

COLD WAR AT THE CROSSROADS 194X-198X

**Architecture and planning
between politics and ideology**

*International
Symposium*

organized by
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Scientific Committee

Ljiljana 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

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**POLITECNICO DI MILANO
JUNE 13-14, 2017**

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

GENERAL PROGRAM

The seminar will take place in Aula Osvaldo De Donato, Piazza Leonardo da Vinci 32, Milan (Italy).

Tuesday, June 13, 2017

9.30: Welcome

9.40: Address and introduction to the seminar

10.00-11.30: *Transfer and networks*

Filippo De Dominicis_Independent scholar

Hideo Tomita_Kyushu Sangyo University / TU Berlin

Jelica Jovanović_TU Wien

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”

Wednesday, June 14, 2017

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

**11.45-13.15: *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

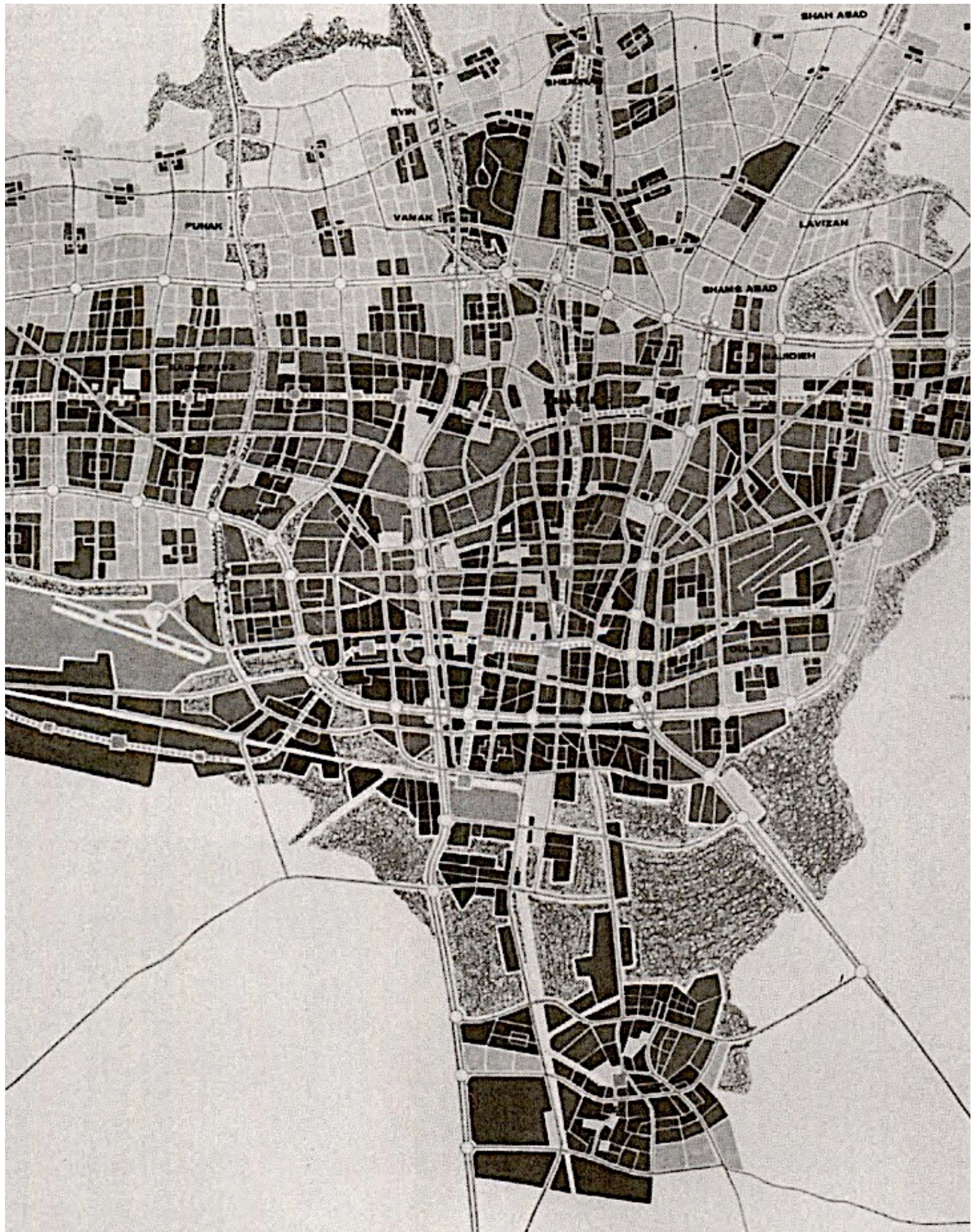
14.15-15.30: Round Table

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

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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