

Cultural Policies in Administrative Cities

International Symposium

Cultural life in cities specialised in administrative activities is generally seen as weak, boring or non-existent. Criticisms addressed to cities such as The Hague in the Netherlands, Ottawa in Canada or Brasilia clearly illustrate such a statement. Similarly, administrative districts in cities designated as the seat of government or headquarters of international institutions have long been stigmatised as soulless spaces, back street, urban deserts engendered by the planning policies that have long focused on functionalist zoning or real estate investment.

Accordingly, administrative cities became spaces of concerns between the modernist and the traditionalist definitions of city planning. This often led them to redesign their planning policies bounding the built environment and the culture of "urban life". Such a reorientation of policies generally resulted in a stabilisation of the traditionalist doctrine in planning policies and to a subsequent emphasis laid on urban mix and on the centrality of residents.

However, such a cultural approach to cities has recently been transformed, especially in cities like Brussels, Luxembourg, Strasbourg or Frankfurt that host the European Union's institutions. For instance, one observes a redevelopment of city planning issues beyond purely morphological and functionalist questions and, consequently, beyond the key

figures of the Fordist urban world such as the public administration, the residents or, in some cases, real estate investors. Therefore, new figures less territorialized and devoted to subjectivities, and to singular relationships to the city, have emerged in current urban policies. As a matter of fact, the absolute and homogeneous figures of the Fordist urban world have been challenged by the emergence of the user, the consumer of cultural products, the citizen, the stakeholder, the supplier, the urban manager or the tourist. Such a reorientation in urban policies, especially in the host city of the European Union, has given rise to the creation of new definitions of the city and, consequently, the building up of new city publics, notably, a heteroclitite and/or cosmopolitan public participating in the development of a new "urban multi-culture". Such a dynamic generates a growing differentiation between planning policies and cultural policies at the city level, policies that were more intimately linked in the urban Fordist world.

For instance, Brussels nowadays distinguishes itself in such a Post-Fordist world through the redeployment of its policies in an international perspective, and more specifically by linking those policies, or at least some of them, to its self-declared status of "Capital of Europe". What about other cities hosting international institutions, benefiting both from a worldwide image and from a cosmopolitan population participating in the local cultural life, bringing new lifestyles, new ways of thinking, new kinds of knowledge, implicating themselves in local dynamics, or becoming the public of cultural policies? Is the Neo-Marxist stereotype of the "transnational capitalist class" (Sklair 2000) developing its own lifestyle in a closed and deterritorialised world sufficient to describe the current processes? This is the debate closely linked to the current issues at stake in the management of administrative cities that the symposium *Cultural Policies in Administrative Cities* will open and discuss in a transdisciplinary perspective.

PROGRAMME

INTRODUCTORY SESSION

- 9.15-9.30 – **Introduction Speeches**
Ágnes Cser (EESC Member)
Claire Billen (Vice-Dean of the Université Libre de Bruxelles)
- 9.30-10.00 – **Warming the Cold : Culturalizing the Office City**
Vincent Calay (Université Libre de Bruxelles)

MORNING SESSION: Administrative cities and cultural policies in Europe and abroad

- 10.00-10.20 – **The Hague: an administrative capital but also a cultural capital?**
Robert Kloosterman (University of Amsterdam)
- 10.20-10.40 – **Grands projets culturels dans les agglomérations suisses et question démocratique**
Brigitte Schwab (Interface Institut für Politikstudie - Luzern)
- 10.40-11.00 – **COFFEE BREAK**
- 11.00-11.20 – **Tokyo Grand Design**
Sophie Houdart (CNRS - Paris) & Geoffrey Grulois (ISACF- La Cambre)
- 11.20-11.40 – **Transnational professionals and the nature of their presence in a city**
Magdalena Nowicka (Ludwig-Maximilians-Universität München)

11.40-12.30 – DEBATE

12.30-14.00 – LUNCH

Reception | Atrium 6

Presentation of the study:

The European Economic and Social

*Committee in the Leopold Quarter and the
European Quarter*

Cultural Policies in Administrative Cities

International Symposium

7 December 2007 | 9.15 am – 6.00 pm

European Economic and Social Committee

Rue Belliard 99 | 6th floor

1040 Brussels

<http://www.eesc.europa.eu>

Registration and detailed programme:

<http://www.eesc.europa.eu/documents/culture/symposium>

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Free entry | Entrée libre

AFTERNOON SESSION: Brussels

14.00-14.20 – **La vie culturelle dans une ville de cour:
Bruxelles au tournant des 18e et 19e
siècles**

Jean-Christophe Loir (FNRS - Université
Libre de Bruxelles)

14.20-14.40 – **L'Europe à Bruxelles: figure d'une ville
cosmopolite?**

Julie Cailliez (Université Libre de Bruxelles)

14.40-15.00 – **Faire de Bruxelles la Capitale de
l'Europe**

Eric Corijn & Reinoud Magosse (Vrije
Universiteit Brussel)

15.00-15.20 – DEBATE

15.20-15.40 – COFFEE BREAK

15.40-17.00 – **Panel Session with Brussels public and
private cultural stakeholders**

17.00-18.00 – **CONCLUSIONS**

Jean-Louis Genard (Université Libre de
Bruxelles – La Cambre Architectural
Institute)

Charles Picqué (Ministre-Président de la
Région de Bruxelles Capitale)



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 GRAP

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Co-organised by the European Economic and
Social Committee (EESC) and the Free University
of Brussels (ULB)