

Urban Festivities and Culture's Events as Instruments of Urban Revitalization and Development

Instrumentation of urban animations and events by the urban policy makers and their domestication for projects of urban revitalization of city public spaces

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ABSTRACT

The paper summarizes research performed as a part of a postgraduate international research programme at the Institute of Theory of Town Planning Brno, University of Technology – Faculty of Architecture, Czech Republic, and Laboratory for Theories on Urban Mutations, French Planning Institute; Paris VIII University, France.

For some time, urban policy makers, planners and architects have realized the importance of urban festivities and events. They pay attention to their direct or indirect impact on the revitalization and development of urban spaces. They have also started incorporating them in large-scale architectural and urban projects and employ them as political tools. Urban festivities and events are investments contributing to community integration and representation of the entire region. They give places a new meaning and symbolical value.

Our research is investigating potential effects of urban festivities and events on the transformations and the new perceptions of spaces. It focuses on organized open-air activities in the public domain of cities, including their centers, neighborhoods and peripheries.

Possible physical impact areas of the above may include:

- incorporation of promotional areas in new urban regeneration,
- new transportation connections – new accessibility;
- mobile or fixed urban decorations;
- new or newly equipped buildings for accommodations or services; and infrastructure.

Indirect impacts for urban spaces may include:

- revalorization of city or site image;
- foundation or recuperation of cultural, patrimonial or social identity;
- improved perception;
- treatment of social problems (e.g., social segregation or ethnical exclusion);
- development of urban tourism; and
- global promotion of the city image.

The Study Cases

Our research investigates new types of urban media promotion both in the Czech and French environs focusing on region centers and their satellites, such as, City of Nantes in France, and city of Hradec Králové in the Czech Republic.

Key Words: urban festivities;urban development, cultures events