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Society vs. the market in the arena of the corporate city.

Contemporary challenges for the urban space in Greece after the arrival of the IMF.

The 1970's constituted a shift in the economic, political and cultural landscape in world scale. Obvious changes that are studied consistently are the transgression of Fordism, the deregulation of the Keynesian policies of the welfare state and the hegemony of neoliberalism as the dominant economic and political doctrine. In this new period, enormous transformations take place at the level of the city and urban policies, significant enough to mark the transition from the 'modern city' to the 'corporate city'.

We argue that each stage of the capitalist system, each turnover in its history and each period of growth and crisis, leaves its signs on the urban reality, shaping each time the city it needs. In the contemporary urban space, the market becomes the main regulator and the state is mainly left with the role of shaping the broader institutional and legislative framework to favor competition and entrepreneurship. Every inch of land is commercialized; cities and municipalities are turned into companies in constant competition of attracting funds. On one side of this coin is the city of superficial pleasure and entertainment and on the other the city of fear, unemployment, repression and social exclusion.

In the present study we will attempt to trace these items by placing them in the Greece of the crisis and the memorandum. What elements of the international trends appeared up to a while ago and how does the situation change after the arrival of the IMF and the implementation of strict austerity measures? How are the land policies shaped by the new law for the local government, Kallikrates, the Fast Track bill for the investments, and, overall by the government policy? Finally, we will investigate how the contemporary challenges are presented in the conflict between the society and the market; and the new complex relationship between class struggle and city movements.