

## CRP's Spring 2020 ZOOM Series of International Speakers.

**Thursday, April 23:**

### **Engendering Cities: Designing Sustainable Urban Spaces for All** by Inés Sánchez Madariaga, PhD

*Inés Sánchez Madariaga, PhD is an international planning expert with an impressive amount of professional and research experience. She has published widely, conducted numerous important projects, and held several positions at the UNESCO, the UN-Habitat, the European Union, and the Spanish national government. Her latest book (with Michael Neuman) is "Engendering Cities: Designing Sustainable Urban Spaces for All" (New York: Routledge, 2020). Link to Inés's Global Urban Lecture for the UN-Habitat: <https://www.youtube.com/watch?v=Mgt8S33GFno>*

Link to this presentation on YouTube: <https://youtu.be/uOFjfQMiuvs>

**Thursday, May 7:**

### **The Urban Land and Affordable Housing Global Crisis** by Geoffrey K. Payne

*An architect and planner, Geoff specializes in urban land development and housing in developing countries. He has done consulting and research in several countries, and worked for several organizations including the World Bank, UN-Habitat, and the UK Department for International Development (DFID). Geoff has taught at the DPU - University College London, Oxford Brookes University and others, including a week-long workshop at Cal Poly's CRP in 2009. See Geoff Payne's work at <http://newgpa.org.uk/>*

Link to this presentation on YouTube: <https://youtu.be/SNz18mw4hWI>

**Thursday, May 21:**

### **Place Marketing and Destination Branding** by João Freire

*João Freire has a BA in Economics and an MSc and PhD in Marketing. He is a Professor at the IPAM (Portuguese Institute of Marketing Administration) in Lisbon. He has worked with clients from various continents, his research has appeared in several international publications and he is a founding member of the International Place Branding Association. After years of quantitative and qualitative research, João has developed new ideas and unique methodologies for the construction of place brand identities which is the focus of his current work.*

Link to this presentation on YouTube: <https://youtu.be/ei3ZoPVe-YY>

**Thursday, May 28:**

### **Sustainable Urban Design in a Post COVID-19 Era** by Kobus Mentz

*An architect with a Masters in Urban Design from Oxford Polytechnic, Kobus Mentz is one of Australasia's leading urban thinkers. He has worked in over 600 projects in 80 towns and cities internationally and is often invited as a consultant or advisor to help teams unlock complex urban challenges. He is the director of [Urbanismplus](http://Urbanismplus.com), a practice active in Australia, New Zealand, India, China and the UK that is widely known for pioneering sustainability-based practices, through demonstration projects, research, publications, and new methodologies. Kobus is an adjunct professor in urban design, University of Auckland, New Zealand. See more of his work at [www.urbanismplus.com](http://www.urbanismplus.com)*

Link to this presentation on YouTube: [https://youtu.be/6Z7iM\\_9efk8](https://youtu.be/6Z7iM_9efk8)