

The 7th Biennial of Towns and Town Planners in Europe

Hungarian Society for Urban Planning
Budapest 1094 Liliom Street 48. Hungary
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Organisation and financing

The Secretariat:

The Secretariat of the Hungarian Society for Urban Planning functions as the Biennial Secretariat and it is responsible for the planning of the Biennial, in a close relationship with the Organizing Committee and the Steering Committee.

Organizing Committee:

Mr Gábor Aczél president (MUT), Budapest
Mr Tamás Lukovich vice-president (MUT) Budapest
Mr. Zoltán Tóth vice-president (MUT) Budapest
Mrs Eszter Laib – managing director (MU Kht), Budapest

The Steering Committee:

Collaborative agreements are made or will be made with:

Budapest Capital City

National Office for Regional Development

Ministry of Agriculture and Rural Development

National Housing and Building Office

Ministry of Economy and Transport

Home Office

Ministry of Water Administration and Environmental Protection

The Central Region

Two Steering Committee meetings were held in 2005. The Committee was notified about the course of the project through e-mails. General issues such as economy, theme, keynote speakers, aims, sponsors, and PR strategies were and will be discussed at the meetings, as there were given suggestions to keynote speakers and to the contents of the conference.

Organization:

The Biennial Secretariat working together with a Professional Congress Organiser, *BLAGUSS LTD – Congress Bureau*. Their professional, multi-language speaking team is ready to offer a full range of **conference** and event planning and staging service from bidding to the final accountancy, review and follow-up works of the meetings.

Sponsorships:

The sponsorship strategy for the Biennial is:

The Congress Organizers and the Biennial organizing committee and Secretariat are working together on the correspondence and contacting the sponsors continuously.

The Congress Organizers and the Biennial Organizing Committee decides together about the Production and distribution of leaflets, brochures, booklets and floor plans, and about the gold, silver and bronze sponsorships.

To reach the highest possible sponsorship, The Congress Organizers and the Biennial Organizing Committee are working in a close relationship.

PIWP:

PIWP is greatly included in the planning of the Biennial, for example through meetings in the host country discussing the conference program and the international PR strategy.

For the 7th Biennial, the first PIWP meeting was held on the **28th April 2006**.

PIWP is a necessary prerequisite for the Biennials. The members' enormous expertises and their national networks are important for the continuity, quality, and diversity of the Biennials, as well as for the number of participants at the Biennials.

The minutes of the PIWP meeting was sent to the members of the PIWP, by email.

The participants of the meeting were:

Mr Gábor Aczél president (MUT), Budapest

Mr Tamás Lukovich vice-president (MUT) Budapest

Mr Ludwig Krause (SRL), Berlin

Mr Michael Stein (SRL), Berlin

Mr Marcel Belliot (FNAU) Paris

Mr Cliff Hague (RTPI) Edinburgh

Mrs Eszter Laib – managing director (MU Kht), Budapest

Ms Gabriella Pusker – secretary (MUT), Budapest

Communication strategy

Graphic identity:

- Logo (on stationary, mouse pads, business cards, etc.)
- Homepage (start in June 2006)
- Pre-folder printed in 5000 copies, September 2006
- Final programme printed in 2000 copies.
- Conference material (banners, conference portfolios, updated conference schedule, plan of location, nametag, etc.)

Language:

The Biennial language will be English.

It depends on the cost whether it will be a translation to Hungarian or not.

Newsletter:

In September 2006 the Biennial Secretariat will issue its first electronic newsletter. From September to June, at least 10 newsletters will distribute to at least 3000 recipients, primarily in Europe.

The newsletter will contain practical information about the Biennial, registration, new keynote speakers, workshops or other news.

Program

The theme:

Nearly three quarters of the European population lives in urban areas. To ensure their well-being through an improved quality of urban life, the attractiveness of European cities must be maintained and enhanced, respectively. Urban design will be a key element of the 'renaissance of cities' from the strategic planning of land use systems to the retention of character and the quality of urban development projects. There will be a number of policies and interventions in which planners ought to play a key role.

These challenges will, among others, include measures:

- to rehabilitate pieces of degraded urban fabric, to facilitate personal contacts and opportunities for creativity, leisure and recreation,
- to ensure the individual and collective feeling of security,
- to create memorable urban environments derived from specific genius loci, to cultivate a high level of aesthetic excellence,
- and to conserve the natural and cultural heritage, including the open space networks.

Culture and 'place' will continue to have distinguished role in shaping the quality of urban life. They also represent Europe's very contribution to mankind's invaluable environmental culture. Besides, there is an increasing competition among major urban centres to become primary targets of tourism, investment and lifestyle. This process involves pressure and dynamism of change. As a result, urban design (that had, in itself, become an interdisciplinary professional activity over the last twenty years) is in vogue again in international practice as an effective means of shaping urban quality and image. Politicians and professionals, responsible for the development of urban centres, have realized that the manipulation of image and the beautification of cities can be linked with economic development.

Process

- A PIWP meeting was held in April 2006 where the general ideas and program was presented, the host region was displayed and the secretariat received constructive criticism.
- The PIWP members were contacted to recommend national experts.
- Invitations and contact to keynote speakers will primarily do from May to October

Workshops

Intention

The intention with the workshops has to give the participants an insight in the practice of town planning in Hungary. The Secretariat wish to involve all relevant actors so the diversity of efforts will cover by workshops.

Workshops (min. 2x7 - with professional guides and brochures)

- Millenáris Park (recently opened cultural and recreational park at Buda)
- Wekerle Housing Estate (1910's Garden Suburb)
- Graphisoft Park + Gas Factory (high tech redevelopment sites)
- Arts Palace (including a major concert hall with world class acoustics)
- Budaörs (suburban centre) – one of Europe's highest concentration of retail and commercial zones
- Fót (suburban) – filmstudio village
- Westend Centre/Western Railway Station (commercial redevelopment and heritage station)
- Corvin-Szigony Project (large scale redevelopment of a degraded housing area in inner Pest)
- Ferencváros rehabilitation (award winning project next door)
- Infopark (high tech park next to the TUB Campus at Buda)
- Kőbánya (heritage beer factory in an old, inner industrial zone)
- Pap László Sport Hall (the largest indoor facility in Eastern Europe)
- Váci Avenue Precinct (major housing projects along the Danube)
- Communist Theme Park (with old statutes spared) and the 'House of Terror' Museum
- Bauhaus walk/Architect Kós Károly walk/Old Coffee Shops walk
- The Jewish Quarter (City)
- The Szentendre Skanzen (theme park with authentic Hungarian vernacular architecture from all over the country)

Exhibition:

The Organizing Committee would like to present the „**Plan of the year 2006**” exhibition, which was organized by **MUT**.

We also want to organize a sponsor-paid and partly invited exhibition too.

Parallel activities

There will be cultural programs, receptions, boat trip.