Cities on the World Map – a Projection Issue
Michael Hebbert
François Mitterrand & Gaston Defferre
1981
Greater London Council official gift to London-Paris ESRC-CNRS research network participants 1984
Greater London Council abolition 1986 – followed by interregnum of 33 municipalities
Since 2000: directly elected Mayor & GLA – 'speaking for London'
CITTA – Cities as International and Transnational Actors

ESF Network 2003-2005

Lefèvre C & d'Albergo E (2007) 'Why cities are looking abroad and how they go about it'

EPC Government & Policy Vol 27 pp317-326
• Initiatives aimed at fostering and improving a city’s competitiveness in the international marketplace.
• Bilateral intercity partnerships, such as sister cities and twinning schemes, originally developed as part of postwar reconciliation efforts but which subsequently took on a new functional and symbolic meaning.
• Promoting or taking part in multilateral partnerships, such as international networks and/or associations of cities.
• Lobbying at international or supranational levels of political decision making, primarily directed towards the EU, through individual activity, short-term joint action, or by more institutionalised cross-border collaboration by coalitions of cities. This activity can take place either to obtain different kinds of resources from the international arenas or to try to rearrange such arenas, in order to obtain a better ranking in the international pecking order.
• Participation in EU-funded programmes, often through partnerships with other cities both at home and abroad.
• Showing solidarity with the Global South, mostly in the field of decentralised cooperation with Third World countries and cities, and through other activities aimed at supporting transnational policies for sustainable development, human rights, and the fight against poverty.
• Activity involving ‘diplomacy from below’, aimed at the promotion of peace and the prevention of war.

Lefèvre C & d’Albergo E (2007) ‘Why cities are looking abroad and how they go about it’
EPC Government & Policy Vol 27 pp317-326
Émile Vinck, 1870-1950
founder, UIV- IULA, Ghent 1913
launched Le Mouvement Communal  1914

http://opac.amsab.be/Record/PR.001495
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Hendrik Christian Andersen

Citta Mondiale 1913
Hendrik Christian Andersen
*Citta Mondiale* sculptures in
Villa Hélène, Rome
et l’autre histoire:
projections/promotions individuelles
boosterism
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Grand Junction, Colorado by James McConnell School Supplies, Denver, 1894
Henry Aldridge (1909)

*The Case for Town Planning*
Edouard Herriot (1872-1957)
Mayor of Lyon 1905-1957
Prime Minister of France 1924, 1926, 1932

Dans ma longue vie publique, le problème qui m’a le plus constamment occupé est celui de l’administration de la ville de Lyon

Projecting the city both through local projects and through global partnership
Putting Cities On The World Map

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projecting cities on the world map

an issue for collective, collaborative action?

or for solo warriors?
You aren’t a bald geezer with a chain’ - how female mayors are challenging perceptions

the New Municipalism
‘nations talk, cities act’

Bruce Katz, Benjamin Barber, Michele Acuto, Warren Magnusson
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1982 Mayors for Peace
1985 Metropolis
1990 ICLEI
1991 Eurocities
2004 CGLU
2006 C40
the appeal to history

1913 UIV
1648 Treaty of Westphalia
1358 Hanseatic League
400 BC Athens
(et cetera)
the alternative tradition

city as solo warrior

projection as boosterism
Putting Cities On The World Map

John Clancy, leader of Birmingham City Council

‘thinks his city needs its own Foreign Office’
Warnaby G (2008) 'Why place marketers should understand cartography'
Journal of Place Management & Development Vol 1, Issue 2, pp214-226
Putting Cities On The World Map
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Guggenheim Museum Bilbao, by Frank Gehry, 1997

a beguilingly successful precedent

‘iconic architecture & the Bilbo Effect’

projecting Manchester’s image at the MIPIM property fair in Cannes –
gold models of real estate
demonstrable success of projection through iconic buildings, sports and cultural events


Competitive Identity Theory – the hexagon model
Putting Cities On The World Map
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in the context of ecological transition, economic globalisation, and information saturation
projection onto the world map is both a competitive and a collaborative challenge

Mori Memorial Foundation Institute for Urban Stratgies Global Power City Index 2016
Lyon - more than 100 years of successful civic projection...