



## FINAL BRIEFING CUPA IMPLEMENTATION LAB ZAGREB 3-5 JULY 2013

Update 30 JUNE 2013

### INTRODUCTION

In the framework of the CUPA programme the sixth Implementation Lab Workshop can be announced, to be held on Wednesday 3rd of July till Friday 5th of July in Zagreb (Croatia).

All CUPA Partners that have enlisted as well as the external experts that are invited to participate are invited to take part in this ZAGREB Implementation Lab Workshop, are kindly requested to travel to Zagreb on Tuesday 2<sup>nd</sup> of July to be able to join the **informal getting together** which will be arranged in the evening of the 2<sup>nd</sup> of July 2013. All international participants will be given the opportunity to meet and join for an informal walk through the old city of Zagreb and join the informal gathering at 19.00 hours. (**Meeting point: Hotel Dubrovnik lobby**; walk provided by the City of Zagreb and Department of Geography, Faculty of Science, University of Zagreb). And join at 20.00 hours the **informal gathering at ZgForum**, (Gajeva 27) for a catered dinner; a location closely situated to the hotel where the international participants are housed.

The preparatory visit which was made on 19 - 20 of March 2013 resulted in a specification of the case study of the ZAGREB Implementation Lab. Which is published on the III website <http://www.iiinstitute.nl/news/cupa-implementation-lab-zagreb-croatia-2013>

See also the other documents regarding the Awakening of New Zagreb as well as the documentation of the Zagreb Fair History part 1 and 2 which are also downloadable from this III webpage.

The registration of all participants will take place in the Zg Forum ( Gajeva 27 ) on Thursday morning 3 July at 8.30 hours. You will be handed out a name badge, a name plate and a portfolio with the programme update, the list of participants as well as the CV's of the international and national experts. On the registration desk we will have the printed materials about the study case area available.

See for the detailed programme and venues the III website page <http://www.iiinstitute.nl/upcomingevents/zagreb-programme>

### The case study of the Zagreb workshop deals with the ZAGREB FAIR GROUNDS.

There is a great concern about the development and management of the Zagreb Fair Grounds, so there is an urgent need and demand to work on that topic. During our preparatory visit, the Fair Ground was visited and a general impression was gained of Zagreb City. A first impression is published on the website of the International Intervision Institute ([www.iiinstitute.nl](http://www.iiinstitute.nl)). We will try to develop, concepts how to revitalize these fair grounds and mobilize civic support both in terms of volunteering and in terms of stakeholders, so steps forwards can be taken.

The participants of the workshop will be encouraged to identify different aspects of involving stakeholders also financially and to suggest possible spatial proposals for the introduction of additional or new functions that could easily be combined with the fairground function.



Questions, amongst others, are:

- What kind of functions can be combined on the Zagreb Fair Grounds that may become new attractions for developers and city residents?
- How will redevelopment of the Zagreb Fair Grounds influence the society in terms of sociological, economic and cultural aspects?
- How to make the most of the Fair Grounds in terms the already abundantly present sports and, recreational facilities, leisure, etc.?
- How could the Zagreb Fair Grounds be renovated and maintained without use of additional budget of the City of Zagreb?
- How could development at the edges of the Zagreb Fair Grounds look like and how could this development have an influence on the renewal of the fairgrounds?

A complete case study dossier including the relevant maps are all published on- and downloadable from the websites of the International Intervention Institute. ([www.iiinstitute.nl](http://www.iiinstitute.nl))

All participants are urged to visit the website for possible updates of the dossier.

**Request 1:** If not done already please submit the filled out participation form which is also available on the III website ([www.iiinstitute.nl](http://www.iiinstitute.nl))

We kindly ask you for attention regarding the following issues that have to be in place to make sure the Zagreb Implementation Lab will run smoothly.

Most important in this respect are the **reference cases** that international CUPA participants are invited to present on the first day of the workshop. The idea is to present cases that bear relevance to the Zagreb Fair Grounds challenges for which multifunctional area development **concepts** play a role and as before planning processes involving different stakeholders are problems that have to be dealt with.

**Request 2:** Every participant is invited to present in about 10 power point sheets, a case from their own city or region regarding the ways your city manages fair grounds. These experiences could be helpful as input for the brainstorm workshop on the second day.

**Request 3:** Every participant is requested to (preferably) send in or else bring in hard copy a short CV.

We are looking forward seeing you in Zagreb

Also on behalf of Volkmar Pamer and Markus McDowell, kind regards



Huibert A Haccoû

International Intervention Institute



## PROGRAMME

### DAY 1 Wednesday 3rd of July 2013

- 08.15 Gathering in hotel lobby of hotel Dubrovnik, **walk to the ZgForum** (a few minutes).
- 08.30 - 09.00 **Participant registration (location: ZgForum)**  
 You will be handed out a name badge, a name plate and a portfolio with the programme update, the list of participants as well as the CVs of the international and national experts. On the registration desk we will have the printed materials about the study case area available.
- 09.00 The CUPA Implementation lab workshop Opening  
**Official welcome** by the City of Zagreb by **Mrs. Jadranka Veselić Bruvo** , Head of the City Office of Strategic Planning and Development of the City,  
**General introduction** to the City of Zagreb by **Mrs. Jadranka Veselić Bruvo**
- 09.30 General introduction to the programme by **Huibert A. Haccoû**, CUPA Facilitator and chair of the Implementation Lab, and **Volkmar Pamer**, City Planner Vienna .
- 09.45 The CUPA programme and its ambitions by Markus McDowell Project Manager of Tina Vienna.
- 10.00 Introduction to the study case area by **Aleksander Laslo**, City Office for Strategic planning and Development of the City / **Tihomir Jukić**, Faculty of Architecture  
**Mirela Bartolec** of the Department of Corporate Development of the Zagreb Holding.
- Formulation of the problem statements** and short discussion.
- 10.30 Coffee break.
- 11.00 Reference cases: presentations from the CUPA Participating Cities.
- 12.45 Departure by bus to the Zagreb Fair
- 13.00 - 13.30 Lunch break at the **location of the Zagreb Fair**
- 13.30 Bus ride on and around the Zagreb Fair Grounds and its context  
**Aleksander Laslo; Mrs. Mirela Bartolec**
- 17.00 Return to the hotels
- 19.00 Welcome dinner at the restaurant to be decided.
- 21.30 End of day 1

**DAY 2 Thursday 4th of July 2013**

- 08.15 Gathering in the hotel lobby of Hotel Dubrovnik where the bus departs for the Zagreb Fair Grounds **(location: Zagreb Fair)**
- 08.30 Introduction and Q & A; subgroup formation, two to three subgroups will be formed.
- 09.30 Coffee break
- 10.00 Working session subgroups starting with Observations  
Coffee /Tea on side tables in the subgroup rooms
- 12.00 Lunch
- 13.30 Working sessions continued with Suggestions.  
Coffee /Tea on side tables in the subgroup rooms
- 15.30 Introduction, formation and instruction of task forces.  
Start of the recommendation phase.
- 17.30 End workshop sessions, return to the hotel by bus.
- 17.45 - 19.00 Facilitators sit together to formulate the main messages to be presented as outcome of the IL (location: ZgForum )
- 19.30 Dinner, location to be determined.

**DAY 3 Friday 5th of July 2013 (location: Zagreb Fair)**

- 08.10 Gathering in the hotel lobby. Check out of the hotel!
- 08.15 - 08.30 Bus ride to the Zagreb Fair
- 08.30 Plenary start of the last IL workshop day.
- 09.00 - 10.30 Working groups exchange and finalize their recommendations.  
Coffee/Tee on side tables
- 10.45 - 11.00 Return by bus to the ZgForum

**(location: ZgForum)**

- 11.00 Presentation of recommendations to the Municipal decision makers and the press.
- 12.30 End of the Zagreb CUPA IL Lab meeting.  
Leaving for lunch (lunch is optional)



## PARTICIPANTS

### INTERNATIONAL PARTICIPANTS:

- **Huibert A. Haccoû**, Managing director of the International Intervention Institute. Professor urban planning and environmental Sciences School for the Build Environment Saxion University of Applied Sciences Deventer (NL) **[confirmed]**
- **Martijn Kramer**, Managing director of the International Institute for the Urban Environment Delft (NL) **[confirmed]**.
- **Elsbeth van Hylckama - Vlieg**, Former Secretary General of the IFHP The Hague (NL) **[confirmed]**
- **Femke A. Haccoû**, Landscape Architect City of Amsterdam, Department for Spatial Planning as Landscape Architect (NL) **[confirmed]**
- **Volkmar Pamer**, Urban planner of the City of Vienna (AUSTRIA) **[confirmed]**
- **Markus McDowell**, Project Manager, TINA VIENNA, (AUSTRIA) **[confirmed]**
- **Rik Vermeulen**, PhD researcher University of Amsterdam; Urban planner City of Amsterdam Department for Spatial Planning (NL) **(confirmed)**
- **Theo Bauernschmidt**, Buro fur Stadtplanung Munich (GERMANY) **[confirmed]**

### PARTICIPANTS FROM CROATIA:

#### MUNICIPALITY OF ZAGREB

From the Municipality of Zagreb and international partner cities the following persons are invited to participate:

these are urban planners, traffic expert, landscape planners, developers, architects and district representatives.

- **Jadranka Veselić Bruvo**, architect, urban and regional planner, Head of City Office of strategic Planning and Development, City of Zagreb **[confirmed]**
- **Stjepan Kelčec Suhovec**, traffic expert, City Office of Strategic Planning and Development **[confirmed]**.
- **Aleksander Laslo**, architect, architectural historian, City Office of Strategic Planning and Development **[confirmed]**.
- **Irena Matković**, architect, urban and regional planner, Head of Strategic Planning Department **[confirmed]**.
- **Mirna Meštrović**, architect, researcher, Head of the Sector for Strategic Plans and Decisions Development in the Strategic Planning Department. **[confirmed]**.
- **Zrinka Paladino**, Deputy Head , City Institute for the Conservation of Cultural and Natural Heritage, City of Zagreb **[confirmed]**
- **Mirjana Korać Jelić**, Head of the section Utilities Services and Transport, City Office for Physical Planning. City of Zagreb **[confirmed]**
- **Valerija Kelemen Pepeonik**, Advisor of the Head of the City Office of Strategic Planning and Development **[confirmed]**
- **Ana Magdić**, expert assistant, City Office of Strategic Planning and Development. **[confirmed]**
- **Sonja Sočivica**, expert assistant, City Office of Strategic Planning and Development **[confirmed]**
- **Nada Antić**, Head of Demography Department, City Office of Strategic Planning and Development of the City **[confirmed]**





- **Martina Jakovčić**, PhD professor at Faculty of Science, Department of Geography, University of Zagreb **[confirmed]**
- **Dubravka Spevec**, PhD professor, Department of Geography, Faculty of Science, University of Zagreb **[confirmed]**
- **Tihomir Jukić**, professor at the School of Architecture, University of Zagreb **[confirmed]**
  
- **Mirela Bartolec**, Director, Department for corporate development, Zagreb City Holding company (Zagreb Fair is a branch of the Zagreb Holding company) **[confirmed]**
- **C. Zeisberger**, Architect, HGK - KOMORA ZAGREB/ Chamber of commerce **[confirmed]**
- **Sara Ursić**, Research fellow, Institute of Social Sciences Ivo Pilar **[confirmed]**
- **Irena Đokić**, Research Associate, The Institute of Economics, Zagreb **[confirmed]**

#### INTERNATIONAL CUPA PARTICIPANTS :

- **Katharina Weishaupt**, Geschäftsführerin Vienna Fair (Wiener Messe Besitz GmbH), (AUSTRIA) **[confirmed]**
- **Monika Šmiralová**, Spatial planner, Department of town Planning Bratislava, (SLOVAKIA) **[confirmed]**
- **Vladimir Hrdy**, MSc Architect, head of Department of Town Planning, City of Bratislava, (SLOVAKIA) **[confirmed]**
- **Dana Hausnerova**, town planning specialist, The Department of Town Planning, City of Bratislava, (SLOVAKIA) **[confirmed]**



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