



U okviru projekta

“Stvaranje grada: prostor, kultura i identitet”

(Hrvatska zaklada za znanost, Institut za etnologiju i folkloristiku)

održat će se predavanje

prof.dr.sc. Georgie Butine Watson

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PLACE-IDENTITY THROUGH URBAN DESIGN

u utorak **24. siječnja 2017. u 19 sati**

u Kući arhitekture ORIS, Ulica kralja Držislava 3, Zagreb

Sažetak (*predavanje će se održati na engleskom jeziku*)

Many people today, in many parts of the world believe that places we live in or visit should have their own special character, or what we commonly refer to, unique and distinctive place-identity. There are many theoretical perspectives on what place-identity means and how this quality could be achieved today, but historically it was the result of the traditional and vernacular methods of building cities, towns and neighbourhoods. Today, however, this is more difficult to achieve due to many local and global tensions as well as political, social and cultural factors. The lecture introduces some of the key theories that deal with the concept of place-identity, explaining what it means, and what are the key challenges today for all those involved in studying, designing and managing urban settings. Through a number of illustrative case studies, drawn from different parts of the world, the lecture discusses how different groups of professionals as well as ordinary users shape and co-create different types of place-identity. The final part of the presentation opens a discussion on the value of such interventions and conceptualizations and how we could work collaboratively to create places that are loved and valued by their users.

GEORGIA BUTINA WATSON is Professor and Research Director of Urban Design at Oxford Brookes University, Oxford, UK. She is also Academician and Regional Co-ordinator of the Academy of Urbanism, and is a Fellow of the Royal Society of Arts, UK. Professor Watson's professional expertise includes the study of urban history and morphology, place-identity, place-making, new towns, environmental psychology, participatory planning and urban design, sustainable urban design, public/private partnerships in planning and urban design, community development and place-identity, sustainable cities, urban regeneration and the aesthetics of urbanism. She has published a number of books including *Architecture and the City*, *Designing Sustainable Cities in the Developing World* (with Roger Zetter), *Identity by Design* (with Ian Bentley), *Sustaining Cities* (edited by Linda Kraus), *Retrofitting Cities* (with Tim Dixon), and *Designing Resilient Cities and Neighbourhoods* (with David Sanderson).