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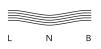
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HOW TO CREATE A SUCCESSFUL CITY? ARCHITECTURE AND URBAN PLANNING IN THE KNOWLEDGE ECONOMY SCHMAELING CONFERENCE LIVABLE CITY FORUM RIGA

OCTOBER 4.-6. 2017

Due to the globalization of economy and the gradual shift of values, the principles of openness and public involvement are becoming increasingly more present in the areas of architecture and urban planning in Latvia.

University campuses are no longer unapproachable, introverted institutions avoiding the rest of the public, instead they have become active participants in the economy and urban placemaking, and together with other knowledge institutions they enhance the national competitiveness by producing qualified and motivated specialists, and creating innovations with high added value.

How can architecture and environment support this positive effect? What role does knowledge infrastructure play in the 21 century economy? Considering the changes planned in the next few years in Pardaugava — Riga's neighbourhood on the left bank of Daugava — Riga City Architect's Office, together with the INTERREG Central Baltic programme project "Live Baltic Campus" represented by the University of Latvia and Riga Planning Region, propose to discuss these questions at this international three-day conference dedicated to knowledge economy and development of modern knowledge centres.



GVIDO PRINCIS RIGA CITY ARCHITECT

This past decade, knowledge, research and innovation have played an increasingly important role in contemporary society, economics and urban processes. In the near future, our country and the capital will also undergo rapid changes in the fields of education, research and innovationenhancing infrastructure. Planned development opens new horizons for raising the quality of education, and also gives vitality to the growth of new territories. This year, the 5th Reinhold Schmaeling Conference on Architecture and Urban Planning encourages thought and discussion about how smart architecture and urban planning can not only improve the field of science and innovation, but also stimulate and strengthen competitiveness of the region and the state.



INDRIKIS MUIŽNIEKS
RECTOR OF THE UNIVERSITY OF LATVIA

This year, we have taken a significant step forward in promoting the cooperation and exchange of experiences between different parties, as well as the transfer of best practices for achieving common goals - the development of Riga and Latvia. Schmaeling Conference / LCF Riga offers a creative, international forum where city administration, architecture and the academic environments have joined forces to promote the development of sustainable knowledge territories in coordination with each other and in coordination with the general public. The Conference focuses on the planning and management of academic centres, raising the quality of life and modern mobility solutions for the sustainable growth of the knowledge area on the left bank of Riga - in Pārdaugava.



EDGARS RANTIŅŠ
RIGA PLANNING REGION
HEAD OF ADMINISTRATION

Architecture, urban economy and governance: these are the key elements that create the environment for us and thus form the agenda for our conference. Riga, our capital, is an important academic and innovative centre not only for Latvia, but in the Baltic context as well. It is in our interests to promote the growth of Riga as a modern metropolis, moving from a production to a service economy. The growth that makes up the city's competitiveness, uses an innovative approach to urban planning and contributes to improving the living environment for people, students, researchers and the employees of knowledge economy.



LIVE BALTIC CAMPUS: KNOWLEDGE CENTRES IN THE CITY

PROJECT GOAL

The goal of the Live Baltic Campus project is to promote the development of the university campuses as places of innovation and knowledge that create a welcoming microclimate for companies and city residents. The project idea is to create and to approbate a collaborative urban planning approach, which the project partnerscities involved in the project would then implement in their daily agenda.

PROJECT TASKS

During the project academic campuses are studied as experimental, innovative collaborative platforms, and recommendations are developed for integrated development of campuses in the Central Baltics region. Thus a significant project task is to promote discussion between the representatives of state administration and local municipality, developers of campuses and other stakeholders. The implementable pilot projects address various collaborative urban planning phases: planning, stakeholder involvement, collaboration design, smart urban environment research and promotion of study-based conclusions. Within the project, an expert network will be created, providing knowledge transfer in the Central Baltics region.

PROJECT RESULTS

Project results are integrated campus development plans emphasizing the education and science initiatives that are defined through the prism of services. In addition, within the project in each region a platform is created for discussions regarding the integrated policy goals and acquisition of good practices in the creation of a city "knowledge block." The project aids the creation of integrated urban planning practice in the level of education and knowledge infrastructure, within which the interests of both residents and entrepreneurs are considered.

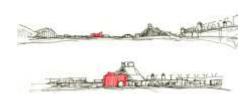
PROJECT PARTNERS

The leading partner of the Live Baltic Campus project is the Helsinki Metropolia University of Applied Sciences. Partners are Helsinki city, the Riga Planning Region, the University of Stockholm, the University of Latvia, the University of Tartu, the University of Turku and the University of Uppsala. Associated project partners are Turku city and the Helsinki-Uusimaa Regional Council. The project is funded by the Interreg Central Baltics program, and takes place from October 2015 till March 2018.

PROJECT ACTIVITIES IN LATVIA

In Latvia, the Live Baltic Campus project facilitates the development of an integrated campus development plan for the Tornakalns campus of the University of Latvia. Considering the development of Pardaugava territory as the knowledge hub of Riga, the dialogue involves a range of state and municipal institutions, other universities, as well as representatives of businesses, students and non-governmental organizations. In the studies and public involvement activities carried out within the scope of the project, the University of Latvia and Riga Planning Region investigate such issues as stakeholder cooperation, accessibility, university-business cooperation, etc.





THE FUTURE OF ACADEMIC CAMPUSES IN RIGA

EXHIBITION OF RISEBA FACULTY OF ARCHITECTURE AND DESIGN RESEARCH

The exhibition is a review of an extensive, original research by fourth-year architectural students and tutors at the RISEBA FAD on the future of academic campuses in Pardaugava, an area on the left bank of the Daugava. The research has been carried out in cooperation with the Live Baltic Campus project.

The architectural studio of 10 students and 3 tutors is focused on the future of academic campuses as a constitutive element in our current economies. It is a

unique turning point for Pardaugava, with some of the largest national universities the University of Latvia, Riga Technical University, Riga Stradins University and RISEBA University, all within walking distance - developing their campuses in a similar time frame. The core of the exhibited study looks at the area in Pardaugava defined by the Riga city council as the future Science and Innovation center in Riga. As such, campuses will not only be among the main drivers of academic, economic and social development in Riga for the next 10 -15 years to come, but also transform the housing, mobility and public service dynamics in the area.



DIFFERENT PARDAUGAVA - QUO VADIS?

DOCUMENTARY RESEARCH VIDEO FOR THE CONFERENCE

The subject of this year's Reinhold Schmaeling Conference is the development of Pardaugava in the context of a knowledge economy, addressing attention to Pārdaugava as the Centre of Science and Innovations, which promotes the synergy of science and entrepreneurship and provides a development impulse not only to Pārdaugava and Riga, but also to the entire Latvia. Video narration marks the current scenery of Pārdaugava and illustrates its versatility. Local residents and people working nearby reveal their feelings and opinions about daily life in Pardaugava. The largest universities of Latvia - the University of Latvia, Riga Stradins University and Riga Technical University mark their extensive development plans, as well as their inclusion in the Pārdaugava urban environment. Extensive expansion of universities has been described in the context of Riga development plans, the potential problem situations have been assessed, as well as their possible solutions, also the specific scenery of Pārdaugava has been viewed, along with the historical wooden construction and the pedestrian friendly environment.

LIVABLE CITY FORUM RIGA INTRODUCTION Wednesday, 4 October, Riga City Council, Rātslaukums 1 and the University of Latvia Library, at Kalpaka blvd. 4 09:00 MEETING OF THE PROJECT LIVE BALTIC CAMPUS PARTNERS Venue: Riga City Council, at Rātslaukums 1 (room 508) INSPECTION OF THE PĀRDAUGAVA KNOWLEDGE CENTER 13:00 Location: Start of the excursion at Riga City Council, at Rātslaukums 1 15:00 MASTERCLASS: APPLICATION OF DESIGN SPRINT IN THE DIALOGUE WITH SOCIETY Masterclass taught by: **Uusi Kaupunki**, community involvement specialists from **Finland**. Venue: University of Latvia Library, Kalpaka bulvāris 4, room 215 (Microsoft Innovation center) WRAP-UP 18:00 SCHMAELING CONFERENCE: HOW TO CREATE A SUCCESSFUL CITY? ARCHITECTURE AND URBAN PLANNING IN THE KNOWLEDGE ECONOMY Thursday, 5 October, Latvian National Library, Ziedonis Hall, Mūkusalas iela 3 09:30 INTRODUCTION Arvils Ašeradens, Minister of Economics of the Republic of Latvia Vendela Haringhuizena Counsellor, Deputy Head of Mission Gvido Princis, Riga City Architect KNOWLEDGE ECONOMY AND THE CITY 09:50 Willem van Winden: Cities in the knowledge economy: Fighting new divides Daunis Auers: Can Riga become a knowledge city? 11:15 KNOWLEDGE ECONOMY AND PUBLIC INFRASTRUCTURE Opening speech: Rector of the University of Latvia, prof. Indrikis Muižnieks Frank Werner: Campus and the city. Urban design for the knowledge society Niklavs Paegle: Universities of the future, cities of the past Ilze Paklone: The knowledge territory Pardaugava: Models of developing the knowledge resources GOVERNANCE AND CO-CREATION OF KNOWLEDGE PLACES: DISCUSSION 13:30 Opening speech: Riga Planning Region Head of the development council Dagnis Straubergs Discussion participants: Agrita Kiopa, Deputy State Secretary Director for Higher Education and Research Ministry of Education and Science Of Latvia; Artūrs Caune, AS RB Rail project manager; Toms Baumanis, Rigas Stradins University Vice-Rector for Development; Artūrs Zeps, Rigas Technical University Vice-Rector for Development; Arvīds Dravnieks, lawyer, inhabitant of Pārdaugava; Dr. Willem van Winden. Amsterdamas Tehniskās universitātes profesors. Moderator: Viesturs Celmiņš 15:00 FROM KNOWLEDGE SPACES TO KNOWLEDGE PLACES Short film: Different Pārdaugava - Quo vadis? Viesturs Celminš: Knowledge Territories as an Instrument of Urban Development **Laura Dimitrijeva**: *Mūkusala* +, scenarios and suggestions Mārtins Enģelis: Pārdaugava. Tourism. Place Bullying. 17:00 **DISCUSSIONS AND WINE** PUBLIC PRESENTATIONS OF LIVE BALTIC CAMPUS STUDY Friday, 6 October, University of Latvia Nature House at Jelgavas iela 1 09:00 REĢISTRĀCIJA Venue: University of Latvia Nature House room 702

DEVELOPMENT CONCEPT OF THE ACADEMIC CITY IN PĀRDAUGAVA

OPEN UNIVERSITY: THE POTENTIAL OF INTERNAL AND EXTERNAL COOPERATION

Riga Planning Region study and working group

University of Latvia study and working group **MEETING OF PROJECT PARTNERS**

09:30

12:30

15:00

04



KNOWLEDGE ECONOMY IN THE CITY

09:50 THURSDAY, 5 OCTOBER, LATVIAN NATIONAL LIBRARY, ZIEDONIS HALL

The contributions of the knowledge economy to the well-being of our society and its presence in our cities has become indisputable.

Governments, city councils and civic partners go to great lengths to foster knowledge creation, innovation and its application in private and public realms alike. As such, innovation and technology increasingly pervade our social lives, transform our work places and work habits as well as disrupting whole sectors of businesses in

unprecedented ways. Yet, the operation and management of this promising field of development remains a high calling as specific geographies, cultures and socio-economic realities put forth challenges that are unique and sitespecific.

For instance, what qualities and infrastructure should cities focus on to enhance knowledge production and commercialization? Are knowledge centers and innovation quarters and other designated territories a

prerequisite for the growth of a knowledge economy? How to create, attract and keep the ever elusive band of 'knowledge workers'?

The panel's speakers will delve deeper into these questions as they pertain to the respective areas of knowledge economy, novel and successful forms of cooperation between stakeholders and their spatial implications in the urban context.



WILLEM VAN WINDEN URBAN ECONOMIST

Dr. Willem van Winden is an urban economist specializing in urban innovation and policy. He obtained his PhD degree at Tinbergen Institute, Erasmus University, Rotterdam. Since 2008 he is a professor of Urban Knowledge Economy & Strategy at Amsterdam University of Applied Sciences (AUAS). He has published widely on urban knowledge-based development and related topics, in books and international peer-reviewed scientific journals. At AUAS, he leads a research team (PhD students and researchers) focusing on a wide array of topics, including governance of the urban economy, urban technology and smart cities, campus development and urban manufacturing

Moreover, Willem van Winden works as an advisor to several cities and organisations.

CITIES IN THE KNOWLEDGE ECONOMY: FIGHTING NEW DIVIDES

We live in an urban world where, rightly or wrongly, bigger is perceived as better, and a handful of cities - capitals like London, Berlin or Amsterdam, and large cities such as Munich, Hamburg, Milan and Barcelona - have become magnets for international talent and investment. Big cities are the clear winners in a globalised world where investment, students, skilled knowledge workers and tourists are increasingly mobile. On top of that, some smaller, specialised knowledge cities (especially those with leading universities) are doing well in the knowledge economy. Thus, the knowledge society is not spatially neutral. It has a distinct urban

geography, characterized by a process of selective re-urbanisation in which some cities are witnessing a remarkable growth dynamic, while others are still struggling. But also within cities, new fractures are emerging. The rewards for skilled people rise, while lesser educated see the value of their work decrease. Cities face the risk of falling apart into parallel societies, thus undermining civic life. In this lecture, willem van Winden will elaborate these major trends and developments in Europe's urban knowledge economy and their impact on different types of cities. He will also discuss policy responses and policy implications, with examples from various European cities.

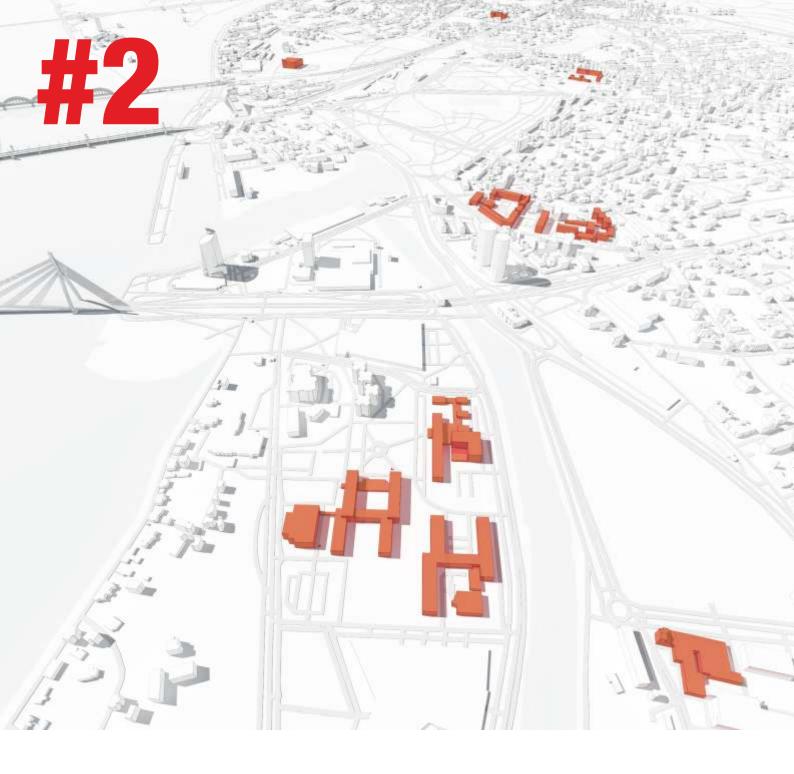


DAUNIS AUERS PROFFESSOR & RESEARCHER

Daunis Auers, PhD is co-founder and research director of Certus think-tank, Associate Professor of Comparative Politics at the University of Latvia and was a Jean Monnet Professor (2013-2016) of European integration. He has been a Fulbright Scholar at the University of California-Berkeley (2005-2006) and a Baltic-American Freedom Foundation Scholar at Wayne State University in Detroit (2014). He has published widely on Baltic and European politics. His most recent book – The Comparative Government and Politics of the Baltic States: Estonia, Latvia and Lithuania in the 21st Century - was published by Palgrave Macmillan in 2015. Other recent research has focused on studying the growth and economic impact of international students in Latvia, Latvia's demography and the competitiveness of Riga city.

CAN RIGA BECOME A KNOWLEDGE CITY?

Just over 100 years ago, on the eve of the World War I, Riga was a bustling, thriving metropolis. The Riga that emerged after the war was a very different place. What had been a dynamic financial and innovative industrial manufacturing hub became the sleepy, administrative capital of the newly established Latvian state. The Soviet era saw Riga's former status as a regional giant decline further. The quarter century since the collapse of the Soviet Union in 1991 has seen Riga reemerge into the international environment. However, contemporary Riga remains far from being the regional hub that it was in 1913. Indeed, even its status as the central metropolis of the Baltic states is being challenged by Vilnius, which aims to become the biggest city in the region, by population, within ten years. Riga's growth in the late nineteenth and early twentieth century was driven by five key factors: economic geography, good governance, human capital, a developed financial system and openness and liveability. This presentation will consider the competitiveness of Riga compared to neighbouring Tallinn and Vilnius, over these key dimensions.



KNOWLEDGE ECONOMY AND PUBLIC INFRASTRUCTURE

11:15 THURSDAY, 5 OCTOBER, LATVIAN NATIONAL LIBRARY, ZIEDONIS HALL

Learning institutions and their academic counterparts are often believed to be at the core of knowledge economy and, by implication, form a core part in any number and shape of of 'knowledge territories'. Yet the role of academic campuses and other knowledge intensive sites is changing rapidly.

A far cry from the red brick buildings, insular and often self -contained intellectual islands, universities, libraries and research centers are now 're-urbanizing' to nurture real-world innovation, inter-disciplinary cooperation and wider institutional

cooperation to serve both the public and private sectors alike.

It is expected that infrastructure which sustains and drives knowledge creation not only drives economic growth and social well being, but is also flexible enough to adapt to the changes which our future brings.

To this end, the panel will focus upon recent developments in architecture and urban planning of university centers, libraries and knowledge territories as well as partnerships which need to be in place to create culture of cooperation between various academic and learning institutions, research centers and innovative businesses.



FRANK WERNER ARCHITECT AND URBAN DESIGNER

Frank Werner is an architect and urban designer who aims to improve the built environment every day, by creating beautiful, inclusive and liveable places. For more than 20 years he has been working at KCAP on various mixed urban developments. Over the past 10 years he has specialized in the design of innovation areas. He was responsible for the design of different master plans for inner and outer city university campuses and science parks, and on industrial innovation areas. The clients for these projects are universities, (private) research institutions, governments and multinational corporations. Since 2001 he has been a guest teacher at different educational institutions in the Netherlands, including the Amsterdam Academy of Architecture and the Avans University of Applied Sciences in Tilburg. He is a visiting critic at the Rotterdam Academy of Architecture and at the TU Delft.

URBAN DESIGN FOR THE KNOWLEDGE SOCIETY

Today, the "campus" phenomenon is in the spotlights of many policy makers, educational institutions and businesses. In Europe, many universities are reconsidering their position in society and are undertaking large-scale reorganizations and expansions of their built-up structures. The post-war university campus as an isolated science community is subject to a fundamental revision. How can architecture and urban design contribute to -and stimulate- social, cultural and economical exchange in and around universities and other knowledge clusters?



NIKLĀVS PAEGLE

Niklavs Paegle holds a diploma from the Architectural Association School of Architecture in London. As a scholar, practitioner and educator for the past 12 years, Niklavs has been operating between Glasgow, Vienna, London and Riga. His work has been exhibited in Venice and Tokyo, as well as nominated for the RIBA Presidents Silver medal. He has working with Foreign Office Architects and ACME in London, teaching together with Cristina Díaz Moreno & Efrén García Grinda at the Vienna Academy of Fine Arts. He is author and co-curator of the Baltic Pavilion, representing Estonia, Latvia and Lithuania at the 15th International Architecture Exhibition La Biennale i Venezia 2016, for the first time in one joint exhibition. As a Director at Wolfgang Tschapeller ZT GmbH, Niklavs is currently leading the project for the Fine Arts Library at Cornell University, NY, USA.

UNIVERSITIES OF THE FUTURE, CITIES OF THE PAST

By exposing to two projects from two sides of the Atlantic — the University of Applied Arts of Vienna and the Cornell University Fine Arts Library, this lecture will be an attempt to re-imagine spaces for production of knowledge: What might the universities of the future look like? And furthermore, what might the libraries of the future look like? The transformation of the university campus in central Vienna is a project for a state-of- the-art, high-density academic centre amidst two protected historical buildings. At the same time, the 120,000-volume Cornell University Fine Arts Library collection will be suspended in mezzanine shelving stacks from the new superstructure of the more than centuryold Rand Hall. Both projects unravel imaginative spatial scenarios - how can historical structures of the city be challenged to establish new spaces for learning? How can architectural tools be employed to turn information into knowledge?

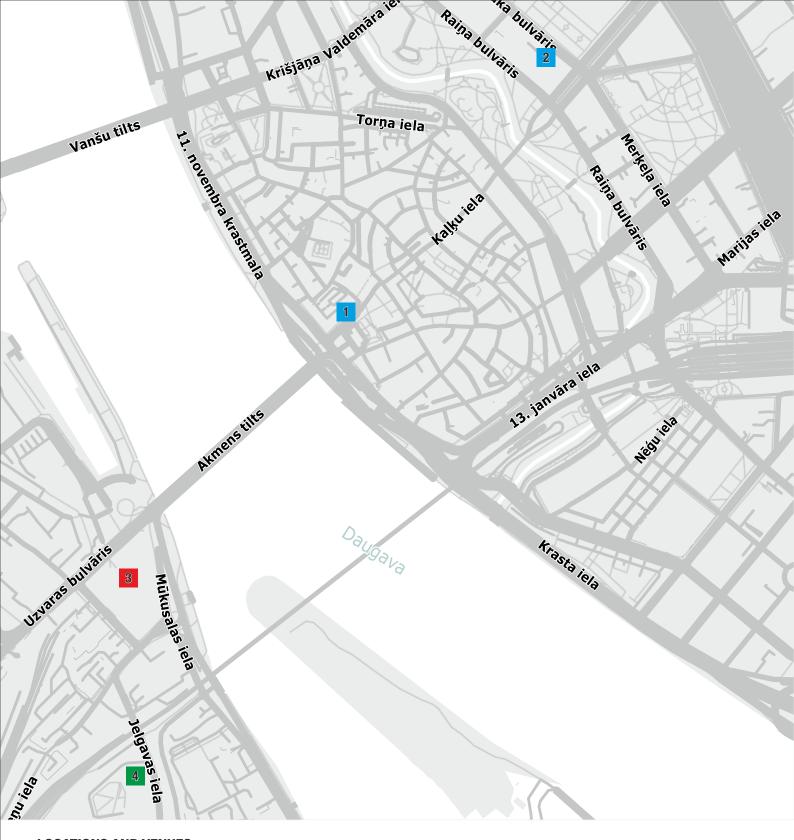


ILZE PAKLONE ARCHITECT

Ilze Paklone has obtained her Doctor of Architecture degree at the Riga Technical University, with the support of the Japanese Government scholarship program "Monbukagakusho", has studied in a doctoral program at Tokyo University and has participated in research work at Keio University in Tokyo. In cooperation with architect Rafael A. Balboa, she has created publications for magazine "DOMUS" and has been the guest editor of architecture magazine "a+u" December special edition "Feature: Latvia – Architecture Unfolding".

THE KNOWLEDGE TERRITORY OF PARDAUGAVA: MODELS OF DEVELOPING THE KNOWLEDGE RESOURCES

University functions are no longer limited to the creation of knowledge, research and pedagogical processes. They have become part of the knowledge network, where research, education, entrepreneurship, regional development, cooperation and innovations branch off. To achieve competitive results in the international rankings of universities, the discussion in Latvia about the necessary education reforms also includes the idea regarding the need to consolidate main universities – the University of Latvia, Riga Technical University and Riga Stradins University. Such political reforms have territorial consequences, which affect not only the layout of universities themselves in the city, but also the surrounding territories, their physical and social infrastructure. From the point of territory these reforms mean interaction with the existing city, involving and opening a university and its grounds for public. Synergy between university & city have resulted in various models linking education and the urban environment some universities integrate into the city, some, however create a university location as a prototype of an urban environment.



LOCATIONS AND VENUES:

- Wednesday, 4 October, Riga City Council, Rātslaukums 1 MEETING OF THE PROJECT LIVE BALTIC CAMPUS PARTNERS and INSPECTION OF THE PĀRDAUGAVA KNOWLEDGE CENTER
- Wednesday, 4 October, University of Latvia Library, Kalpaka bulvāris 4, room 215 (Microsoft Innovation center), MASTERCLASS: APPLICATION OF DESIGN SPRINT IN THE DIALOGUE WITH SOCIETY
- Thursday, 5 October, Latvian National Library, Ziedonis Hall, Mūkusalas iela 3, SCHMAELING CONFERENCE: HOW TO CREATE A SUCCESSFUL CITY? ARCHITECTURE AND URBAN PLANNING IN THE KNOWLEDGE ECONOMY
- Friday, 6 October, University of Latvia Nature House at Jelgavas iela 1, PUBLIC PRESENTATIONS OF LIVE BALTIC CAMPUS STUDY

RIGA CITY ARCHITECT'S OFFICE ONLINE:

Website: www.arhitekts.riga.lv Facebook: http://www.facebook.com/RigasPilsetasArhitekts

LIVE BALTIC CAMPUS ONLINE:

Website: http://livebalticcampus.eu Facebook: https://www.facebook.com/LiveBalticCampus Twitter: https://twitter.com/lbcampus

Instagram: https://www.instagram.com/livebalticcampus



GOVERNANCE AND CO-CREATION OF KNOWLEDGE PLACES

13:30 THURSDAY, 5 OCTOBER, LATVIAN NATIONAL LIBRARY, ZIEDONIS HALL

Academic, innovative institutions along with research intensive businesses have come to represent the benefits of a knowledge economy and tend to be at the center of knowledge territories. Yet mere geographical proximity or physical concentration of these institutions does not in itself promise or ensure cooperation or cocreation of value. For a knowledge territory to become more than a sum of its parts, it asks for a new culture of cooperation, a culture of cooperation where interests of individual institutions are manifested, managed and attained in light of long term goals of both the city and its inhabitants.

The discussion panel gathers professionals from city council, education, transport infrastructure and planning to bring a wealth of experience of managing complex interests among various stakeholders and within challenging planning contexts. This experience is called into action to discuss and create a checklist for a development of a knowledge territory on the left bank of Riga -Pardaugava. Among others, the panel will focus on the following issues: how to incorporate and synchronize various interests within the planning process, how and when to involve the general public, and pinpoint the benefits that large-scale territorial development brings to the city and its inhabitants?

PARTICIPANTS OF THE DISCUSSION



AGRITA KIOPA

DEPUTY STATE SECRETARY DIRECTOR FOR HIGHER EDUCATION AND RESEARCH MINISTRY OF EDUCATION AND SCIENCE OF LATVIA



ARTŪRS CAUNE

AS RB RAII PROJECT MANAGER



TOMS BAUMANIS

RIGA STRADINS UNIVERSITY VICE-RECTOR FOR DEVELOPMENT



ARVĪDS DRAVNIEKS

INHABITANT OF PĀRDAUGAVA



WILLEM VAN WINDEN

PROFFESSOR AT AMSTERDAM UNIVERSITY OF APPLIED SCIENCES



VIESTURS CELMIŅŠ

ANTROPOLOGIST. **MODERATOR**



ARTŪRS ZEPS

RIGA TECHNICAL UNIVERSITY VICE-RECTOR FOR DEVELOPMENT



FROM KNOWLEDGE SPACES TO KNOWLEDGE PLACES

15:00 THURSDAY, 5 OCTOBER, LATVIAN NATIONAL LIBRARY, ZIEDONIS HALL

Stakeholders involved in managing knowledge territories are understandably busy synchronizing interests among partners, attracting the best talent or luring large corporations, whilst a range of crucial success factors are left unattended. As a result, the life in knowledge territories is often organized around car infrastructure whereas access, livability, green territories and attractive public spaces remain impoverished.

The last panel will argue that if knowledge territories are to be the hotspots of

creativity and innovation, and transform cities in line with the needs of its inhabitants and knowledge workers, these urban qualities should be prioritized and tackled in the planning and development phase early on.

The speakers will focus on walkability, cycling infrastructure and public involvement as instrumental factors in driving regeneration and growth of knowledge territories in a sustainable fashion.



VIESTURS CELMIŅŠ ANTROPOLOGIST

Viesturs Celmiņš is an anthropologist who specializes in design and planning. In 2013/2014 he organised "The City Seminar" at the University of Cambridge. In 2015/2016 he took part in the formation of the Baltic pavilion at the 15th Venice Biennale Architecture Exhibition, and since 2016 studies the future of knowledge theory within the project "Live Baltic Campus" at the University of Latvia.

KNOWLEDGE TERRITORIES AS AN INSTRUMENT OF URBAN DEVELOPMENT

The talk focuses on three aspects pertaining to development of knowledge territories in Pardaugava. First, it calls for a critical investigation how recently built and introvert spaces of knowledge might become more public, livable and accessible 'knowledge places' —an ecosystem for learning, working and innovating in tune with the needs of the economy, polity and local community.

Second, it explores the demographic of newly minted knowledge territories to ask who will study, work and benefit from the new academic campuses. With the number of local students in decline and a fierce competition to attract the foreign students, researchers and knowledge workers, there is a clear need to create and nurture an ample range of public services and green spaces. Lastly, the talk recognizes that if 'knowledge places' are to justify their prominent role in regeneration of Pardaugava, the current modes of planning and urban design have to anticipate a more open, collaborative and iterative approach to development in the making.



LAURA DIMITRIJEVA STUDENT OF SPATIAL DEVELOPMENT

Laura specializes in the issues of strengthening development planning capacity and has gained experience while working at the Ministry of Environmental Protection and Regional Development, but currently is supplementing her knowledge while studying spatial development in the Master's program at the University of Latvia. Laura is the member of the team of field-experienced fellow students, who have analysed former and possible development scenarios for the territory, in which significant development of universities has been planned simultaneously – for the Pārdaugava territory "Mūkusala+".

MŪKUSALA+ SCENARIOS AND SUGGESTIONS

3000 residents live in the territory of "Mūkusala+", which is partly located in the surroundings of Āgenskalns and Torņkalns, and partly in Mūkusala and Klīversala. To understand how the territory has acquired its current image, a study was implemented by the University of Latvia Spatial Development Team of Masters: Laura Dimitrijeva, Līva Meļķe-Tropiņa, Ivo Narbuts, Egija Stapkēviča and Marija Bogdanova.

Mūkusala has experienced many changes – from a fisherman's' village and later the city protection area it has turned into a production territory, but currently aims at becoming a part of the Riga city centre. Historically, the development of this territory has been determined by significant objects nearby that have either advanced or significantly delayed the total development of the space. Spatial analyses of the territory provides conclusions about its significance and uniqueness in the city, but all the involved parties must create a joint vision of approaches to 21st century urban planning.



MĀRTIŅŠ EŅĢELIS TOURISM CRITIC

Mārtiņš Eņģelis has studied both the arts and international tourism event management & social sciences, both in Latvia and Lithuania, and practised in the Iceland Tourism Research Centre. He works for the Latvian Investment and Development Agency and is the head of the Tourism Product Development Section. He works for the creative urban story association MANTRA. He is doing workshops for Riga tour guides in cooperation with the Riga City Architect's Office as well as lecturing on tourism culture, creativity and criticism in the Latvian College of Culture.

PĀRDAUGAVA. TOURISM. PLACEBULLYING.

Despite the historical significance of Pārdaugava, its unique architectural, industrial, cultural and social development, in the field of tourism it is still disparaged. It is being ignored from city's marketing perspective, the infrastructure maintenence & development often isn't even secondary; finally, despite the high concentration of students in Pārdaugava, the aggregate of the above circumstances makes one think erroneously that, unlike Riga centre, it is not livable. Although it seems that urban planning, knowledge economy, place creation and other areas of urban research and practice are not related to tourism, ultimately anything that can define the condition of a place also defines the image of a tourist destination - from the Top 10 travel brochures and promotional videos to feedback from friends and foreign guidebooks. They are also the habits and prejudices of locals that "the bridge is too long to cross it", that "there is nothing for tourists to see there", etc., which hinder strengthening the seductive image of Pārdaugava. Finally, on the tourism policy level the left bank suffers from the neglect. What could be solutions for Pardaugava to regain its significance as an integral part of the tourism space of Riga?