COLD WAR AT THE CROSSROADS 194X-198X
Architecture and planning between politics and ideology

International Symposium

organized by
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Scientific Committee
Lilijana Blagojevic (University of Donja Gorica, Podgorica, Montenegro)
Anna Bronovitskaya (MARCH School of Architecture / Moscow’s Institute of Modernism, Russia)
David Crowley (Royal College of Art, UK)
Rika Devos (Université Libre de Bruxelles, Belgium)
Hartmut Frank (HafenCity University Hamburg, Germany)
Jorge Francisco Liernur (Universidad Torcuato Di Tella, Argentina)
Catherine Maumi (ENSA Grenoble, France)

POLITECNICO MILANO 1863
DIPARTIMENTO DI ARCHITETTURA E STUDI URBANI
DEPARTMENT OF ARCHITECTURE AND URBAN STUDIES

POLITECNICO DI MILANO
JUNE 13-14, 2017
The seminar will take place in Aula Osvaldo De Donato, Piazza Leonardo da Vinci 32, Milan (Italy).

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<th>Tuesday, June 13, 2017</th>
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| **9.30:** Welcome | **9.30-11.30:** Soft power: Cold War’s cultural front  
Patricio del Real_Harvard University  
Ludovica Vacirca_Independent scholar  
John Crosse and José Parra_Independent scholar and University of Alicante  
Antonio Pizza_ETSa de Barcelona  
Fernando Agrasar and Juan I. Prieto_ETSa da Coruña  
Coffee break  
**11.30-13.00:** Keynote 1  
David Crowley_Royal College of Art, UK  
*Notes from the Underground*  
**13.00-14.00** LUNCH  
**14.00-15.1:** Cold War’s spaces and territories: shaping, planning and reuse Part 1  
Alfredo Thiermann Riesco_ETH Zürich  
Fredie Floré_KU Leuven  
Asma Mehan_Politecnico di Torino  
**15.30-16.15:** Keynote 2  
Ljiljana Blagojevic_University of Donja Gorica, Podgorica, Montenegro  
“The Problem of the House in Socialism: Mediating the Individual and the Collective”  
Coffee break  
**16.30-18.00:** Cold War’s spaces and territories: shaping, planning and reuse Part 2  
Mladen Stilinovic_Ghent University  
Eli Borrero_McGill University Federico  
Camerin and Luca Maria Francesco Fabris_UVA  
Valladolid and Politecnico di Milano  
Aleksa Korolija_Politecnico di Milano  
**18.15-19.00:** Keynote 3  
Anna Bronovitskaya_MARCH School of Architecture / Moscow’s Institute of Modernism, Russia  
“To catch up and leave behind: The transfer of architectural ideas and technologies from the USA to the USSR”  
**11.45-13.15:** In between: strategies, visions and geographies  
Paolo Scrivano_Xi’an Jiaotong-Liverpool University  
Elena Markus_Technische Universität München  
Daniel A. Barber_School of Design University of Pennsylvania  
Andreh Marouti_UCLA  
**13.15-14.15** LUNCH  
**14.15-15.30:** Round Table  
Rika Devos_Université Libre de Bruxelles  
Hartmut Frank_HafenCity University Hamburg  
Jorge Francisco Liernur_Universidad Torcuato Di Tella  
Catherine Maumi_ENSA Grenoble
Cold War at the Crossroads: 194X-198X
Architecture and planning between politics and ideology

Politecnico di Milano
Department of Architecture and Urban Studies
13-14 June 2017

Asma MEHAN

Author's Bio: Asma MEHAN is a visiting PhD Student at EPFL (École polytechnique fédérale de Lausanne) in Lausanne (Switzerland), Former Research Fellow at the Alfred Deakin Institute (ADI) in Deakin University, Melbourne (Australia) and PhD Candidate in 'Architecture- History- Project' Doctoral Program in the Department of Architecture and Design (DAD), Politecnico di Torino, Torino (Italy). A graduate of Art University of Isfahan (AUI) with Master degree in Architecture and Urban Studies, she examines the relationship between democracy and the (trans)formations of urban space in Iran. Focusing on public squares, she traces their socio-political transformations as well as their role in instigating social transformations through examples that span from the pre-modern times to the present. Her current research on Tehran goes beyond the symbolic capacities of architecture and focuses on the politics of space production.

Asma has been working as an Architect and Lecturer since 2010. She has extensively presented her research at national and international conferences, and has received Awards, Grants and Fellowships included: Awarded Travel Grant for attending in International PhD Seminar "Comparing Habitats" supported by the 'EPFL Habitat Research Center' and ' the Laboratory of Urbanism (Lab-U, EPFL)', École Polytechnique Fédérale de Lausanne (EPFL) (Lausanne, 2017), Graduate Scholar Award by Spaces & Flows: Seventh International Conference on Urban and ExtraUrban Studies, University of Pennsylvania (Philadelphia, 2016), 2015 Premi di Qualità (Quality Awards) by Scuola di Dottorato (Doctoral School), Politecnico di Torino (Torino, 2016), Society of Architectural Historians’ (SAH) Keeper’s Preservation Educational Fund Annual Conference Fellowship (Chicago-2015), and Society of Architectural Historians of Great Britain (SAHGB) Graduate Student Research Forum Travel Grant (Edinburgh- 2015).

Emerging Metropolis:
Politics of planning in Tehran during cold war

Abstract

The Second World War and its associated political events of a national and global scale brought new circumstances, which was considerably influenced the development processes of Tehran. During World War II, Iran hoped that Washington would keep Britain and the Soviet Union from seizing control of the country’s oil fields. In 1951 and 1952 Truman worked with Iranian Prime Minister, though unsuccessfully, to regain some of those lost oil rights for Iran. By the late 1950s and President Kennedy’s presidency, he used aid as leverage for social reform. During the early years of 1960’s, the Kennedy Administration was urging its allies in the third world to carry out necessary reforms in order to prevent popular discontent and enhance dominant ideology of ‘modernism’.

In 1968, a major piece of legislation, the Urban Development and Renewal Act, enabled the municipality to implement Tehran’s Comprehensive Plan (TCP 1968), which integrated all the elements of a 1960s' American city such as the separation of functions, highways, suburbs, shopping centers and housing area. The export of these American cities principles can only be understood from the background of the Cold War period, in which the east and west were both competing for cultural colonization of Middle Eastern strategically important cities like Tehran. During this period, the new developments supported by the oil boom of 1970s, were built in different forms to constitute an expanding metropolis. In 1974, the second “International Congress of Architecture” with the theme of “Toward a Quality of Life” held at Persepolis and brought together all leading world architects and planners to review Iran’s progress in its professional response to the challenges posed by increasing oil revenues. This research aims to represent the export of planning as a political means of cultural colonization of Third World during the cold war period.

Keywords: Cold War, Third World, Tehran, Middle East, Planning politics