

# **Fast Policy Revisited: Urban Development Models and the Changing Configurations of the City-Capitalism Nexus**

Ugo Rossi

Department of Economics and Social Sciences (Economic-Political Geography), Università di Torino,  
ugo.rossi@unito.it

Alberto Vanolo

Dipartimento Culture (Politica e Società) Università di Torino (Italy)  
alberto.vanolo@unito.it

In a paper published in 2002, Jamie Peck put forward the notion of 'fast policy', theorizing the adoption of ready-made policy prescriptions being elaborated elsewhere. This paper laid the groundwork for subsequent relational conceptualisations of the interrelated phenomena of urban policy mobility and neoliberal variegation.

Looking at the fast turnover of urban policy recipes in the neoliberal era, particularly at the intersected ideas of creative, smart and start-up urbanism, this paper redefines the fast policy phenomenon in relation to the constantly evolving macroeconomic conditions, the relentless reinvention of capitalism and its governmental rationalities, as well as the changing popular understandings of city life and urban globalization in general.

It will be argued that urban policy mobility is not just a circulation of interchangeable policy recipes and buzzwords informed by empty rhetoric and elites' opportunistic behaviour, but it reflects the changing needs and configurations of contemporary global capitalism, as well as the mutating urban regimes and the related marketing and pro-growth strategies being pursued at the national and local levels. In doing so, the paper will critically analyse changing narratives and representations of creative, smart and start-up urbanism with reference to different urban settings across the world, offering a comparative analysis of culture and technology-led models of urban development and the respective geographical imaginaries, governmental rationalities and underlying cultures of capitalism.

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