



a worldwide investigation into the future of cities

organised by the Cities Programme at the  
London School of Economics and Political  
Science and the Alfred Herrhausen Society,  
the International Forum of Deutsche Bank

# URBAN AGE SOUTH AMERICA CONFERENCE

**SÃO PAULO 3-5 DECEMBER 2008**

**In partnership with:**

State of São Paulo

Municipality of São Paulo

Laboratório de Urbanismo da Metrópole, Faculdade de Arquitetura e  
Urbanismo, Universidade de São Paulo

Centro de Estudos em Política e Economia do Setor Público, Fundação  
Getúlio Vargas



**Alfred Herrhausen Society**  
The International Forum of Deutsche Bank



As of 02 December 08

## URBAN AGE SOUTH AMERICA INAUGURAL EVENTS

Wednesday 03 December 2008

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*Location: State of São Paulo, Palácio dos Bandeirantes,  
Avenida Morumbi, 4.500*

**18.30 to 21.30 DEUTSCHE BANK URBAN AGE AWARD CEREMONY AND  
URBAN AGE OPENING RECEPTION**

## URBAN AGE SOUTH AMERICA CONFERENCE

Thursday 04 December 2008

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*Location: Sala São Paulo, Praça Júlio Prestes, Luz*

**09.00 to 09.30 WELCOME**

### Speakers

**Wolfgang Nowak**, Managing Director, Alfred Herrhausen Society, Deutsche Bank

**Richard Sennett**, Professor of Sociology, London School of Economics and Political Science and New York University

**Sarah Worthington**, Deputy Director, London School of Economics and Political Science

**Gilberto Kassab**, Mayor of São Paulo

**09.30 to 11.15 THE GLOBAL URBAN CONTEXT**

*Co-Chairs: André Urani, Executive Director, Instituto de Estudos de Trabalho e Sociedade, Rio de Janeiro and Tony Travers, Director, Greater London Group, London School of Economics and Political Science*

PRESENTATIONS (15 min each)

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### The Urban Age and South America

**Ricky Burdett**, Director, Urban Age, London School of Economics and Political Science and Chief Adviser on Architecture and Urbanism, 2012 Olympic Delivery Authority

### Cities in a Global Context

**Saskia Sassen**, Lynd Professor of Sociology and Committee on Global Thought, Columbia University, New York

### Governance and City Making in South America

**Eduardo Rojas**, Principal Urban Development Specialist, Inter-American Development Bank, Washington D.C.

### Governing the Metropolis: The Case of Sao Paulo

**Jeroen Klink**, Deputy Director, Universidade do Grande ABC, São Paulo

### Urban Age São Paulo Survey

**Ben Page**, Managing Director, Public Affairs and Chairman, Social Research Institute, Ipsos MORI, London

DISCUSSION

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**Xiangming Chen**, Dean and Director, Centre for Urban and Global Studies, Trinity College, Hartford; **Gerald Frug**, Professor, School of Law, Harvard University, Cambridge; **Dieter Läßle**, Professor, Institut für Stadt- und Regionalökonomie, HafenCity Universität, Hamburg; **Michael Cohen**, Director of the International Affairs Program, New School University, New York; **Andrea Calabi**, Professor, Faculdade de Economia e Administração, Universidade de São Paulo; **Raquel Rolnik**, Architect and Professor, Faculdade de Arquitetura e Urbanismo, Universidade de São Paulo

**11.15 to 11.30 COFFEE**

**11.30 to 11.45 REFLECTION**

**A Vision For São Paulo**

**José Serra**, Governor of the State of São Paulo

**11.45 to 13.30 SECURE AND INCLUSIVE CITIES**

*Co-Chairs: Felipe Aldunate-Montes, Editorial Director, America Economia, Santiago de Chile and Darren Walker, Vice President, Rockefeller Foundation, New York*

**São Paulo City Stories: Jardim Ângela (4 min film)**

**Keynote**

**Anthony Williams**, Mayor of Washington D.C. 1999-2007

PRESENTATIONS (10 min each)

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**Securing Los Angeles**

**Lee Baca**, Sheriff, Los Angeles County

**Inequalities, Fear, and Transgressions in the City of Walls**

**Teresa Caldeira**, Author and Professor of City and Regional Planning, College of Environmental Design, University of California, Berkeley

**Securing São Paulo**

Representative from Secretaria da Segurança Pública, São Paulo

**Safe Spaces, Safe City: Crime Prevention Strategies in São Paulo**

**Paula Miraglia**, Executive Director, United Nations Latin American Institute for the Prevention of Crime and the Treatment of Offenders, São Paulo

DISCUSSION

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**Sophie Body-Gendrot**, Director, Center for Urban Studies, University Paris-Sorbonne; **Gareth Jones**, Senior Lecturer in Development Geography, London School of Economics and Political Science; **Tata Amaral**, Filmmaker and Co-founder, Coração da Selva, São Paulo; **Father James Crowe**, Parish Priest, Sociedade Santos Mártires, São Paulo; **José de Filippi Júnior**, Mayor of Diadema, São Paulo; **Denis Mizne**, Executive Director, Instituto Sou da Paz, São Paulo; **Edsom Ortega**, Coordinator, Segurança Urbana, Municipality of São Paulo

**13.30 to 14.20 LUNCH**

**14.20 to 16.00 SECURE AND INCLUSIVE CITIES: INTERVENTIONS**

*Co-Chairs: Danilo Santos de Miranda, Director, Serviço Social do Comércio, São Paulo and Darren Walker, Vice President, Rockefeller Foundation, New York*

**Keynote**

**Winner of the Urban Age Deutsche Bank Award**

PRESENTATIONS (10 min each)

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**Medellin Santo Domingo: Metro Cable and Biblioteca España**

**Alejandro Echeverri**, Architect and Director of Special Projects, Municipal Company of Urban Development, Medellin

**Working with Favelas in Rio de Janeiro**

**Manoel Ribeiro**, Urban Planner and UNESCO Consultant, Rio de Janeiro

**São Paulo Guarapiranga: Economic Retrieval in the Periphery**

**Elisabete França**, Director, Secretaria de Habitação Social, Municipality of São Paulo

**Elemental: Housing as Investment not Social Expense**

**Alejandro Aravena**, Professor, Universidad Católica and Executive Director, Elemental, Santiago de Chile

DISCUSSION

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**Richard Sennett**, Professor of Sociology, London School of Economics and Political Science and New York University; **Elisa Bracher**, Instituto Acaia, São Paulo; **Gilberto Dimenstein**, Journalist, Folha de São Paulo; **Joaquim Vieira Ferreira Levy**, Secretary of Finance, State of Rio de Janeiro; **Eduardo Marques**, Director, Centro de Estudos da Metrópole, São Paulo; **José de Souza Martins**, Sociologist, Letras Ciências Humanas, Universidade de São Paulo; **Aldaiza Sposati**, Coordinator, Centro de Estudos de Desigualdades Sócio-Territoriais, Pontifícia Universidade Católica de São Paulo

**16.00 to 16.15 COFFEE**

**16.15 to 18.00 THE POLITICS OF MOBILITY**

*Co-Chairs: Eduardo Vasconcellos, Consultant, Associação Nacional de Transportes Públicos, São Paulo and Tony Travers, Director, Greater London Group, London School of Economics and Political Science*

**São Paulo City Stories: Juliana Cidade Tiradentes (4 min film)**

**Keynote**

**Luis Castañeda Lossio**, Metropolitan Mayor of Lima

PRESENTATIONS (10 min each)

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**New York City's Sustainable Transport Agenda**

**Janette Sadik-Khan**, Commissioner, Department of Transportation, New York City

**Strategies for Urban Mobility: A Comparative Overview**

**Fabio Casiroli**, Professor in Transport Planning, Politecnico di Milano and Chairman, Systematica, Milan

**Mexico City: The Eje Central and Neza-Chimalhuacan Bus Corridors**

**José Castillo**, Principal, Arquitectura 911sc and Professor, Universidad Iberoamericana, Mexico City

**The São Paulo 2025 Transport Strategy**

**José Luis Portella**, Secretary of Transport, State of São Paulo

**A New Look at Bus Corridors for São Paulo**

**Ciro Biderman**, Professor, CEPESP, Fundação Getúlio Vargas, São Paulo

DISCUSSION

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**Enrique Peñalosa**, Mayor of Bogotá 1998-2001; **Josef Fidelis Senn**, Vice President, Volkswagen do Brasil; **Roberto Agosta**, Director, Facultad de Ingenieria, Departamento de Transporte, Universidad de Buenos Aires; **Francisco da Costa**, Director, Departamento de Planejamento e Avaliação da Política de Transportes, Secretaria de Política Nacional de Transportes, Brasília; **Alexandre Gomide**, Researcher, Instituto de Pesquisa Econômica Aplicada, State of São Paulo; **Cristiane Muniz**, Partner, UNA Arquitetos, São Paulo

## 19.30 THE URBAN AGE BUFFET DINNER

*Location: Museu Afro Brasil, Pedro Álvares Cabral, s/nº, Pavilhão Manoel da Nóbrega, Parque do Ibirapuera, Portão 10*

## URBAN AGE SOUTH AMERICA CONFERENCE

**Friday 05 December 2008**

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*Location: Sala São Paulo, Praça Júlio Prestes, Luz*

## 09.00 to 10.45 CLIMATE CHANGE AND CITIES

*Co-Chairs: Patricia Romero Lankao, Deputy Director of the Institute for the Study of Science and the Environment at the National Centre for Atmospheric Research, Boulder and Andrew Altman, Deputy Mayor, Philadelphia*

### Opening Statement

**Philipp Rode**, Executive Director, Urban Age, London School of Economics and Political Science

PRESENTATIONS (10 min each)

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### Investing in Climate Change

**Bernardo Parnes**, Chief Country Officer, Deutsche Bank Brazil

### Reducing Carbon Emissions in London

**Mark Watts**, Environmental Advisor, Mayor of London, 2004-2008

### São Paulo's Environmental Agenda

**Eduardo Jorge**, Secretary of Environment, Municipality of São Paulo

### Netherlands: Climate Change and Urbanism

**Henk Ovink**, Director, National Spatial Planning, Strategy and Design, Ministerie van VROM, The Hague

DISCUSSION

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**Sanjeev Sanyal**, Chief Economist and Senior Investment Advisor, Deutsche Bank Singapore; **Darryl D'Monte**, Chairperson, Forum of Environmental Journalists of India, Mumbai; **Rualdo Menegat**, Former Deputy, Secretaria do Meio Ambiente, Porto Alegre; **Ricardo Toledo**, Deputy Secretary, Centro Brasileiro de Análise e Planejamento, State of São Paulo

## 10.45 to 11.00 COFFEE

## 11.00 to 13.00 CLIMATE CHANGE AND CITIES: INTERVENTIONS

*Co-Chairs: Patricia Romero Lankao, Deputy Director of the Institute for the Study of Science and the Environment at the National Centre for Atmospheric Research, Boulder and Klaus Bode, Founding Partner, BDSP Partnership*

PRESENTATIONS (10 min each)

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### Greening Mexico City

**Enrique Norten**, Principal, TEN Arquitectos, New York and Mexico City

### The Carbon Neutral Environment

**Alejandro Gutierrez**, Associate Director, ARUP, London

### Water Voids Project in São Paulo

**Fernando de Mello Franco**, Partner, MMBB Arquitectos, São Paulo

### Ecobuilding for São Paulo

**Joana Gonçalves**, Professor, Faculdade de Arquitetura e Urbanismo, Universidade de São Paulo

## DISCUSSION

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**Richard Sennett**, Professor of Sociology, London School of Economics and Political Science and New York University; **Deyan Sudjic**, Director, Design Museum, London; **PK Das**, Principal, PK Das and Associates, Mumbai; **Gesner De Oliveira Filho**, Diretor, Companhia de Saneamento Básico do Estado de São Paulo; **Marcelo Ferraz**, Architect, Brasil Arquitetura, São Paulo

### 13.00 to 14.00 LUNCH

### 14.00 to 15.40 NEGOTIATING CITY DESIGN

*Co-Chairs: **Jorge Wilhelm**, Principal, Jorge Wilhelm Consultores e Associados, São Paulo and **Ricky Burdett**, Director, Urban Age, London School of Economics and Political Science*

**São Paulo City Stories: Under the Overpass (4 min film)**

#### Keynote

**Jaime Lerner**, Former Mayor of Curitiba and Governor of Paraná

PRESENTATIONS (10 min each)

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#### Delivering Quality Environments in New York

**Amanda Burden**, Director, Department of City Planning and Commissioner, City Planning Commission, New York City

#### Interventions in the Global City

**Brandon Haw**, Partner, Foster + Partners, London

#### Mechanisms for Delivering Urban Regeneration

**Andrew Altman**, Deputy Mayor, Philadelphia

#### São Paulo: Delivering Urban Infrastructure

**Stela Goldenstein**, Deputy Chief of Staff, Municipality of São Paulo

#### São Paulo: New Urban Interventions

**Nadia Somekh**, Director, Faculdade de Arquitetura e Urbanismo, Universidade Presbiteriana Mackenzie, São Paulo

## DISCUSSION

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**Richard Brown**, Programme Director, London 2012 Olympic Legacy Team; **Fred Manson**, Associate Director of Heatherwick Studio, London; **Suketu Mehta**, Author, *The Maximum City* and Associate Professor, New York University; **Carlos Leite**, Professor, Faculdade de Arquitetura e Urbanismo, Universidade Presbiteriana Mackenzie, São Paulo; **Erminia Maricato**, Professor, LABHAB/FAU, Universidade de São Paulo

### 15.40 to 16.00 COFFEE

### 16.00 to 17.30 NEGOTIATING CITY DESIGN: INTERVENTIONS

*Co-Chairs: **Regina Meyer**, Architect and Urbanist, LUME/FAU, Universidade de São Paulo and **Ricky Burdett**, Director, Urban Age, London School of Economics and Political Science*

#### Keynote

**Eduardo Paes**, Mayor-elect of Rio de Janeiro

PROJECTS (10 min each)

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#### São Paulo: Diagonal Sul

**Bernd Rieger**, CEO, Rieger Reurbanização, São Paulo

### Designing the Open City

**Kees Christiaanse**, Chair of the Institute of Urban Design, Swiss Federal Institute of Technology, Zurich and Founder, KCAP, Rotterdam

### Lima: Urban Interventions

**Frederick Cooper**, Dean, Facultad de Arquitectura y Urbanismo, Pontificia Universidad Católica del Perú

### Consolidating Buenos Aires

**Margarita Gutman**, Professor, Facultad de Arquitectura, Diseño, y Urbanismo, Universidad de Buenos Aires

### Mumbai: The Waterfront Project

**PK Das**, Principal, PK Das and Associates, Mumbai

### DISCUSSION

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**Deyan Sudjic**, Director, Design Museum, London; **Charles Correa**, Principal, Charles Correa Associates, Mumbai; **Enrique Peñalosa**, Mayor of Bogotá 1998-2001; **Saskia Sassen**, Lynd Professor of Sociology and Committee on Global Thought, Columbia University, New York; **Claudio Bernardes**, Vice President, SECOVI, São Paulo; **Mario Biselli**, Principal, Biselli & Katchborian Arquitetos Associados, São Paulo

### 17.30 to 18.00 CLOSING REMARKS

**André Urani**, Executive Director, Instituto de Estudos de Trabalho e Sociedade, Rio de Janeiro

**Tony Travers**, Director, Greater London Group, London School of Economics and Political Science

**José Serra**, Governor of the State of São Paulo

**Wolfgang Nowak**, Managing Director, Alfred Herrhausen Society, Deutsche Bank

### 18.00 END