

## PREFACE



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**A very warm WELCOME to VIENNA/AUSTRIA,**  
and to  
**REAL CORP 2010,**  
the  
**15th International Conference on Urban Planning & Regional Development in  
Information & Knowledge Age**

under the general topic of  
**CITIES for EVERYONE:**  
**Liveable, Healthy, Prosperous!**

Of course this topic is meant as an urgent appeal, but in the second line there is already the question:

**PROMISING VISION or UNREALISTIC FANTASY?**

Can cities ever be liveable, healthy and prosperous for everyone?

Cities are and have always been places of competition, stress, inequalities, traffic jams, environmental stresses and strains and permanent struggle. Cities often are an aggressive environment, not only for children, the elderly and the weak.

On the other hand cities are the centres of economy, culture, creativity, science and innovation and therefore provide excellent perspectives and a lot of chances for many people – cities are attractive places! Meanwhile more than 50 percent of world population lives in cities, soon it will be about 70 percent.

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REAL CORP 2010 asks for cities for everyone that are liveable, healthy and prosperous. Is this a promising vision we should work on or is it an unrealistic fantasy? Is it possible to keep and even improve the advantages of cities and reduce the negative effects? Or does the one aspect require the other? What are the possibilities and contributions of urban planning and real estate development? How can ICT, urban, transport and environmental technologies help to improve quality of our life in cities?

To pick out just one topic that is hardly asked until now in the public discussion (at least in Europe): Do we really always have to try to adopt cities and neighbourhoods to the needs of the people currently living there?

Or is it possible to make “offers” for certain groups of people to find the best surrounding for their lifestyles for a limited time and therefore move in and out to certain areas according to their phase of life?

Does the second way automatically lead to monotonous ghettos with uniform inhabitants? Or is there a way to keep up the mixture and variety that is one of the key aspects of urban life?

REAL CORP 2010 covers many different topics in more than 150 presentations. The proceedings comprise more than 1350 pages of hand-picked knowledge for planners and for cities.

It is on purpose that CORP-topics are rather vaguely defined and usually more questions are raised than actually answered.

Maybe this is against the trend as specialisation in science and research still wears on.

Cities are the most complex invention of mankind and the question of “The Future of Cities” can not be answered from just one perspective – so CORP tries to bring together experts from different fields and from all over the world and provides the stage for meeting and learn from each other.

A conference should never be only about papers and presentations – it’s the face-to-face contacts that generate new thoughts and friendships!

**Have a great conference!**

**Manfred Schrenk,  
Schwechat, April 2010**