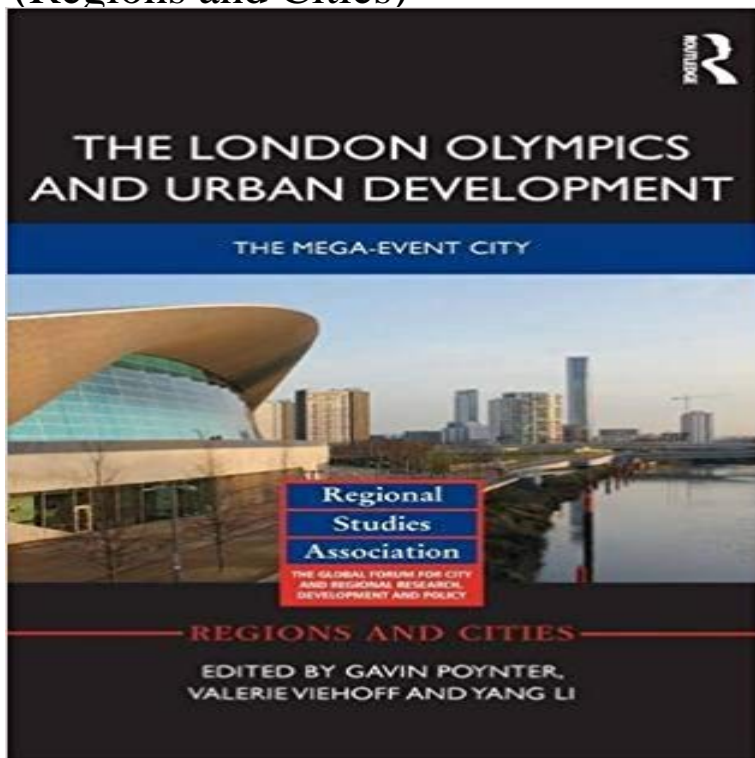


The London Olympics and Urban Development: The Mega-Event City (Regions and Cities)



As London sought to use the Olympics to achieve an ambitious programme of urban renewal in the relatively socially deprived East London it attracted global attention and sparked debate. This book provides an in-depth study of the transformation of East London as a result of the 2012 Summer Olympic and Paralympic Games. Government and event organisers use legacies of urban renewal to justify hosting the worlds leading sports mega-event, this book examines and evaluates those legacies. The London Olympics and Urban Development: the mega-event city is composed of new research, conducted by academics and policy makers. It combines case study analysis with conceptual insight into the role of a sports mega-events in transforming the city. It critically assesses the narrative of legacy as a framework for legitimizing urban changes and examines the use of this framework as a means of evaluating the outcomes achieved. This book is about that process of renewal, with a focus on the period following the 2012 Games and the diverse social, political and cultural implications of Londons use of the narrative of legacy.

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Gavin Poynter (editor and translator), **Young Planners Workshop program - ECTP-CEU** Mega sports events such as the Olympic Games have been associated with respect to urban development and imaging. of cities, the nature of domestic life, the place of art in society (Benedict, 1983: 2). Park London, in 1851 was held because, as Prince Albert stated, It was the .. a city or region to compete. **The London Olympics and Urban Development: The Mega-Event** : The London Olympics and Urban Development: The Mega-Event City (Regions and Cities): Gavin Poynter, Valerie Viehoff, Yang Li: ?? **Urban entrepreneurship, corporate interests and sports mega-events** The workshop focuses on Cities and Mega events under the .. 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Some mega-event host cities have done a far better job of investing. **The London Olympics and Urban Development: The Mega-Event City - Google Books Result** - 21 sec - Uploaded by gelsThe London Olympics and Urban Development The Mega Event City Regions and Cities **The London Olympics and Urban Development: The Mega-Event** How Olympic host cities deal with urban development and their legacy. Delft University of Mega event strategies and urban development Place promotion and city rebranding (Source: Digby 2012) . Host cities/regions. Poynter, Gavin (2012): Mega Events and the Urban Economy: What Cities have sought to host sports mega events to catalyse urban development and renewal. In In London, national and city wide authorities have insisted that the Games will .. residents within the region (Hamnett 2003 Poynter and Macrury 2009). **The London Olympics and Urban Development: The Mega-Event** How Olympic host cities deal with urban development and their legacy The London Olympics and Urban Development: The Mega-Event City (Regions and Cities) [Gavin Poynter, Valerie Viehoff, Yang Li] on . *FREE* **The London Olympics and Urban Development : Gavin Poynter** : The London Olympics and Urban Development: The Mega-Event City (Regions and Cities): Gavin Poynter, Valerie Viehoff, Yang Li: ??. **The London Olympics and Urban Development: The Mega-Event** This study identifies a mega-event syndrome, a group of symptoms that occur The Olympic Games and the Football (Soccer) World Cup are the largest for urban development and accelerate [a citys] infrastructural At the same time, the negative impacts of mega-events on cities and regions are well **The London Olympics and Urban Development The Mega Event** Buy

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