



SUMMER SCHOOL

PROGRAM CODE
SS017-08

PROGRAM DURATION
12 Days

DATES
10 - 21 July 2017

CREDITS
6 ECTS

TUITION
250 € Milano-Bicocca
and UB students;
others 500 € include
courses and activities
in Milan and Barcelo-
na (travel, housing
and living expences
are not included in the
tuition fee).

in cooperation with



UNIVERSITAT DE
BARCELONA

University of Milano-Bicocca — Department of Sociology and Social Research
University of Barcelona — Department of Economics

ATTRACTIVE CITIES: Successes and Conflicts

DESCRIPTION OF THE COURSE

The main aim of the summer school is to improve the knowledge of the participants in the field of the urban attractions analysed from different perspective and in particular concerning different types of urban populations and services, different models of policies and governance structure.

The summer school will be divided in three sets of lessons and activities devoted to:

- the analysis of the theoretical and methodological instruments available in order to studying and improving urban attraction;
- the presentation of successful case studies of city marketing and attraction strategies performed in Italian and European cities;
- the tour in specific places and "hot-spots" within the two cities in order to corroborate the theoretical part with the empirical field (lessons in the morning and trips in the afternoon).

The final goal of the summer school is to improve the capacity of the students in cooperating with private and public agencies for promoting cities attraction.

The summer school is open to students as well as to policy makers working in the field of the city marketing.

Contents covered:

- Types of metropolitan populations living, consuming and working in the cities
- Mobility systems and accessibility to urban opportunities in contemporary cities
- Local resources utilized to develop touristic and job attractions
- Public policies oriented to improve attraction
- Governance and participation models as tools for improving attractions
- Urban rhythm and night attractiveness
- Walkability and urban environment
- The environmental quality as an urban attractiveness

Program Coordinators:

Prof. Giampaolo Nuvolati – Università di Milano Bicocca

Prof.ssa Montserrat Pareja Eastaway – University of Barcelona

Location: Milano (1st week); Barcelona (2nd week)

Application Deadline: 15th May 2017

Prerequisites: BA Degree

Requested documents to be uploaded in the application Form: CV, ID card or passport

Target Audience: We welcome students from different disciplines: sociology, anthropology, geography, urban planning, urban design, and architecture, as well as practitioners and policy-makers. We shall be glad to consider any other background deemed for the program as reflected from the CV of the students.

For further information, contact: urbanattractiveness@unimib.it

Admission criteria

Each Summer School Program has different Admission Criteria, although General Criteria for all Summer Programs are as follows:

- Applicants should be 18 years old
- Applicants should have completed at least one year of college or enrolled in the first-year

English language proficiency

English proficiency is required for all summer school programs offered by University of Milano-Bicocca. Though we don't ask for a formal English certification, but what we expect is:

- Your oral comprehension and expression must be sufficient for effective class participation.
- Your reading comprehension and writing skills must be sufficient for responding clearly and accurately for course assignments
- Your comprehension and communication skills must be sufficient for individual/group interaction

Accommodation at University of Milano-Bicocca

In order for you to fully experience Bicocca campus life, we have carefully selected the residence close to the main campus building that encourage you to not only integrate with your peers, but also with the local community.

The University of Milano - Bicocca makes available at their residences (Building U12 , via Vizzola 5 in Milan and Building U22 , via Mantova in Sesto San Giovanni) some rooms destined to guest service. To book an accommodation and know costs and terms of your stay you can write to: booking.bicocca.fms.it@sodexo.com