

# URBAN



***Events as catalysts for new urban legacies***

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# ***Programme***

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1. Introduction (Alexander Otgaar)
2. Mobile World Capital (Adriá Batlle)
3. Rotterdam Food Festival (Johan Moerman)
4. World Design Capital (Anja Vallittu)

# ***Introduction: new urban legacies***

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Legacies:

- Durable: effects last longer than the event itself
- Planned or unplanned
- Positive or negative
- Hard or soft (tangible or intangible)
- Direct or indirect
- Spatial reach: local, regional or national
- Expected (ex ante) or measured (ex post)

# Introduction: new urban legacies

