

05 MARCH h. 17:30
2025

ROOM 16.C 02
Building 16C, Via Bonardi 9



THE FACES OF CONTEMPORARY CITIES

A BOOK LAUNCH SEMINAR

Marco Antonio Minozzo Gabriel (Postdoctoral Researcher, IUAV)
Massimiliano Fanzaga (Communication Manager, Permasteelisa Group)
Davide Ponzini (Professor of Urban Planning, PoliMi)
Paolo Scrivano (Associate Professor of History of Architecture, PoliMi)

In the last fifty years, much public attention has focused on individual iconic buildings – such as the Sydney Opera House, the Guggenheim Museum Bilbao, or London's Shard – as well as on skylines – like the waterfronts of New York, Shanghai, or Hong Kong. These buildings, along with their surrounding city fabric and urban life, give a recognizable face to their respective cities. However, the explanation of their creation and transformation over time typically remains cloaked under architectural and political narratives. In this seminar on the book *The Faces of Contemporary Cities* edited by Davide Ponzini, an interdisciplinary group of scholars explores the histories and geographies of the multinational firm that supported the design and construction of many of these iconic buildings and areas: the Permasteelisa Group. The discussion will argue about how the transnational availability and transfer of certain technologies cumulatively transform the faces of contemporary cities.

Discussants:

Andrea Arcidiacono (Professor of Urban Planning, PoliMi)
Andrea Campioli (Dean of the School of Architecture, Urban Planning, and Construction Engineering, PoliMi)
Gaia Caramellino (Associate Professor of History of Architecture, PoliMi)
Gennaro Postiglione (Professor of Interior Design, PoliMi)



DEPARTMENT
OF ARCHITECTURE
AND URBAN STUDIES



Transnational
Architecture and
Urbanism

School of Architecture, Urban Planning and Construction Engineering
MSc Course: Smart Cities and Urban Innovation

Organized by: Davide Ponzini, Paolo Scrivano and Anita Martinelli | Photo credit: Michele Nastasi

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