

# EVENT-able

## Gli eventi per migliorare le nostre Citta'

### Lecture summary

In the last 30 years the world population nearly doubled. In the same time the total urban footprint expanded by 5 times. The towns will continue to grow exponentially and it is paramount for the future of the planet that urban development could be controlled and planned in a sustainable manner. Expansion is sometimes a straight forward solution. Urban Regeneration of the inner unused areas is much more challenging and requires a complex set of conditions and requirements.

Hosting a World Event could still represent a solution if driven in the right direction. It attracts public and private investments where funds are lacking, allows to plan for 10 years ahead where usually things happen randomly, forces a full commitment by all the political parties where no agreement has ever been reached. World Events have greatly contributed in the past to the building up of our cities, from sport venues to new residential boroughs, from beloved national icons to the achievement of sustainable targets and the enhancement of cultural levels. Nowadays big events lack popularity as many are examples of failure of different nature such as planning, management, programming, protection of the environment, sustainability.

But the good ingredients are still there, and many are the virtuous examples to follow, even in the recent past throughout the world. Opportunities could be created where they are most needed at both town and country level; the right targets can be agreed and committed to at every level of public and private bodies, working in partnership, so that investments can be truly made for the local community in the long term. Especially the planning can return to be visionary but at the same time efficient and social, to provide the people with the aspirations they are after but to cater especially for the locals and the small ones. Flexibility is the added value. This is how our towns have been made so far; we just need to learn from them.

### Short biography

Mario Kaiser is a European Architect and Senior Project Manager based in London and highly experienced in the design and management of high profile projects. Over his 10 years' experience in **Ove Aup** he managed award winning projects such as the Laban Centre in London by Herzog & deMeuron. For the **London Olympic Games 2012**, he joined the ODA in 2007 as Principal Design Advisor where he coordinated the Venues design teams (Zaha Hadid, HOK, Hopkins, Wilkinson Eyre, Stanton Williams) to deliver the design targets. In particular he managed internal and external stakeholders to build support to the local communities and create the new social environment. Mario joined also **Expo Milan 2015**, where he led the in-house project team of 50+ architects and engineers to deliver the design and building of a program of about twenty projects (1.7 billion Euro CC). MKplus is still involved in the Legacy design of the **Olympic Games of Rio 2016** for street furniture and public infrastructure throughout the town of Rio, working in close liaison with the Regional Authority. Mario is the head of the research group of **EVENT-able** ([www.event-able.org](http://www.event-able.org)), a database and network of 100+ World Events since 2004, which are explored, analyzed and classified in accordance with the show nature as Sport, Culture, Economy and Religion