SESSION 4

New Urban Metaphors

CHAIRS: ANTONELLA CONTIN, JAVIER RUIZ SANCHEZ
Introduction

As pointed out by some of the most interesting contemporary studies define urban complexity and make it visible and clear means trying new epistemological strategies. Among these the metaphor appears as one of the most common cognitive attitudes and, at the same time, one of the most contradictory and problematic. Not much research has been carried out so far on imaginary urban in Europe, especially as regards the medium and small cities. Urban policies are based mainly on the physical and socio-economic data, and as regards qualitative, look with interest the analysis of the needs of citizens and then use surveys on opinions and attitudes (especially stakeholders). An analysis of urban imaginary and related languages can be resources which, if analyzed, could instead act as a catalyst to allow the urban policies to intercept the needs and aspirations of the people. Using P. Healey words (In Search of the “Strategic” in Spatial Strategy Making, 2010) “Meaning making often gets explored not just through defining alternative designs and options, but by the use of metaphor and analogy. Framing work, like the process of probing the available knowledge about situations and issues, requires an expansive yet integrative, pluralistic yet synthetic, collective imagination.”
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