

ZACHARY M. JONES

# Cultural Mega-Events

OPPORTUNITIES AND RISKS FOR HERITAGE CITIES



ROUTLEDGE RESEARCH IN PLANNING AND URBAN DESIGN

ROUTLEDGE  


“A timely and well researched investigation of the rise of cultural mega-events within urban agendas, and of the opportunities and threats such events raise in heritage-rich European cities. The book reflects on experiences from the UK, Italy and Turkey and will be of interest to researchers, heritage experts, mega-event promoters and policy makers.”

– **Franco Bianchini**, *Professor of Cultural Policy and Planning, Director of Culture, Place and Policy Institute (CPPI), University of Hull*

“Zachary Jones discloses an innovative perspective not only on cultural mega-events but also on their relationship with cultural heritage and what urban planning and policy can do with it. His book provides the readers with solid evidence and it envisions new paths for mega-event and heritage research and planning.”

– **Davide Ponzini**, *Associate Professor of Urban Planning, Politecnico di Milano*

“Zachary Jones presents a diligently researched and clearly written analysis of an important new phenomenon – the cultural mega-event – and its contributions to urban development and heritage globally. His carefully framed spatial stories support analyses of the political and economic drivers of these events (Olympics, expos, cultural capitals) and foreground their substantial long-term effects. This book makes significant contributions to the literature on heritage, urban design and development, and placemaking.”

– **Randall Mason**, *Associate Professor, Stuart Weitzman School of Design, University of Pennsylvania*

“Despite the clear potential for synergies and tensions to arise between cultural mega-events and the stewardship of built heritage, there has so far been a paucity of conceptually informed and empirically rich research on these issues. This book clearly addresses this gap in the state of our current knowledge by addressing how the hosting of such events may in some contexts be used as an opportunity to foster

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