------------	----------------	-----------------	-----------------

1. TEATRO LIRICO
1 0,3 1,5

2. PALAZZO CITERIO
1 0,6 0,8

3. CASEDEGLIARTISTI
1 1,4 0,6

4. CINEMA
4 1,6 1,1

5. AQUEDOTTO
2 4,1 0,4

6. MERCATO COMUNALE
4 1,7 1

7. ALBERGO ISOLABELLA
9 1,8 1,2

8. UFFICI SFITTI
2 1,9 4

9. UFFICI SFITTI
2 2,9 0,5

10. HOUSING
2 2,5 0,5

11. HOUSING
2 2,3 1

12. VILLA
2 3,5 0,4

13. HOUSING
8 2,1 0,4

14. APARTMENT HOUSE
2 1,2 0,4

15. HOUSING
1 0,3 0,4

16. SINGLEHOUSE
6 2,5 1,2

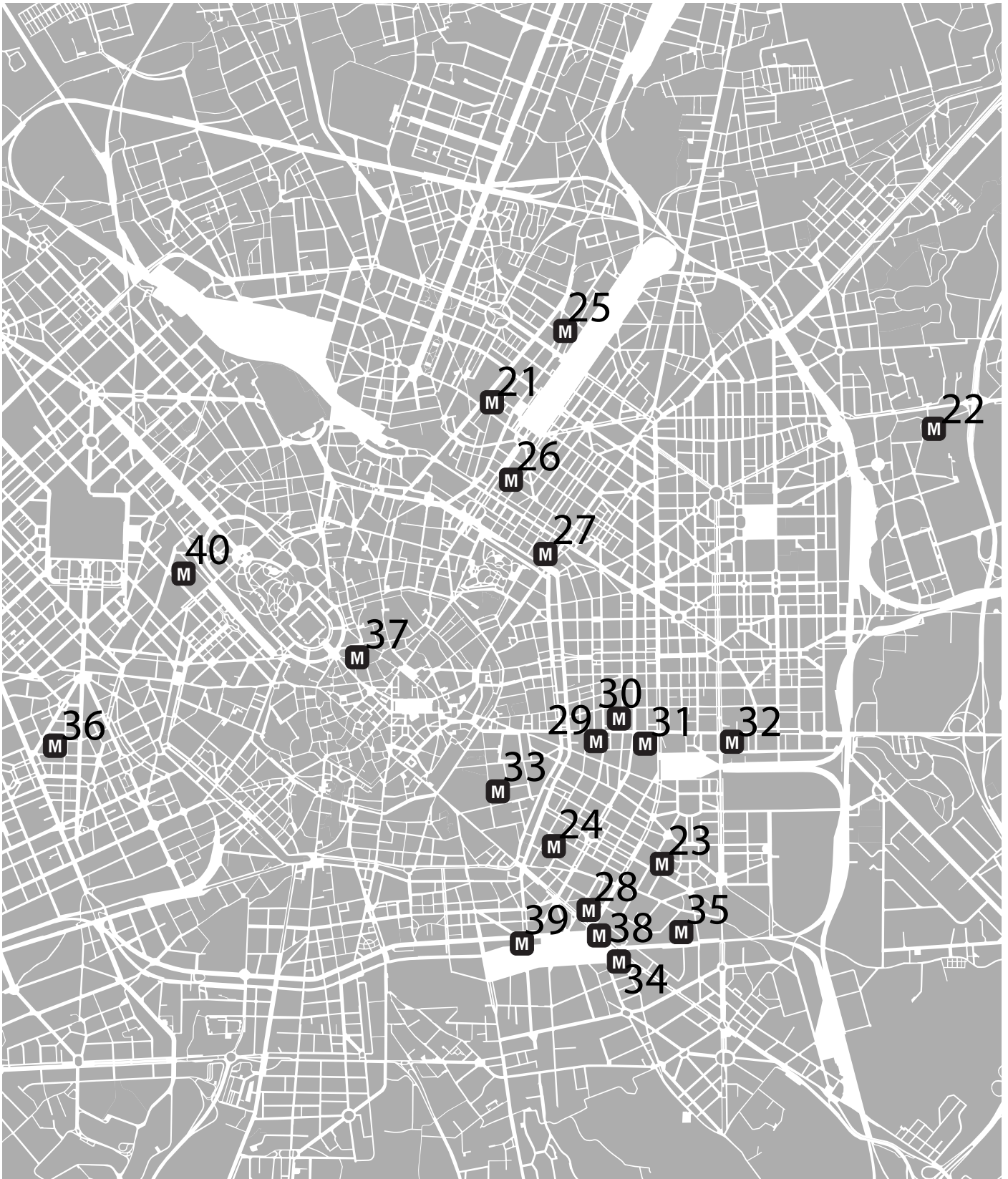
17. CASA RINGHIERA
6 2 0,6

18. RESIDUAL
1 0,5 0,5

19. RESIDUAL
1 0,3 0,4

20. CASERMA CARROCCIO
1 2,1 1,4

4.3.2.2. Medium pavilions



1
ZONE

1,3
DISTANCE
FROM DUOMO(KM)

0,5
SIZE
OF THE LOT(1000 M²)


CULTURE


COMMERCIAL


HOUSING


INDUSTRIAL


TRANSPORT


MILITARY

21. SCHOOL

2 2,6 3



22. STUDENT RESIDENT

3 5 3,2



23. SCHOOL

4 2,5 4



24. SWIMMING POOL

4 1,6 4



25. COMERCIAL HALL

2 3,5 2



26. LA GALERIA DELLA MODA

2 2,1 3,6



27. ALBERGO DIURNO

3 1,6 2,1



28. CINEMA MAESTOSO

4 2,3 2,6



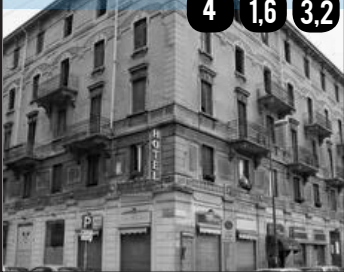
29. HOUSING

4 1,6 3,7



30. HOUSING

4 1,6 3,2



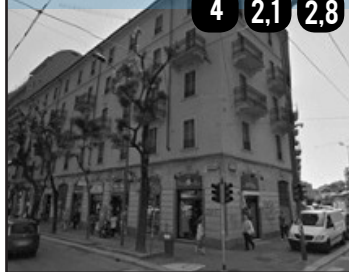
31. HOUSING

4 1,6 4



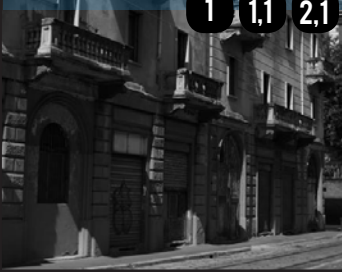
32. HOUSING

4 2,1 2,8



33. HOUSING

1 1,1 2,1



34. IDUSTRY

4 2,7 3,3



35. EX-PLASMON

4 3 2



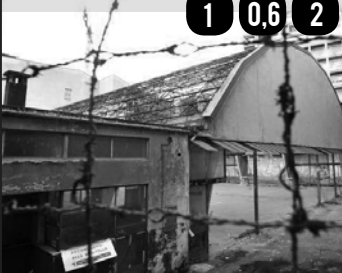
36. EX-BORLETTI

7 3 2,8



37. PARKING ROVELLO

1 0,6 2



38. FERROVIARIO PORTA ROMANA

4 2,6 2,6



39. MERLINO PORTA ROMANA

4 2,3 3,7

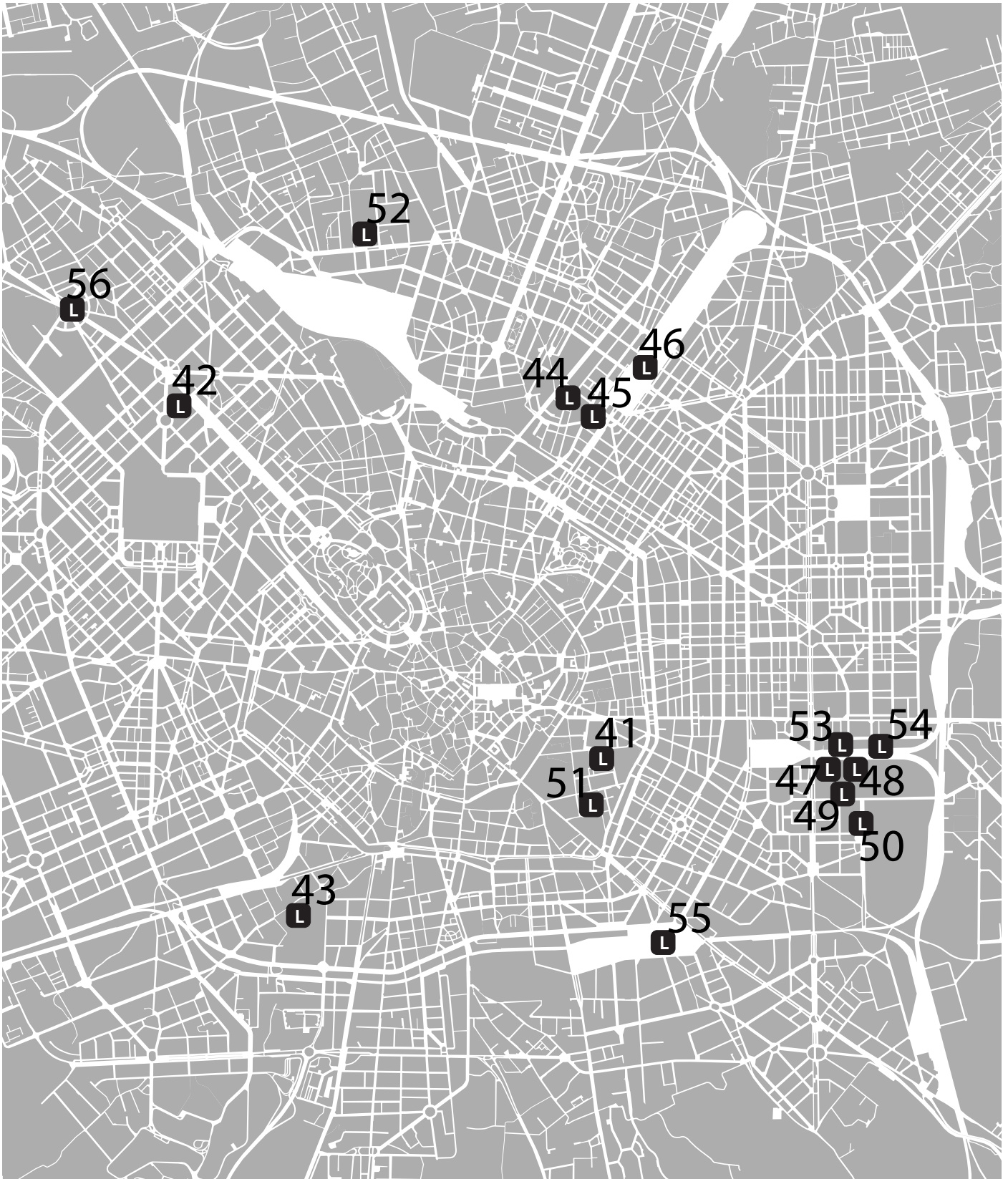


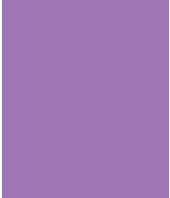
40. CASERMA XXIV MAGGIO

1 2,2 5



4.3.2.3. Large pavilions





1 ZONE	1,3 DISTANCE <small>FROM DUOMO (KM)</small>	0,5 SIZE <small>OF THE LOT (1000 M²)</small>	 CULTURE	 OFFICE	 COMMERCIAL	 HOSPITAL	 RESIDUAL	 TRANSPORT	 MILITARY
41. SCUOLA PROFESSIONALE BAUER 	42. VELODROME 	43. UFFICI - PII ARGELATI 	44. TORRE GALFA 						
45. TORRE BREDA 	46. MILANO CENTRALE 	47. MARKET 	48. MARKET 						
49. EX SLAUGHTERHOUSE 	50. MERCATO AVICUNICOLO 	51. OSPIZIO PIETRO MICCA 	52. OSPEDALE INFETTIVI 						
53. RESIDUAL SPACE 	54. AREA SOGEMI 	55. SCALO PORTA ROMANA 	56. CASERMA 						

4.3.3. Obstacles

4.3.3. Obstacles

- *Right now Fuori Expo sounds not that utopian anymore. But not that easy either.*

It would surely meet plenty of obstacles on the way to realize- some of them easy to solve, others even not to overcome.

- *Well, that is life. Fuori Expo as every vision has some limitation. Let's list them up.*

To start with, let's tackle the ownership issue. All above listed abandoned buildings in Milan are either public or private properties. Most of them: all empty schools, hospitals, some cultural facilities, few factories, unused railways and military areas, do belong to public authorities. Few vacancies: one office tower, commercial center and few houses, have also moved from private to public possession in process of confiscation from mafia. But still numerous places, especially housing, commercial and industrial buildings, stay in private hands.

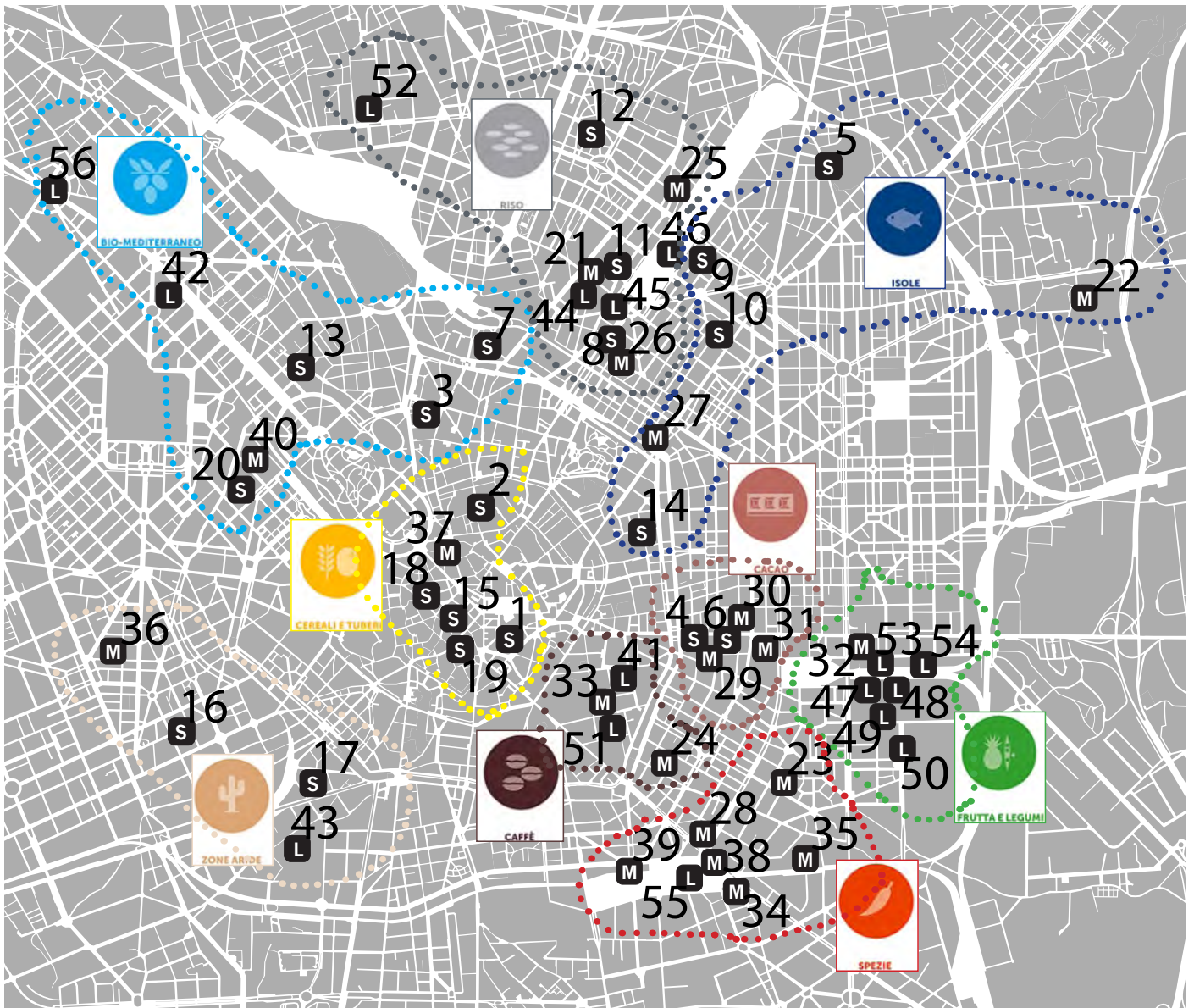
By buildings in public possession, I see no difficulty in terms of temporary use for Fuori Expo need. Problems though begins in matter of vacancies laying in private hands. In that case, any Fuori Expo transformations must first gain property owners acceptance. Just a signed temporary use agreement may give a legal basis for an intervention. So once owners don't go along with the pavilion proposal, the whole Expo plan may bite the dust.

For the moment being is really hard to foresee how the private owners might react to Fuori Expo idea. Temporary reuse is still a very new and a bit controversial idea. It does already function pretty well in few Temporiuso projects. But it might

be to less to convince more conservative Milan's owners. If they allow some changes, depends not only on their plans for the future of unused property but also personal character: open-mindedness and flexibility. Once they get involved into discussion, an effective cooperation might be started. But if they doggedly refuse any dialog and collaboration, there is nothing more to do. In that way, property owners may set a Fuori Expo limit.

Another not less problematic topic, might become Milan infrastructure. As Fuori Expo would take place in inner districts, Milan city center would face a drastic increase in number of visitors. It may simply overload the public transportation system. To avoid extreme traffic jams, scattered Fuori Expo pavilions should build up an effective network. First I would divide all locations into few thematic clusters proposed in the Expo 2015 description. Every cluster should garner 4 up to 8 pavilions located close, best in walking distance, to each other. Thereafter comes time to improve outer clusters connection. Each one of them, should be easy to achieve even from opposite part of the exhibition, preferably with sustainable means of transport. Expansion of public bike system as well as construction of new bike paths network is a must.

Last but not least, a great Fuori Expo obstacle are also security requirements. As abandoned buildings must meet certain safety, especially fire regulation, most of chosen location would need wide renovation. This seems sometime even harder then to rise a brand new construction. Particularly complicated it is in case of landmarked building.



Milano Centrale
West Side



Porta Genova/
Navigli



Porta Venezia



Milano Centrale
East Side



Centro Storico



Mercato
Comunale



Parco Sempione



Porta Romana



Ortomercato

4.3.4. Participation



Beside the concept of abandoned buildings reuse, I wished to introduce to Expo one more revolutionary approach: participation. I would definitely include Milan inhabitants in Expo planning process. They should be given more voice and decision-making power, especially in the event that influence Milan development so strongly.

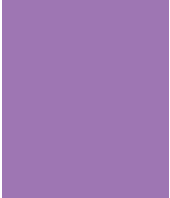
For that I sketched a participatory Fuori Expo planning process. I divided it into five different phases of: analysis, choice, realization, reactivation and transformation.

- *Let me explain each one of them.*

The aim of first, analysis phase, is to collect and then list up all locations suitable for Fuori Expo pavilions. It could happen on-line through Fuori Expo web-page and social media, as well as in live during discussion and workshop meetings. All inhabitants of Milan might propose their pavilion location. Though it cannot be any spot that come across their mind. All places must meet specific pavilions requirements, that would be widely discussed during open debate with experts. Once inhabitants are aware

of Expo limitations, they may map their spot on the interactive platform. They just need to upload a picture with an address and short description. Chosen places should be also ordered into one of the three categories: S, M and L sized pavilions. Such a mapping action might be also accompanied by the numerous educational workshops in the urban planning field with focus on temporary reuse. As well as, by urban game that might help to rise interest of wider public, in Fuori Expo planning process.

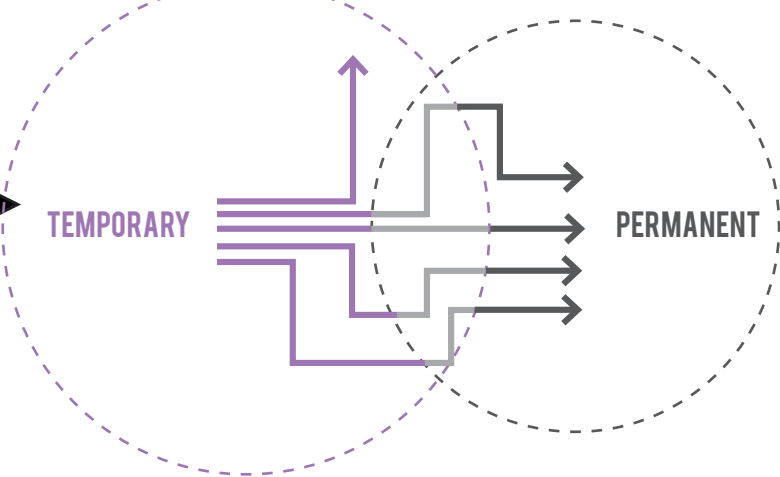
Once the analysis phase is over, there comes a time to make some choices. The inhabitant's list must be first verified by experts who will check all of proposed locations. Places who pass this selection may come into final voting. On the on-line platform, inhabitants will get chance to choice their Expo pavilions. In the last week of voting period, virtual selection would be supported with live workshop. Where, also less computerized Milanese can share their preferences. Once the voting would be over, all selected locations should be immediately



Reactivation

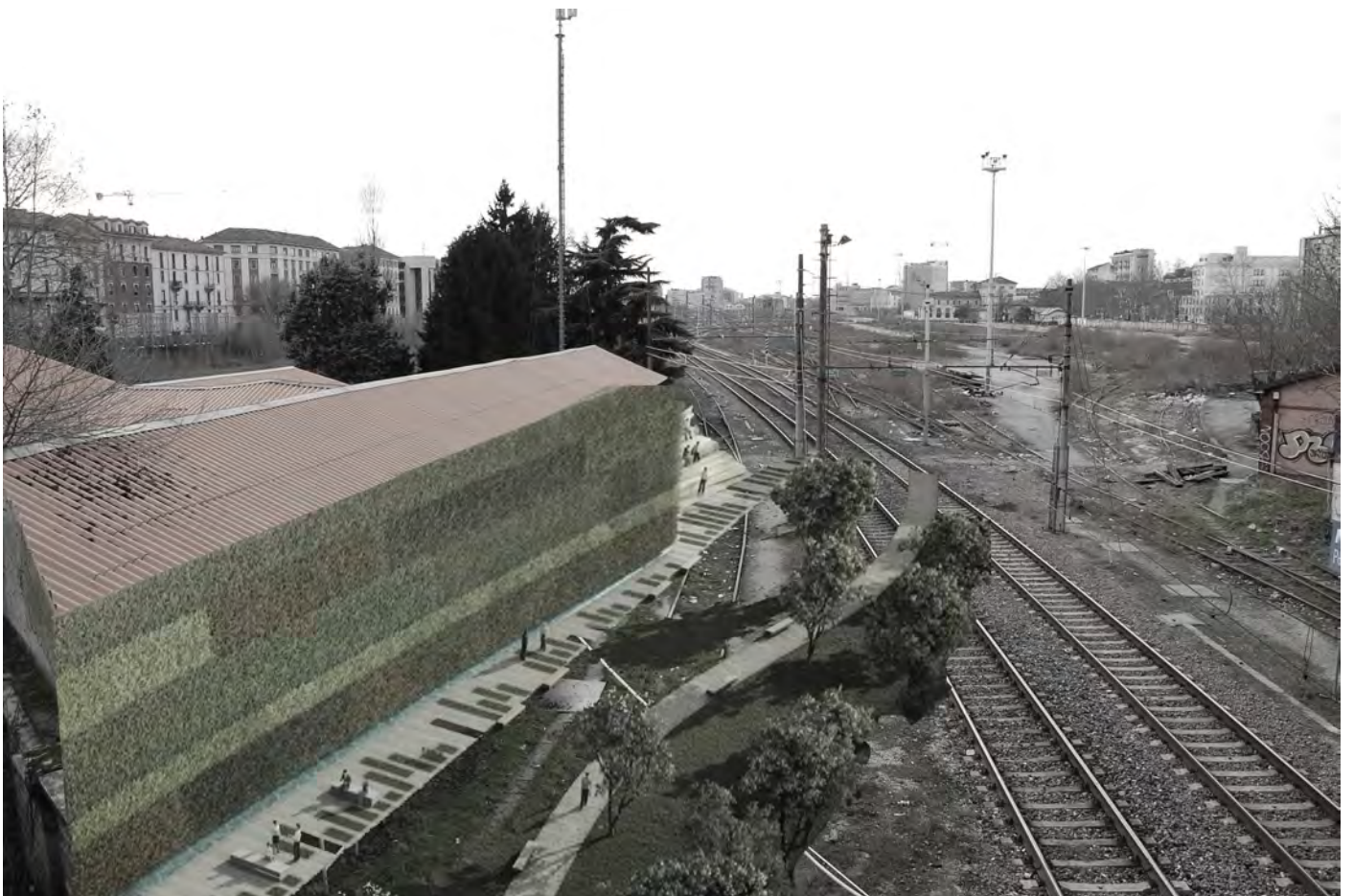
- "best- practise lectures"
presentation of succesfull reusal projects from around the world
- "public brain storming"
collecting and discussing reusal proposals of Milan inhabitants
- "start up workshop"
sharing needed knowledge to start own reusal project
- "round table"
sharing ideas and getting personal feedback from various experts

Transformation



shared on-line. The 'Choice' phase will be crowned with the 'Our Expo Spots' tour. Inhabitants of Milan will get chance to follow the Expo tour guide through all chosen pavilions locations. They will get opportunity to see abandoned places before their transformation. In the third phase of 'Realization' the role of inhabitants will be reduced to Expo visitors only. Since now, all Expo locations belong to participants countries. Each one of them may introduce it's own design of the exhibition space. During this 6 months, Milan inhabitants will be rather guest then hosts. However, once the event is gone and all pavilions becomes empty again, local citizens need to come back into action. That's the most crucial moment in the whole Fuori Expo vision. Till that time, World's Fair has already completed its task: it turned attention to abandoned buildings and gave first development impulses. Vacancies have been discovered, renovated and reused as Expo pavilions. But as they are empty again it's time to fill them up with new functions. And that's exactly a new task

for Milan inhabitants. Supported by city authorities, urban planners architects and other experts, Milan citizens might formulate their own proposals for the specific locations. Any citizens or ideas are welcome. Students, artists, craftsmen, immigrants, various association or any other group if interests may ground their own project. It might be social or artistic program, workshop or business start up. Such a initiative must fulfill just one condition. Once it's brought to life, it must give something back to the neighbor community: it might be a costless workshop, entertaining event or even public lunch. As shown in the last, fifth phase of 'Transformation', not every project must immediately function on a permanent basis. Some initiatives might be time-limited or exchange by other ideas. It all depends on the ownership situation, obtained license or financial efficiency. Though I assume that plenty of temporal project will give post-Expo pavilions new permanent functions. That will hopefully contribute to development of the whole neighborhood area.





4.3.5. Feedback

- *Once I finally formulated the whole Fuori Expo vision I strongly wished to get some feedback.*

I decided to share my ideas with few expert from planning world as well as inhabitants of Milan.

First, I confronted my Expo reflections with my interview parents. Both of them were fortunately pleased with Fuori Expo idea. In decentralized Expo, they saw a great opportunity to develop the whole Milan city instead of one specific suburban area. What could become also a notable impulse in giving abandoned buildings, a new permanent program.

- *Encouraged by such a positive feedback I was ready to make further, much more courageous, step.*

I decided to go out on Milan streets to confront my Fuori Expo vision with local citizens. Though I didn't want to ask directly for Expo opinions. I wished rather to provoke more interesting and deeper reactions. So that I concocted a small urban intervention. Much inspiration I got from the 'New York Times Special Edition' project of the Yes Men collective. One week after president election won by Barack Obama, they released in few cities across the U.S, a 'special edition' of the New York Times. In this newspaper, dated July 4th of next year, readers could find stories that future could bring, if Obama keeps his election promises. The chosen headline: 'Iraq war ends' already speaks for itself. (18.10.2014, <http://theyesmen.org/hijinks/newyorktimes>)

- *While reading the Yes Men fake articles I immediately asked myself: why not to fake Expo 2015 too?*

And that's how I came to my Fuori Expo intervention. I decided to invite passers-by on Milan street to fake Expo 2015. In that way I wished

to find out their reaction for Fuori Expo vision. As well as , to start a deeper discussion concerning World's Fair and city of Milan reality.

To make my intervention more reliable I designed a Fuori Expo poster (on the right page). Characteristic Expo 2015 logo and realistic photo-montage bring clear association to the official Expo billboards. Additionally, I also printed 50 Fuori Expo flyers with a short news text in Italian (below its English translation) that perfectly explain essence of my alternative vision:

" 28th April became a turning point in the Milan Expo 2015 preparations. An extraordinary sessions convened by representatives from Municipality of Milan, Region of Lombardy and Ministry of the Economy and Finance of the Italian Republic resulted in complete change of the exposition project.

The new Expo document was signed by Matteo Renzi- Prime Minister of Italy, Giuseppe Sala- Commissioner of the Italian Government for Expo Milan 2015 and Giuliano Pisapia- mayor of Municipality of Milan.

Two days later, 30th April, on the special meeting in Paris, new Expo idea was accepted by the World's Fair official organizer Bureau International des Expositions (BIE). According to the new decree, Expo Milan 2015 will be organized in 56 different locations within the city of Milan. Pavilions will be either placed in the earlier renovated abandoned buildings or constructed on the fallow land. All locations were chosen in the close city center (not further then 5 km away from Duomo) and ordered into 9 thematic clusters.

Once the Expo 2015 will be over, inhabitants of Milan are strong-

FUORI 2015

353 DAYS LEFT

147 PARTICIPANTS

56 MILAN LOCATIONS



MILANO 2015
1 MAY • 31 OCTOBER

FEEDING THE PLANET
ENERGY FOR LIFE

28TH APRIL BECAME A TURNING POINT IN THE MILAN EXPO 2015 PREPARATIONS. AN EXTRAORDINARY SESSIONS CONVENED BY REPRESENTATIVES FROM MUNICIPALITY OF MILAN, REGION OF LOMBARDY AND MINISTRY OF THE ECONOMY AND FINANCE OF THE ITALIAN REPUBLIC RESULTED IN COMPLETE CHANGE OF THE EXPOSITION PROJECT.

THE NEW EXPO DOCUMENT WAS SIGNED BY MATTEO RENZI - PRIME MINISTER OF ITALY, GIUSEPPE SALA-COMMISSIONER OF THE ITALIAN GOVERNMENT FOR EXPO MILAN 2015 AND GIULIANO PISAPIA- MAYOR OF MUNICIPALITY OF MILAN.

TWO DAYS LATER, 30TH APRIL, ON THE SPECIAL MEETING IN PARIS, NEW EXPO IDEA WAS ACCEPTED BY THE WORLD'S FAIR OFFICIAL ORGANIZER BUREAU INTERNATIONAL DES EXPOSITIONS (BIE).

ACCORDING TO THE NEW DECREE, EXPO MILAN 2015 WILL BE ORGANIZED IN 56 DIFFERENT LOCATIONS WITHIN THE CITY OF MILAN. PAVILIONS WILL BE EITHER PLACED IN THE EARLIER RENOVATED ABANDONED BUILDINGS OR CONSTRUCTED ON THE FALLOW LAND. ALL LOCATIONS WERE CHOSEN IN THE CLOSE CITY CENTER (NOT FURTHER THEN 5 KM AWAY FROM DUOMO) AND ORDERED INTO 9 THEMATIC CLUSTERS.

ONCE THE EXPO 2015 WILL BE OVER, INHABITANTS OF MILAN ARE STRONGLY RECOMMENDED TO GET ACTIVELY INVOLVED IN THE PAVILIONS RE-USE. EVERYONE MAY PARTICIPATE INTO "EXPO RECYCLE PROJECT". IN SEVERALS WORKING GROUPS, ROUND TABLE DEBATES AND WORKSHOPS, INHABITANTS AND PLANNERS WILL SEARCH FOR CREATIVE SOLUTIONS.

"WITH THE LATEST REALIGNMENT" COMMENTS COMMISSIONER ANTONIO MINOLI "EXPO 2015 OPENS A NEW CHAPTER IN THE WORLD'S FAIR HISTORY. MILAN SET A HIGH STANDARDS TO ALL FUTURE HOSTS WITH ASTANA 2017 AND DUBAI 2020 AMONG THE OTHERS."



ly recommended to get actively involved in the pavilions re-use. Everyone may participate into "Expo Recycle Project". in several working groups, round table debates and workshops, inhabitants and planners will search for creative solutions. "With the latest realignment" comments commissioner Antonio Minoli "Expo 2015 opens a new chapter in the World's Fair history. Milan set a high standards to all future hosts with Astana 2017 and Dubai 2020 among the others."

So well equipped with poster, flyers and camera, on 31 May 2014 (one year before the real Expo 2015) at 9 o'clock in the morning, I went out to invite Milan inhabitants to Fuori Expo 2015. I decided to stand in three completely different lo-



Square in front of Milano Centrale, photo made by Christoph Kirchberger

cations around Milan city center. First I have chosen a lively Piazza Duca d'Aosta, a square just in front of the Milano Centrale, main train station. I hanged my poster on the tree close to Via Vitruvio and Via Zezon 2 intersection. Exactly there I had a great view on the Torre Galfa, completely abandoned huge office tower. Milano Centrale area I found also interesting due to its problematic character. On the one hand, representative train station is a sort of the gate into the city. On the other hand, it's a hot spot for illegal businessmen, immigrants and homeless people. It's definitely not the easiest place to intervene. Plenty of passers-by ignored me, being completely busy with their everyday issues. Others had not much to say, they were simply not following Expo news. Though I don't regret my choice of location. I gained first significant experience in a very authentic part of Milan.

After an hour I moved to the hectic shopping street Corso Buenos Aires. I found there a vacant ground level local covered with plywood, where I could again hang my poster. There I caught attention of much more people than in Milano Centrale area. Every passer-by at least shortly reacted on my invitation. There I came also to first interesting talks.

My last, third intervention spot was in the artistic Brera district, close to famous Pinacoteca and University of Art. I stand in front of the Palazzo Citterio, a beautiful abandoned palace from XVIII century. I hanged my poster directly on the entrance doors so that it was highly visible to all passers-by. In that location, I experienced definitely most interesting talks. All people I hooked, were friendly and willing



In front of vacant ground level local on the shopping street Corso Buenos Aires, photo taken by Christoph Kirchberger

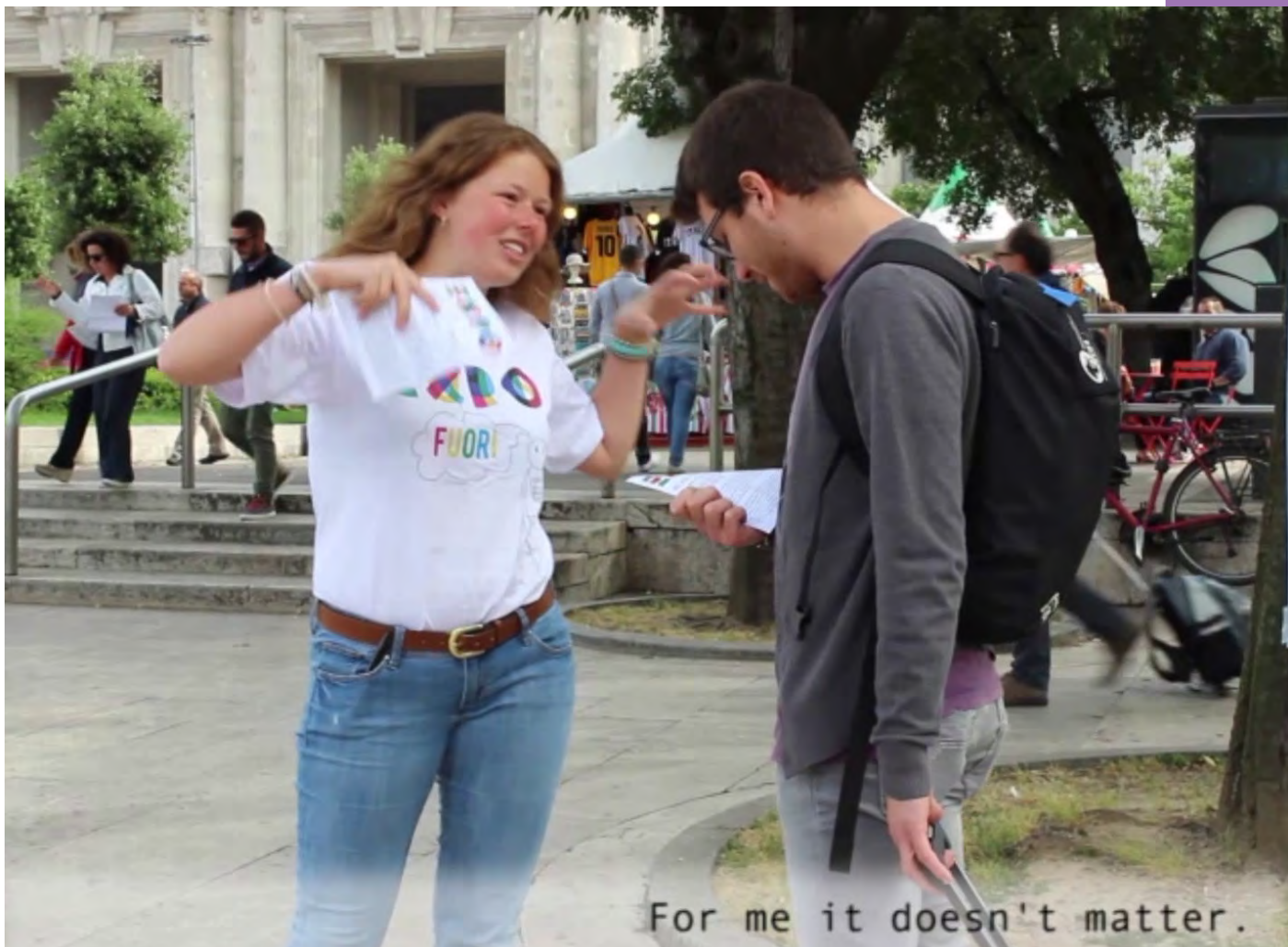


Entrance to abandoned Palazzo Citterio in the hearth of Brera district, photo taken by Christoph Kirchberger

Vuole venire a Fuori Expo?

Would you come to the Fuori Expo?







Can you imagine Italian Pavilion in abandoned building inside Milan?



I work for the company that build infrastructure for Expo. So I like that it is placed in Rho Fiera.



But as Expo takes public money I would prefer to spent it for public not half private issues.



We get also in Naples all Expo scandals...



In 2015? And you invite right now!?



Inside the city? I'm not sure if there is enough space...



Of course that we want to intervene more in government's decision.



The problem is that they haven't asked us. They have decided instead.



Nice vision. But tell me please...
What should we do now?



Where are you from?
Switzerland? Germany? Austria?



And you?

Will YOU visit
Fuori Expo?

to share their opinions. I could finally provoke a deeper discussion concerning Expo scandals and citizen's participation.

Every talk I started with a short invitation to the Fuori Expo event. I handed in flyer and waited for reaction. Most people took my provocation surprisingly seriously. They automatically connected me with the official Expo organizers. Few person asked for more details: exact time, meeting place or web page with more information. Often they also associated Fuori Expo with Fuori Mobile and were very pleased to hear about such an alternative event. On the other hand, I met also plenty of people completely ignoring Expo 2015. I tried to rise their interest in few different ways. I asked them to imagine Expo pavilions in their neighborhood, just on their doorstep. Other time, I mentioned how much public, so in a way their, money does Expo consume. Usually those small provocations helped me to achieve additional reaction.

Summing up, all statements I have gained, gave me a valuable feedback. Most of the people liked Fuori Expo idea and would gladly join the event. But obviously not everyone. Few inhabitants would rather keep Expo 2015 in suburbs to avoid crowds of tourists and all that chaos. Few people stayed completely neutral toward the event. They have seen much more sense in the permanent investment then in a temporal happening lasting just 6 months. However, most people I've talked to, sooner or later, referred to recent Expo scandals. They seemed rather mistrustful to current government and frustrated with general political situation of Italy. Citizens pointed out lack of any comprehensive dialog

with the government. Not mentioning participation in the decision making process. Expo is its great example. Even though they would wish to influence politician's decisions, they are given no chance. Italian planning system seems very autocratic and hierarchical orientated. Citizens play there rather minor role. Only interests of more influential people are given priority.

In conclusion, the fake Fuori Expo intervention left me not only a great positive experience but also few sad reflections to think though. On the one hand I was pleased that most of citizens would gladly visit my alternative Expo. Plenty of people took it even serious, what shows how believable the vision is. But on the other hand, Milan inhabitants opened my eyes to hard Italian planning reality. I just realized that in such a political system, my Fuori Expo vision sounds like complete utopia. Unfortunately, I found out that Milan is not yet ready for participatory Expo. What might be the hardest obstacle to overcome.



The whole intervention I cut into a short 'Fuori Expo' film (on the CD attached to the printed booklet).

4.3.6. Final conclusion

Fuori Expo recipe

All gained so far experience brought me finally to my last conclusion. At the end, I would like to understand my Fuori Expo vision as a sort of a recipe. The recipe for a better future development, to Expo host city. A recipe for an innovative approach, to Expo organizers. But also a recipe that may inspire some other large-scale events.

Ingredients:

piece of post-industrial city, full cup of abandoned buildings, teaspoon of open-minded city authorities, a bit of active citizens, one green light for participation, few slice of temporary use policies

Directions:

First mix together host city authorities, urban planners and citizens in a participatory planning process. Put out on a table all abandoned buildings. Wash them up with temporal events and projects. Then fill them in with more permanent function and citizens/planners/authorities mix prepared at the beginning. Your plate is almost ready. Don't forget to decorate it with few new temporary use policies. Now, the dish is ready to serve. Enjoy!

Any future Expo host city that has enough of listed ingredients might make a use of the Fuori Expo recipe. It doesn't have to follow directions fanatically. Spontaneous variations are more than welcome. Even though, it must be aware of few recipe limitations. In that way I hope that Fuori Expo will be once organized. Maybe not in Milan and not in 2015. But some other day, in the similar city.