



Innocité in Action

Regional Network Meeting in the pilot case Bad Vöslau – Improving the performance of Inner Cities

The “Kursalon”, next to a beautiful park in Bad Vöslau, was the stage for a very interesting afternoon under the Innocité slogan: “Innovating for your city”.

Partners

- Chambre de Commerce et d'Industrie de Lyon (FR)
- Région Franche-Comté (FR)
- Regione Lombardia Direzione Generale Commercio Fiere e Mercati (IT)
- Bayrisches Staatsministerium für Wirtschaft, Infrastruktur, Verkehr und Technologie (DE)
- Salzburger Institut für Raumordnung und Wohnen (AT)
- Amt der Niederösterreich Landesregierung (AT)
- Regionalni razvojni center Koper (SI)
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Observatory partner

- DIRECCTE Rhône-Alpes (FR)

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62 participants from 17 different towns in Lower Austria were meeting in Bad Vöslau on July 1st 2009 to deepen the contacts between the towns and to get new inspirations for their work at home.

We were very happy to welcome Elena Franco as a representative of the Innocité project and one of our key speakers of the afternoon. Mrs. Franco introduced to us the policies of the DG Commerce, fairs, markets for supporting the Town Center Management initiatives in Lombardia. She also presented the brand-new results of the structural analysis of retail and commercial services in Darfo Boario Terme, one of the pilot cases in Lombardia.

From there, the strategic plan “Darfo 2010” will be followed and implemented. One of the goals will be to strengthen public private partnerships.

The second key speaker of the afternoon was Dr. Christian Mikunda, an internationally renowned expert for urban design. Dr. Mikundas first profession was that of a TV journalist and dramaturge. Starting from there, he later discovered the same dramatic scenes, he created in films, also in public spaces and retail stores all over the world. Dr. Mikunda gave a very interesting input, what kind of “brain scripts” and connotations we all use and how they are served by architecture and artistic interventions in public spaces.

It was inspiring to see, how waterfalls or impressive buildings evoke the feeling of glory and how our mood is influenced by effects like that.

He also showed the audience, how a “chill”-atmosphere can be created in public spaces.

There is many of these “brain scripts”, which make people interested in a city center or other public spaces, like parks or also shopping malls.

As a second step, the participants were going outside to a “learning excursion”, to see, feel and learn about the concepts Dr. Mikunda presented in his speech.

So this very interesting afternoon ended with a stroll through the historic city center of Bad Vöslau, where especially the old summer spa gave a lot of opportunities to search for the “drama”, this special architecture creates.

innovating for your city