

# City Branding

## - creative city vs. local community

Urgup 02.10.2014 -European Landscape  
Convention

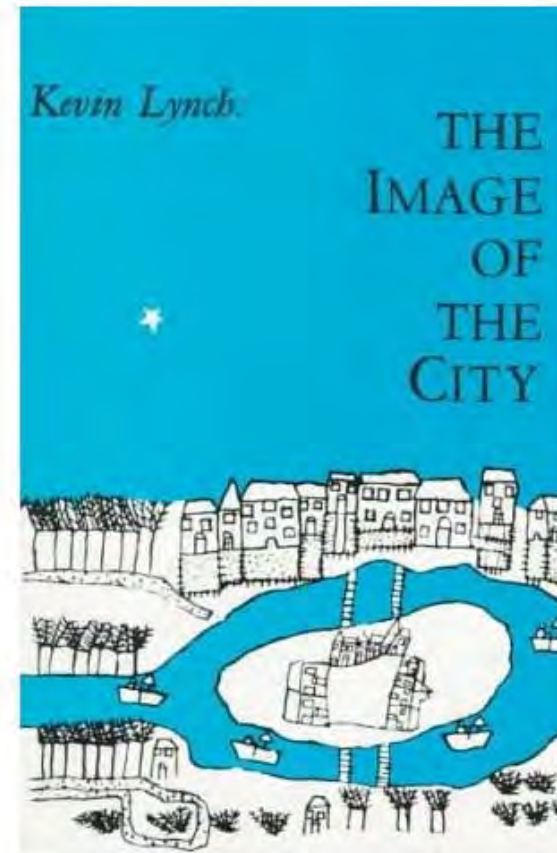
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# 1 FROM IMAGES TO BRANDS



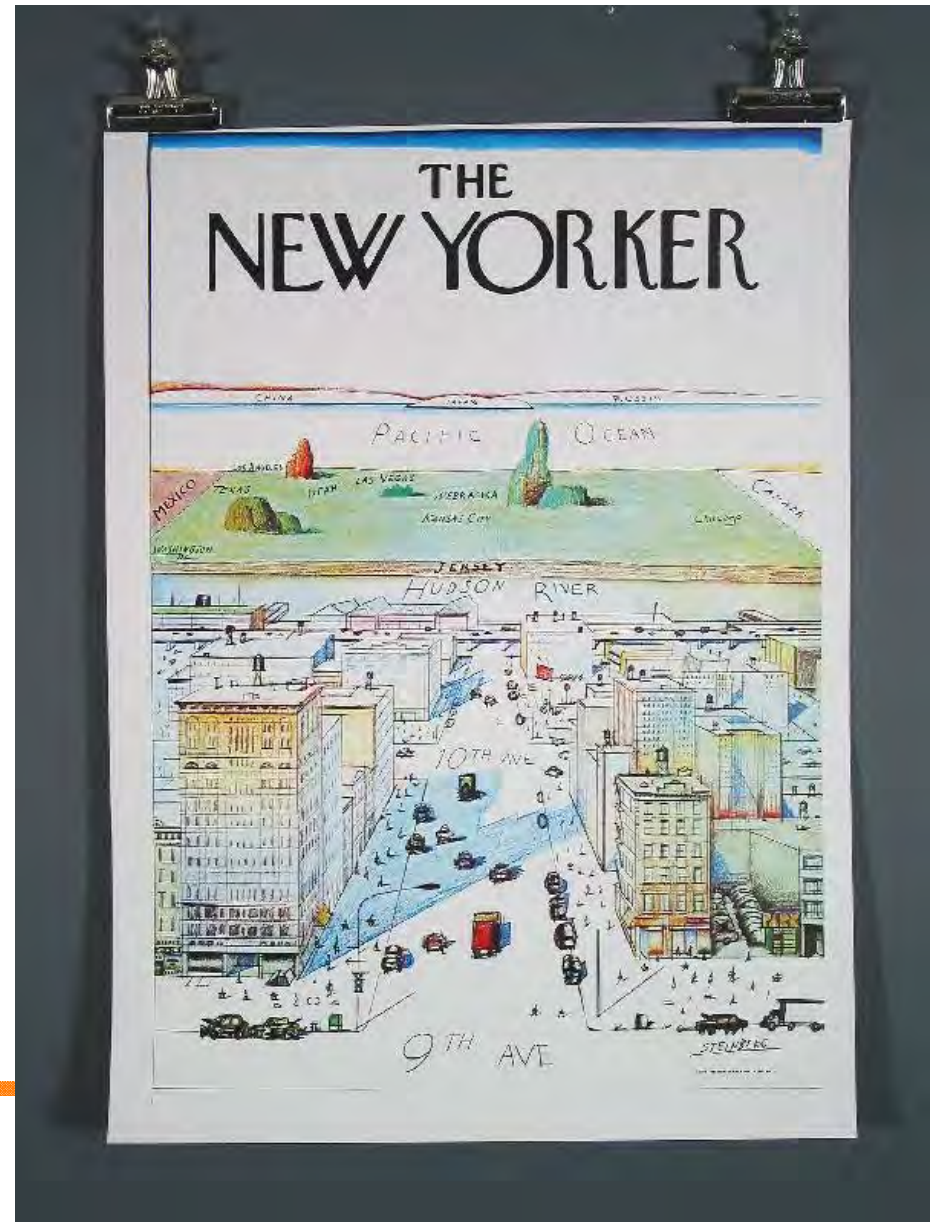
# From images of places to place brands

- There is a long tradition in studying images of places in human geography, social sciences, psychology, ..
- Lynch 1960: *The Image of the City*
- Yi-Fu Tuan 1974: *Topophilia. A Study of Environmental Perception, Attitudes and Values*
- Ted Relph 1976: *Place and Placelessness*



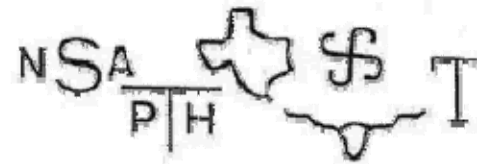
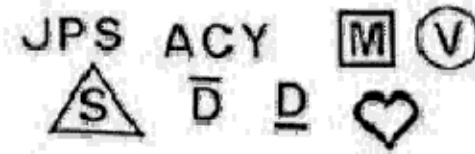
# Image

- Lynch: Five elements of the city: nodes, edges, districts, paths and landmarks
- "Mental mapping"
- Experience, perception, stereotypes
- Images and conceptualisations of areas are culturally formed during a long time, they change very slowly, are persistent, often stereotypical knowledge, (biased) experience



# Defining branding

- **Burning** branding
- branding apparatus
- branding machine
- brand, brander, branding iron
- **branding** in marketing:  
building a sign, “to mark a  
product so that it differentiates  
from other similar products”
- A brand is consciously built  
and produced



# Qualities of a brand

- There is no simple general definition for a “brand” or “branding”. Branding is both about functional and emotional qualities.
- Brands are an outcome of processes, where symbolic qualities are attached to a product, which then work as marketing arguments
- The success of a brand depends on the values, feelings and concepts are attached to it. The aim of branding is to connect the product and the image to each other in an inseparable way.
- A credible brand must have a content, it's not just hype: “A brand is a promise, which has to be kept.”

# Brand – product readability and reliability



Fiskars Design



*Coca-Cola*



**i** iittala

marimekko®



# Brand – vulnerable credibility



Nestlé Good Food, Good Life





# Brands strengthen the identity?

- "Brands derive their attraction largely from the fact that they introduce a certain order or coherence to the multiform reality around us. Brands enable us more easily to "read" each other and our environment of places and products... Seen in this way brands are not a source of pure differentiation, but also of identification, recognition, continuity and collectivity."
- Hans Mommaas 2004, 34. City Branding. In City Branding: Image building and building images. 2004. NAI Publishers, Rotterdam.

# 2 BRANDS IN GLOBAL CITY COMPETITION

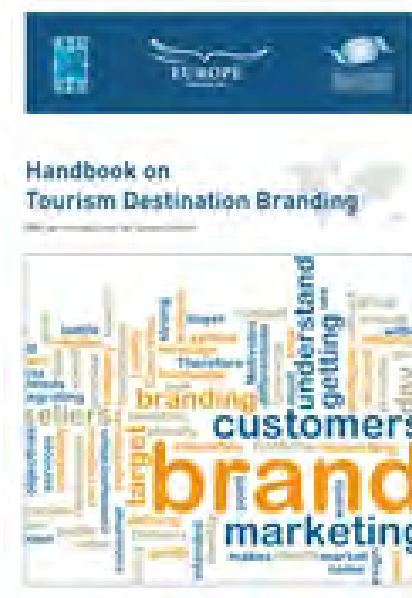
# Brands in city competition

- Brands have become important part of the urban regeneration policy
- A strong brand is believed to contribute to the economic success of a city
- The miracles of Barcelona, Bilbao, Dublin and Manchester show that with changing their image cities can also influence their economic path and their place in the city hierarchy



# Placemaking/Branding is big business

- Simon Anholt is an independent policy advisor who helps national, regional and city governments develop and implement strategies for enhanced economic, political and cultural engagement with other countries.
- <http://www.simonanholt.com/>
- ETC-UNWTO Handbook on Destination Branding Published



# Placemaking I: Creative city for global consumption

- Richard Florida (2002) Creative class and its implications for urban regeneration - an international bestseller and a public policy phenomenon.
- Metropolitan regions with high concentrations of technology workers, artists, musicians, lesbians and gay men, and "high bohemians", exhibit a higher level of economic development.
- The creative class fosters an open, dynamic, personal and professional urban environment. This environment attracts more creative people, as well as businesses and capital.
- Florida's ideas have had a strong influence on urban planners and politicians from Singapore to London and Memphis to Amsterdam (Peck 2005, 740).
- In focusing on culture and creative environment cities in practice have focused on entertainment, mega projects and carnavalization of city centres.

# CASE HELSINKI: BRANDING THE CREATIVE CITY







# Tommi Toija: Bad Boy

- Toija works with everyday materials – clay, leftover pieces of veneer, hardware store finds and loot from skips. His endearing little man figure has appeared in several exhibitions over the past decade. Now, Toija has re-created him in truly enormous proportions. Bad Bad Boy, a more than 8 metres high concrete sculpture will soon appear in the vicinity of Helsinki's Kauppatori market.





# Finnair Ferris Wheel

- VIP experience starts from our champagne bar, where the VIP personnel will welcome you to the wheel! They will escort you to the VIP-gondola, which is a unique piece of art. Inside the gondola there are 4 leather seats, relaxing music, air conditioning and a glass floor. The windows are slightly shaded so that you and your party have more private experience.
- VIP personnel will bring you a bottle of Veuve Clicquot champagne which you can enjoy the whole ride.





# Hotel Manta

- Hotel Manta of Helsinki is an art project by Japanese installation artist **Tatzu Nishi** that is arriving in Scandinavia for the first time. The artist inspires viewers to see their urban environment with new eyes, offering them in this case a new kind of perspective on one of the most popular sculptures in Helsinki.
- Nishi has designed a room around the top of the five-metre-high fountain that serves as a hotel at night and an exhibition space in the daytime.













# City Branding with Guggenheim

- **External branding**
- Target: imaginary audience, aims at attracting investments, tourists, visitors, tax-payers
- Was rejected in 2011 by City Council
- Architectural competition 2014: more than 1700 entries











Tällainen alue  
syntyy vain  
kerran sadassa  
vuodessa.



Lontoossa  
se on  
Dockside.  
New Yorkissa  
TriBeCa.  
Helsingissä  
Konepaja.



# Differentiation or homogenization?

- Cities are trying to separate themselves from each other by producing similar environments, megaprojects and events.
- Are cities losing their specific qualities?



# Polarization: Creativity vs. Everyday

- Contradictions might occur between the attempts to create the contemporary “creative city” with its spectacular and visual aspect, and the manifestations of everyday life.
- The first is often produced by public-private sectors whereas the latter is mostly characterized by the following concepts: “small, local communities with close and emotional ties, connectedness between people, caring and spontaneity, immediacy, participation and collaboration”. (Jayne 2006).

# Placemaking II: Local community and everyday

- Local community as a starting point
  - Lively neighborhoods and inviting public spaces
  - Creating social life in public spaces
  - Social dynamics of space
  - Intangible heritage
- 
- Jane Jacobs. *The Death and Life of Great American Cities*.1961. - "Grandmother of humanistic planning":
  - William H. Whyte.1980. *The Social life of Small Urban Spaces*.
  - Jan Gehl.1987. *Life Between Buildings: Using Public Space*.

# I CORNER STORE PROJECT



Aalto University  
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Kivijalassa ja Ostariissa tarkastellaan kaupan rakennemuutosta ja sen tulevaisuuden mahdollisuuksia toisiaan täydentävistä näkökulmista. Sekä keskustan kivijalkaliikkeissä että vanhoissa esikaupunkialueiden ostoskeskuksissa on kysymys lähipalveluista, joiden tarve lisääntyy tulevaisuudessa monesta syystä.

Toimivat lähipalvelut ovat myös urbaanin elämän ja kaupunkisosaalisuuden tekijöitä. Tutkimuksessa eri kirjoittajat pohjivat, miksi niin monien toivoman elävän kaupunkiympäristön tuottaminen on niin vaikeaa. Kivijalkaliikkeet ovat menettäneet asemansa sosiaalisen elämän keskuksina, vai ovatko? Mitä rakenteellisia edellytyksiä ja esteitä kivijalkayrittämisellä on?

Metropoliseudulla on vielä ostoskeskusverkosto, jonka säilyminen ei ole lainkaan itsestään selvää. Toisaalta vanheneva väestö, lähiöiden täydennysrakentaminen ja urbanisoitua elämäntapa korostavat niiden asemaa kaupungin kartalla. Lähiöostarit edustavat mennyttä maailmaa, mutta voivatko ne edustaa myös tulevaisuutta?



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Aalto TT 1/2013

Hyvät kaupat Kivijalka ja Ostari rakennemuutoksessa

Mervi Ilmonen (toim.)

Aalto-yliopisto

# Hyvät kaupat

Kivijalka ja Ostari rakennemuutoksessa

Mervi Ilmonen (toim.)

A? Aalto-yliopisto

# Research questions

- Do the small shops and entrepreneurs contribute to *local identity and urban culture*?
- *What is the role of shopkeepers in creating "the urban feel" and community?*
- What factors are important for the entrepreneur to run a successful business?
- Is the local entrepreneurship changing? Becoming placeless?
- Who are the new entrepreneurs?







# II SHOPS AS URBAN SOCIAL FORM

# Local Shopping Streets as Cultural Ecosystems

- *Local shopping streets form an intangible cultural heritage in all cities of the Global North, but there is little recognition of their significance and no public policies for their preservation.*
- The social capital that develops in these vernacular spaces supports *a unique urban cultural ecosystem.*
- Mobilize aesthetics, collective memory, and *traditional forms of social interaction to create feelings of local identity and belonging which are endangered by economic modernization and global consumer culture.*

(Zukin, Sharon. The social production of urban cultural heritage: Identity and ecosystem on an Amsterdam shopping street. (2012) *City, Culture and Society*)

# Different types of local entrepreneurs

1. Creative entrepreneurs
2. "Life style" entrepreneurs
3. Traditional family entrepreneurs
4. Gentrifiers
5. Ethnic entrepreneurs
6. Ethical food shops

# Shops as Urban Social Spaces

- Landmark shops, been there for generations
- Urban social spaces, where people share their joys and sorrows
- Specially socially talented people-oriented persons, who work with social capital, personality and social skills?
- Raili: " I couldn't be without people. The whole weekend I think of Monday, the people I am going to meet and what I a going to do as first thing in the morning when I start."
- Ulrika: "The best thing are the people. I am learning something new everyday".
- Jukka: "If I would just sit here without saying anything, no one would come here".
- Business is important, but not first criteria

































## Rye bread smells at Torkkelinmäki

In the small bakery everything is hand made









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# Social Forms as Intangible Heritage

- UNESCO 1972: World Heritage: Preservation of cultural heritage has aimed to restore and maintain the tangible “stones” of a historically significant built environment.
- By the 1980s, another goal: *to keep alive the intangible “spirit” of small social groups* whose customs and skills are marginalized by modern society.
- Normal processes of change in all modern societies endanger a community’s ritual practices and skills as well as built cultural forms. Intangible cultural oral traditions, performing arts, social practices, rituals and festive events, ... are also cultural heritage
- *Even though local shops and streets are material structures they include habits, rituals, collective consciousness and everyday practices which makes them part of the intangible, immaterial heritage.*

# Shops as Public Spaces

- Urban cultural ecosystems are formed by ordinary city dwellers interacting in vernacular spaces. Historically, the most important of these have been markets of various kinds.
- Today, they are often public spaces where men and women engage in social practices of prolonged and habitual consumption: the “third space” of local pubs, cafés, and barber shops and the casual “sidewalk ballet” of local merchants, shoppers, and passers-by. (Jacobs 1961, Oldenburg 1989, Low 2000)
- Equally important is the assemblage of small retail businesses that are concentrated in local shopping streets. But in contrast to either the intimate interiors of shops and cafés or the exterior focal points of public squares, *local shopping streets are seldom recognized as important public spaces in their own right.*



# Social Structures are Intangible Heritage

- *Small scale entrepreneurs are basic components of urban culture, liveability, public space (street life) and density.*
- Counterforce for concentration of retail (K-market, S-market, supermarkets and chain stores)
- Important part of local economy, basic form of urban entrepreneurship
- *Contribute to multiformity and invigorate the cityscape and streetscape in an organic way*
- *Reproduce social forms*
- Public policies and informal norms must ensure that local shopping streets preserve ongoing (*multi*)cultural heritage.

# DIY – city and internal branding

- Different forms of local social structures and for reproducing them
- DIY- city > Kallio-movement
- **Internal bränding** has to do with identity building : the aim is to strenghten and support the local identity and city pride









# VI CONCLUSION

# Right to a Place

- Cities and areas need regeneration and development: they need conscious planning
- Megaprojects often come outside democratic decision making and planning legislation
- Whose city/place?
- Inhabitants become strangers in their own cities and alienated from their city/places – or parts of it
- Sustainable urban tourism is not discussed enough

# Culture or entertainment?

- Planners have muddled up culture and entertainment – more and more restaurants and licensed places is not culture (Roberts 2012)

Seija Sartti HS 15.5.2013

## **Policy makers are spoiling Helsinki with their ideas**

”The Ferris Wheel in front of the Presidential Palace symbolises well the thinking of politicians and how they see Helsinki. For them the capital is Linnanmäki amusement park, where people come from other places to spend time and to amuse themselves. But a Helsinki inhabitant is not a tourist in his/her hometown. And does not want to live in an amusement park.”



# Local culture vs. global economy

- Local culture is much about intangible (e.g. social structures) heritage of cities and places
- Cannot and should not be measured in monetary terms
- Economy should be redefined
- Narrow short term neoliberal view defines economy as fast profits and continuous growth
- In post-war Europe the issue was prosperity (understood as social policy): free education, health care, social security, employment... producing the richest countries on the globe ...

# THANK YOU

# Shops as Part of Urban Heritage

- Local shopping streets are simultaneously a site of social, economic, and cultural exchange.
- Important is the assemblage of small retail businesses that are concentrated in local shopping streets
- Small scale of social interactions; by the rootedness of individually owned shops in local economies; and by the ongoing cultural negotiation, on the part of store owners, customers, and habitués, of two cardinal principles of urban life: familiarity and strangeness.
- *Crucial part of urban cultural heritage*



# City as a Brand Product

- Conscious branding and image creation
- A new or regenerated urban structure
  - > the industrial cities are being changed into consumption cities
- The new policies have signified the renaissance of the city centres dominated by esthetized consumption and symbolic building. City centres are again places of interest for the middle classes and elites, contrary to the industrial city.