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The rhetoric employed when cities bid for the right to host mega-events like the Olympic Games suggests that benefits will include improved infrastructure, investment in city infrastructure, and regeneration of neglected urban areas. However, the legacy of mega-events has historically been mixed; while some cities have been recognized for their ...

**Planning mega-event legacies: uncomfortable knowledge for ...**

Mega-event cities : urban legacies of global sports events / ed. by Valerie Viehoff... [et al.] Edited by Ashgate. Farnham - 2015. Bringing together scholars, practitioners and policy makers, this book focuses upon the legacies sought by cities that host major sports events. It analyses how governments, the IOC and others define and measure "legacy".

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Studies of Olympic legacies suffer, however, a bias in favour of a handful of case studies, e.g. Barcelona 1992, as the blueprint for successful urban regeneration. Other Olympic cities, such as Munich 1972, might also provide useful insights even though their urban development plans might not have employed the now so ubiquitously used labels “legacy” or “sustainability”.

**Mega-event Cities: Urban Legacies of Global Sports Events**

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Mega-events represent an important moment in the life of a city, providing a useful lens through which we may analyse their cultural, social, political and economic development. In the wake of the International Olympic Committee's (IOC's) concerns about 'gigantism' and wider public concerns about rising costs, it was imperative in the C21st to demonstrate the long term benefits that arose for the city and nations from hosting premier sporting events. 'London 2012' was the first to integrate the concept of legacy from the moment a bid to host the Olympic and Paralympic Games was being considered. London proposed an ambitious programme of urban renewal for East London. Subsequent host city bids have adopted the 'legacy narrative' and, as this book demonstrates, aligned this to major schemes of urban development and renewal. Bringing together scholars, practitioners and policy makers, this book focuses upon the legacies sought by cities that host major sports events. It analyses how governments, the IOC and others define and measure 'legacy'. It also focuses upon the challenges and opportunities facing future host cities of mega-events, looking at their aspirations and the intended impact upon their domestic and international development. It questions what the global shift in geographical location of mega-events means for sports development and the business of sport, what the attractions are for cities seeking to harness the hosting of a mega-event, and whether there may be longer term consequences for the bidding and hosting major sporting events in the wake of the widespread social unrest that accompanied the preparations in Brazil for hosting the FIFA World Cup (2014) and the summer Olympics (2016) and in Turkey, where there was significant opposition to bid for the 2020 summer Olympiad.

This book focuses upon the legacies sought by cities that host major sports events. It analyses how governments, the IOC and others define and measure 'legacy'. It also focuses upon the challenges and opportunities facing future host cities of mega-events and questions what the global shift in geographical location of mega-events means for sports development and the business of sport and what are the attractions for cities seeking to harness the hosting of a mega-event, and whether there may be longer term consequences for the bidding and hosting major sporting events.

This book examines the urban legacy of the 2014 football World Cup in Brazil across the seven cities that hosted matches. The authors, all experts and natives of South America, analyse the context and impacts of hosting the World Cup for each of the host cities. The chapters use a range of background data and local knowledge and understanding to critically assess what benefits or disadvantages came along with bidding for and hosting World Cup final games, and importantly considers who the beneficiaries where and are. It further provides detailed empirical evidence that highlights a growing trend in sporting mega events: the overestimation of benefits and an underestimation of costs involved in hosting. The book adds to the critical literature that provides a counterweight to governments' aspirations to use mega events for the purposes of development and/or globalization, irrespective of the views of their citizens.

This book offers new perspectives through which to observe and interpret mega-events. Using the specific case studies of World's Fairs, Di Vita and Morandi present a report of the Milan Expo 2015 and its trans-scalar legacies. While the event and post-event have been affected by the world crisis, the locations of exhibition areas have greatly expanded, encompassing regional as well as post-metropolitan spaces. The two main aims of comparing Milan to previous expos such as Lisbon 1998, Zaragoza 2008 and Shanghai 2010, were to demonstrate the contribution of the 2015 World's Fair to the urban innovation process and to the debate surrounding a new urban agenda; as well as to examine empirically and theoretically the international discussion regarding the growth of regional and macro-regional scales of contemporary cities in order to offer suggestions for future urban agendas through mega-events. This book will be of great value to students, researchers and policy makers in the area of urban planning and the urban studies more broadly, geography and spatial politics.

The use of sporting and other mega-events to bring about transformation of socially deprived areas of major cities is becoming an increasingly important part of the raison d'être for hosting such events, especially given the immense costs involved and the current economic climate. The tax-paying public increasingly has to be persuaded of the benefits, beyond the event itself, to spend the nation's resources in this way. This edited book, written by international experts, critically explores these multiple facets of the Mega Event legacy looking at the various economic, environmental and social impacts and benefits in multiple continents. It considers topics such as volunteering, participation, economics, sponsorship, ethics and technology in relation to legacy. This timely book provides a further understanding of the legacy discourse, as well as the potential pitfalls connected to legacy in relation to mega events. Filling a gap in the literature on legacy research, Legacies and Mega Events will be of interest to events, sports, tourism, urban development students, researchers and academics.

The spectacle of major cultural and sporting events can preoccupy modern societies. This book is concerned with contemporary mega-events, like the Olympics and Expos. Using a sociological perspective Roche argues that mega-events reflect the major social changes which now influence our societies, particularly in the West, and that these amount to a new 'second phase' of the modernization process. Changes are particularly visible in the media, urban and global locational aspects of mega-events. Thus he suggests that contemporary mega-events, both in their achievements and their vulnerabilities, reflect, in the media sphere, the rise of the internet; in the urban sphere, de-industrialisation and the growing ecological crisis; and in the global sphere, the relative decline of the West and the rise of China and other 'emerging' countries.

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 world's 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 London's use of the narrative of legacy.

“Mega-event cities” brings together leading scholars, artists, and activists to examine the role of the arts in articulating the social agendas of urban mega-events like Olympic Games and World Expos. As mega-events circulate from one city to the next, they leave complex (often ruinous) infrastructural legacies for artists and communities, with scenarios of national celebration transiting swiftly to austerity measures and socially cleansed urban cores. The contributors to “Public” 53 engage with the exhilaration and sober aftermaths of the “mega” by taking stock of the fluid politics of officials who seek to commemorate mega-events through public art programs, and activists who choose to question the same events through creative acts of resistance. With particular focus on Vancouver and London—but ranging beyond to Sochi, Rio, Milan, Calgary, and Baku, Azerbaijan—this issue asks how art and culture can intervene in the pressing security, human rights, and environmental issues that shape mega-events. “Mega-event cities” addresses the local politics of global place making and shows the shared artistic practices, performative interventions, and resistant acts that can be found across host city sites.

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This book brings together different perspectives of mega-event bidding, hosting and legacies. Their impact is considered through an international range of mega-events in terms of land use, political and socio-economic change, and the placemaking processes that accompany these area-based regeneration projects. From city-regions that have not been successful or withdrawn from mega-event selection, to contemporary Olympic, Football World Cup and Expo host cities whose legacy is still unfolding, to event sites whose legacy is now established, the global appeal of the mega-event is apparent from this collection. The book interrogates the mega-event phenomenon in ten countries, from North and South America, and Australia, to Western and Eastern Europe. Drawing on their historical evolution and antecedents, and following recurrent themes of urban regeneration and resistance, the book highlights the importance of major events and festivals to the creation and marketing of place through branding and regional growth In considering a range of mega-events critically and in different national and geopolitical contexts, the book will be of interest to policy and decision-makers at local, regional, national and international levels, and will be of particular interest to professionals, scholars and students working in planning, urban studies, sport and leisure studies, and in event and festival management.