

events and strategic planning

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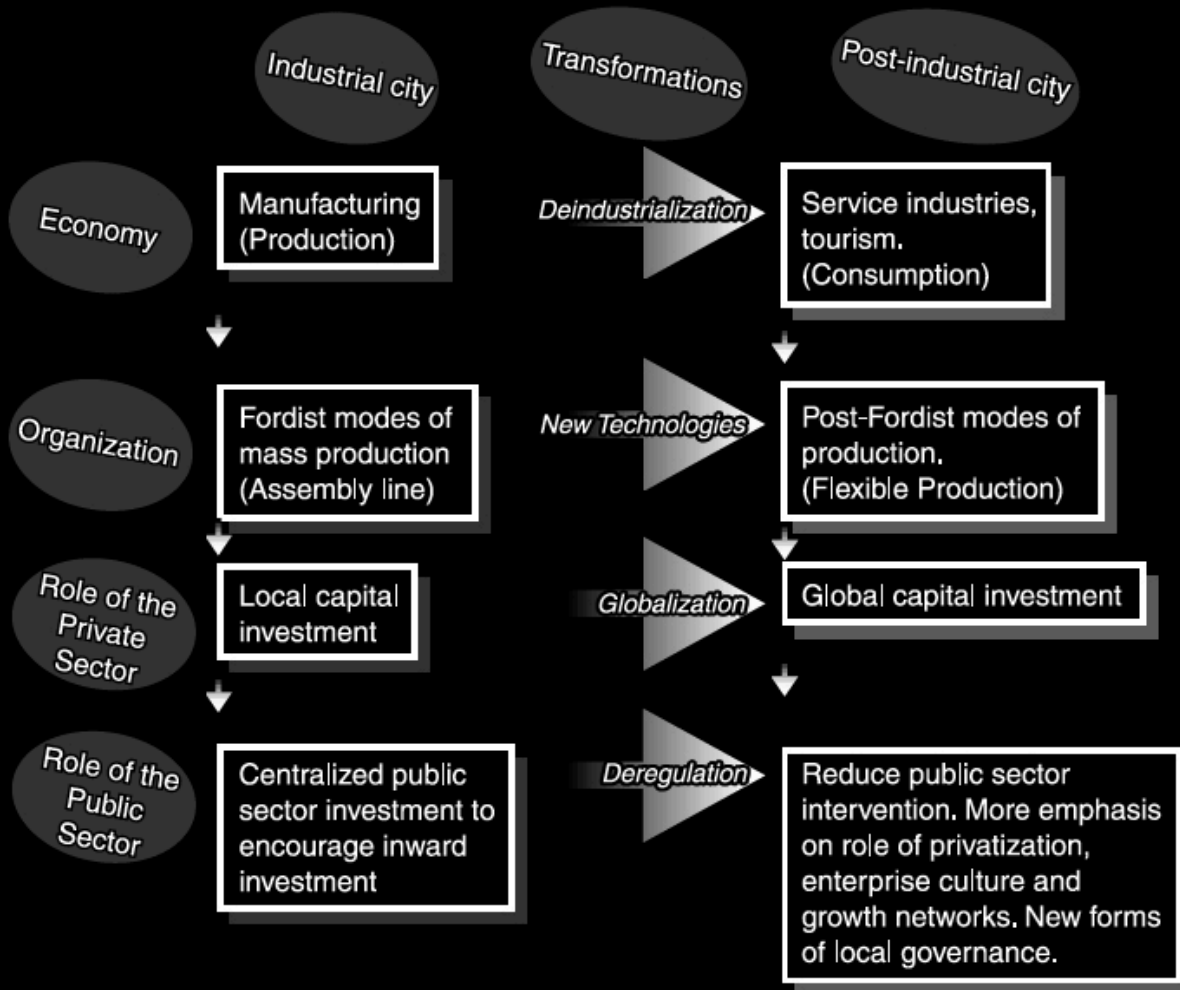
Body Culture in Urban Space – 22.03.2012

Table 1. The changing infrastructural impact of the Summer and Winter Games, 1896-2002

Summer Olympic Games	Winter Olympic Games
<p>PHASE ONE: 1896-1904 <i>Small scale, poorly organised and not necessarily involving any new development</i></p>	<p>PHASE ONE: 1924-1932 <i>Minimal infrastructural transformation apart from sports facilities.</i></p>
<p>PHASE TWO: 1908-1932 <i>Small scale, better organised and involving construction of purpose built sports facilities</i></p>	<p>PHASE TWO: 1936-1960 <i>Emerging infrastructural demands, especially transportation.</i></p>
<p>PHASE THREE: 1936-1956 <i>Large scale, well organised and involving construction of purpose built sport facilities with some impact on urban infrastructure</i></p>	<p>PHASE THREE: 1964-1980 <i>Tool of regional development, especially transportation and Olympic Villages.</i></p>
<p>PHASE FOUR: 1960-2004 <i>Large scale, well organised and involving construction of purpose built sports facilities with significant impacts on urban infrastructure</i></p>	<p>PHASE FOUR: 1984-2006 <i>Large-scale urban transformations, including multiple Olympic Villages.</i></p>

SOURCE: Chalkley and Essex (1999); Essex and Chalkley (2004).

The emergence of mega-events as a tool of urban and regional public policy



IMPLICATIONS FOR URBAN & REGIONAL POLICY

New industries depend upon high quality and attractive environments, which makes urban renewal essential - Commodification of Landscape.

Increasing importance of image and place marketing to attract inward investment and tourists.

Increased inter-urban competition for highly mobile investment at global scale rather than at regional scale.

Mega-events or 'urban spectacles' become options within urban and regional policy:

- enable urban renewal and regeneration
- facilitate modernisation of economy
- attract tourists
- advertise new image and personality
- attract new inward investment

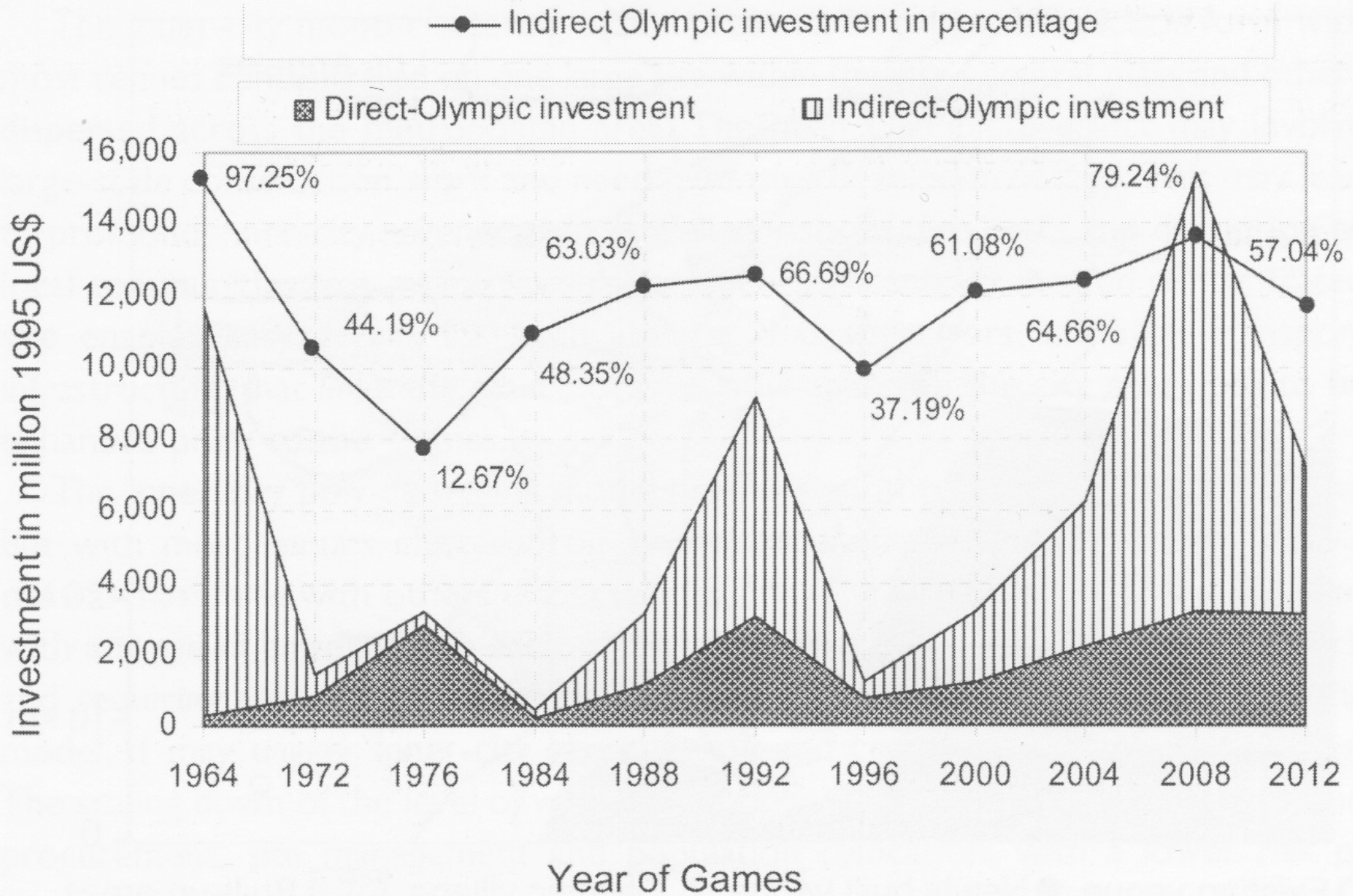
...strategic (spatial) planning is not a single concept, procedure, or tool. In fact, it is a set of concepts, procedures, and tools that must be tailored carefully to whatever situation is at hand if desirable outcomes are to be achieved.

Bryson and Roering, 1996

Strategic planning is selective and oriented to issues that really matter. As it is impossible to do everything that needs to be done, 'strategic' implies that some decisions and actions are considered more important than others...

Albrechts, 2004:751-752

Investment in Olympic construction, Tokyo 1964 to London 2012



prisoner's dilemma

The high competition of bid cities forces them to follow all requirements the IOC sets....it forces the bid cities into so called 'prisoner's dilemma'. That means the cities offer ever more to the Olympic Movement and increase their costs without gaining an advanced position due to the fact that all bid cities offer the same.

Preuss (2004) *The Economics of staging the Olympics*, p.290

Two political power players, the 'event owner' (i.e. IOC/BIE/FIFA) and the city government, determine the outcome of this urban-change process – each seeking to implement its own agenda

Kassens (2009:12)

...in this struggle between the global and the local, the global in the form of the event owners frequently gains the upper hand, because they inherit the power to award the event (in the bidding stage) and retain the power to withdraw the event from the host city at any time.

Kassens (2009:14)

A successful outcome of mega events depends on good strategic planning that minimizes the additional efforts necessary to stage a mega event. Hence, planning should aim for the alignment of the mega event requirements with the strategic plans for city development... It is essential to (...) use the Games as catalysts for desirable change.

Kassens (2009:192)

TOKYO 1964



Tokyo used the event to give impetus to its already proposed ten-year development plan

Tokyo Olympic Committee: *Official Report* 1964:46



MONTREAL 1976





BEIJING 2008



BIRD'S NEST WINS AWARDS

The International Association for Sports and Leisure Facilities (IASL), the IOC and the IPC announced this year's winners of their international architectural award for sports and leisure facilities. The judging panel honoured seven projects with gold, nine with silver, eight with bronze and awarded four Special Distinctions. Ten participants were awarded with an IPC/IASL Distinction.

The overall winner was China with two gold, two silver and one bronze medal as well as with two IPC/IASL Distinctions. The Olympic Stadium (Bird's Nest) in Beijing won the gold medal in the 'Stadia' category and also the IPC/IASL Distinction for Accessibility for its outstanding services for athletes and spectators with disabilities.

The IOC/IASL Award is the only international architecture competition for sports and leisure facilities. This year a record 117 teams of operators and designers from 26 countries took part.

WADA ROUND-UP

The World Anti-Doping Agency (WADA) approved the accreditation of a new anti-doping laboratory in Bucharest (Romania), which becomes the 35th currently accredited by WADA. WADA has also concluded an agreement with Chooseco, the publisher of children's books, to publish two "choose your own adventure" books focusing on good decision-making and sports values.



In pictures: Beijing's Bird's Nest winter wonderland



Beijing's Bird's Nest stadium - the focal point of the 2008 Summer Olympics - has been transformed into a snow-theme park in hopes of drawing visitors - and their cash - to the venue. (Pictures by the BBC's Yull Yang.)

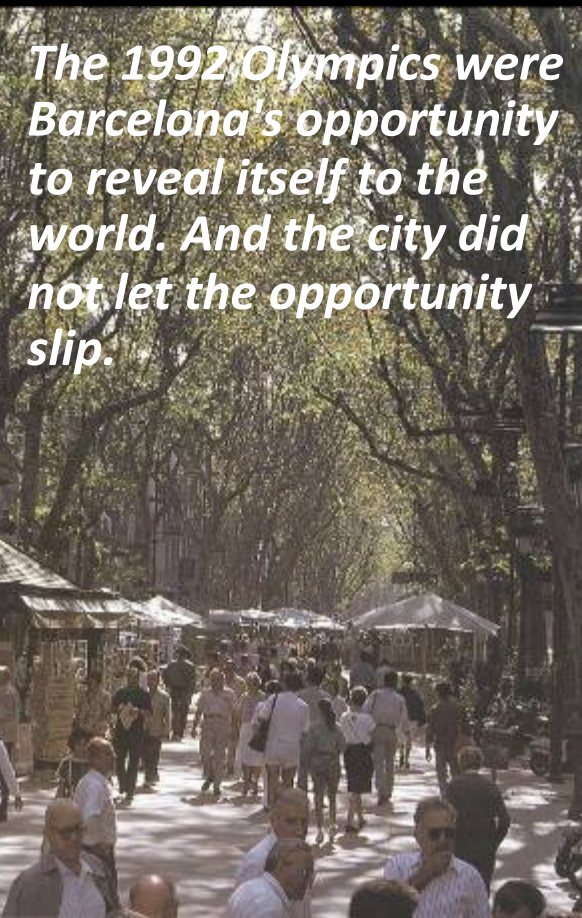
In pictures: Beijing's Bird's Nest winter wonderland



Tons of artificial snow have been brought inside the stadium and around it, to the delight of residents of the Chinese capital and tourists.

BARCELONA 1929/1992





The 1992 Olympics were Barcelona's opportunity to reveal itself to the world. And the city did not let the opportunity slip.

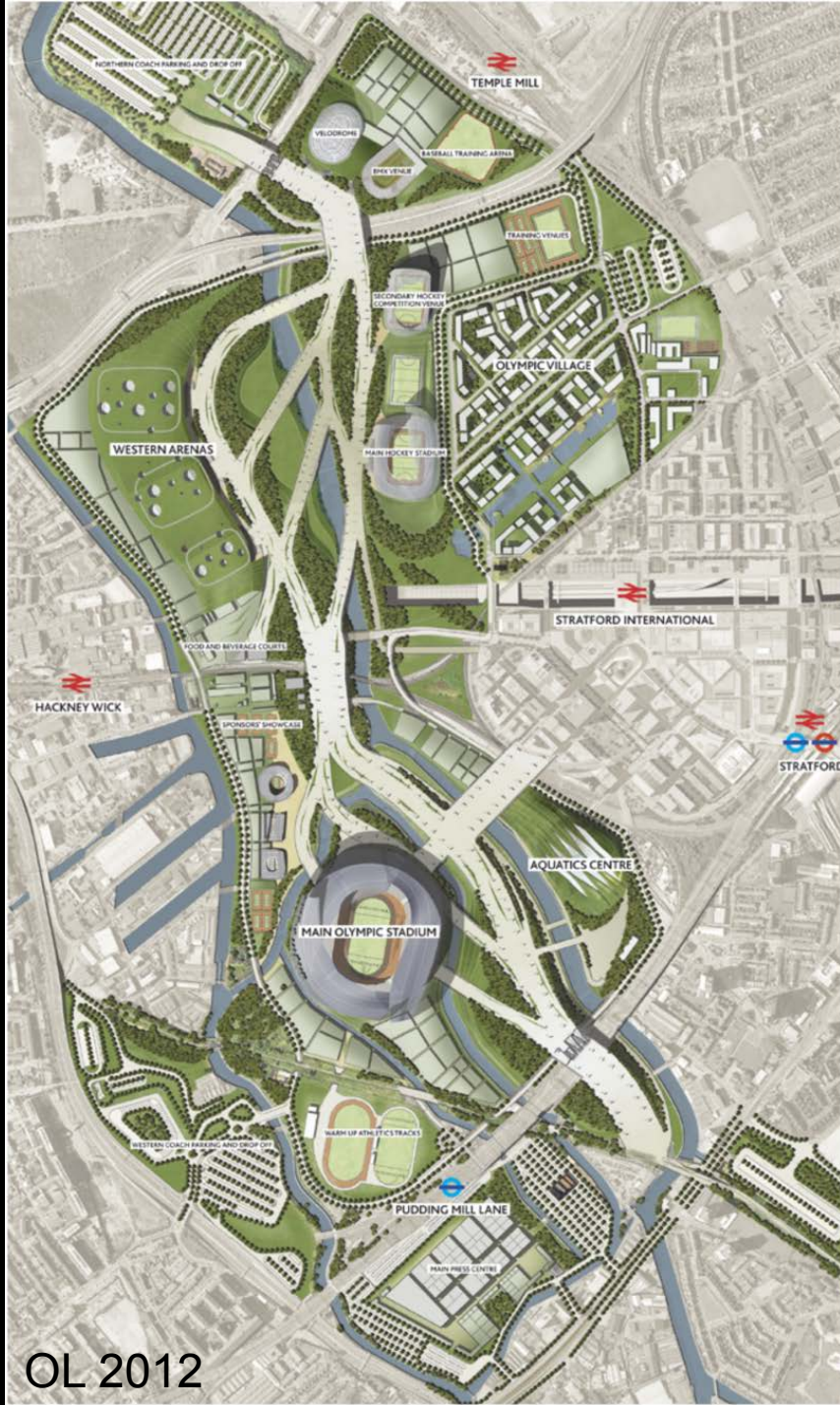






LONDON 2012





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Legacy Plan

