

The Re-Creation of the European City:

“Urban Shopping List” for Secondary Cities. *By Beatriz Ramo/STAR*

The following pages are meant to give a general idea of the elements that are shaping cities today. Cities of today have the same needs as those of hundreds of years ago: communication and representation. They need to be connected and they need to be attractive. The elements that provide these necessities change and evolve through time. I see the European City as an evolving system of re-invention of the *res publica*. However, today the shape of the city is not designed solely by architects, but also by developers and multinational companies. What once the Roman roads meant for communication is represented by Ryanair today. The cult and veneration that temples received centuries ago, is these days being given to Superstar Architecture. Will Ikea be the latest step in two thousand years of evolution of the Agora?



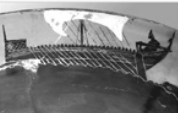

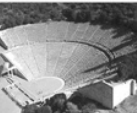





























Period	Event	Commerce	Infrastructure	Temple	Performance
Antiquity: Ancient Greece 1100 - 146 BC	 Olympic Games 776BC - 393	 Agora Ionia 7th c. BC	 Greek boat attic black pottery 530 BC	 Temple of Hephaestus Athens 469 BC	 Greek theatre Epidauros Peloponnese 350 BC Capacity: 14 000
Antiquity: Roman Empire 50 BC-900	 Gladiators Mosaic, late 3rd - early 4th century AD Galeria Borghese	 Forum Forum Romanum 100 BC-300 AD	 Roman road Roman road Pompeii	 Maison Carrée Nîmes, France 19-16 BC	 Amphitheatre Colosseum 70-80 BC Capacity: 50 000
Middle Ages V - XIV c.	 Tournament XII c. Manesse Codex	 Market Biaaiolo Fiorentino 1325-50	 Medieval land and sea routes	 Cathedral of Chartres 1028-1154-1260	 Square Piazza del Campo Siena 12th c. Capacity: 70 000
Early modern: Renaissance XIV - XVII c.	 Theatre plays Globe Theatre London, 1599	 Market The Healing of the Madman V. Carpaccio Galleria dell'Accademia, Venice c. 1496	 Maritime Routes Caravel 15th c.	 Temple of St. Carlo alle Quattro Fontane Rome Francesco Borromini 1638-41	 Theatre Teatro Olimpico Andrea Palladio Vicenza, 1580 Capacity: 800
Early modern: Baroque XVII - XVIII c.	 Baroque music concerts	 Market Diogenes Seeks a True Man C. Everdingen Mauritshuis, The Hague 1602	 Road improvement Chaussée by French engineer Pierre-Marie-Jérôme Trésaguet, 1775	 Baroque Theatre Galli Bibiena, Giuseppe	
Early modern: Romanticism XVIII - XIX c.	 Execution The execution of Louis XVI 21 January 1793	 Market hall Gostiny Dvor, St Petersburg, 1757-1785 opening	 Railway beginning of XIX c.	 Opera house L'Église de la Madeleine, Paris XIX c.	 Opera house Garnier, Paris, XIX c.
Modern XIX - midXX c.	 World fair Paris World Fair 1900	 Department Store Le Bon Marche Paris, 1867	 Highway German Autobahn 1930 Aircraft beginning XX c.	 Modern Stadium Olympic Stadium Berlin, 1936 Capacity: 40 000	

fig 1: Matrix of necessities throughout history

The Current Situation

Strong competition among cities in Europe has started. The "battlefield" for these cities has widened from the national to the international stage. This process of global integration is reorienting the political, social and economical urbanism. It generates the need in these cities for incorporating certain elements that directly define the European City of today. They seek for identity. The aim is to establish relations between the cities, based on communication and representation, to belong to the spatial structure of corporations, and to create public initiatives to attract foreign investment and tourism. A beautiful square or an impressive cathedral are not enough for the city today. To be recognized as "A European 21st century City" a big portfolio of projects needs to be assembled. This portfolio will address strategies of city developers and multinational companies rather than the rules of architects. We witness how at one and the same time similar elements appear in very distant European cities, transforming them enormously, positioning them on the European map, or giving them a new identity.

Secondary Cities: The "Rising Urban Stars"¹

Yet the most radical changes are not taking place in capitals like Paris or Madrid, but in smaller and less important secondary cities that need to compete for their position in Europe. The last decades were the era of the megacity. Nevertheless, in the coming years we are going to talk much more about the smaller ones, as most of the urban populations live in these secondary cities. They have the possibility and opportunity to change. Paris will always be Paris. Today it is easier for Secondary Cities to build self-sustaining economies, independent of the big cities, as firms and workers look to avoid the problems of these major centres. Regional hubs, resort towns, provincial capitals... are booming!²

Zaragoza, the "Urban Star"

Zaragoza (Spain) is one of these "Urban Stars". Situated between Madrid and Barcelona, it is the fifth biggest city in Spain, with 650.000 inhabitants. Until now, Zaragoza was no more than a regional centre but it is currently developing an unprecedented number of ambitious projects. The position of Zaragoza both in the national and international context - specifically in the European - will totally change. In a couple of years, Zaragoza will have taken one of its biggest steps in its history.

In 2008, Zaragoza will host the next International EXPO. It has just completed Plaza, the biggest logistics platform in Europe. Ryanair has been operating services to the city since 2004, adding a new destination every year. Ikea just opened a store last May. Since 2003, the high-speed train connects the city with Madrid in less than an hour and a half and it will connect with Barcelona in 2008. Zaha Hadid and Herzog & de Meuron are building in the city. The football stadium will be completely renovated. Global brands like H&M have shops in the city since the year 2001. It is a candidate for the European Capital of Culture in 2016. It works on its rebirth as a "City of Knowledge" and it has created a committee of experts, including Manuel Castells and Saskia Sassen, to implement their theories in the city. These elements are significantly changing Zaragoza; from its position in Europe to the way the population will furnish their living rooms.



fig 2: View of Zaragoza, Diego Velazquez XVII century

"Urban Shopping List" for Secondary Cities

- 1- Superstar Architect
- 2- Ikea
- 3- Low-Cost Airline
- 4- High-Speed Train
- 5- Big Event
- 6- European Capital of Culture
- 7- Re-Baptism
- 8- New Football Stadium
- 9- Information Society
- 10- Global Brands



fig 3: Renaissance ideal city of Palmanova. By Vincenzo Scamozzi. (from universutopia.net)

All cities, consciously or unconsciously, try to collect them all. The more they obtain, the closer they get to being ideal cities. With the help of these glamorous urban elements, secondary cities can be successfully promoted and can become attractive locations for business and living. Such effect would never take place in A-list cities, where one element would never mean so much, as they already have strong and fixed identities. In the history of European Cities, we have always found some common urban elements that establish coherence among the different cities in every epoch: the agora, the market square, the gothic cathedrals, etc. It would also be possible to draw up an "urban shopping list" for each historical period. Zaragoza is the only city in Europe that is developing the entire "urban shopping list" at the same time, understanding it as a sum of elements. This has allowed Zaragoza to re-create itself from a provincial capital into the new "European City" in a record time of just 8 years.



fig 4: "21st century Ideal City"



fig 6: The Colossus of Mount Athos, Macedonia, by Johann Bernhard Fischer Von Erlach

It is a glorious time for this generation of architects. However, creating an identity for thousands of secondary cities in the world can turn into a double-edged sword. Superstar Architects often become products of the compulsive consumption of the cities, which at first just want to raise their profile.

On its search for identity, some cities start receiving similar icons. Landmarks start looking similar, just as gothic cathedrals did centuries years ago. How long will these Superstar Architects be able to produce such unique designs in such a large numbers? When will they become "generally unique"? So far, for cities without a monster of Loch Ness or a famous apparition of the Virgin Mary, Superstar

Architecture can still recreate an attraction and provide (for a period) the so desired identity.

2. Ikea

Zaragoza was governed by a law that forbade the opening of more shopping malls in the city for a determined period of time. Ikea influenced the abolition of this rule, chose the best spot in the city, and opened in Zaragoza last May. It is the biggest Ikea in Spain and the most modern in Europe.

The media have followed the process closely. Regional newspapers covered the story exhaustively during the days preceding the opening. They explained how to buy at Ikea and printed a detailed plan of the shop. This free advertisement campaign was at its climax when the day after the opening of Ikea was a front-page story in the bestselling papers of the city. More than 12,000 people visited the store the first day, more than 20,000 on the first Saturday and almost 85,000 the first week.

The entire city, and I mean each of the 650,000 inhabitants of Zaragoza, knew about it. Every family got a catalogue delivered at home (more than 300,000 catalogues were spread), plus a small kit with balloons, pencils, and Ikea post-it notes.

"Ikea will help to fix the identity of Zaragoza as the capital of the Ebro valley", the mayor said. IKEA is an urban phenomenon. Its opening has been one of the biggest events for the city this year. The Swedish ambassador, the mayor of Zaragoza and the most representative political figures of the region were there. Some of them even volunteered to show how to build an Ikea chair. The city has created a new bus

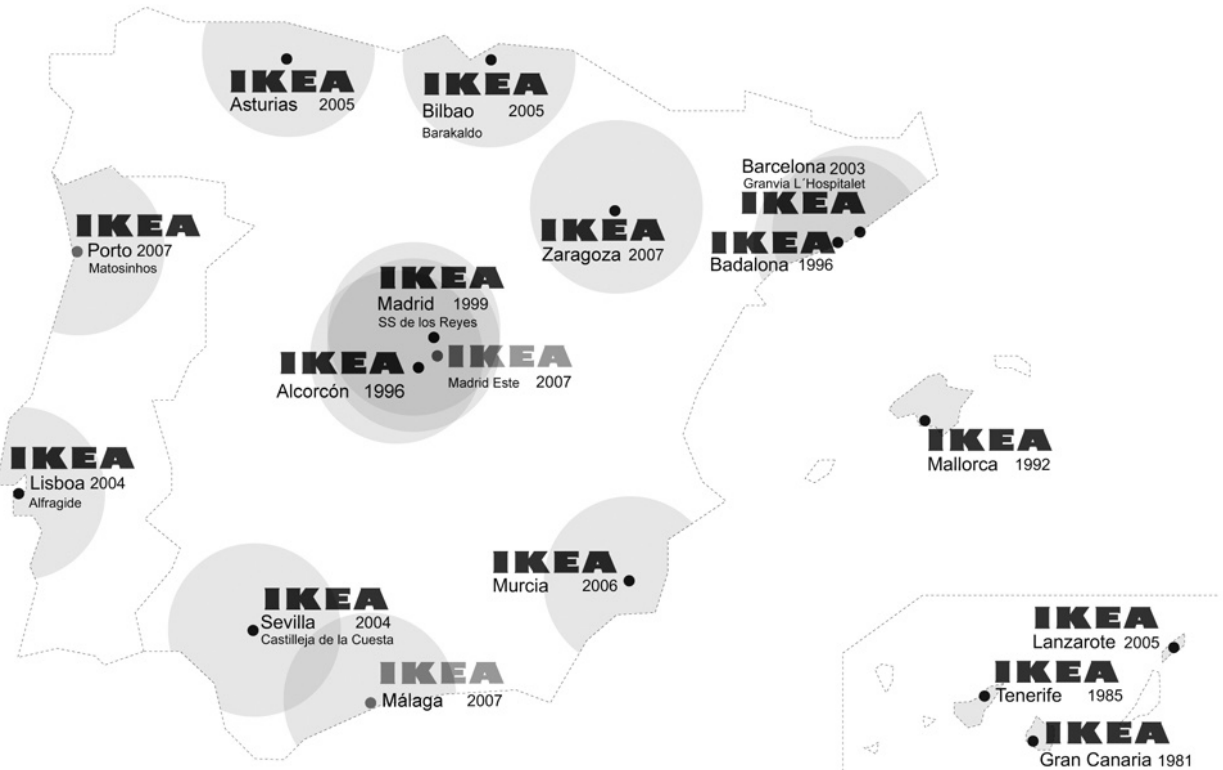


fig 7: Ikea in the Peninsula Iberica + Spanish islands. The circles have 100km radius

route to get to the store (not even the airport of Zaragoza has this service yet). The choice of Ikea for this site has determined the creation of a new leisure and retail area in the city and many firms are setting up in its vicinity.

The planning of an Ikea store applies to three different scales: country, region and city, apart from the individual scale, as it homogenizes all the European homes.

In countries like The Netherlands, one can drive 20 km and find a couple of Ikea stores. In Spain, where the first Ikea opened on the peninsula just 11 years ago, people are willing to drive 300 km to reach a store. The director of Ikea Iberica explained that the strategy of the company in Spain is to open, from now on, three Ikea stores a year, to reach a network of 35 shops in 2015, so that each Spaniard will not have to drive further than 100 km to reach a store. Ikea also changes a whole culture of tradition. In The Netherlands, for example, where the first Ikea opened 30 years ago, our generation and our parents' regarded Ikea as a given city function. The economical and sentimental value of the furniture and the easiness to replace it is completely different from Spain, where the table you get when you marry, easily will stay with you until you die. However, this is changing lately. The day after the opening of Ikea in Sevilla, the streets of the city were full of old furniture. The inhabitants of Zaragoza (e.g. my grandmother) were waiting a whole year for the opening of the shop to get a new living room.

Citizens go to Ikea on their day off, and not necessarily to buy anything. If it is open on Sundays, it will be crowded. It feels good there. Its restaurant is always full. New bus routes and roads are created to provide maximum accessibility. Its opening is a political event. Ikea influences the planning of the city. And each city is getting one. Is Ikea the modern evolution of the Agora?

There is just one thing. Ikea is out of the city core. Its large demand for parking makes it difficult to find space in the centres. Nevertheless, it would be a great chance to inject activity directly in the heart of a city. In an interview with Floris Alkemade⁶, discussing the development of Almere (The Netherlands), he mentioned the possibility of



fig 8: Ikea in Coventry, May 2007 ©Graeme Leng-Ward / <http://ikeacoventry.wordpress.com>

Almere getting an Ikea soon in a very central location. It would be in front of the lake and visible from everywhere. A secondary city like Almere, with plenty of space and possibilities of experimentation, can bring into its centre the functions that are normally relegated to the periphery of the city: multiplex cinemas and megastores. These boxes of

urban activities are setting the centre of Almere alive. Coventry⁷ in the UK will be - by the end of 2007 - the first city in the world with an Ikea in its very centre. If the Almere plans for Ikea finally come true, this could mean the beginning of a reverse trend, where pieces of suburbia are taken back into the city.

3. Low-Cost Airline

"Europe's cheap airlines have given new life to any number of provincial capitals, from Glasgow to Bologna. Estate agents estimate that a new Ryanair or EasyJet link to a given city can immediately raise property prices in the area by 30 percent or more" -Rana Forooha in Newsweek.com.⁸

No longer, do we check a map when we plan our vacations but the list of destinations on the website of Ryanair. More than 120 secondary cities already made it to this lucky list.

The Airline Deregulation Act was adopted by the United States in 1978. Government control over commercial aviation was discontinued and passenger airlines were to be subject to market forces. This process started in Europe in 1993 and was effective in 1997, allowing an airline from one member state to fly passengers within another member's domestic market. Since then, the numbers of passengers travelling in Europe with low cost airlines almost double each year.

The Charlemagne section on The Economist January 29th 2005 was entitled: "Low-cost founding fathers. How cheap air flights are bringing Europeans together" and explained the origin of this trend: "The inspiration for the low cost revolution came from

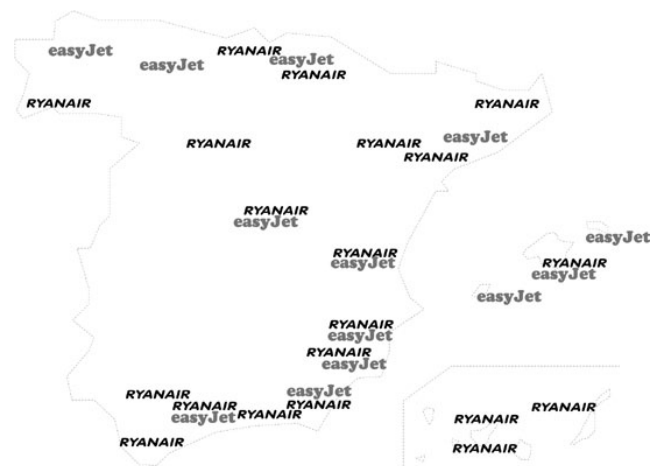


fig 9: Easyjet and Ryanair in Spain

America, and particularly from the success of South West Airlines. The British and the Irish were the first ones to notice the trend on the early 1990s. The surge in British holidaymakers buying houses in France is closely linked to the raise of low cost airlines. And it is not just travellers who feel the benefits. Entire regional economies have felt

the impact. The city of Carcassonne, in the south of France reckons that the 235,000 passengers who arrive every year on low-cost airlines have created over €270m of extra income activity."

Until the end of 2004, Zaragoza's arrivals hall in its small airport was a very quiet, almost sad place, not much bigger than a restaurant. Then, Ryanair took an interest in the city and in December 2004 connected Zaragoza with London, three months later with Milan, and since March 2007 with Rome. The next destination on the list to be added is Brussels. The number of passengers going through the airport increased 80% between 2004 and 2006. Zaragoza airport is one of the fastest growing in Spain with regard to both the number of passengers and the number of arrivals and departures⁹. Ryanair and the Zaragoza Expo are pushing forward the development of the city's infrastructure and Zaragoza will see its new airport terminal in less than a year.

Low cost airlines promote enormously the cities and initiate projects that could never have taken place without them. They give the secondary cities the privileges that some years ago only the A-class cities enjoyed. They change the inhabitants' lifestyle, as they start getting used to take planes like buses.

As is pointed out in The Economist article¹⁰: "Brussels is full of monuments to the 'builders of Europe'. It may now be time for a Stelios square or a Boulevard O'Leary, the two pioneers of Europe low-cost airlines (EasyJet and Ryanair), who have done more to integrate Europe than any numbers of diplomats and ministers."

4. High-Speed Train

Secondary cities prepared for years for the long desired arrival of the high-speed train. It is a trend to include the Superstar Architects in this preparatory process to design the station (as Logroño, a small town in the north of Spain, had in 2004 with proposals from OMA or FOA among its finalists). The high-speed train can bring prosperity to a city and initiate the arrival of firms and workers. In some cases - see Montpellier, for instance - it had such an influence that it transformed the character of the city: from a big Mediterranean village to a business and services city. Many Parisians started buying holiday houses there once the TGV line was built, and with their flexible working arrangements, Montpellier became their first residence. Gradually, a critical mass of qualified professionals was emerging. Big companies started taking an interest in the city and began to invest there. Finally, to entertain its new middle class, an opera and some other amenities were built.¹¹

In the interview¹² Floris Alkemade explained how, on the other hand, a high-speed train link does not always produce urban decentralization, but may end up supporting the existing big centres even more. The case of Lille, a city between London, Brussels, and Paris may serve to illustrate this point. After finishing the high-speed train that connected them with Lille, the assumption was that people from these major centres would invest in Lille. It turned out that for these travelers, once they had taken the train from London, crossed the channel, and had arrived in Lille, they just had to stay another



fig 10: Low - Cost Airlines in Spain

forty minutes on the train in order to get to Paris or Brussels.

Zaragoza got connected with the high-speed train to Madrid by the end of 2003. By 2010, all the provincial capitals in Spain will be connected to Madrid in less than three hours. This will open isolated regions to a quicker economic development and will influence their land use.

Zaragoza lies in the middle of the Madrid-Barcelona link, and when the line will be completely finished by the end of 2007, this could have a negative effect, since probably just one out of every three trains will stop in the city, to ensure maximum speed on that line.

In contrast to low-cost airlines that originated in United States, high-speed trains are a European (Spain, France, Belgium, Netherlands, Germany, Italy, UK, and Finland) and Asian (Japan, Korea, China, and Taiwan) speciality. It is suitable for high-density areas, and for cities where cars are not the main way of transportation. When it comes to trips taking around three hours, the high-speed train becomes a serious competitor to the plane.

While low-cost flights originally focused on the transportation of tourists and high-speed trains on business travelers, now both have widened their customer-base, and low-cost airlines are adapting new schedules to working hours, whilst the high-speed trains are reaching beach resorts and amusement parks.

5. Big Event

Considering big events: International Exhibitions, Olympic Games, World Cup and European football championships I could say that the International Exhibitions reinforce and complete the most the infrastructure of the city, since they get the most visitors. New bridges, airport renovations, new train connections, ring roads, etc. are executed at vertiginous speed.

The Olympic Games bring the most fame to the city. The Football World Cup brings fame to the country, rather than to the cities that host the games. They get a renovation of the stadium instead. International Exhibitions last the longest, receive the highest number of visitors, and are not necessarily the most expensive events.

Considering to the latest editions of the Expo, Sevilla 1992 used the event to revive a part of its city centre while Lisbon 1998 and Hanover 2000 pushed their Expo site six to eight kilometers away from the centre.

Looking at the timeline of the Expos in European cities, we see how it started being a capital phenomenon: Paris, London, Vienna, Brussels, etc, however over the last 50 years the Expos, with the exception of two more humble capitals, Lisbon and Budapest, have been hosted by secondary cities. Zaragoza will host the next International Exhibition in 2008. The Expo site, right in the centre, behind the Central Station (the high-speed train station) has the extraordinary potential to implement directly the core of the city.

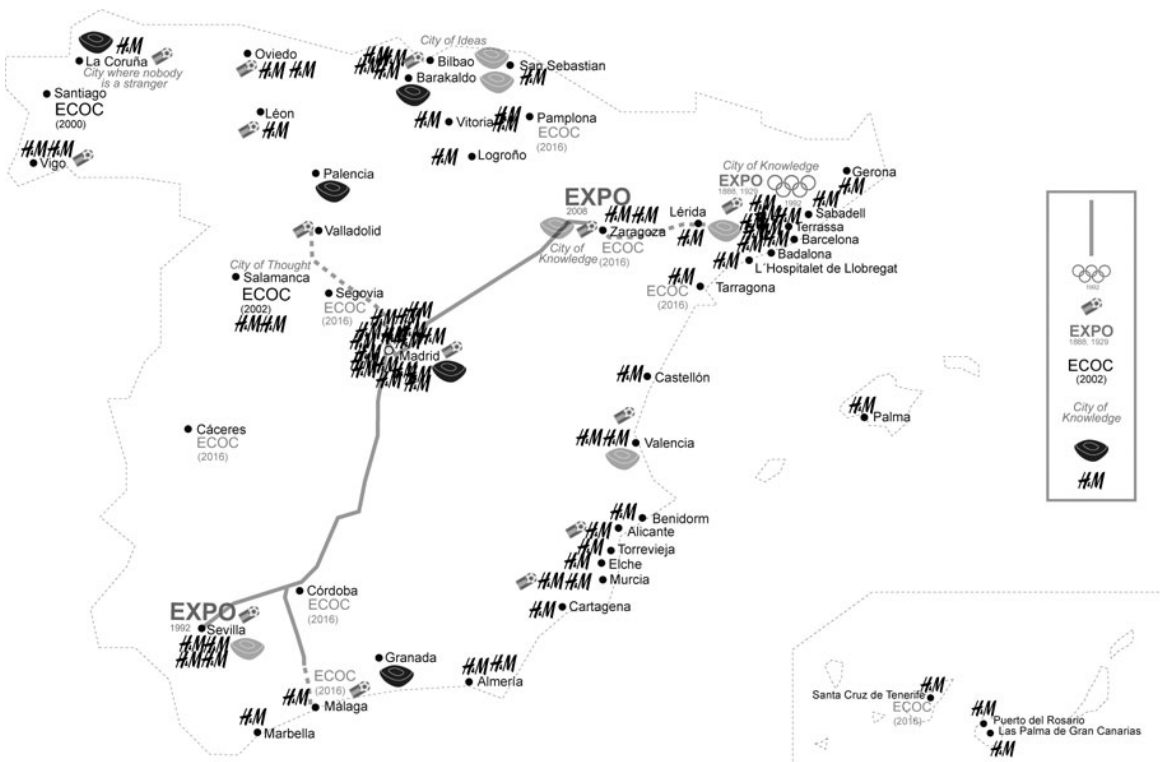


fig 11: Big Events, High-Speed Train, H&M, ECOC and ECOC candidates 2016 and Re-Baptism in Spain

6. European Capital of Culture / ECOC

First named European City of Culture, the ECOC was created in 1985 as a way for cities to transform their cultural base and therefore the way in which they are perceived internationally. From 2005 on, the selection procedure changed to avoid fierce competition to obtain this chance. Each EU member-nation is given the opportunity to host the capital in turn. Two cities share this status each year, and non-EU countries are entitled to propose one of their cities as a potential European Capital of Culture. For example, Istanbul will share the ECOC with Essen and Pécs in 2010. (For some years now, the Western hemisphere is developing a similar program, focusing on developing relations within the Americas).

The ECOC started mostly as a capital city event, but in recent years, mainly secondary cities are being given the honor. The ECOC is a form of temporary City Branding, based in the power of culture-led regeneration. Reading the City Reports¹³ from 1995 until 2004, one can summarize that, in general, cities had difficulties to identify the long-term effects. The ECOC is just a brand, or a title, not an economic reward, so it is the task of each individual city to exploit its potential to the full.

Of the 21 cities that hosted the title between 1995 and 2004, their aims, when they applied as candidates, can be summarized thus: to place the city on the European Cultural map and/or to change the image of the city. Just one, Thessaloniki in Greece, had an interesting different aim: "to demonstrate the government's commitment to Macedonia, and to decentralisation in Greece, by spending state money to develop Thessaloniki into a cultural centre for the Balkans." Other cities like Lille saw the ECOC as compensation for losing a much bigger prize: the Olympics (the Games went to Athens). Salamanca and Weimar had a national, almost regional focus, and others such as Brussels wanted to go beyond European borders. Rotterdam and Graz tried to fight off their Secondary City syndrome. Actually, these two cities witnessed how the number of visitors grew considerably during their tenure of the title. In cases such as Santiago, Graz and Porto, the ECOC was closely related to the initiation of their Superstar Architect projects: the expensive Peter Eisenman "Ciudad de la Cultura", the Kunsthau by Peter Cook and the "Casa da Música" by OMA, which today has become the image of Porto. Cities like Krakow and Prague used the chance to promote their future accession to the EU. In general, cities use the chance to promote the construction of cultural infrastructure, to renovate old industrial areas injecting cultural programs, or to organize mega-concerts inviting U2 or The Rolling Stones.

The current capitals are Luxemburg and Sibiu in Romania. Liverpool and Stavanger will be the standard-bearers in 2008. Zaragoza, in its process of full Re-Creation, has presented a candidature to carry the title in 2016.

7. Re-Baptism

To be the "City of Love" does not say too much today. Contemporary city's baptisms go in the direction of "Knowledge, Innovation, and Media". There are around ten "Cities of Knowledge" in Europe already. Their expectations go further than the ones of the ECOC and the results last longer. In this "let's praise the city, and wait for the people to come" approach, cities brand themselves as Menander proposed around the third century AD in his oratory "How to praise a city".

Zaragoza will be a "City of Knowledge" by 2010. To ensure a successful rebirth in the knowledge era, Zaragoza has created an Expert Committee composed of Manuel Castells, Saskia Sassen, Peter Hall and William J. Mitchell among others.¹⁴ Zaragoza is directing large investments to reinforce its new character (e.g. the Digital Mile, a huge intervention in an entire neighborhood using the latest technology in media and communication). Zaragoza "City of knowledge" has a foundation; it has hosted "Innovate! Europe" congresses for the third year, and has established a partnership with the Massachusetts Institute of Technology.

8. Football Stadium

To have a cool football stadium is becoming a trend. They have become successful media elements for cities as they brought thousands of spectators together. Politicians are more inclined to renovate the soccer stadium than the libraries. Combined with a Superstar Architect they can become the new icon of the city, like Allianz Arena by the Herzog & de Meuron in Munich, or the new Riazor stadium by Peter Eisenman in La Coruña, which is often called among the inhabitants "el Guggenheim coruñés". Whilst the ECOC promotes the renovation of museums and theatres, the last football World Cup tournament promoted the renovation and building of stadiums in various German cities through an investment of more than 1,5 billion euros.

The renovation of the football stadium in Zaragoza has become an element used in every political campaign. The approaches differ very much. Some groups reckon that its central position in the city should be kept, some plan to demolish it and move it out of the city, and the majority would like to keep it in the city but in a different location, facing the water, to regenerate the riverfront.

9. Information Society

International Expos and Superstar Architecture provide a city with great fame, the former for some months and the latter for some years. However, apart from very rare exceptions, they cannot sustain the city economically. When a city is not located at the sea and enjoys good weather the whole year, it is necessary to build a self-sufficient economy that ensures its development. Banking, entertainment, and high-tech are booming industries today.

Zaragoza is also establishing one of its future strongest pillars. To be at the crossroad between Madrid, Barcelona, Bilbao, and Valencia did not benefit the city that much, because every potential big project went to one of the others. Zaragoza is finally taking advantage of its strategic geographical location and is completing Plaza, the largest and most up-to-date logistics park in Europe (12 million square meters, and 12,000 jobs), connected to the future new airport, the high-speed train, and the new ring roads. Plaza is benefiting from the international promotion of the Zaragoza Expo in 2008.

In its search for knowledge, Zaragoza started a partnership with the Massachusetts Institute of Technology (MIT). An article entitled "Zaragoza puts itself in the hub"¹⁵ in the online Financial Times features it: "However, when the regional government invited MIT's Centre for Transportation and Logistics to open a masters degree programme, it was not selling nightlife or ancient quadrangles (...) Zaragoza is trying to reinvent itself as a transportation and distribution hub for south-western Europe. Central to this plan is a high-technology, 12m square meter logistics park known as Plaza - Europe's biggest - which is in the second phase of development". The result has been the creation of a MIT-Zaragoza International Logistics Programme in the city, where participants experiment with new logistics processes, concepts, and technologies. To develop business leaders, MIT-Zaragoza offers graduate and executive education,

in English, to students from around the world. The centre is right at the logistics park.

About secondary cities, Rana Foroohar writes¹⁶: "These places have not only improved their Internet backbones, but often have tech parks and universities that turn out the kinds of talent that populates growth industries".

10. Global Brands

Global brands are included in the list as very general indicators of a country's and city's development. While in the Netherlands H&M has been operating for 20 years, in Spain and Portugal the chain set up shop 7 and 4 years ago respectively. Looking at two of the most important European brands in clothes, Zara (1034 shops in 64 countries on four continents) and H&M (1345 shops in 24 countries on three continents) we discover, for instance, that neither operates a shop in Bulgaria, only production factories. Nevertheless, Bulgarians can obtain unsold Zara clothes from previous seasons in special outlets.

Global brands usually choose the capital of a country to start their colonisation. Starbucks has 65 stores in Spain, half of them in Madrid and the rest in Barcelona, Valencia, and Sevilla (the 2nd, 3rd, and 4th largest cities after the capital. Zaragoza is the fifth, so it may get a Starbucks soon).

Inditex, the group to which Zara belongs, established one of its logistics centres in Zaragoza. It was the first company to set up in Plaza.

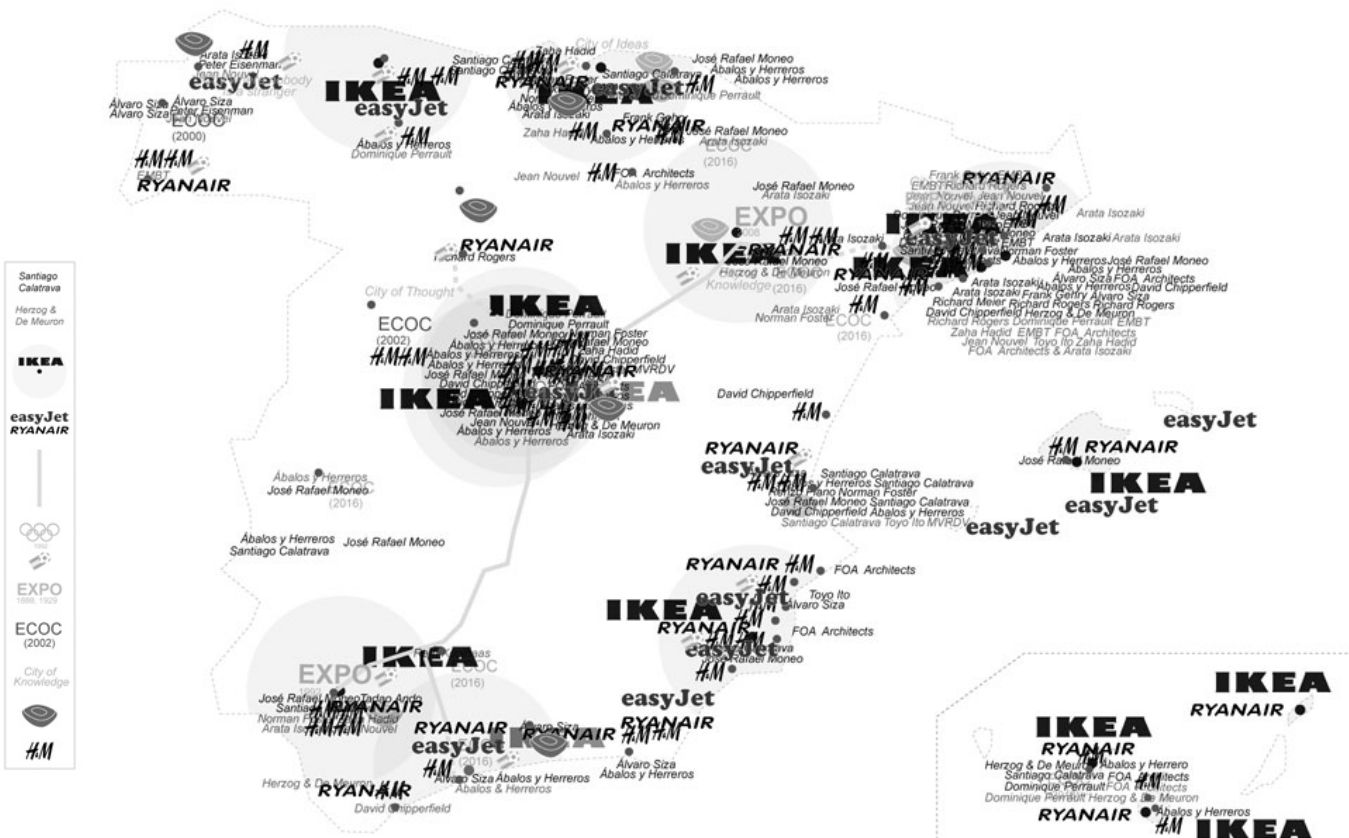


fig 12: Spain according to the "Urban Shopping List"






Ten Elements, One Operation: The Re-Creation

Zaragoza has created Plaza, its logistics centre, connected it to the high-speed train and located it right next to the future new airport terminal, injected with activity by Ryanair, which tries to link the city with various additional destinations before the International Expo in 2008. The Expo is pushing this and other infrastructure developments like the closing of the main ring where Ikea just opened. Based on the Expo theme of "Water" a complete regeneration of the riverfront is being carried

	Superstar Architecture	IKEA	Low-Cost Airline	High-Speed Train	Big Event since 2000
Zaragoza 650.000 inhab.	2008  Zaragoza Bridge, Zaha Hadid	2007 IKEA	RYANAIR	AVE AVE (Alta Velocidad Española) 2003	EXPO ZARAGOZA 2008
Frankfurt 648.000 inhab.	2009  European Central Bank Frankfurt, Coop Himmelblau	1997 IKEA		ICE ICE (InterCityExpress) 1991	FIFA FUSSBALL-WELTMEISTERSCHAFT DEUTSCHLAND 2006
Graz 248.000 inhab.	2003  Kunsthhaus Graz, P. Cook & C. Fournier	1989 IKEA	RYANAIR InterSky		
Porto 239.000 inhab.	2005  Casa da Música, OMA/Rem Koolhaas	2007 IKEA	RYANAIR hlx.com 	 ALFA PENDULAR Alfa Pendular 1999	UEFA EURO 2004 PORTUGAL
Lille 227.000 inhab.	1995  Euratlille, Jean Nouvel, Christian de Portzamparc, ...	1988 IKEA		 TGV 1993; Eurostar 1994	
Bilbao 353.000 inhab.	1997  Guggenheim Museum, Frank O. Gehry	2005 IKEA			
Birmingham 1.001.000 inhab.	2003  Selfridges Department Store, Future Systems	2008 IKEA			
Sofia 1.200.000 inhab.		2008? IKEA			
Bucharest 1.930.000 inhab.		2007 IKEA			
Hannover 516.000 inhab.	 Dutch Pavilion Expo2000, MVRDV	1976 IKEA		ICE ICE (InterCityExpress) 1991	EXPO 2000 HANNOVER

fig 13: "Urban Shopping" Matrix applied to some cities

out, where the new football stadium may be built. The Expo site will be connected to the high-speed train station by a bridge by Zaha Hadid, at the end of the "Digital Mile", a project in collaboration with MIT as a "Zaragoza City of Knowledge" initiative guiding the city into the Information Society. This, and the Herzog & de Meuron project for the new Goya museum, will support Zaragoza's candidature for the European Capital of Culture in 2016. The partnership with MIT started a logistics masters program set up in Plaza, where Zara, one of the biggest retail brands, took the biggest lot to built one of its Spanish logistics centers.

European Capital Of Culture	Re-Baptism	Football Stadium	Information Society	Global Brand
<p><i>candidate for 2016</i></p>	 <p>City of Knowledge</p>	<p>?</p> 	 <p>MIT Logistics Center</p>	<p>H&M H&M</p>
	<p>City of Commerce and Finance</p>	<p>2005</p> 	<p>VDE</p> <p>VDE - the Association for Electrical, Electronic & Information Technologies</p>	<p>H&M H&M H&M H&M H&M H&M</p>
	<p>City of Human Rights</p>	<p>1997</p> 	<p>JOANNEUM RESEARCH</p>  <p>Joanneum Research Graz</p>	<p>H&M H&M H&M H&M H&M</p>
<p>Porto</p>  <p>CAPITAL EUROPEIA DA CULTURA</p>		<p>2003</p> 	 <p>BRPL NURTURING SUCCESS IN BUSINESS Birmingham Research Park Limited</p>	<p>H&M H&M</p>
 <p>Lille2004Lille</p> <p>CULTURAL CAPITAL OF EUROPE</p>	<p>City of Commerce and Finance</p>	<p>2006</p> 	 <p>Université des Sciences et Technologies de Lille</p>	<p>H&M H&M H&M</p>
	<p>City of ideas</p>	<p>2003</p> 		<p>H&M H&M</p>
<p><i>lost candidature for 2008</i></p>		<p>200?</p> 		<p>H&M H&M H&M</p>
	<p>City of trade fairs and conventions</p>		<p>CeBIT</p> <p>Get the spirit of tomorrow</p>	<p>H&M H&M</p>

Final. Hardware and Software

To talk about a contemporary "European City" is to talk about these elements. Today the main differences between, and the similarities among, European cities are measured by the non-existence or the presence of these elements. Sofia in Bulgaria feels very "European", very familiar to many places such as Barcelona or Vienna. Bucharest reminds one of Madrid or Paris, but there is a huge difference between Sofia and Bucharest and Barcelona, Madrid or Vienna. The "hardware" - the urban fabric - may look the same, recognizable... but the "software" - the urban shopping list - accounts for the differences. The collection of these elements determines the European City of today. The hardware is static. The software activates the hardware and the construction of it. (On the other hand, cities in the Middle East, with very different hardware, like Dubai and Kuwait are getting the same software as our cities do. The Superstar architecture phenomenon is even getting more intense there. Ikea has opened stores in both Dubai and Kuwait, as have H&M and Zara, etc...)

Within the rich diversity in the history of Europe, we were always able to find similar elements in these cities, within the limits of the territory, in each historical epoch. Each polis in the Greek Empire had an agora; the inhabitants of the cities in the Roman Empire entertained themselves in similarly designed theatres. We recognize a Roman theatre in Algeria or Italy, and a Gothic cathedral in Spain, France or Poland. This coherence remained throughout history and extended to the creation of city networks through Roman roads, medieval sea routes, etc.

Ikea has created a new activity centre in Zaragoza. Ryanair does not make the city more beautiful, but it is raising the number of visitors. Zaragoza is 2000 years old, but the Expo 2008 or the Superstar Architecture of today will present it to Europe for as if "the first time".

The "Urban Shopping List" is a tool for the planners to approach the city, and a tool for the cities to upgrade their urban condition. It reveals how close the city is to its ideal status.

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Founda-
tion of
Zaragoza
by Caesar
Augustus





fig 15: View of Zaragoza II, Diego Velázquez + STAR

Notes:

- 1 Term used by the real estate service firm Jones Lang LaSalle on its report 'Rising Urban Stars - Uncovering Future Winners', May 2003.
- 2 Forochar, R 2006, 'Unlikely Boomtowns', Newsweek.com, 3-10 July.
- 3 Jourden, J 2005, 'Being Iconic' interview to Charles Jencks, <http://archinect.com/features>, 11 December.
- 4 Ibidem.
- 5 Prologue to Book II, from The Ten books on Architecture, Vitruvius, 23 BC.
- 6 Floris Alkemade is one of the directors/partners of the Office for Metropolitan Architecture (OMA). Since 1994, he leads the master plan project for the City Centre of Almere. Bernd Upmeyer and Beatriz Ramo interviewed Floris Alkemade on behalf of Monu - magazine on urbanism vol7.
- 7 Coventry is a 300,000-inhabitant city in in the West Midlands of England.
- 8 Forochar, R 2006, 'Unlikely Boomtowns', Newsweek.com, 3-10 July.
- 9 Aena annual report of 2006: tráfico de pasajeros, operaciones y carga en los aeropuertos españoles.
- 10 Charlemagne 2005, 'Low-cost founding fathers', The Economist, 29 January.
- 11 Forochar, R 2006, 'Unlikely Boomtowns', Newsweek.com, 3-10 July.
- 12 Upmeyer, B & Ramo, B 2007, 'Dumped in Almere' interview with Floris Alkemade, Monu magazine on urbanism vol7, August.
- 13 Palmer/RAE Associates, 2004, 'European Cities and Capitals of Culture - City Reports' Part II, Brussels.
- 14 Zaragoza Expert Committee: William J. Mitchell, François Bar, Manuel Castells, Dennis Frenchman, Peter Hall, Saskia Sassen, Pekka Himanen, Michael L. Joroff, Véronique Kleck, Ángela López, Guido Martinotti.
- 15 Mulligan, M 2005, 'Zaragoza puts itself in the hub', Financial Times FT.com, 13 March.
- 16 Forochar, R 2006, 'Unlikely Boomtowns', Newsweek.com, 3-10 July.

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