

## PARTNERSHIP OPPORTUNITIES

Three days in which to bring manufacturers, buyers and users together

For twenty-five years, imagina has promoted the use of digital technologies in key sectors within the digital industry. With an innovative event format that focuses on sharing information, networking and skills transfer, imagina specialises in bringing together the sector's innovators and visionaries with industry professionals who want to discover, find out more about and invest in new technologies. An international event that is unique in Europe.

The 4,000m<sup>2</sup> Exhibition Hall enables you to showcase your products to an audience of decision makers from Architecture and Urbanism.

Become a leader yourself, alongside the event's top Urbanism figures

- Increase your company's profile as a leader within your sector,
- Meet product developers and decision makers,
- Benefit from specialist urban planning and geospatial 3D media coverage,
- Support the growth of digital technologies in urban planning and geospatial 3D.



## REGISTRATION

from 250 € vat excl. for a 1 day full access pass.

### Event partners

La Société Française des Urbanistes (SFU), The International Federation for Housing and Planning (IFHP), The International Society of City and Regional Planners (ISOCARP), International Federation of Landscape Architects (IFLA), The International Council on Monuments and Sites (ICOMOS), Association of European Schools of Planning (AESOP), The International Urban

Development Association (INTA), Fédération Ibéro-Américaine d'urbanistes (FIU), Chambre des Urbanistes de Belgique (CUB), Associazione Nazionale degli Urbanisti e dei Pianificatori Territoriali e Ambientali (ASSURB), Istituto Nazionale di Urbanistica (INU), Asociación Española de Técnicos Urbanistas (AETU), Royal Town Planning Institute (RTPI), SRL - Vereinigung für Stadt-, Regional- und Landesplanung. V., LUDA, Projet Européen "Large Urban Distressed Area" (renouvellement urbain).

## MONACO: PLANNING THE PERFECT STAY

- Benefit from imagina's specially reduced room rates offering up to **40% off**.
- Over **2,500 hotel rooms** in the immediate vicinity of the venue.
- A **direct shuttle** between Nice Airport and the Grimaldi Forum in Monaco (30 minutes).
- Accessible by the SNCF train service. Monaco station is within walking distance (10 minutes).
- With its coastal setting, Monaco benefits from a temperate climate and year-round sun.
- A great many activities, restaurants and entertainment locations are open to you all year round.



## INFORMATION AND REGISTRATION

For more information, or to register, go to [www.imagina.mc](http://www.imagina.mc)

- [marketing@imagina.mc](mailto:marketing@imagina.mc)
- [participants@imagina.mc](mailto:participants@imagina.mc)

**imagina** 2012  
www.imagina.mc

The European **3D** Simulation and Virtual Technology **Event**

presents

# URBAN PLANNING & GEOSPATIAL 3D AN IMMEDIATE CHALLENGE

International conference & exhibition dedicated to  
3D geospatial technologies and data for urban planning



Metropolitan Influence



Exhibition Hall



Business



Conferences



Workshops

MONACO 7-9 FEBRUARY 2012

# URBAN PLANNING & GEOSPATIAL 3D, AN IMMEDIATE CHALLENGE

INTERNATIONAL CONFERENCE & EXHIBITION DEDICATED TO 3D GEOSPATIAL TECHNOLOGIES AND DATA FOR URBAN PLANNING

Under the patronage of its Honorary President, HSH Prince Albert II of Monaco.



**Honorary Vice-President**  
**Dominique LANCRENON**,  
President of the European  
Council of Spatial Planners.



**Honorary guest**  
**Brigitte BARIOL**,  
General delegate of the  
French National Federation  
of Urbanism Agencies.



**Honorary guest**  
**Michael STEIN**,  
President of the German  
Association for National and  
Regional Town & City Planning

## A EUROPEAN EVENT SHOWCASING 3D TECHNOLOGIES REVOLUTIONIZING URBAN PLANNING

Dear Colleagues,

The future of European town, cities and local areas requires a comprehensive understanding of sustainable development. This is theoretically obvious, given the way in which the implementation of European policies that aim to fight the phenomenon of urban sprawl has completely changed approaches to designing and reading urban landscapes. Increasing density, better preserving green corridors and urban agriculture and developing cities of short distances are all challenges that meet general approval but which are difficult to pass on.

In order to move from discussion to action, presentational tools are often wanting, while initiatives for creating tools that

enable more objective discussion are thriving at a local level. This is because building a sustainable town or city is both a hugely important issue and a measure that requires the use of immense resources in order to prove convincing.

To what extent can digital tools be used alongside the processes employed in making changes to urban structures? What are the advantages of using georeferenced mock-ups in urban studies and in the dialogue that forms around this? How can 3D cartography be used to fight urban sprawl?

**Dominique MUSSLIN**,  
Conference moderator,  
Director of the Agency for Economic Development  
of the Pays de Montbéliard.

### THE GOAL OF THE CONFERENCE

- Increase elected officials and decision makers' awareness of the issues surrounding digital technologies.
- Develop urban designers' understanding by providing a comprehensive overview of the digital technologies that are available in their area.
- Facilitate their day-to-day implementation by encouraging people to share their experiences.
- Strengthen dialogue and communication between urban designers and solutions publishers.

### MAIN SUBJECTS COVERED

- The consequences of the INSPIRE directive for urban designers.
- What are the advantages of georeferenced virtual mock-ups being used in urban studies?
- How can people work together on a virtual mock-up?
- Using 3D cartography to better fight urban sprawl.
- What is the role of 3D in local coherence planning?
- The use of virtual mock-ups in redeveloping urban centres.
- Natural risks: how simulation can increase awareness.



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## CONFERENCE PROGRAM FEBRUARY 2012, THE 9TH

### 9:30 – 11:00 3D – 3D & THE EUROPEAN TARGETS CONCERNING SUSTAINABLE TOWN PLANNING

- **Dominique LANCRENON**, President of the European Council of Spatial Planners.  
Sustainable urbanism and Europe, a 'happy' match.
- **Brigitte BARIOL**, Delegate general of the FNAU  
A new perspective for sustainable urban planning in Europe.
- **François SALGE**, French Ministry of Transportation, Equipment, Tourism & Sea  
The INSPIRE directive challenges – what is at stake?
- **IGN France**  
Free access to the RGE, a 3D revolution in urban planning.

### 11:30 – 13:00 3D – RAISING AWARENESS IN URBAN DESIGN THANKS TO 3D

- **Martin BERCHTOLD**, Coordinator of a Berlin-based work group on the topics of urbanism, GIS and 3D.

- **Sylvain CZECHOWSKI**, Director of the Catalane Urban Planning Agency.  
The advantages offered by 3D when designing long term land development plans (Schéma de cohérence territoriale, or 'SCOT').
- **Jacques TESSIER**, Urban Planner, General Council of the region of Herault (France).  
Land use and occupancy measurement methodology thanks to 3D.
- **Luc SALVAIRE**, ENSAIS Architect, Vice-President of ACAD.  
Working alongside elected representatives in the presentation of a project through 3D.

### 14:00 – 16:00 3D – FACILITATE COLLABORATION BETWEEN PLAYERS IN URBAN DESIGN & PLANNING

- **Sophie Madeleine PhD**, Research Engineer at Caen University's Interdisciplinary Centre for Virtual Reality (CIREVE)  
The virtual restoration of the Theatre of Pompey in Rome: from classical sources to interactive visits.
- **Nathalie GENDRE**, SPLA Lyon Confluence.
- **Catherine ALFARROBA**, Deputy Mayor in charge of town planning for the city of Clichy-la-Garenne.
- **Nuno PINTO**, professor at the university of Coimbra and author of a book looking at how 3D can be shared and put at the service of all parties involved in urbanism.

### 16:00 – 16.30 CONCLUSION & ROUND TABLE

### FEBRUARY 2012, TUESDAY 7TH ARCHITECTURE CONFERENCE

#### Can digital technologies improve the eco-design of buildings?

Environmental regulation constraints increasingly require architects to turn to environmentally conscious and sustainable designs for buildings. BIM and 3D digital technologies have recently been presented as unrivalled tools that now offer proven productivity gains. To what extent does this technological progress help to make building designs more environmentally conscious? Can 3D help us to reduce energy consumption? Can it make the building more sustainable?

### FEBRUARY 2012, WEDNESDAY 8TH DIGITAL CITIES CONFERENCE

#### Improving town management thanks to 3D

Town management involves comparing complex problems for which an increasing number of digital mock-ups have appeared over the last few years. For obvious financial and practical reasons, towns and cities are moving towards specially developed and long-lasting digital mock-ups, based on reliable geo-spatial data. imagina invites all European towns and cities to come and compare views on the issues surrounding, limits of and prospects for the digital towns and cities of tomorrow and methods of managing them.