



Knowledge Branding and Megaengineering Projects

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Witnessing megaengineering projects all around us, Prof. Brunn, editor of "Engineering Earth: The Impacts of Megaengineering Projects," shows how such projects change the physical and social geographies of the places that they affect. He further encourages environmental, social, and engineering scientists to study critically and explore this important phenomenon as a transdisciplinary field.

At the same time, it is widely recognized that many urban regions have entered a postindustrial age where international competition for global capital has become an integral aspect of urban and regional planning. Through this

process, cities exploit specific aspects of their historical and cultural narratives and repackage them as part and parcel of new urban marketing schemes that are intended to secure a place for them in the global network. Prof. Brunn shows how the notion of knowledge economies has become part of this urban rebranding process – and that this is not always a success.

Bringing in examples from all over the globe, Prof. Brunn shows that megaengineering planning and knowledge economies have gone hand in hand, as cities go through the reinventing process.