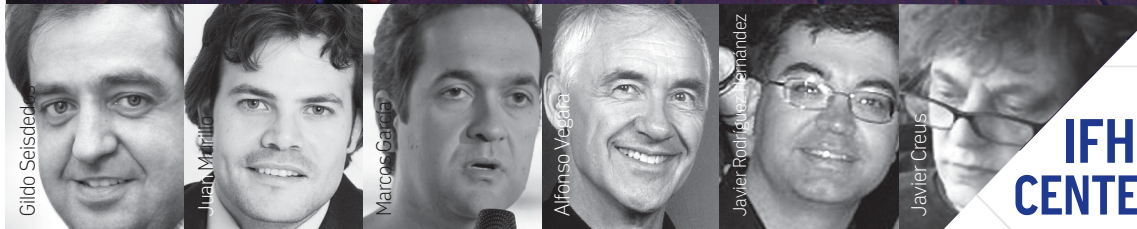IFHP INVITES YOU TO JOIN A FREE PUBLIC DIALOGUE

SMART CITIES – SMART CITIZENS

PARTICIPANTS:

Marcos García
Javier Rodríguez Hernández
Juan Murillo
Javier Creus
Alfonso Vegara
Gildo Seisdedos (moderator)

◆ **Why and how do we create smart cities?**
◆ **How can smart city technology improve people's everyday lives?**
◆ **What does the future digital communication between cities and citizens look like?**

Gildo Seisdedos
Juan Murillo
Marcos García
Alfonso Vegara
Javier Rodríguez Hernández
Javier Creus

IFHP 100 CENTENARY

SMART CITY DIALOGUE
September 3, 2013 at 5.00-8.30 PM
Venue: Medialab-Prado, Plaza de las Letras,
C/ Alameda, 15, 28014 Madrid

DIALOGUES

Join a dialogue with leading figures in urban design and planning on making smart cities and smart citizens. The dialogue will be in English.

Moderator:
Gildo Seisdedos
Professor, IE Urban Innovation Club & Madrid Global Chair in International Urban Strategy
As a marketing professor at IE Business School, Gildo Seisdedos combines teaching, research and consulting activities in the fields of urban planning, local policies and city marketing. *His book How to Manage Twenty-first Century Cities* has impacted the way cities deal with the new competitive environment, advocating city development strategy approach, which relates traditional planning with strategic urban planning, city branding and city marketing.

Participants:
Marcos García
Cultural manager, Medialab-Prado
Since 2006, Marcos García has been Head of Content Development and Coordination at Medialab-Prado along with Laura Fernández. Between 2004 and 2006, he was responsible for the educational programme of MediaLabMadrid together with Laura Fernández, within which they developed the cultural mediation programme and the Interactivos? project. He has participated in national and international forums on digital culture, media labs and free culture.

Javier Rodríguez Hernández
Telecommunications engineer and lawyer
Responsible for Service Telecommunication Infrastructure of the Madrid City Council. Editor and coordinator of the strategy for smart cities of Madrid City Council.

Juan Murillo Arias
Head of Urban Analysis and BBVA Big Data, BBVA Innovation Centre
Juan Murillo is an experienced urban planner and project manager who applies a sensible vision of city diagnostics to the complex field of urban interaction and neighbourhood improvement proposals. He is currently working for BBVA on an innovative scheme exploring the possibilities of re-using transactional data with the aim of creating services that will allow city managers to acquire a new insight into socio-economic activity.

Javier Creus
Founder of Ideas for Change
Founder of the strategic think tank Ideas for Change, Javier is considered one of the strategists and more innovative thinkers on the collaborative economy, P2P (peer-to-peer networking), civil innovation and the network society. He has been a strategic planner for many of the most creative Spanish agencies and is an active member of the Open Knowledge Fundation, Ouishare and Escuela de los Commons.

Alfonso Vegara
President of Fundación Metrópoli
Alfonso Vegara has a PhD in City and Regional Planning and degrees in Architecture, Economics, and Sociology. He is the founder and President of Fundación Metrópoli, an international center of excellence dedicated to research, design, and innovation in cities around the world. His ideas on cities and spatial transformation are presented in his books *Territorios Inteligentes* and *Landscape Intelligence*.

PROGRAMME

16.30	**Doors open**
17.00	**Welcome to Medialab-Prado**
17.10	**Introduction by moderator**
17.20	**Smart Cities – Smart Citizens, Presentations:**
	Marcos García, Medialab-Prado
	Javier Rodríguez Hernández, Municipality of Madrid
	Juan Murillo, BBVA Innovation Centre
	Javier Creus, Ideas For Change
	Alfonso Vegara, Fundación Metrópoli
18.30	**Dialogue with panel and audience**
19.30	**Drinks and networking**
20.30	**End**

REGISTRATION

Participation is free, but you need to sign up for the event. Sign up at: www.ifhp.org.
Contact person: Senior Project Manager Anna Esbjørn (DAC) ae@dac.dk

ORGANIZERS

The International Federation for Housing and Planning (IFHP) is an international organisation active in the fields of housing, urban development and planning. In 2013, IFHP is celebrating its centenary with an ambitious series of activities around the world including the IFHP dialogue in Madrid and an IFHP study tour to Madrid taking place in the same week. For more info see www.ifhp.org

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IFHP 100 CENTENARY

DIALOGUES