

Experts, Export, and the Entanglements of Global Planning

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After the conferences in Bretton Woods (1944) and San Francisco (1945), and especially with the implementation of widespread technical assistance policies of the Point Four Program (1949), teams of experts composed primarily of architects, but also economists, sociologists and anthropologists, began to gravitate around supranational organisations such as the United Nations, the World Bank and the Ford and Rockefeller Foundations. A key centre of focus of their interest was that new independent world that emerged from colonial rule and stepped onto the global stage for the first time in search of legitimacy and technical emancipation. In fact, in 1950 the first technical mission of the United Nations in South-East Asia began, and in 1951 the United Nations Technical Assistance Board was established. That same year, the conference of American planners in Pittsburgh devoted part of its meetings to development aid issues, with speeches by Ernest Weissmann, Jaqueline Tyrwhitt and Antonio Cruz Kayanan. In 1952 UNESCO organised a symposium on the application and extensibility of 'tropical' architecture techniques, a topic of great importance for the management of the post-colonial transition. In 1953 the United Nations established the first regional office for technical assistance in India, entrusting Tyrwhitt with its management. In this capacity, the expert coordinated a seminar-exhibition on housing and community improvement that opened in New Delhi in January 1954. At the same time, the International Federation for Housing and Town Planning organised the South East Asia Regional Conference with the goal of systematising what had been done so far in the field of assistance. In addition to Weissmann and Tyrwhitt, the event was attended by

well-known and lesser-known names from the contemporary design landscape (including the inevitable Crane and Doxiadis, but also Jane Drew and Maxwell Fry, Charles Abrams, Arie Sharon and others), all engaged in community development and planning in Pakistan, India, Indonesia, Burma, Malaysia, Singapore, Israel, Jordan, Ghana, Puerto Rico and the Philippines. At the conclusion of the seminar, Weissmann stressed the urgency of new solutions, extensive and robust, that can grasp the spirit of what has been developed so far by individual communities. It is interesting to note that over the years housing initiatives were recontextualised within the broader theme of planning to finally embrace the regional dimension at the Tokyo UN Regional Seminar in 1958. As the operational dimension grew, the geographical scope of reference also changed. Against the growing and consolidating East-West contraposition, the exclusive interest in the settlement condition of South-East Asia left room for broader development strategies. The modernisation of third countries, a flagship of international policy in the early 1960s, opened the door to a holistic and intrinsically global approach, culminating in projects such as Doxiadis's Ecumenopolis. Building on this foundation, the thematic node aims to investigate the role supranational organisations played in the design discourse and the rise of 'global experts' especially but not exclusively in the aftermath of WWII. Researchers are invited to draw on case studies such as development plans and housing schemes, but also events related to dissemination or training programmes – in order to critically frame the profile of the 'global expert' and the legacy of their actions in the contemporary world.

Programme

Monica Pacheco *Instituto Universitário de Lisboa*

The Role of Technical Assistance Programmes in Postwar International Development: the Case of Abrams, Koenigsberger and Bodyansky in Ghana

September 30, 2021 - 5 PM CET

> [link](#)

Anna Paola Pola *Tongji University*

Global Experts for Historic Towns. The Italian Contribution to UNESCO and UNDP in Latin America

October 7, 2021 - 5 PM CET

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Michele Tenzon *University of Liverpool*

Foreign Aid in the Moroccan Third Agrarian Age

October 14, 2021 - 5 PM CET

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Vasiliki Petridou *University of Patras*

Modernization in Greece after WWII and OECD Policy Proposal

October 21, 2021 - 5 PM CET

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Vladimir Kulić *Iowa State University*

Ford's Architects: Ford Foundation and the Transfer of the American Urban Planning Expertise to Socialist Yugoslavia

October 29, 2021 - 5 PM CET

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Paola Zanotto *Independent Researcher*

Global Cities in the Making: Jaqueline Tyrwhitt's Work Between Harvard, Bandung and Singapore

November 5, 2021 - 5 PM CET

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Theodossis Issaias *Carnegie Museum of Art*

Architects, Humanitarian Experts, and the American Red Cross, 1910-1920

November 11, 2021 - 5 PM CET

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The Role of Technical Assistance Programmes in Postwar International Development: the Case of Abrams, Koenigsberger and Bodiansky in Ghana

Monica Pacheco - *Instituto Universitário de Lisboa*

In 1954, the United Nations sent to the Gold Coast, an English protectorate, a transnational team on a Technical Assistance Administration Housing Mission to advise the Government on questions of housing policy. The appointed team of international experts – Charles Abrams (1902-70), Otto Koenigsberger (1908-99) and Vladimir Bodiansky (1894-1966) – was orchestrated by the Yugoslavian architect Ernest Weissmann (1903-1985), at the time head of the UN-HTCP in the UN Division of Social Affairs. Together, they embodied the idealisation of international co-operation between peoples, nations and individuals representing different philosophies, on specific tasks that the UN sought to achieve, inscribed in a larger agenda of helping the emergence of a single world culture. Out of the two-month mission, the team produced an extensive report, defining targets and needs and covering a wide variety of topics from which housing policies were dependent of: administration: finance,

education and construction. Each was deepened in separated appendixes, one of which specifically devoted to 'Technical Education', containing the main underlying strategy for the success of all others. It recommended the establishment, as soon as possible, of a School of Architecture and Planning since there were none in the country, further developed in an autonomous follow-up Mission. The goal was the training of a 'General Practitioner', i.e. a new professional to respond, paradoxically to urgent, specialised needs in housing. The team, and the report are paradigmatic of early post-war international aid and are representative of an important shift towards concepts of urban development. The theme of professional training and the widespread shortage of skilled personnel, already addressed by the 1949's 'Reconnaissance Mission of Experts on Low-Cost Housing in South and Southeast Asia', was fundamental for the critical reasoning that followed.

17.2 The roof, the Mission found, is the main aspect of the housing problem in the Gold Coast. Whether of iron sheeting, aluminium, asbestos, thatch, tile or shingles, the problem of quality, durability or finance persists. If the roof problem can be solved in the Gold Coast, a major part of the housing problem would be eased.

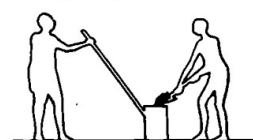
17.3. The Mission therefore suggests the use of the £1,100,000 fund reserved for the Building and Loan Society as a revolving Loan Fund for a Roof Loan Programme. The advantages of such a programme are that:

- (a) it directs part of the Government's financing efforts towards the lower income families;
- (b) it relies primarily on self help and encourages it;
- (c) it emphasizes local materials in the wall structure;
- (d) it enables the building of large quantities of housing;
- (e) it holds down the loan on a new house to an absolute minimum;
- (f) it enables the Government to influence the choice of materials for roofs and to evolve a programme of mass purchase.

Molding With A Hand Press. There are several types of hand press available for making strong sand-cement blocks. Cinva-Ram and Tek-Block presses are the most common, but any similar press will work as well.

There are three basic steps in the operation of most hand presses:

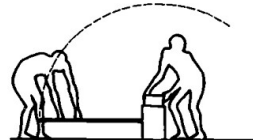
• loading the mold box:



• compressing the mix:



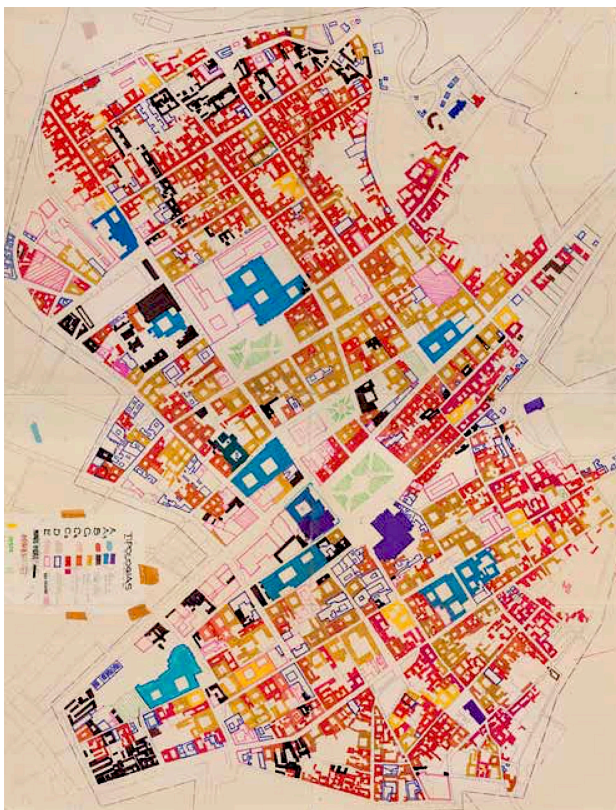
• ejecting the block.



Global Experts for Historic Towns. The Italian Contribution to UNESCO and UNDP in Latin America

Anna Paola Pola - *Tongji University*

In May 1976, the Italian delegation to Habitat, the first United Nations Conference on Human Settlements, delivered its Report. The document included a monographic study of Leonardo Benevolo regarding a specific aspect that, for the Ministries in charge of the dossier, mostly deserved international attention: the Italian methodological approach to safeguarding historical cities



and landscape. In a few decades, after the end of WWII, the development process profoundly altered Italian historic settlement pattern, affecting the very foundation of the country's social structure. The world closely examined this transformation and the country's response, consisting of an urban planning procedure of analysis and inter-

vention aiming to protect and use historic cities. In just a few years, the Italian urban renewal approach for historic cities would become standard practice almost everywhere in Europe. Shortly afterwards, it trespassed the borders of Europe itself, being adopted by international institutions and recognised as one of the last century's most significant Italian contributions to international research in the field of architecture and the city.

Leonardo Benevolo was the leading spokesperson of this approach for the international audience. In 1975, while preparing the Urban Planning Report of Venice, commissioned by UNESCO after the 1966 flood, Benevolo was also assigned a UNESCO mission to Cusco. The Italian architect was required to assess the state of conservation of the ancient capital of the Inca Empire after an earthquake had affected Peru in 1974, a task he shared with one of his colleagues in the Venice Report, Giorgio Lombardi. After the mission in Cusco, a series of Training Courses on the Conservation of Historic Centres, organised by the UNDP office in Lima, followed. For three years, Giorgio Lombardi instructed more than 100 professionals and urban planners working in Latin America municipalities. In a short time, the Italian experience on urban restoration spread throughout the region, and Lombardi became Benevolo's operative arm in Latin America, where he also drafted preservation plans for the historic centres of Cartagena, San Salvador, Santo Domingo and Quito. Throughout his career, Lombardi continued to act as a UNESCO consultant, being involved in World Heritage assessments and conceptual reflections (the 2011 Historic Urban Landscape Recommendation), further integrating the Italian approach to urban preservation into the procedures of international agencies.

Foreign Aid in the Moroccan Third Agrarian Age

Michele Tenzon - *University of Liverpool*

In 1968, the French geographer Jean Le Coz claimed that Moroccan Independence (1956) inaugurated a new agrarian age for the fertile plains facing the Atlantic coast and the irrigated uplands which, in the colonial jargon, constituted the agricultural core of the *Maroc utile*. After the ethnically based collectivism of the 'tribal age' – Le Coz claims – and the opening to export of the 'colonial age', the regained independence opened the way to the 'age of cooperativism' that is to the reorganisation of the countryside based on a new development cell: the rural cooperative. Such a reform strategy aligned with ideas of part of the Moroccan intellectual élite on the necessity to restore and modernise precolonial institutions but, in practical terms, it was first implemented on a large scale in the context of a number of development aid programmes implemented by the Food and Agriculture Organisation of the United Nations (FAO) and financed by the World Bank in the early 1960s.

In its earliest formulations the *Sebou Project* (first tranche 1963-1968, second tranche 1969-1980) was among the most ambitious projects implemented by FAO in that period. It entailed the realisation of large-scale hydraulic works on the Sebou river basin (the largest river of the country by volume of water) and the reorganisation of land and agricultural production in the Gharb valley, a vast and fertile plain facing the Atlantic Ocean. The project began after a massive flooding event in the Gharb in 1963 which prompted the Moroccan government to request assistance from the United Nations. The UN intervention led to the realisation of half a dozen villages for displaced communities on former colo-

nists' land and opened a way to the establishing of an international team of 55 experts, augmented by a myriad of consultants. Their multivolume report completed after 5 years of work constituted a long-term plan masterplan of the river basin area and set a standard for regional development projects in Morocco, becoming an integral part of King Hassan II *politique des barrages*.



Although the major focus of the Sebou Project was on hydraulic and agronomic management, research and applied experimentations on the planning of rural cooperatives and on rural housing were carried out in the framework of sub-programs such as the *Projet Habitat Rural* and the *Programme Villages Pilotes*. In this presentation, I investigate the role of urban planning and architecture in the framework of a large-scale international aid programme. I question to what extent such programmes challenged – or retraced – colonial practices and visions of rural futures and how they influenced the national policy agenda.

Modernization in Greece after WWII and OECD Policy Proposal

Vassiliki Petridou - *University of Patras*

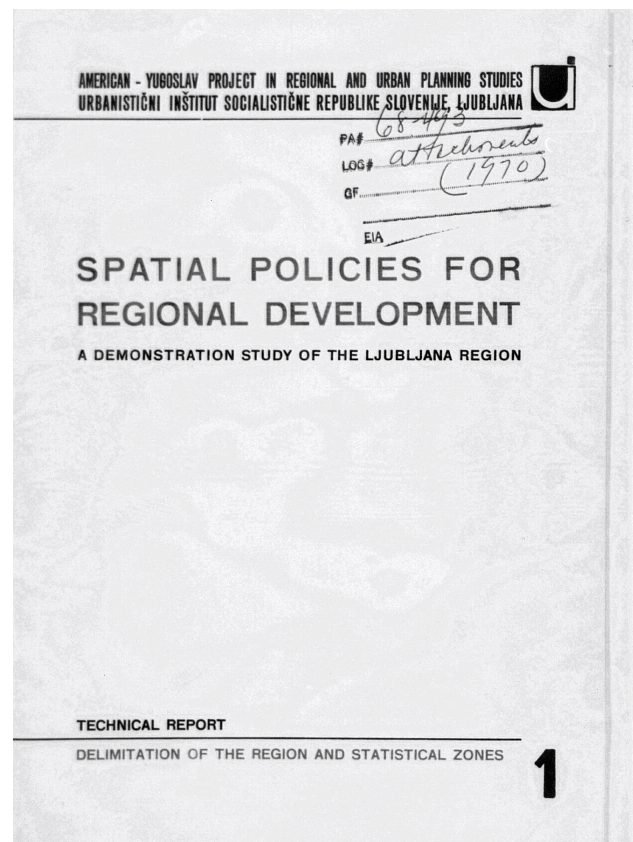
The Organisation for European Economic Cooperation (OEEC) was founded in 1948 with the aim to connect the European countries and the United States through the Marshall's Plan economic planning. In 1961, it was renamed as Organisation for Economic Co-operation and Development (OECD) and its goal became to examine the conditions of economic, social and cultural development of the 36 countries participating in it. Greece was one of the founding members of the OEEC. Since 1958, the OECD has been working with Greek governments to modernize and develop the country.

Part of the investigations undertaken by the OECD for a successful globalization in cooperation with European governments is to provide its expertise, which affects the development trends of the nations and states. Even though the decisions and suggestions of these Organizations seem to have an impact on urban planning, there are few researches in the international literature that have been examining their participation in the evolution of spatial data in the post-WWII period.

Ford's Architects: Ford Foundation and the Transfer of the American Urban Planning Expertise to Socialist Yugoslavia

Vladimir Kulic - *Iowa State University*

The talk will discuss the role of the Ford Foundation, one of the key institutions of the US “soft power” during the Cold War, in the transfer of urban and regional planning expertise to Yugoslavia and the rest of socialist Eastern Europe. Between 1958 and 1970, Ford Foundation’s International Affairs Program established an outside presence in Yugoslavia, facilitating the visits to the United States by almost two hundred prominent Yugoslav political and cultural figures. A substantial number among them were architects, some of whom studied at leading American universities and went on to establish successful careers back home. Most importantly, in the mid-1960s Ford Foundation also helped set up the so-called American-Yugoslav Project in Regional and Urban Planning Studies in collaboration with the Urban Planning Institute in Ljubljana, Slovenia, which was intended to facilitate the transfer of the new techniques of interdisciplinary quantitative analysis to Eastern and Central Europe. Additionally, co-funded by State Department and the Yugoslav federal government, the project’s most important product was the Demonstration study of the Ljubljana Region, which served as the training program for local experts. The study effectively fostered a shift in Yugoslav urbanism from the so-called blueprint planning – the design of the physical structure – toward a complex, scientific and multidisciplinary process dealing with more open-ended outcomes and multiple scenarios. The paper will discuss the motivations, contradictions, and effects of the Ford Foundation’s influence in Yugoslav architecture and urban planning, focusing especially on the American-Yugoslav Project.



Global Cities in the Making: Jaqueline Tyrwhitt's Work Between Harvard, Bandung and Singapore

Paola Zanotto - *Independent researcher*

In just a few years, between the end of the 1950s and the beginning of the 1960s, two very different cities went through a period of transition and reforms, making a landmark in the process of urban modernisation in Southeast Asia. Singapore embarked on a radical urban renewal project, where large parts of the city were completely transformed to accommodate the emerging economic and population growth. This encouraged a creative debate to discuss issues related to the physical planning and development of the city state. Such a debate led to the creation of different think tanks such as the Singapore Planning and Urban Research Group (SPUR), and was



followed by a period of vast amounts of foreign capital invested and massive infrastructure building.

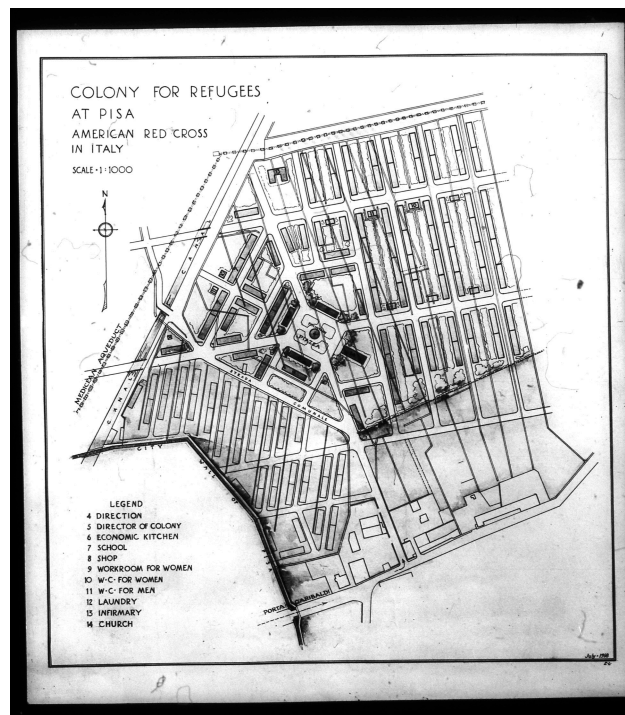
In Indonesia, the School of Regional and City Planning was founded in a newly independent institution called Institut of Teknologi Bandung. The first of this kind in the region, the school was founded in response to the need to establish a local planning education system after many Dutch experts left the country following the end of the colonial age. In both cases a strong influence came from the United Nations experts and investments. Looking at the history of the modernisation and internationalisation of urban planning in Bandung and Singapore, it's essential to look in particular at the work of a UN advisor who played a very influential role in bridging eastern and western culture. Her name is Jaqueline Tyrwhitt, a British town planner, educator and editor. In both occasions she acted as a key facilitator in the making of transnational networks that involved global experts, local planners and academics. The evolution that affected the two cities will be retraced through the collaboration facilitated by Tyrwhitt between different institutions, the emerging partnership between Harvard University and the United Nations, and the legacy that these collaborations left behind them.

Architects, Humanitarian Experts, and the American Red Cross, 1910-1920

Theodossis Issaias - *Carnegie Museum of Art*

During a period of unprecedented territorial and political insecurity around the First World War, the American Red Cross (ARC) launched a flurry of civilian relief operations in foreign lands, entrenching representations, languages, and practices of humanitarian action, which have stayed with us ever since. Contingent to the geopolitical ambitions of the U.S. empire, the ARC developed and deployed relief protocols and procedures to address exigencies caused by environmental catastrophes and conflicts, of which displacement of peoples was deemed the most urgent. Across the globe, 'earthquake stricken and homeless people'; 'itinerant famine victims'; 'homeless persons living in temporary camps'; 'the refugees [who] throng cities and villages, homeless, shelterless, starving' became the subjects – the *humans* – of humanitarianism.

To systematise these modes of operation, the ARC sought the knowledge and technical expertise of architects and urban planners, who, in turn, conscripted to the organisation's cause. Within a short period of a decade, renowned architects of the American North East led ARC departments, mapped destruction and displacement, and managed the organisation's building activity, contributing to the reconfiguration of humanitarian priorities and imperatives. This paper will focus on material traces, plans of settle-



ments, drawings of shelters and construction details, contracts between contractors and organisations, official reports, and publicity campaigns from the ARC archives, to provide an insight into the beliefs, misunderstandings, and prejudices of humanitarian actors and hint at a homology and continuity between the ARC and humanitarian institutions that followed.

Italy - American Red Cross

Greece - OECD

Ghana - UN

Yugoslavia - Ford Founda



ation

Morocco - FAO

Indonesia / Singapore - UN

Peru - UNDP / UNESCO



Filippo De Dominicis architect and PhD, is Assistant Professor of Architectural and Urban Design at the University of L'Aquila. He studied architecture in Brussels and Rome, where he was among the recipients of the PhD in Architectural Design and Theory. Filippo conducted post-doctoral research in Italy (Iuav University of Venice, Sapienza University of Rome) and the United States (Post-doctoral Fellow at the Aga Khan Program for Islamic Architecture, MIT). His research agenda ranges from strategies of transnational design and planning – with a specific focus on the circulation of models between sub-Saharan Africa, Europe and North America – to contemporary forms of macro-scale urbanisation, notably in the desert areas of sub-Saharan Africa.

Theodossis Issaias is an architect and educator, and recently joined the Heinz Architectural Center at the Carnegie Museum of Art as Associate Curator. He earned his diploma of Architecture at the National Technical University of Athens and an SMarchS degree from MIT. Since 2009, he has been practicing as a founding member of Fatura Collaborative, an architecture and research collective. His PhD dissertation, “Architectures of the Humanitarian Front” (Yale University), explores the nexus of humanitarian organizations and architecture and their relation to conflict, displacement and the provision of shelter.

Vladimir Kulić is an architectural historian, curator, and Associate Professor at the College of Design, Iowa State University. He is the co-curator of the exhibitions *Toward a Concrete Utopia: Architecture in Yugoslavia, 1948-1980* at the Museum of Modern Art in New York (2018- 2019), and *Unfinished Modernisations: Between Utopia and Pragmatism* (various institutions, 2012-2014). He wrote numerous journal articles and co-authored and edited seven books, including *Second World Postmodernisms: Architecture and Society Under Late Socialism* (2019) and *Modernism In-Between: The Mediatory Architectures of Socialist Yugoslavia* (2012). He is the winner of the Exhibition Catalog Award from the Society of Architectural Historians (2021), the Richard Schlagman Art Book Award (2019), and the Bruno Zevi Prize for a Historical/Critical Essay in Architecture (2010), as well as the recipient of numerous grants and fellowships, including those from the Graham Foundation, American Academy in Berlin, Institute for Advanced Study in Princeton, and CASVA.

Mónica Pacheco PhD, is an architect (FA-UTL Lisbon) with a MA in Housing and Urbanism (AA London). She is Assistant Professor at the Department of Architecture and Urbanism of ISCTE-IUL in Lisbon since 2004. Member of DINÂMIA-CET, her research focus is on urban and architectural education; its role in (re)theorizing discourses and agendas; its impact in (re)shaping the profession; and its physical and geographical translations. In 2016 she was Visiting Research Fellow at the Bartlett-UCL, developing an investigation on the history of the Department of Development and Tropical Studies at the Architectural Association. Through the analysis of its heritage and transnational network of expertise in the ‘global south’, her research concerns a critical reading of pre-established systems of knowledge transfer, currently focused on the role of Technical Assistance programmes in postwar international development.

Vassiliki Petridou is Professor of History of Architecture at University of Patras, Department of Architecture, and at the Post-Graduate Program, School of Architecture, National Technical University of Athens (NTUA). She holds a Diploma of Architecture, Istituto Universitario di Architettura di Venezia (1982); a Diplôme des études approfondies (D.E.A.), Université de Paris - Sorbonne, Paris IV (1983); and a PhD in History of Art and Architecture, Université de Sorbonne - Paris IV (1992). She has taught History and Theory of Architecture at Lille School of Architecture, University of Strathclyde, Glasgow, Herriot-Watt University, University of Edinburgh, and Cooper Union, NY. She translated into Greek, Aldo Rossi’s *The Architecture of the City* (1987). In addition, she has published numerous research papers and articles on the history of 19th century and contemporary architecture in Greek and international reviews as well as in international scientific congresses minutes.

Anna-Paola Pola is an architect and urban planner (PhD), specialising in urban conservation and sustainable rural development. Currently, she serves as Director of Urban Planning and Research fellow at the UNESCO Category II Centre, WHITRAP Shanghai, in Tongji University. Her research focuses on the protection and development of small settlements and rural areas. She acts as a planning consultant for local governments, institutions and NGOs, and collaborates on grassroots projects in remote villages. Previously, she conducted comparative research on urban conservation plans for historic towns in Italy, Latin America and the Middle East and worked as an urban planner on post-earthquake reconstruction in Central Italy.

She is a UNESCO expert on the HUL Recommendation and urban heritage, a member of the HeritAP Network of Heritage Practitioners for the Asia and Pacific Region, a member of the Built Heritage Journal editorial board, and the OurWorldHeritage (OWH) Foundation Advisory Panel.

Michele Tenzon (Master in Architecture, University of Ferrara, and Master in History of Architecture at Bartlett-UCL, UK) has recently been appointed research associate at the University of Liverpool where he will be part of a team investigating the history of West African cities by focusing on the mercantile and trader encounters during the transition from high colonial through to the independence period.

In his most recent research work, he analysed the involvement of architects and urban planners who worked along with agronomists and rural engineers in the so-called modernisation of the countryside in the French Morocco and during the early phases of decolonisation.

Ines Tolic, architect, PhD, is Associate Professor in History of Architecture and member of the PhD Research Board in Science and Culture of Well-being and Lifestyles at the University of Bologna - Rimini Campus. She graduated in Architecture from the Iuav University of Venice (2004) and received a PhD in the History of Architecture and Urban History at the School of Advanced Studies in Venice. In 2009, her dissertation dealing with the UN-coordinated reconstruction of Skopje (1963-1966) was awarded the Gubbio Prize by the Associazione Nazionale Centri Storico Artistici. In the course of her research, she has dealt with how architecture is represented, analysing, among other things the role of audiovisual documents in the construction of new narratives of the city; the role of the United Nations as a global planning agency and especially the contribution of Ernest Weissmann; post-war architecture and urban design in Japan with a focus on Kenzo Tange; and post-apartheid architectural production in South Africa.

Paola Zanotto is an Italian architect and an independent researcher. She holds an M. Sc. degree in Architecture from the University IUAV of Venice, Italy, and a PhD in architecture. Her final thesis focused on the construction of new knowledge and theory-making process about cities, illustrated from the point of view of the English town planner, educator and editor Jaqueline Tyrwhitt. Since 2008 Paola has taken part as freelance in some major competitions about urban regeneration, considering theoretical research and professional activity mutually enriching and stimulating. Since 2015 Paola has joined the firm Karakusevic Carson Architects in London, taking part since then in complex architecture and regeneration projects across London, as member of the masterplanning and urban design team. After her studies in architecture and urban design Paola kept active a passionate interest in the investigation of cities, their evolution and growth. She presented her work in national and international conferences and congresses.



Experts, Export, and the Entanglements of Global Planning