

4 Remaking the image of the city

Bilbao and Shanghai

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Competitive advantage has become the catch-cry of the modern era as more and more cities are forced to compete with each other for increasingly volatile capital. Competitive advantage is an essential aspect to many national, regional and local urban policy agendas. In a very direct way, this will impact the form of cities. Competition for market shares in the global economy will force major adjustments to the urban fabrics of cities as they rationalize to realize their economic potentials (Serageldin, 1997). Competition between cities is not new. Indeed cities have always competed for larger shares of capital and trade. What is new is the fact that in

4.1 Guggenheim Museum, Bilbao, on the edge of the river.

