

Keynotes, Workshops and Speakers

Monday 16 June | Venue: IRS Erkner

Keynote

Spatial Arenas of Value Making

Prof PhD Patrick Aspers

This talk addresses the question of value making: How does value come about? The main thesis is that spatial arenas are important for value making. The idea presented here goes beyond the simple observation that human co-presence, which occurs in physical space, is important. The focus is on certain arenas, which are integrated elements in value-making and value-sustaining processes. Value is a general issue, not restricted to the economy. The talk will present ideas about relational thinking, and look into how this way of reasoning can further our understanding of value. The notion of status will also be discussed, offering a concrete tool for the analysis of value arenas. The first empirical case revolves around value-making in performance art. Performance is centered around the bodily presence of the artist in interaction with the spatial possibilities, and value is established by onlookers and, above all, peers, who are co-present and who also evaluate how the artist uses the physical space. The second case revolves around the value creation of craft products at fairs. Fairs are physical arenas at which craftspersons and consumers come together and devote time to one another, imbuing the crafted object with value, making it “unique.”

Patrik Aspers is Chair of sociology at the University of St. Gallen, having previously held a chair at Uppsala University and worked at the Max Planck Institute for the Study of Societies in Cologne. He holds a Ph.D. (2001) from Stockholm University. His research interests include economic sociology, qualitative research, sociological theory, uncertainty reduction, and organizational sociology. Aspers' work draws on phenomenology and he has published several articles and books using ethnographic methods. Empirically, he has studied the fashion industry through fieldwork in several countries. Aspers has supervised numerous doctoral students and mentored many postdocs working with ethnographic methods.

Tuesday 17 June | Venue: IRS in Erkner

Doing Research Workshops 1+2

Workshop 1

Researching Urban Authenticity

Prof Dr Christoph Bernhardt & Dr Daniel Hadwiger

This Workshop discusses the social Construction of Notions of Authenticity in European Cities after World War II from an urban and cultural History Perspective. Along the Analyses and Experiences in the Projekt “Urban Authenticity: Creating, Contesting, and Visualising the Built Heritage in European Cities Since the 1970s (UrbAuth, 2020-2024)” theoretical and methodological Problems of conceptualising Authenticity and creating a coherent Research Design will be reflected. Along Case Studies on several European Cities the Debates of contemporary urban Societies, Heritage and Tourist Agencies and other Actors are retraced and the Challenges of working in a transdisciplinary Research Environment will be discussed.

Using Marseille as a Case Study, various Authentication Processes since the 1950s will be presented, like Revaluation, Devaluation, Nostalgia and Commodification. With it’s Mosaic of Identities as a City of the Mediterranean, Provence, France, as an ancient City, as a modern Business Metropolis of Western Europe or as a ‘gateway to the Orient’ with post-colonial Elements, Marseille is of particular Interest. Which Affiliations were considered as “authentic” at which point in time? The Workshop will demonstrate the empirical Procedures of identifying Authentication Processes in modern urban History and the Ways to generate new Insights in this Field of Research.

Prof Dr Christoph Bernhardt is a Senior Fellow in the research area ‘Contemporary History and Archives’ and was its Director until April 2023. He is also Associate Professor of Modern and Contemporary History at the Institute of History at Humboldt-Universität zu Berlin. Bernhardt was also a Principal investigator of the DFG Research Training Group ‘Cultural and Technical Values of Historic Buildings’ (BTU Cottbus-Senftenberg, 2015-2023) and in the Leibniz Alliance ‘Value of the Past’ (2020-2025). He is also co-editor of the journal ‘Moderne Stadtgeschichte’ (MSG) and was a member of the International Committee of the European Association for Urban History (EAUH, 2018-2024). His main fields of research are European urban and environmental history since the 18th century.

Dr Daniel Hadwiger is working as a curator at the Documentation Centre for Displacement, Expulsion, Reconciliation in Berlin. He studied history and European literature at the Universities of Mainz, Université de Bourgogne (Dijon), University of Tübingen and at the Université Aix-Marseille. His thesis “Nationale Solidarität und ihre Grenzen” on welfare in Germany and France during the Second World War at the University of Tübingen was published in 2021. From 2020–2024 he was working as research assistant in the research project “Urban Authenticity” on authentication processes in Marseille since the 1970s and responsible for the website “urban-authenticity.eu” on authentication processes in Berlin and Brandenburg at the Leibniz Institute for Research on Society and Space (IRS) in Erkner.

Workshop 2

How to Manage a Research Plan Going Off the Rails

Melanie Fasche, Sotheby's Institute of Art London

The goal of the workshop is to learn from each other, to think outside the box, and to build a repertoire of problem-solving strategies when encountering challenges during fieldwork. The workshop will consist of two parts. To kick us off I will share how I managed an array of challenges during the collection and interpretation of data for my PhD project *Making Value: Contemporary Visual Art, Careers, and Place*. The challenges ranged from conflict of interest to difficulties with access to interviewees resulting in a sample bias, unexpected outcomes, and difficulties interpreting the empirical findings with existing concepts and theory. In part two we will take these experiences as a starting point for a discussion about challenges and opportunities of doing field work and their implications for the research design. Key areas of discussion are collecting and handling data, following ethical standards, staying focussed on the object of analysis, managing at times fuzzy variables, and dealing with unexpected events and outcomes. Participants are invited to share their own challenges, past or current, and provide feedback to each other's research strategies.

Dr Melanie Fasche is a social scientist specialising in art market studies, cultural and creative industries, and urban studies. She uses heterodox economics to understand value creation and business strategies. Melanie is a Senior Lecturer and Deputy Programme Director of the MA in Art Business at Sotheby's Institute of Art London. Previously she held positions at the Department of Geography at the University of Bayreuth and the Rotman School of Management at the University of Toronto. Melanie received a PhD in Urban and Regional Economic Studies from HafenCity University Hamburg. She is the author of *Making Value and Career Building in the Creative Economy: Evidence from Contemporary Visual Art*, SpringerBriefs in Geography. Springer International Publishing, 2017.

Co-Teaching Seminar

Beyond Market Value: Concepts of Urban Worth

Dr Ing Stefanie Brünenberg & Prof Dr Björn Kurzrock

Urban space is valued in many ways—some tangible, some elusive. Real estate valuation is typically based on financial metrics such as cost, revenue potential, yield and market comparisons. In this workshop, we will discuss valuation approaches and rethink concepts of urban value: How can valuation methods take into account cultural identity, aesthetic perception, and historical significance? The workshop aims to shed light on the intersection of economic and emotional valuation in urban environments. We will consider real-world cases ranging from new landmark buildings – sometimes referred to as trophy properties – to vacant properties that diminish urban value. Through interactive discussions, we will challenge established valuation paradigms and consider alternative perspectives. How do economic and emotional values interact, conflict, or

reinforce each other? And how can developers, policy makers, and communities ultimately manage these tensions?

Stefanie Brünenberg is an architectural historian at the IRS working on the DFG project "The Value of GDR Architecture". Her research examines the effects of the activities of the Treuhand property company on the public perception of the GDR's building heritage. The central question here is how the changes in ownership structures shaped the culture of remembrance of Germany's recent history.

She studied architecture in Weimar. Afterwards she worked as a research assistant at the Department of History and Theory of Architecture, at TU Darmstadt. There, she received her PhD in 2019 on the significance of historical city layouts in post-war modern urban design theories. Her research focuses on architectural theory as well as the architectural history of modernism and post-war modernism, especially in the GDR.

Björn Kurzrock is Professor of Real Estate Studies at RPTU University in Kaiserslautern. He teaches core modules of the Real Estate and Facilities - Management and Technology program and is the program director. His research focuses on the digital transformation of real estate and facilities management and the development and operation of real estate and urban environments. He is affiliated with the German Research Center for Artificial Intelligence (DFKI). Prior to his academic career Björn was Head of Research at IPD Investment Property Databank (now MSCI) Germany and worked for international real estate companies. He was the President of the European Real Estate Society (ERES) in 2022 and 2023. Since 2023 he is a member of the board of the German Society of Property Researchers (gif).

Wednesday 18 June | Venue: ZZF in Potsdam

Doing Research Workshops 3+4

Workshop 3

What are we trying to achieve here? Reflections of the OpenHeritage project

John Pendlebury, Newcastle University

This workshop will primarily draw from the EU Horizon 2020 project OpenHeritage, which sought to identify and test best practices of adaptive heritage re-use in Europe. From this it aimed to develop inclusive governance and management models for marginalised, non-touristic heritage sites and test them in selected [Cooperative Heritage Labs](#). It worked with communities, local businesses, local and municipal administration and tried out new forms of engagement.

OpenHeritage was a ‘research and innovation’ project, meaning there was less focus on ‘pure’ research and more on good practice and dissemination, with a wider range of core participants than a traditional research project. As a researcher, I was very positive about this, as research can feel extractive and parasitic. However, each partner inevitably brought different goals to the shared mission, whether it be the need for scientific publication, societal impact or organisational goals. Further layerings of complexity came from working transnationally and across disciplines. The workshop will focus on these competing aims and their negotiation.

John Pendlebury is Professor of Urban Conservation, Centre for Heritage, Newcastle University, UK. He teaches and researches on issues of heritage, conservation, development, planning and governance, focusing on the interface between contemporary cultural heritage policy and other policy processes, as well as undertaking more historical work on how conceptions of heritage have been balanced with modernising forces. Principal publications include *Conservation in the Age of Consensus* (2009) and the edited collections *Valuing Historic Environments* (2009 with Lianne Gibson) and *Alternative Visions of Post-War Reconstruction: Creating the Modern Townscape* (2015 with Erdem Erten and Peter Larkham). His most recent book, with Jules Brown, is *Conserving the Historic Environment* (2021).

Workshop 4

Porous Walls of Retail: Seeking Traces of *Place* in Brand Experiences

Cecilia Pasquinelli, University of Naples Parthenope

This workshop explores empirical research methodologies applied to the relationship between retail spaces and the scalarity of place images. Drawing from case studies on luxury and gastronomy retail, we will discuss methodological approaches to exploring how brand experiences are shaped by spatial embeddedness and the interplay between authenticity and standardization. Particular attention will be given to digital content collection and analysis in giving insights into key moments of value creation in the retail experience. Through a discussion of methodological challenges, including data collection, case study design, and the handling of constraints, participants will gain insights into studying retail as a porous entity in the urban context, where the hosting city brand, the retail brand and product brands' place of origin merge into a single experiential landscape. We will reflect on the opportunities and complexities of integrating digital and physical data sources, from customer reviews and social media narratives to face-to-face interviews and in-store observations. Participants are encouraged to critically examine limitations and future directions to further this research inquiry, reflecting on feasible research design and practical constraints in empirical research development.

Cecilia Pasquinelli is an Associate Professor of Business Management at the Dept. of Management and Quantitative Studies, University of Naples Parthenope (Italy). She worked at GSSI Cities, Gran Sasso Science Institute (Italy), and the Dept. of Social and Economic Geography at Uppsala University (Sweden). She is a Senior Fellow at the Institute of Place Management, Manchester Metropolitan University (UK) and an Affiliate Professor at the Institute of Management, Scuola Sant'Anna (Italy). Her research interests include place branding, place of origin and the geographical entanglements of brands, sustainable tourism and local development. Her work was published in various international journals, including Urban Studies, Regional Studies, Journal of Sustainable Tourism, Cities, Marketing Theory, British Food Journal, Journal of Hospitality Marketing & Management and European Planning Studies. She co-authored the recent book Sustainability-oriented innovation in Smart Tourism. Challenges and Pitfalls of Technology Deployment for Sustainable Destinations, published by Springer.

Thursday 19 June | Venue: ZZF in Potsdam

Why Historic Places Matter Emotionally? Urban heritage and values in British towns and cities since 1975

Rebecca Madgin, University of Glasgow

This talk explores why historic urban places matter emotionally. To achieve I will outline a conceptual framework which breaks down the broad category of 'emotion' into three interrelated parts: 1. Emotional responses, 2. Emotional attachments, and 3. Emotional communities. I will use case study examples from British towns and cities to open up lines of enquiry around why certain emotional responses such as pride and fear are provoked by historic urban places; the complex interplay of the physical environment and everyday experiences in informing emotional attachments, as well as the reasons why emotional communities coalesce in particular historic urban places. In addition, the talk will explore the ways in which emotion, in the form of responses, attachments, and communities, can be considered within heritage management and concludes with a discussion of where next for heritage theories and practices in the context of understanding the role of emotion in how we value spaces of authenticity.

***Dr Rebecca Madgin** is Professor of Urban Studies at the University of Glasgow and Programme Director for the Arts and Humanities Research Council's Place-Based Research Programme. Rebecca is an urban historian who works on placemaking and particularly on the emotional value of historic places. Central to this work is an examination of the meanings of place and the processes of place attachment. She has published widely on these topics using historical and contemporary examples drawn from urban and rural places across the UK and internationally. Her latest book is entitled *Why Historic Places Matter Emotionally* (Cambridge University Press: 2025).*