

***Easy-going* LANDSCAPES**

Zadar, Croatia – 14-21 Aprile 2011

General Program

Several recent research works point that a global trend towards the standardization of cityscapes called “McDonaldization” (Ritzer 1996), McGuggenhamization (Honigsbaum 2001) or “urBANALization” (Munoz 2006), is also a simplification in functions and habitats which make cities less resilient to global changes and new cultural attitudes.

This process is driven by the emulation of successful cases (like Barcelona, Rotterdam, Berlin) and have often little regard for local idiosyncrasies and long term impacts. Cities are therefore becoming increasingly similar in their physical landscapes, their atmosphere, their lifestyles, their imaging and their landscapes, a serial reproduction landscapes. An expanding tourist demand brings a tendency towards the standardization of tourist products and landscapes and is interconnected with the growth of serial reproduction of culture (iconic architecture, museums and art galleries as “consuming” landscapes), where cities borrow or copy one from another with less space for differentiation.

New *low-cost* geography is developing rapidly with increasing number of *multiplex* centers, *shopping malls*, *outlet* stores, *low cost* airports; territory, culture and landscape are becoming “part time”.

High mobility of people, information and goods and the increasing use of cars are nurturing a rapid consumerist culture and lifestyle.

Low cost airports are often situated in rural areas, with low urban density and near a high value natural and rural sites.

The workshop will discuss some of the topics that regard this subject: how is the increasing mobility around those airports and the connection with the city influencing the urbanization of those areas; how to keep the local identity and traditional cultural values; what is the potential of student community and the interaction between students, tourists and local community; which are new opportunities and challenges for landscape and urban planners?

Lecturers from the fields of geography, landscape architecture and spatial planning from internationally renowned universities and institutions in Croatia, Italy, Spain and Portugal are invited to discuss current topics, exchange experiences and finally bring some answers and proposals together with students. The study area will be the town of Zadar and surroundings in Croatian south coastal region of Dalmatia.

Organization and coordination

Department of Geography, University of Zadar/ Croatia

- Partner Universities of European Master on Planning and Policies for the City, the Environment and the Landscape:
Departament de Geografia, Universitat Autònoma de Barcelona/ España
Departament de Geografia, Universitat de Girona/ España
Facoltà di Architettura, Università di Sassari /Italia
Facoltà di Pianificazione del Territorio IUAV di Venezia/ Italia
Faculdade de Arquitectura, Universidade Técnica de Lisboa/ Portugal
- Department for spatial planning of Zadar County/Croatia

Sponsorship

University of Zadar

Zadar County

Town of Zadar

HAZU (Croatian Academy of Science and Art)

Department for spatial planning of Zadar County

Lecturers profile and workshop themes

Lecturers from the fields of geography, landscape architecture and spatial planning from internationally renowned universities and institutions in Croatia, Italy, Spain and Portugal are invited to discuss current topics, exchange experiences and establish contacts during the scientific meeting.

The workshop experience will be based on learning through practice, therefore the students will be guided in each phase to encourage a “learning by doing” approach, guaranteeing an intensive exchange of knowledge between lecturers and students.

The scientific meeting seminars and the workshop final results presentation will be open to public.

The workshop themes will include:

- population changes and mobility;
- transport, mobility and infrastructures;
- urban transformations;
- land use and landscape transformations.

Activity/program

Day 1

Morning

Registration of participants; official opening of scientific meeting and workshop; introduction to and presentation of workshop; conference.

Afternoon

Presentation of working materials; group forming; conference.

Day 2

Morning

Conference (2); conference of territory presentation (1).

Afternoon

Conference (3)

Day 3

Round trip

Day 4

Morning

Conference(1) ; Workshop

Afternoon

workshop

Day 5

Morning and afternoon

Workshop

Day 6

Morning and afternoon

Workshop

Day 7

Workshop results presentation; official closing of scientific meeting and workshop.

Scientific meeting and workshop language

The official language of the scientific meeting and workshop is English and Croatian.

The participant students will have 3 ECTS credits.