

The Multiple Legacies of the Expo 98' Urban Model".



Regional Studies Association Research Network on Mega-Events

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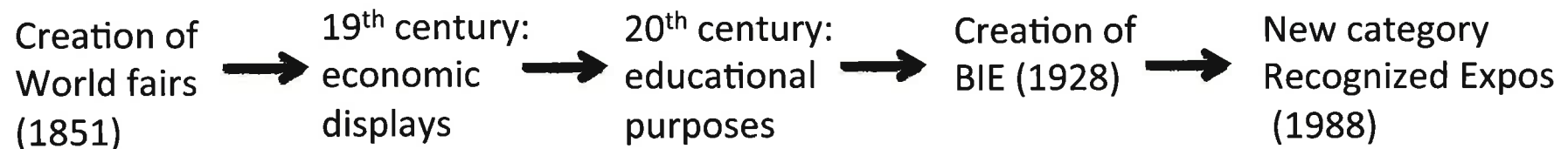
First Expo' 98, now *Park of the Nations*



Presentation

1. To place the Lisbon's Expo' 98 urban model within the history of design of World Fairs
2. To analyze the history of the reception of its urban plan through:
 - ethnographic research of the everyday uses
 - archival research in the BIE

The Changing Roles and Models of World Fairs



Three World Fair models

1st model:
Paris Expo' 1889:
thematic exhibitions

2nd model:
Brussels Expo' 1958:
architectural experiments

3rd model:
Lisbon Expo' 98:
urban catalysts



**World Fairs are now
expected to leave a
different testimony:
Not monuments but
legacies for the future!**

The Expo '98: A New Urban Model for World Fairs



The Expo '98: Reflection of the traditional formula of World Fairs

Four strengths of its proposal:

1. Global promotion of Lisbon and Portugal and regeneration of an opportunity area;
2. Truly national project;
3. Appropriate location: 1992 strategic plan;
4. Topical theme: 500 years of Portuguese discoveries, year of the Oceans.

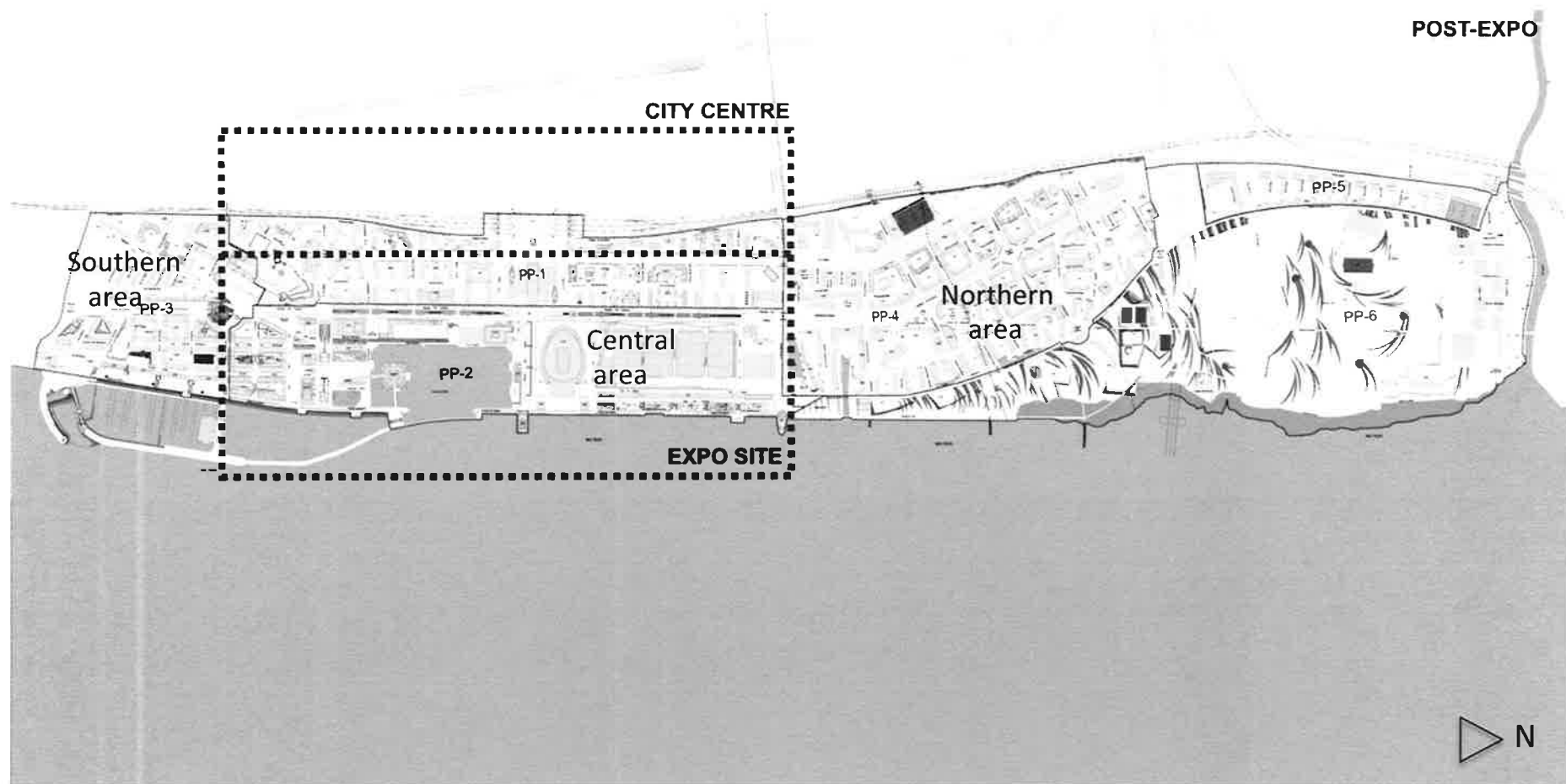
References for Expo' 98

- Expo Vancouver' 86 and Brisbane' 88: use of temporary buildings
- Expo Seville' 92 : avoid mono-functionality
- Barcelona 92 Olympics: high quality urban design and strategic thinking

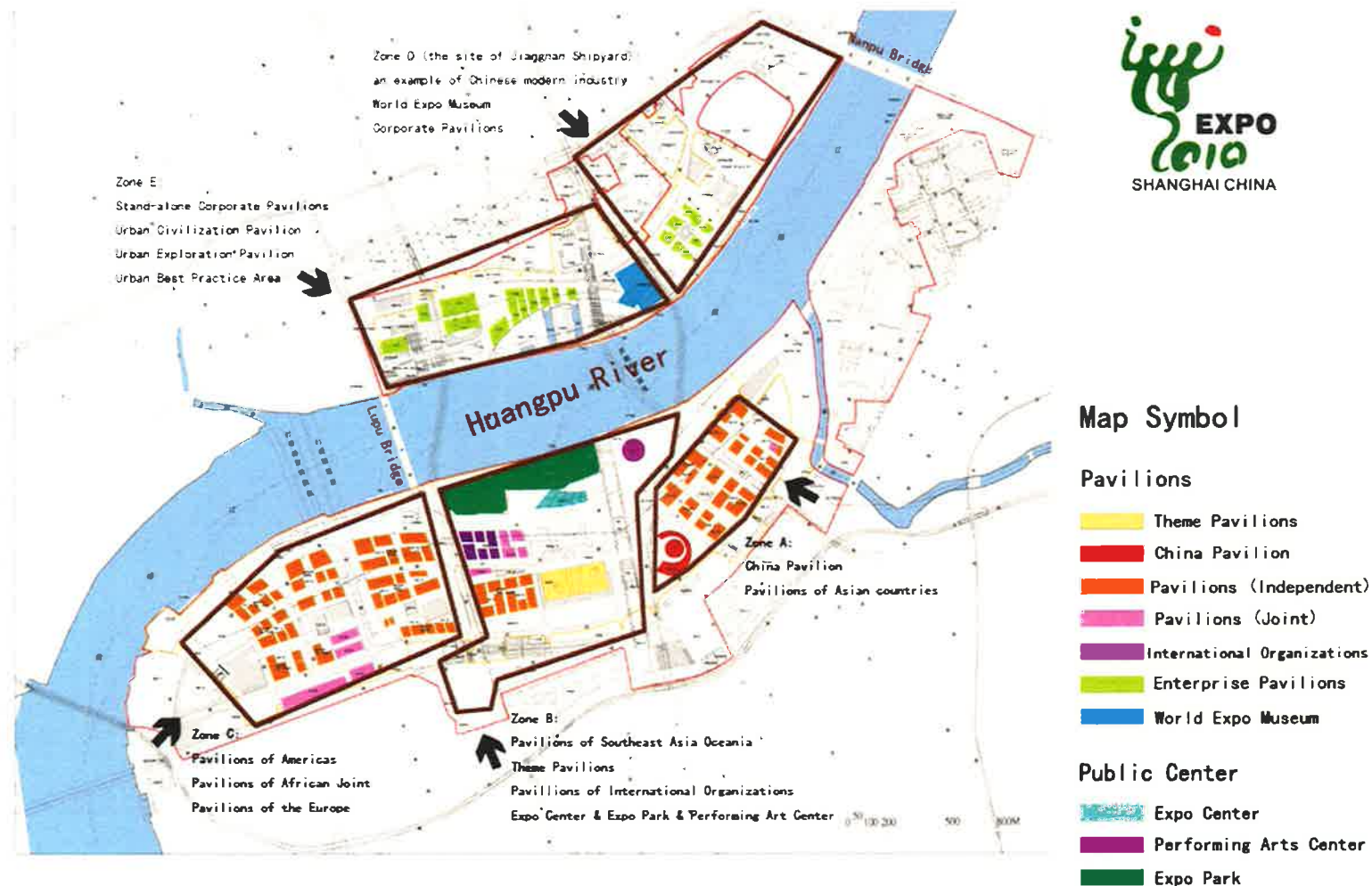
Town-planning framework of Expo' 98

(1) Planning Level	(2) Design Level	(3) Development, Management and Financial level
<p>Planning objectives: (1) Plan Integrated in the 1992 strategic plan of Lisbon (2) 2 plans in 1 plan: Expo and Post-Expo.</p> <p>Planning principles: -inclusion of Mixed-use (housing, services and commerce) -provision of economic anchors -improvement of strategic infrastructure. -incremental planning: two phases: (1) expo plan and (2) post-expo plan.</p>	<p>Architecture: with re-use in mind; provision of both temporary and permanent structures.</p> <p>Urban design: two strategies: (1) to think first on the creation of a new centre and only after as an expo. (2) permanence and functionality in mind; designing public spaces with double function for event and post-event.</p>	<p>Developing/ managing model: creation of a private company 'Parque Expo' with access to public capital with the duty of designing, developing, constructing and dismantling the World Exhibition.</p> <p>Financial model: pay the development with the selling of land and pavilions to private investors and developers after the closure of the event.</p>

The 2 phases of the plan: Expo and Post-Expo



Expo legacy: Shanghai follows the Lisbon's model

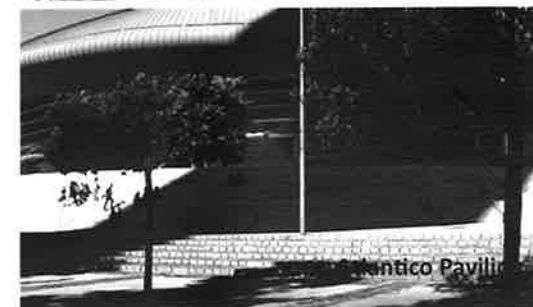


Architecture

Temporary: modular structures:
thematic pavilions, installations, kiosks, etc.

Permanent: Iconic buildings:

- Portugal Pavilion
- Atlantico Pavilion
- Science Pavilion
- Oceanario aquarium



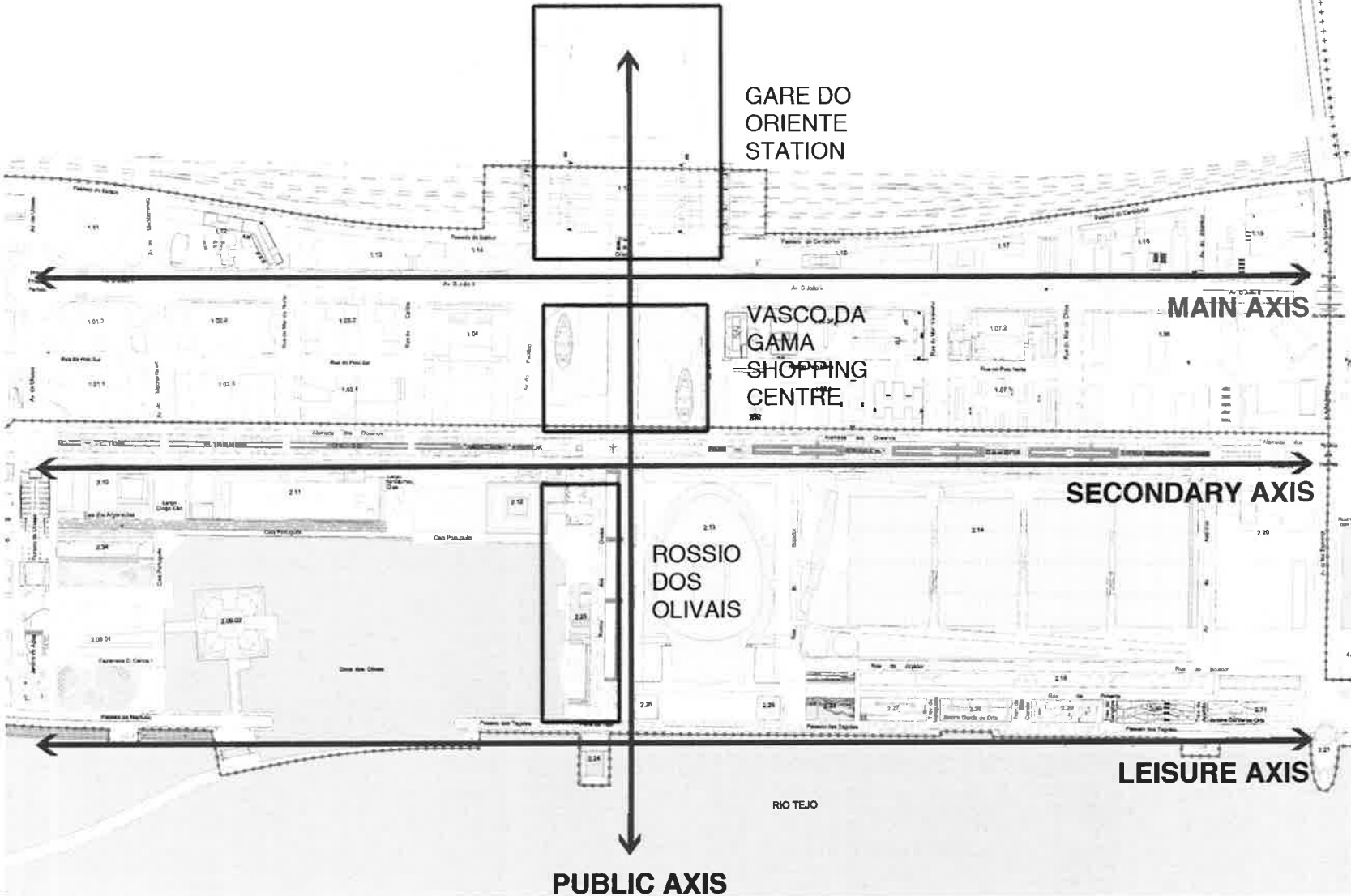
Urban Design

Two strategies:

1. Expo site carries the seeds of the new centre;
2. Public spaces are the permanent framework i.e have a double-function.



The 4 axis of the plan



The Reception of the Model and its Legacy

- **Facts and numbers: land uses and demographics**

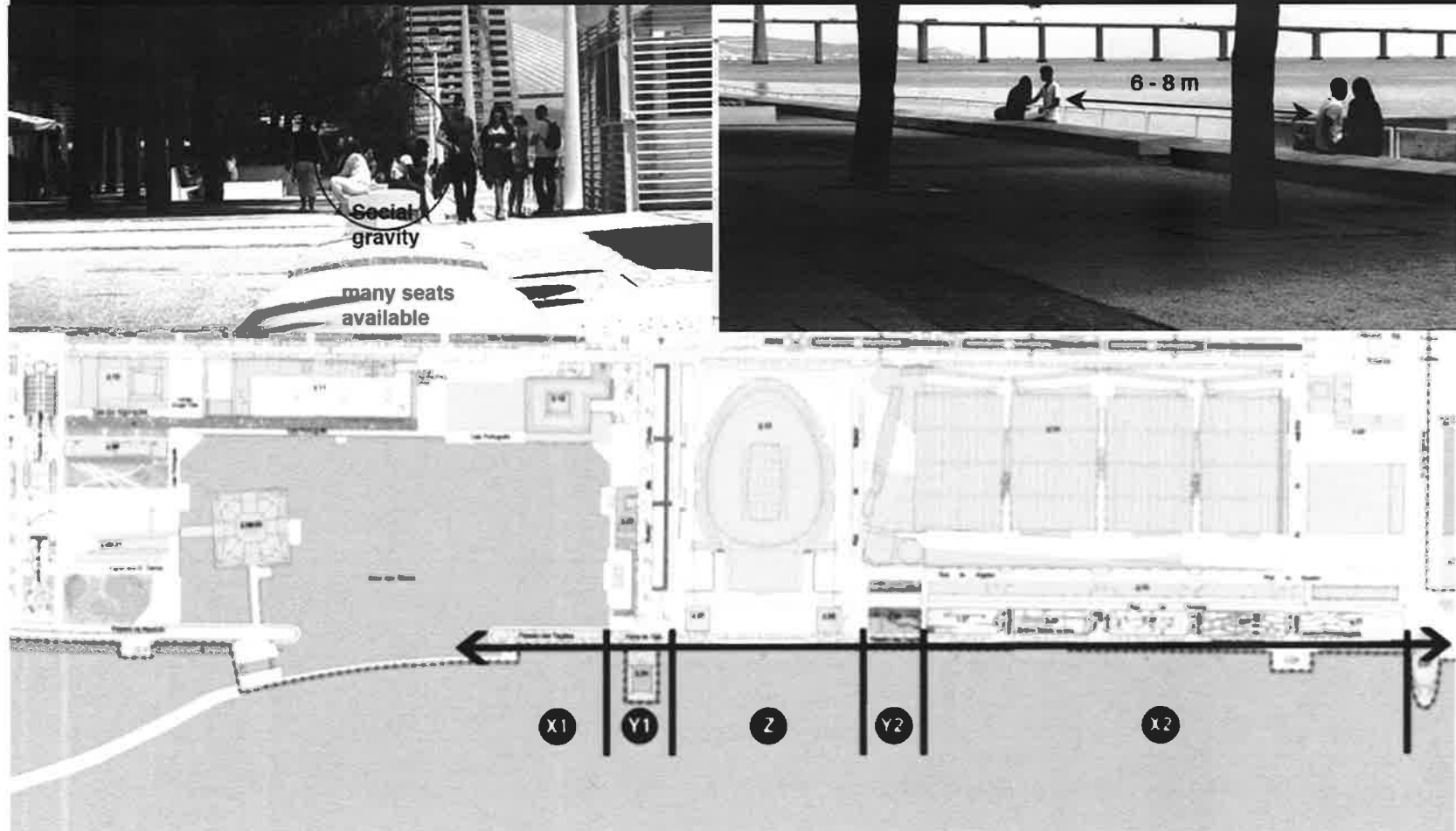
1247 million square meters of housing, 626 million of offices, 190 million of commerce and 364 million of other collective functions, a total of 19 thousand inhabitants (which is estimated to reach 30 thousand), a floating population of workers of 50 thousand during weekdays, and 250 thousand of visitors per week. (*Percepcao Da Qualidade De Vida Do Parque Das Nacoes*, Parque Expo S.A., 2008).

- **Public opinion:**

- 70% like it: 'offers the public spaces that Lisbon does not have'.
- 10% dislike it: 'nostalgic of the traditional city and that have thus great prejudice for new and modern developments'.

- **Expo's mentors, planners and designers:** 'The Expo '98 success went beyond everyone's expectations'.

Findings from ethnographic research



- X 1/2 - Zones of public privateness
- Y 1/2 - Zones of passive social mixing
- Z - Zone of active social mixing

Reasons for un-recognition

1. the Expo '98 was never a financial success; it had a loss of 0.09 million euros.
2. its neoliberal planning approach had intended and unintended socio-spatial outcomes

Multiple legacies

- Director of BIE praised the high quality of its urban design and architecture
- Awarded many architecture prizes nationally and internationally
- National influence: Polis urban regeneration programme
- Parque Expo became an urban consultancy company to cities all over the world
- Parque Expo offers its know-how to other Expos
- Scholarly attention in several conferences

Scholarly attention

- 1998 to 2005: ten symposiums by the BIE 'International exhibitions as catalysts of development' (1998), the 'Legacy of International exhibitions' (2000), the 'long-lasting effects of ephemeral events', etc;
- 2008: Conference on the '10 years of Expo '98 city imagined/ city' organized by Parque Expo and Portuguese Order of Architects;
- Since 2010: a cycle of conferences on 'Best Urban Practices' is regularly taking place at the BIE.
- 2011: the Global City Conference in Abu Dhabi had a panel about 'How to Maximize Benefits from Mega Events'

Expo' 98 lessons

1. To have a clear strategic plan with long term aims;
2. To think first in the post-use;
3. To adopt a comprehensive Town Planning framework;
4. Big investment in urban design: with permanence and double function in mind;
5. A source of best urban design practices for public space design and waterfronts developments.

National legacy: Polis urban regeneration programme

Polis Albufeira 2001-2009



Polis Costa da Caparica 2001-2011



Polis Vila Nova de Gaia 2001-2010



Polis Viana do Castelo 2001-2011



International legacy

