

News Release

For Immediate Release

April 21, 2021, 10 AM - 12:30 PM (EST)

Virtual Live Event: Creativity for Urban Future

Urban Economy Forum, in collaboration with UN-Habitat, ISOCARP, Commonwealth Association of Planners, and World Architecture Community is organizing a session titled, *Creativity for Urban Future*, which is hosted by Urban + Future as a virtual launch. The event will be held on April 21st from 10:00am – 12:30pm (Toronto Time), on occasion of the World Creativity and Innovation Day.

This session will facilitate global dialogue between governments, city leaders, urban planners, and urban activist to discuss how creativity and innovation contributes to building sustainable models of urbanisation.

The session will highlight cities as multidimensional, complex, dynamic and powerful structures that can drive the realisation of the Sustainable Development Goals (SDGs).

At the scale of urbanization, there has been significant progress in disciplines and expertise that can help to address the complexities of city building and providing solutions to face current challenges. At the core of urban planning, there must be creative and innovative urban design that where buildings, places and spaces are not isolated elements but as part of the whole city.

Cities have a constantly evolving relationship between people, land, culture and the wider environment. This in essence, together with land use policies, will move cities toward the sustainability goals.

During the last decade, people's lives have been affected by great technological innovation that has dramatically changed lifestyles. Today we are witnessing the advancement of technology in many aspects of daily life, however, when compared to new technologies for urban development, there is a long way to go.

Creativity for Urban Future calls for transformative approaches to urban development that creates a place for people to live better and longer in a clean, safe, fair and beautiful environment. Urban + Future aims to be the main platform to facilitate progress toward this endeavor and is leading the process to create alternative housing models, globally.

It has been completely evident just how much the COVID-19 pandemic has affected everyone's

way of life. Importantly, it has underscored the importance of housing as a place to live and work. COVID-19 has demonstrated that we need to change the traditional style of housing and workspaces. This new characteristic, where home and work are no longer separated, is changing the paradigm of human settlements.

With fast changes happening across the world, it is imperative to rethink current approaches urban development, housing and the style of urban future to facilitate the necessary and adequate transformation of urbanization.

We are delighted to have this session opened by **Mitchell Cohen**, President of The Daniels Corporation, **Adam Vaughan**, Parliamentary Secretary to the Minister of Families, Children and Social Development (Housing), **Eduardo Moreno**, Head of Knowledge and Innovation of UN-Habitat, and **Tom Mrakas**, Mayor of Town of Aurora, Canada

Speakers

Anantha Krishnan, Secretary General, Urban Economy Forum

Camila Ween, Director at Goldstein Ween Architects, Harvard Loeb Fellow

Eleanor Mohammed, President, Commonwealth Association of Planners

Frank D'hondt, Secretary General, ISOCARP

Jose Etcheverry, Member of the Board of Governors, York University

Kamran Hassani, Co-Director, Urban+Future & Professor, CDI College

Ken Greenberg, Architect and Principal of Greenberg Consultants

Lynn Xu, Director, University Research Center for Urban and Environmental Studies, Xi'an Jiaotong-Liverpool University

Massoud Ghandchi, Co-Director, Urban + Future & Chair, Ghandchi Foundation

Matti Siemiatycki, Associate Professor of Geography and Planning & Interim Director of School of Cities, University of Toronto

Michael Brooks, CEO, REALPAC

Nadar Ardalan, Architect

Reza Pourvaziry, Architect & Chair, Urban Economy Forum

Sam Chegini, Independent Filmmaker & Founder and CEO, Sam Pictures Productions

Sean Toussi, Principal Architect, M.Arch. & Forbes Magazine Council Member

Information on this release:

Registration (free!): <https://www.eventbrite.ca/e/creativity-for-urban-future-tickets-150576736071>

Urban Economy Forum

Media Contact

media@ueforum.org

Urban + Future

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media@urbanplusfuture.org