Consider this a happening, a sparkling and flavourful event for urban developers, planners, thinkers, bankers, bikers, artists and IT guys. Quality interactions, active networking, constant challenging and questioning, different future visions, relaxing and having fun.

A two-day long international happening (a non-conference) dedicated to unusual ideas for the future development of cities will take place in two unique venues in Riga – Railway Museum (May 30th) and the floating venue ‘BETANOVUSS’ (May 31st).

First day shaped around lectures and pitches by world-class experts + panel discussions about different visions of development with speed-dating elements.

Second day designed as a full-on urban planning hackathon for the left-bank area around university campuses and its micro-mobility.
MAY 30th

**KNOWLEDGE & THE CITY**

Lielais Kristaps statue at 11 Novembra krastmala, Daugava river bank, Riga

10:00 – 10:30 Lampreys & start-up cocktails, chit-chat

Latvian Railway History Museum (Railway Museum), 2a Uzvaras bulvaris, Riga

11:00 – 12:00 Registration

12:05 – 12:05 Welcome pitch and safety instructions by Neils Balgalis (G93, Riga, Latvia)

12:05 – 14:00 Lectures & discussions

**INNOVATION DISTRICTS**

What are relationships between infrastructures, networks and systems of the city and what are their impacts on social structures? How the knowledge is located, created and distributed? How to connect silo-working academics with entrepreneurial spirit?

- Spin-Collide-Grow: Cities and innovation / Jonathan Kendall (London, UK. Fletcher Priest Architects)
- Tokyo and knowledge – last 300 meters / Taichi Goto (Fukuoka, Japan. Region Works LLC)
- Compression and Limits in Hong Kong – the Dark Side of the Smart and Compact / Gerhard Bruyns (Hong Kong (China). Hong Kong Polytechnic University)
- Innovation districts and Riga / Daunis Auers (Riga, Latvia. University of Latvia. Certus)
- Big projects and small steps – how to dream the dream of Left bank / Viesturs Celminš (Riga, Latvia. Antropologist)
- Public Space for Social Innovation / Michail Galanakis (Helsinki, Finland. Aalto University)

**METAMORPHOSIS** by Anda Ikauniece (Riga, Latvia. Latvian Institute of Aquatic Ecology)

14:00 – 15:00 Lunch & hackathon team formation
15:00 – 17:00  Lectures & discussions

MICRO-MOBILITY as a New City Connector – Pros and Cons
Micro-mobility together with car sharing and strong public transportation network, is forming the grounds for mobility as a service (MAAS). A transformation which creates new values for retail market? How quickly micro-mobility could be adopted? What infrastructure changes are needed? Mobility points or mobility hubs? How will the last mile travel change? How will it affect cities, nations, work and urbanization?

- Car sharing for all – government fleets, social inclusion and business / Jeffrey Matthijs (Brussels, Belgium. Autodelen.net) featuring Angelo Meuleman (Ghent, Belgium. Shared Mobility expert. Taxistop)
- New Mobility as a Change Agent – impacts on real estate markets and the shape of our cities / Philippe Crist (Paris, France. International Transport Forum, OECD)
- Are we there yet – lessons learned from car sharing in Latvia / Vladimirs Reskājs (Riga, Latvia. Car Guru)
- Is Riga ready for electric scooter waves? / Arturs Burņins (Riga, Latvia. ATOM)
- A new scent in the city’s bouquet / Mariska Slots (Eindhoven, the Netherlands. Municipality of Eindhoven)

17:00 – 17:30  Coffee break

17:30 – 19:30  Knowledge stories and warm-up to hackathon

DAUGAVA LEFT BANK – Knowledge Generator – and what is my part in it?

- Stakeholders stories about the envisioned future – start-up style 3-minute sales pitches by academics, developers, locals and Daugava beavers (stakeholder list on the last page)
- The friendship story of Latvijas Dzelzceļš and Rail Baltica. 20 minutes from each office, apartment or auditorium to the Riga airport – joint train stop in Tornakalns featuring RB Rail AS, VAS Latvijas dzelzceļš, SIA Eiropas Dzelzceļa linijas, AS Pasažieru vilciens
Urban planning hackathon will be an all-day intense collaborative work where teams of MadCity participants will generate ideas for the left-bank area around university campuses and its micro-mobility.

An urban planning competition in the spirit of hackathon is a design sprint-like event. Focused and intense diving into the problem.

**Participants take part in a race of ideas. Lunch included**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>08:30 – 09:00</td>
<td>Warm-up exercise</td>
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<tr>
<td>09:00 – 16:00</td>
<td>Participants take part in a race of ideas. Lunch included</td>
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**Parallel activities “Friday – MadCity Dialogue Day”**

Floating gallery ‘BETANOVUSS’, AB dam

<table>
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<tr>
<th>Time</th>
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<tbody>
<tr>
<td>10:00 – 12:00</td>
<td>Riga, knowledge and start-ups - what to do?</td>
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<td>Jonathan Kendall (London, UK) will give a public lecture on cities</td>
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<td>and innovation followed by Riga’s hottest start-up presentations.</td>
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<td>Afterwards a discussion about Riga - do we need a special “sandbox”</td>
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<td>to play with ideas and the city?</td>
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<td>12:00 – 14:00</td>
<td>Round table discussion “Cyclists-Fascists against Car-Rednex with</td>
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<td>Angry Pedestrian participation”</td>
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<td>Goals of the discussion: to pay attention to Riga’s problem –</td>
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<td>disordered street space – and to look for creative solutions</td>
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<tr>
<td>14:00 – 16:00</td>
<td>Round table discussion “Concert Hall on AB Dam – pros and cons”</td>
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<td>A public discussion jointly organized with SATORI.LV.</td>
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<td>Three Experts FOR. Three Experts AGAINST</td>
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Floating gallery ‘BETANOVUSS’, AB dam

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<th>Time</th>
<th>Event</th>
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<tr>
<td>16:00 – 18:00</td>
<td>Three-part idea play-off: jury, participants &amp; locals, internet voting</td>
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<td>18:00 – …</td>
<td>Awards ceremony and block party</td>
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National Library of Latvia, 3 Mukusalas street, Riga
MAD CITY 2019 STAKEHOLDERS

Agenskalna apkaimes biedrība / Agenskalns Neighborhood Society
Dānijas Karalistes vēstniecība / Royal Danish Embassy
G93
Kantar TNS (TNS Latvia)
Latvijas dzelzceļa vēstures muzejs (Dzelzceļa muzejs) / Latvian Railway History Museum (Railway Museum)
Latvijas Dzelzceļš / Latvian Railways
Latvijas Mobilažs Telefons
Latvijas Nacionālā bibliotēka / National Library of Latvia
Latvijas Universitāte / University of Latvia
Jepirkšanās centrs “Olimpia” / Olimpia shopping centre
Preses Nams
Microsoft Latvia
M.M.M. Projektai
Mūkusalas Biznesa Centrs
Mūkusalas Māja
Niderlandes Karalistes vēstniecība / Embassy of the Kingdom of the Netherlands
Pro Kapital Latvia JSC
Rīgas pilsētas arhitekta birojs / Office of the Riga City Architect
Rīgas Stradiņa universitāte / Riga Stradins University
Rīgas Tehniskā univeristāte / Riga Technical University
RTU Dizaina Fabrika / RTU Design Factory
Biznesa, mākslas un tehnoloģiju augstskola “RISEBA” / Riga International School of Economics and Business and Business administration (RISEBA)
Schneider Electric Latvija
Towers Construction Management (Z-Towers)
Ziemeļvalstu Ministru padomes birojs Latvijā / Nordic Council of Ministers' Office in Latvia
Ziemeļu Dimensijas Kultūras partnerība / Northern Dimension Partnership on Culture

Any questions?

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Find us on Facebook: https://www.facebook.com/MadCityRiga/
Register here: http://www.madcity.lv/registration