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Niedersächsische Staats- und Universitätsbibliothek Göttingen  
Georg-August-Universität Göttingen  
Platz der Göttinger Sieben 1  
37073 Göttingen  
Germany  
Email: [gdz@sub.uni-goettingen.de](mailto:gdz@sub.uni-goettingen.de)

## FOREWORD

This volume, number 52 of the transactions "Human Geography" of the Institute for Geographical Sciences of the Freie Universität Berlin, contains 54 contributions on the development of scientific research presented at the IGU Commission "Urban Development and Urban Life". The texts comprise the revised papers discussed at the annual meeting of the Commission in Berlin between the 15 and the 20 August 1994. The publisher would be pleased, when with this publication the circle of those interested in the issues discussed in the papers could be significantly widened. In this way additional ideas, points of view and insights into the work of the Commission could be taken into account.

The Conference itself dealt with the theme "Urban Transition and Quality of Life" and promoted therewith in each of two introductory and numerous continuing seminar papers, either an evaluation of the state of research, or a critical comment on current research relevant to the three themes:

- "Restructuring Urban Systems in Central and Eastern Europe",
- "Unemployment and Informal Economy in Cities" and
- "Urban Identity, City Image and Urban Marketing"

In the course of discussion of the principal focal points of the Conference, particular attention was given to the management of cities and city systems and to the management, marketing and images of cities as a consequence of the restructuring of the economy and of society (which restructuring itself triggered changes within and competition on the various sector and spatial levels). Consequently the title selected for the Conference report was

### **"Managing and Marketing of Urban Development and Urban Life".**

The principal themes were usually presented in the following way. A main speaker and a discussion leader opened proceedings with a review of the scientific issues to be discussed under the respective headings. The discussion in the seminar which followed, picked up, to a large extent the criteria raised by the respective opening speakers. (When reading the individual contributions please take into account the way in which the Conference was conducted).

A second principal theme of the Conference dealt with the application of theoretical concepts to the planning context of Berlin and its surrounding area. This application was achieved during the introductory seminar (see *Chapter I. Introduction*) as well as through the two days of field trips (Excursions-Guide). For the inner city area of Berlin the principal themes were, in substance, aspects of city planning, restructuring, urban recycling and new urbanisation as well as the architecture and functioning of city life. For the suburban and peripheral city areas processes are

developing of centralising versus decentralising; the concept of concentration away from the centre; the cycle of urbanisation of the process of integration between eastern and western social structures exemplified by the development of the planning of housing construction as well as the restructuring of the economy; planning concepts developing between the two regions and between the centre and the periphery, and (the principal concern) the planning development (horizontal and vertical) taking place in the context of Berlin, the two halves of the city and its two societies.

This volume of proceedings contains the principal themes in *Chapters II, III* and *V*. *Chapters IV* and *VI* are links between the respective empirical or conceptual applications to the principal themes. The principal theme "Restructuring" (*Chapter II*) was opened by **REY** and **GRIMM**. To be especially emphasised are the contributions of **PALOMÄKI**, **SINCLAIR** and **VENDINA** respectively which elaborated on the phenomena of restructuring in correlation with the globalising of the economy and the construction of a global net in a national or, as the case may be, in a regional-local context. In this respect **PRESTON** deserves special mention, as he was able to identify the process of restructuring as a continuous process between increasing or diminishing complexity or hierarchic growth. Associated with that, is the recognition of varied compensation of the relative and absolute globalising through the search for and the development of regional identity and regional images.

The second group of topics on the "Informal Economy" (*Chapter III*) had shown that the state of the literature dealing with this phenomenon had hitherto only covered the national economies of the third world or threshold regions. **AGUILAR**, as the main speaker, had described the role of the "Informal Economy" by the development to national and global integration. Despite encouragement before the start of the conference no papers were produced on the role of the informal sector in generally coping with "transitional states" or rather economic and social crisis situations. That means that no documentation exists for the hypothesis that the informal sector represents an economic and social survival strategy in more highly developed national economies.

The third principal theme "Management and Marketing" (*Chapter V*) was opened by **BORCHERT** and **DEMATTEIS**. Their contributions together with that from **HELBRECHT** are, to be categorised as conceptually pioneering. **RACINE** sought especially to clarify the connection between identity and marketing as the key to future development. **OSTENDORF** concentrated his critical analysis on the role of the welfare state and the evolution of "hard cities" - cities which possess the chance of survival. The contribution of **BOURNE** (*Chapter VI*) is to be seen as a reflective enlarging of image and identification. He opened with an exposition of the possibilities of a strategic concept in connection with urban recycling and cyclic development in the process of urbanisation. **WÄRNERD**'s contribution may be classified as being in the nature of a perspective, by which he established connections between city development and the development of nets under the handicap of further increasing individual mobility. The

functioning unity of city and countryside helps to overcome the illusion of city and region or the city - region - continuum.

From the methodical individual themes (*Chapter VII*) the contribution from **KOPP** deserves prominence. In this the conceptional guide lines were worked out for the process of monitoring and simulating city development. The contributions of **PUMAIN** and **PORTUGALI/ BENENSON** were discussed on the occasion of the joint meeting of the IGU Commission "Urban Development and Urban Life" and the IGU-Working Group "Urban Modelling" in Prague.

The Conference will continue its work at its next meeting in Capetown 1995 with the theme "Structuring the Contemporary City: International Geographical Insights".

The results of the work of the Berlin meeting, after extensive discussion over the effects of the globalising economic processes on the international and national city systems, have shown that the internal structures of individual cities are exposed to new processes in the formation of social groups by way of social segregation, integration and transformation. In connection with this the role of city planning must be examined insofar as the urban conditions of living do not match the political models and planning handicaps.

At the end of the Conference, as evidenced by the volume of transactions, it is necessary and there are excellent grounds for thanking all those who with stamina, skill and commitment have contributed to its formal success and its success as regards content. First the speakers, who not only contributed to the success of the Conference by their original research but also to the discussion and to the revision of their papers for publication. Included, to the same degree, are all those colleagues who through their contributions to the discussion, by their leading of sections of the Conference and by their preparation of the field excursions moulded the scientific quality of the Conference.

Special thanks go above to all the members of the organising team who, over almost a year, contributed to the Conference by working intensively way above "normal" hours and by bringing their ideas, motivation and energy to ensure its success. When the organiser, supported by those taking part in the Conference, can claim that none of the usual, as well as none of the unusual, breakdowns occurred during the period of the Conference, then thanks for this must go to the organiser's "right hand" Herr Dipl.-Geogr. Axel Bergmann. In the same way I thank the other helpers Herr Martin Cassel M.A., Herr Maik Dorl, Frau Heide Lindemann, Herr Andreas Meißner, Herr Dipl.-Vw. Frank Spiekermann, Herr Axel Schröder, Herr Gabriel Schwaderer and Herr Hans-Christian Winter. Frau Gisela Woosnam had, in her first year as secretary to the Department dealing with City research, endured more than a baptism by fire which she mastered with style. To her husband John Woosnam I give a special thanks for his support of the organisation in reviewing the abstracts, as excursion leader, translator of the introductory lectures and the revisor of numerous contributions for printing into British English so that everything appeared as a unified whole. In the framework of the Conference there was also an

exhibition prepared depicting current research by Berlin geographers and Berlin or Leipzig Institutions respectively. For this I thank all my colleagues.

In connection with the printing of the Conference proceedings a second team of fellow workers must be thanked: Frau Juliane Korn, Frau Heide Lindemann, Frau Angelika Schulz and Frau Gisela Woosnam, Herrn John Woosnam, Herrn Martin Cassel M.A. and Herrn Dipl.-Geogr. Michael Tiefelsdorf. In a sometimes stressful battle against time and with the content of individual contributions, each has with their specific software, style and computer skill and without affecting the contents, brought them to a common form and internal quality. The time invested for this labour over four months is the equivalent for some others of a year's work.

For the financial support of the Conference and its transactions thanks are especially due to the German Research Association, the Senate's Administration for Science and Research, the External Academic Department of the Free University, and the Institute for Geography Science.

Finally, a special thanks goes to the colleagues who as publishers of the "Discourses - Human Geography" have agreed to the inclusion of these papers in this scientific series. Herr Dr. Janzen as editor of the discourses has intrinsically contributed to the fact that from the points of view of contents, organisation and finance the standards agreed upon could be sustained. A special thanks is therefore due to him for his excellent co-operation.

The aim of every publication is to reach you, the reader, to interest you and to enter into discussion with you. As organiser of the Conference and as publisher of the fifty-second volume of transactions I, together with all fellow workers and speakers see the reward for our work in our being able together in this way to reach you.

Berlin, 1994

Gerhard O. Braun

**Note:**

*The complete lectures presented during the Conference are included in this publication without exception. In this way the spectrum of achievement of the members of the Commission is documented as well as the areas of discussion together with their welcome diversity.*

*Notwithstanding, the guidelines clearly suggested by the publisher, it was not in every case possible to shape all manuscripts subsequently received into a standard form. It is emphasized therefore that the responsibility for all contributions, in respect of both their form and their content, lies with their respective authors. This is particularly the case where the sources for tables and figures referred to have not been given. In such cases it is assumed that the writers themselves are the authors of such material.*

**Gerhard O. Braun**