

# TERRITORIOS

**II INTERNATIONAL FORUM**  
ON URBAN PLANNING IN  
SMALL AND MEDIUM SIZED  
**CYTY-REGIONS**



2 & 3  
November  
2006



Logroño  
La Rioja  
Spain



**RIOJAFORUM**  
La Rioja  
Conference  
Centre  
and Auditorium



Vivir y habitar  
en Europa en  
el Siglo XXI



## THE NEW CULTURE OF TERRITORY

The search for improved quality of life **has changed the urban landscape and the very meaning of the “city” concept**. The extension of the traditional city into the regional peripheral space has actually resulted in the creation of “city-regions”, **new urban areas** which bring new opportunities for people but also more demands for new services and funding.

Thus, **new challenges arise**, complex relationships between cities and territories, new development strategies and a variety of links between local and regional environments. Traditional management policies and tools are less effective in our current scenario. Facing new economic, social or environmental challenges, new claims for a better quality of life or the promotion of social welfare, all this brings a significant number of organisations to stimulate society toward a **new culture of territory**.

It is therefore essential that each and every social player be involved to attain a balanced, **well-planned and future-oriented urban development**. **It is thus inescapable** to create a joint effort among public institutions, the private sector, universities, professionals, social organisations and the public.

**The II International Forum on Urban Planning in Small- and Medium-sized City-Regions** ‘Territorios 21’ will provide the necessary meeting point for all major urban players who wish to build and reach a consensus on the future of our territories, and set the bases to face up to the challenges of small- and medium-sized city-regions.

**Territorios 21** will foster the **analysis of the situation** by urban policy-makers and urban planners, active professionals and businesses, looking toward a balanced territorial development and the dissemination of those initiatives among the public.

## THEMED AREAS

### Landscape and urban planning

The development of cities generates a landscape that should be balanced and environmentally-friendly, and cater to citizens’ demands.

### Urban strategies. Urban planning. Municipal planning.

This area will focus on the application of municipal strategies and plans to urban development.

### Regional strategies. Land planning. Land strategies.

Urban development plans of regions and autonomous communities for the development of their territorial model.

### Communication and city marketing

In view of the need to disseminate the image of cities to make them more competitive and to reflect about corporate social responsibility, the Forum will analyse the latest trends in this area.

## TARGET AUDIENCE

**Territorios 21** aims to achieve communication and interactions among the Forum's target audience to work for the sector's benefit. More specifically, it aims to be a setting to meet and discuss:

- **National, regional and municipal administration**

Political area  
Technical area

- **Professional and academic fields**

Urban planners  
Consultants  
Specialists in urban planning in general

- **Business field**

Building and planning companies  
Engineering fields  
Companies related to urban planning

## GOALS

- To foster discussions on the **development of small- and medium-sized city-regions** and their territories within the context of globalisation.
- To promote the **dissemination of a new culture of territory**.
- To raise awareness among urban policy-makers and land planning players about the need to achieve a **balanced and sustainable development in our territories**.
- To **exchange experiences** among various European cities and regions.
- To **disseminate the land policy** being developed in La Rioja.
- To raise awareness among citizens on the importance of balanced, **sustainable development** of the territory in La Rioja.
- To increase self-esteem and **respect towards the landscape and territory**.
- To turn **La Rioja into a benchmark and a live example** of a medium-sized "city-region" and into a place for meeting and discussion.

### Technical Secretariat:

II International Forum on Urban Planning in Small and Medium sized City-Regions  
Fercori. Rey Pastor 6, 1º H. 26005 Logroño, La Rioja.

### Information:

Tfnos: 941 21 20 46 / 941 23 80 68  
E-mail: territorios21@fercori.com



## REGISTRATIONS

### TECHNICAL SECRETARIAT:

**Fercori.** Rey Pastor 6, 1º H  
26005 Logroño  
Tfno: 941 21 20 46 • Fax: 941 23 80 68  
e-mail: territorios21@fercori.com

### TRAVEL AGENCY:

**Viajes Mundo Tres SA**  
República Argentina 46  
26002 Logroño  
Tfno: 941 26 30 00 • Fax: 941 24 48 28  
e-mail: info@riojaincoming.com

Please send your registration forms to **Technical Secretariat** with the corresponding bank draft or the bank transfer receipt of the payment made to the following account number:

Caja Rioja nº 2037 0073 06 01-147624-61

**Registration fee:** 150 € + 16% VAT.

The fee includes participation to the sessions, documentation and continuous coffee service.

### Cancellation of registrations

Cancellations should be made in writing. Until September 20th, 2006: fees will not be reimbursed, but all the materials circulated during the II International Forum on Urban Planning in Small- and Medium-sized City-Regions. Territorios 21 will be sent to you.

## PROGRAMME

Thursday, 2 of November



9.30 a.m. **Opening**

**Mr. Pedro Sanz Alonso.** President of Government of La Rioja.

10.00 a.m. **Keynote Addresses**

**Introduction**

**Mrs. Aránzazu Vallejo.** Vice-president of the Government of La Rioja and Minister for Tourism, Environmental Affairs and Land Policy.

**Mrs. Mona Serageldin.** Vice-president of the International Institute for Urban Development. Massachusetts. Adjunct Professor of the Urban Planning Department and Harvard University.

**Toyo Ito Architects.** RIBA's Gold Medal 2006.

11.45 a.m. **First plenary session**

**Lanscapes and the City-Region**

**Moderator:**

**Mr. Alban d'Entremont.** University of Navarra.

**Speakers:**

**Mr. Didier Vancutsem.** Vice-president of International Association of Urban Planners.

**Mr. Fernando Caruncho.** Designer of gardens.

**Mr. Rafael Escribano.** Madrid Polytechnic University.

1.00 p.m. **Second plenary session**

**Territorial Strategies**

**Moderator:**

**Mr. Amalio de Marichalar.** President of Foro Soria 21.

**Speakers:**

**Mr. Martín Bassols Coma.** President of the Spanish Association of Urban Law. Professor of Administrative Law.

**Mr. Sidonio Parda.** University of Lisbon. Oporto Parques.

4.00 p.m. **Workshops**

**Lanscapes and the City-Region**

**Coordinator:**

**Mr. Juan Luis de las Rivas.** Director of the Urban Planning Institute, Valladolid University.

**Speakers:**

**Mr. Ignacio Español.** Madrid Polytechnic University.

**Mrs. Mojca Golobic.** Institute for Urban Planning. Slovenia.

**Mr. Pablo Vaggione.** Director. Design Convergence.

**Territorial Strategies**

**Coordinator:**

**Mrs. María Martín.** Director General of Urban Planning and Land Policy of the Government of La Rioja.

**Ponentes:**

**Mr. Yves Dauge.** Senator and Mayor of Chinon. President of the Europe-International Commission of the French Federation of Regional Nature Parks. Loire Valley Region.

**Mr. Miguel Sodupe.** Director of the Urban Consortium of Centro Direccional de Cerdanyola del Vallès.

**Mr. Arthur Spiegler.** Representative of the European Council.

**Urban Strategies**

**Coordinator:**

**Mr. José Luis Suárez.** Professor at IESE. University of Navarra.

**Speakers:**

**Mr. Luis María Calleja.** Extraordinary Professor of General Direction at IESE.

**Mr. James Utting.** Design Director. Benoy Architects.

**Mr. Rory Joyce.** Director. Drivers Jonas.

Fryday, 3 of November



9.30 a.m. **Keynote Address**

**Mrs. Minja Yang.** Country Director, India. UNESCO.

10.15 a.m.. **Third plenary session**

**Urban Strategies**

**Moderator:**

**Mr. Miguel Hernández.** Director of the Real Estate Programme. Bussines School.

**Ponentes:**

**Mr. Sigfrido Herráez.** Architect and Vice-president of Rayet group. Former Housing Councillor of Madrid City Council.

**Mr. Pedro Ortiz.** Former Director General for Urban Planning in Madrid Region.

**Mr. Manuel Martí Ferrer.** Secretary General of the Spanish Association of Property Developers.

12.00 horas. **Fourth plenary session**

**Human factor, corporate social, responsibility and city marketing**

**Mr. Amando de Miguel.** Sociologist.

**Mr. Antonio Lamela.** Doctor Arquitecto. Académico RADE y RAEM.

1.00 a.m.. **Debate and closing**

# REGISTRATION FORM



Mr / Ms.....ID/ Passport n° .....

Company.....Position.....

Address.....Post Code.....

City.....Province/State.....

Telephone.....Fax.....E-mail .....

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# TERRITORIOS 21

Organiza

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**Gobierno  
de La Rioja**

Turismo, Medio Ambiente  
y Política Territorial

Colaboran

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Coordina

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**Dirección General de Política Territorial.** Prado Viejo 62, bis. 26071 Logroño

**Secretaría Técnica: Fercori.** Rey Pastor 6, 1º H. 26005 Logroño