

IMAGE | SUMMIT

RESEARCHING THE CITY: MAPPING IMAGINARIES

AMSTERDAM
8 NOVEMBER 2022

PROGRAMME

10:00 - 12:00 | @ Raadzaal

IMAGE overview: a round table

12:00 - 14:00 | @Corry Tendeloohuis (CTH) - Business Campus

Lunch and getting to know each other

14:00 - 15:00 | @Corry Tendeloohuis (CTH) - Business Campus

Midday Parallel Sessions

Exploring Cities, Playing Together | Room 4.020

Mapping Imaginaries Workshop | Room 4.089

Urban Memory and Economic Value | Room 4.024

Media, Images, and Representations | Room 4.038

15:00 – 16:00 | @Corry Tendeloohuis (CTH) - Business Campus

Beyond the IMAGE Project: Reflections in Conversation | Creative Business Lab

The IMAGE documentary trailer, introduced by Patrick Dorder (Zuidoost TV)

Intercity movements and flows, by Brian Juan Pedro

16:30 – 18:30 | @ New Metropolis Zuidoost

Late afternoon IMAGE Session: Intellectual Thoughts and Moves with

Yaya (*Singer*) | Otion (Musician, poet and dancer) | Ocho & Ibs (Rap duo) | Soortkill (Professor SMIB 's)

Festive Drinks and Bites will be offered

@ IMAGE SUMMIT VENUES:



Raadzaal
stadsdeelkantoor Anton
de Komplein 150, 1102
CW Amsterdam Zuidoost



Corry Tendeloohuis
(CTH) Fraijlemaborg
133 Amsterdam
Zuidoost



New Metropolis
Zuidoost, Bijlmerplein
876, 1102 MG Amsterdam
Zuidoost

JOIN US AND ENJOY...

THE IMAGE PROJECT

The trigger for this partnership was mainly born from the increasing awareness that our look at cities' reputations (and at the reputations of areas within cities) could use more diverse enlargement and lighting. Without denying the relevance of by now referential iconic places, there is a need to go beyond the already established and towards a new positioning for cities that captures a broader and more substantiated city map: a map that contributes to seeing beyond the 'obvious', towards the less known.

The matter is urgent. Despite city campaigns, which insist on spreading residents and visitors through our cities, cities tend to concentrate attention, and investments in areas that are already considered referential. But the crux is then, why not extend our view on how reputation and attention is built, and really contribute to a more informed city mapping including a larger diversity of areas and centres of interest? Or as some creative entrepreneurs have put it: Instead of everybody aiming to be in a place that is already successful, wouldn't it be better to find new ways of making more places successful? After all, it is in the so-called 'peripheral' areas that many of our institutions have found a place to build venues and campuses. There are many reasons for these developments, however, it is important to remember the explicit desire of our institutions to contribute to a more varied and prosperous city. Being students, faculty and partners in cities means being agents in these processes as well.

OUR DISTRICTS AND NEIGHBOURHOODS IN THE PARTNERS CITIES:

Amsterdam - Zuidoost

Barcelona - el Raval

Lisbon - Carnide

Paris - La Défense

Vienna - St. Marx

To know more about the IMAGE PROJECT visit:

www.cityimaginaries.com



Researching the city: mapping imaginaries - IMAGE
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Consortium Partners:

