



MARINA PAVKOVIĆ

# METODA PROSTORNOG BRANDINGA – UTJECAJ ARHITEKTONSKO-URBANISTIČKIH ZAHVATA NA KONKURENTNI IDENTITET MJESTA

DOKTORSKA DISERTACIJA [SAŽETAK]

## METHOD OF PHYSICAL BRANDING – ARCHITECTURE AND URBAN DEVELOPMENT IMPACT ON THE COMPETITIVE IDENTITY OF THE PLACE

DOCTORAL DISSERTATION [SUMMARY]

Doctoral dissertation investigates the modalities by which individual spatial identities can affect competitive place identity. The route towards objectification in the procedures of development programming and physical planning is enabled by evaluating criteria as well as evaluating factors, and finally by elaborating instruments of physical branding and the elements of the results' quantification.

Physical criteria deal with the causes of the problem which lead to the existing state in the space. They express the influence of architectural and urbanistic interventions on the environment's quality. The economic criteria deal with the consequences of the problem which caused the existing state in the space. These criteria express the influence of architectural and urbanistic interventions on the production and business function of the space. The social criteria deal with the problem which caused the existing state in the space. These criteria express the influence of architectural and urbanistic interventions on social well-being and space quality.

The elaboration of the criteria for evaluating individual spatial identities is followed by the evaluation and elaboration of the factors of individual spatial identity which influence the competitiveness of place and its identity. In correlation with the criteria, the factors are then divided into physical, economic and social. The physical factors have a direct impact on competitive identity. Transferred into images of the competitiveness hexagon they express influence on culture and brands. The economic factors have an indirect impact on competitive identity. Transferred into images of the competitiveness hexagon they express influence on investments and tourism. The social factors create an induced impact on competitive identity. Transferred into images of the competitiveness hexagon they express the influence on people and policies.

This dissertation also elaborates the models of physical branding, and based on the typology as the primary key, they are divided into

models of heritage and models of modernity. The models of heritage refer to spatial interventions at the location of an already existing construction where the term heritage is not determined by architectural language, but by the pre-existing spatial entity. The model of modernity refers to the interventions at the location without pre-existing architectural activity. As with the model of heritage, the term modernity is not defined by architectural language, but in this case, by the non-existing spatial entity. Further classification of the models of heritage and modernity classifies them according to character and location of the intervention.

The research was implemented in the area of architectural and urbanistic interventions in public space since it communicates the image of the city, whether the case is about public policies, culture of profile of the locals.

The method of physical branding, set by this research, allows creating and evaluating individual spatial identities which, contribute to promoting competitive place identity, separately or in a networked system. In addition to the scientific community and experts in the technical area of architecture and social area of economy, this method can also be used by other target groups interested in development. These are mainly representatives of city authorities, investors, members of civil society and citizens. The method consists of multi-criteria evaluation of the factors of impact of architectural and urbanistic intervention on competitive identity, which allows the factors to be monitored based on the segments of competitiveness and in the overall sense. In this manner, the *penta helix* management model, whose principle of participation of the main stakeholders and the interested public contributes to creating a social consensus and promoting competitive identity, is integrated in the system of modern view on sustainable development.

[Translated by MIRJANA CIBULKA]

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Znanstveno polje: Arhitektura i urbanizam

Podatci o disertaciji: 207 stranica, 6 priloga, 37 slika,  
28 tablica, 143 bilješke, 13 literaturnih referenci

### PROCEDURALNI PODATCI:

Prijava teme: svibanj 2016.

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Odluka Senata: 13. sjednica, 13.9.2016.

Izješće mentora: 525. sjednica FV, 24.4.2018.

Povjerenstvo za ocjenu disertacije:

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Povjerenstvo za obranu disertacije:

– imenovano: 527. sjednica FV, 19.6.2018.

u istom sastavu kao i povjerenstvo za ocjenu

Obrana: 3.7.2018.

Promocija: -

■ Predmet doktorskog istraživanja jest utjecaj arhitektonsko-urbanističkih zahvata, kao sustava pojedinačnih prostornih identiteta, na konkurentni identitet mjesta. Konkurentni identitet mjesta predstavlja skup željenih značajki koje pojedinome mjestu omogućavaju pozitivno pozicioniranje u svijesti korisnika pretvarajući identitet u konkurentnu i vrijednu nematerijalnu imovinu. Postavljanjem i razradom znanstvene metode prostornog brandinga pridonosi se jačanju konkurentnog identiteta mjesta. Utvrđeni su kriteriji za vrjednovanje i kreiranje pojedinačnih prostornih identiteta, te su utvrđeni i vrjednovani čimbenici utjecaja arhitektonsko-urbanističkih zahvata, kao pojedinačnih prostornih identiteta, na konkurentni identitet mjesta. Zaključno, ovim se istraživanjem uspostavlja metodologija primjerena za implementaciju rezultata istraživanja u postupke razvojnoga strateškog programiranja i prostornog planiranja s ciljem jačanja konkurentnog identiteta mjesta, čime je ostvaren i izvorni znanstveni doprinos.