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PROLEGOMENON

The INTEGRO UAD¹ research programme came together in response to the identification of a number of different priority research topics to be developed. The 6th INTEGRO Annual Meeting² was set up to inquiry the “Public Open Space in Transition”, (POSiT) into the state of health and well-being based upon the interdisciplinary approach, capable of bringing investigation and analysis to the pressing social issues. It was considered that many of the most detailed and complex difficulties facing society within the city’s public open spaces in transformation were particularly prominent.

To this end, selected contributions encourage a critical conception particularly in relation to the health and well-being, especially as given the wide range of social, cultural and economic issues. Consequently, this publication is focused to the planning and design of sustainable public open spaces that can be incorporated into health and well-being research, urban strategy, and practice to make places that are better for people and nature. Yet, despite the evidence, lasting changes seem need much more time to be achieved.

At this point, it is important to underline that the 6th INTEGRO Annual Meeting topic has been chosen before the Coronavirus (COVID-19) pandemic emergency. Publication came at a time when many are questioning the impact of a post-COVID environment on the health and well-being of the people. However, contributions have established a joint aim to consider also unexpected, peculiar conditions in planning and design of public spaces even due to the consequences of urban emergency.

Public health professionals, field epidemiologists and health policymakers have become increasingly important to better understand how to manage public space interventions and public health for people’s life while designers should redesign public open space that may better protect communities. However, national policy and local decision-makers must help drive the need for change that influences greater healthy placemaking, public health and well-being. At the present, planners and designers have been attempting to be socially responsible illustrating the variety of ways in planning and design. Design for health and well-being needs the development and application of a range of research matters to both improve happiness of people and offer added value to the city image.

The book mainly interrogates the current issues for health and well-being and covers ways in which we design public open spaces for urban quality, movement, and physical activity. Finally, it draws significant contribution from International academics to demonstrate thinking and research on several design experiences within different contexts and adaptive space capacity for health and well-being.

Dimitra Babalis
The Series Editor

¹ INTEGRO UAD (International Group on Urban and Architecture Design) - Founder and Chair: DIMITRA BABALIS, University of Florence.

² The INTEGRO UAD Annual Meeting it was scheduled to be held in Florence on March 26-27, 2020. But due to the COVID-19 pandemic emergency the Meeting was shifted in June 03-04, 2020 to the Online Edition, coordinated and chaired by DIMITRA BABALIS.

INTRODUCTION

Considerations and Propositions on Public Open Space Design for Health and Well-being

Dimitra Babalis

Public Open Space Design is identified as the most pressing concern for city's urban quality and can play an important role for human health and well-being. According to the 'World Health Organisation', (WHO), health is not solely the purview of the health sector but includes well-being essential to reduce people susceptibility to urban stress. This challenge calls for the engagement and commitment of a range of fields as urban planning and design, transport and so on to help designers build healthier lives. However, the impacts of good public open spaces to health and well-being should be considered as a multi-sectoral approach.

At present, many considerations are raised on Public Open Space Design. For the contemporary city and its transformation design principles should include rethinking public open space for walking, cycling and social interaction, making places more liveable to meet different user needs, providing for more tree planting and urban greening. But more attention should be given to raising the quality of a public open space and strong support for its transition as places for health and well-being. Attitude from designers is crucial to the prospects for a quality of place and quality of urban lifestyle.

It was observed that producing good public open space design could help to improve skills for healthier places to work and enjoy. At the same time, the role of local planning authorities should be crucial to engage decision-making in a discussion about the value for well-being activities. Designing healthier public open spaces to be used for better people's lifestyle through an enabling programme could help to improve urban environment. It is therefore argued that if public space become engaged in sport activities, people will see that there is value in the quality of life. Therefore, the shared usage of public open space requires major regulation and policy. It seems that the today's open space policy should consider changes for a more flexible public space use and social care.

CARMONA (2018:12) investigates on the importance of place quality for healthy outcomes by using scientific methodologies to explore the field. He underlines that well-designed places including greenery and landscape resources can contribute on positive health benefits in terms of:

- *Better physical health* (lower obesity and reduced heart disease)
- *Better mental health* (less stress and depression)
- *Better general fitness* (increased walking, sport, and cycling)
- *Greater daily comfort* (reduced air pollution, traffic noise)
- *Enhanced quality of life* (increased happiness and emotional well-being).

In addition, better place quality adds greater value to their users with particular regard to health and environmental outcomes.

Research pointing out psychological benefits of nature and restorative environments. KAPLAN (1995:174) shows how important role plays the natural environment in human effectiveness. He stresses how nature relates to mental restoration and the ways in which natural settings can meet the four requirements for a restorative environment:

- *Being away* (the opportunity to get to natural destinations)
- *Fascination* (the nature and its fascinating objectives)
- *Extent* (the natural settings that can promote a sense of extent)
- *Compatibility* (the special resonance between the natural settings and human inclinations).

The benefits of greenspaces as places that promote stress reduction and mental restoration; opportunities increased physical activity; opportunities for greater socialisation; and improved environmental quality have been established for some time. Bluespace has received less attention, however it is likely that areas which are primarily blue as opposed to green may possess this same quality, even if their surroundings are quite hard and urban. (see BABALIS and TOWNSHEND, 2018:10).

However, recent studies consider direct links between 'greenspace' and human health and well-being. Newly, there is an emergent body of work which evidences the health improving properties of 'bluespace', generally defined as 'green-blue space', by providing:

- Spaces for physical activity and recreation
- Places for social interaction
- Psychological restoration and stress reduction.

In fact, specific studies in urban design, psychology and public health established that environment types such as 'greenspace' combined with 'green-blue' infrastructure, active mobility and facilities can bring measurable health outcomes. Yet, a series of criteria must be present to ensure that green-blue space can work optimally. Easy accessibility, variation, safety can ensure inclusion and experience well-being. But such structures require to share surprising ways to point out their future potential in maximizing qualities in green-blue public spaces. Nevertheless, existing research results highly encouraging natural and built environments with water with more positive effects than those without water. Water may be a positive environmental feature considering its central aspect of many towns and cities. (WHITE et al, 2010)

At this point, the following questions are raised: Which open spaces and combinations of green-blue infrastructure can provide optimum well-being benefits? How do we ensure these benefits are available to all? Can we reduce health and well-being inequalities through sensible urban design?

Today, we may consider the city as an open system for human-environment interactions and a global experiment on sustainability should also include the assessment of health-related issues. On the other hand, as cities are spatially heterogeneous, public open space design is more usefully viewed as a dynamic process, especially under specific urban and social changes. Urban landscapes or built environments in transition maybe more likely to be sustainable and flexible if properly planned, designed, and managed.

Finally, improving the health of local communities requires greater action that reflects changes.¹ To be clear, all the above considerations on Public Open Space Design for health and well-being have been written before Coronavirus (COVID-19) pandemic emergency and the imposed mobility and social distancing restrictions. For this reason, definitive conclusions about the impact on the design of public open spaces would be deeper analysed.

At this stage, some emerging thoughts and concepts on socialising will have to be formulated by the need to walk or ride a bicycle, or by finding ways to outdoor exercise during the pandemic. Certainly, it is necessary to reflect on the need to adapt design principles to the "new condition", to achieve immediate actions for health outcomes.

¹ As we approached the publication of this Volume, Coronavirus (COVID-19) reached its fully pandemic emergency with clear implications to urban lifestyles.

Structure of the book

PART 1 - *Waterfront Urban Space for Culture Change and Well-being* goes on to demonstrate how design along waterfronts can contribute to support the well-being of people and at the same time encourage urban quality. It provides strategies for designing along diverse urban waterfront contexts with several methods and approaches. Significantly, looks at the increasing understanding on 'subjective well-being and happiness' through the study of case studies with a look at future challenges.

Chapter 1 - *Promoting Well-being. Waterfront Urban Space and the Health* by Dimitra Babalis argues on waterfront transformation along rivers is likely to attract people and create 'active' places for health and well-being. Waterfront projects seek to create vibrant public open spaces for sociability and physical activity. So, health must be considered by local authorities into the planning process to defend common goods. On the other hand, shared responsibilities among professionals and local people can help to better understand spatial dynamics, place, and form. Ecological thoughts and changing behaviours help to achieve a raising awareness, education in regulating riverfront change for health. For sure humans' attitudes and aspirations can be translated into a sustainable urban design.

To this end the following questions should be raised: How to create a common vision for the regeneration of waterfront space? How to develop proposals with community engagement and acceptance? How urban design criteria can optimize accessibility to the waterfront? How to create a 'greening' strategy to be used for a 'well-being strategy'? How to help people to develop a well-being behaviour, especially this of children and the elderly? How to develop design criteria which lead to healthily water parks for more physical activity? How waterfronts can be connectors of open spaces and the city?

Research showing the direct links between 'greenspace' and human health and well-being. However, there is now an emergent body of work which evidences health improving with the development of 'blue space' by providing 'active places' for sport and recreation, places for sociability. Therefore, a combination of the two 'blue-green' can provide health benefits.

The aim of this contribution is to show the potentiality of the River Arno in Florence that can effectively maximize recreational potentiality for well-being and health. Riverfront proposals for change with the creation of new open spaces for health such as: parks, gym spaces, urban farming and so on could be a great challenge for future urban design. Specifically, is shown some proposed urban frameworks and masterplans with a number of open spaces along the River Arno.

Chapter 2 - *The Role of Cultural Industries on the Revitalization of Former Shipyards and the Contribution of These New Urban Places to Communal Well-being* by Serengül Seçmen argues on urban waterfronts as being valuable parts of urban areas. It shows how cultural industries can contribute in a positive way to the communal well-being especially regarding the recreational and social aspects.

In this chapter, the transformation of two former shipyards, NDSM-Werf in Amsterdam and Haliç Tersane in Istanbul, are comparatively evaluated from the perspective of the role of cultural industries on their transformation and contribution to communal well-being. While NDSM-Werf is based on cultural industries welcoming all income groups and including water-related recreational opportunities, Haliç Tersane is led by the private sector, mainly aiming to become an attraction for the upper-income class.

This contribution is mainly based on several design strategies for the transformation of former shipyards, which is also beneficial for other types of abandoned waterfront places. Such strategies have higher importance on 'calming' forms of recreational activities for mental and physical relaxation, specifically water-related ones such as watching the scenery, swimming, doing yoga or meditation, fishing, and boat rides.

Chapter 3 - *Green-Blue Osmosis: Some Transformations for Health and Well-being* by Hassina Nafa. The chapter suggests that green areas substantially improve the quality of cities and luckily, cities are breeding grounds for new developments hoping to promote healthy and more attractive places.

A design initiative has been commissioned by the local authorities for restructuring and transforming unused green spaces which have created new synergies between urban planning and academia exploiting students' innovativeness in developing such green spaces. In responding to the need of today's life, the proposed transformation strategies can generate diverse social interactions providing communities with health and well-being benefits. This contribution presents the intervention in a green land on the shoreline town of Kyrenia on the North side of Cyprus, hoping to create and produce integrated green-blue solution not only as space design but also an impact to environment and well-being. Revitalization strategies to the area could help to uplift the image of the city through the creation of a new focus point that provides the communities with a healthier living environment and enjoying a new coastal experience. Forty-three proposals were put forward by third-year architecture students, subsequently whittled down to a shortlist of eight and then to the top three. Students' vision has considered the social and economic well-being of the residents and delivered a range of ambitious proposals with nature trails, yoga zones, tennis courts, biological ponds, rainwater harvesting systems and a new beach among many other design schemes proposals. Natural environments and sea water provide the context for a large proportion of the city's scene, the greater revitalization initiatives, the more grounded health benefits advantages.

PART 2 - *Enabling Urban and Social Environment with Good and Healthier opportunities* begins by identifying concepts on health and well-being and then deals with emerging trends in the design of urban spaces to support well-being. It then goes to explain relationships on climate change and built environment discusses for behaviour change on social and cultural change for well-being prospects. Finally, it is argued how the city brand identity and its evolution throughout the time can be considering as a symbolic tool and cultural artefact to verify if the dimension of health and well-being benefits appears in the more recent logos.

Chapter 4 - *Urban Climate Adaptation Strategies Within Public Open Spaces for Health and Well-being* by Helen Maistrou deals with climate change as a reality that means warmer and wetter winters, hotter and drier summers, rising sea levels and more extreme weather events. However, adapting open space for contemporary cities is an urban priority. As global warming means changes to the way we use public space, good design solutions should offer urban areas their best opportunities to adapt. Addressing these issues calls for the planning and implementation of adaptation policies along the following two axes: Actions to improve the thermal characteristics mainly of the built environment in the Southern urban contexts; Actions to create durable urban equipment and appropriate architectural and urban redesign of spaces with proper layout and utilisation of free public spaces for health and well-being.

Chapter 5 - *Looking at the Dimension of Health and Well-being Benefit Through the Evolution of the Commercial Logos of Ten European Capitals* by Annamaria de Rosa, Elena Bocci and Eleonora Freguglia. The chapter is inscribed within a wider research programme on *Place-identity and Social Representations of European Capitals in first visitors of six different nationalities* launched by de Rosa in the 1980s (DE ROSA, 1995; 1997; 2013, 2019) - later developed along multiple interrelated research lines based on 'field studies' and 'media studies', inspired by the modelling approach (DE ROSA, 2013).

This contribution represents an integrative work concerning a study on the 'Destination@-branding' of ten European Capitals: Rome, London, Paris, Helsinki, Vienna, Warsaw, Berlin, Madrid, Brussels and Lisbon.

Local authorities - especially when selling the city's image to tourists, through city branding visualized in commercial logos - are faced to the planning process to better defend cities as common good. In this respect the city brand identity is a symbolic tool and cultural artefact created in different historical periods to contribute to the 'distinctiveness' of the different cities and the objectification of different social representations anchored into their history and collective memories.

By considering that the branding is an evolutionary process (rebranding) the contribution analyses the recent transformations of some commercial brands in a longitudinal perspective. The aim is to compare the iconic structural elements of the brands (ancient and modern stems and logos) of the ten historical European capitals, in order to verify if the dimension of health and well-being benefits, driven by the environmentalist and ecological movements, appears in the more recent logos which play a determinant role in the narration of urban history.

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Urban Climate Adaptation Strategies Within Public Open Spaces for Health and Well-being

Helen Maistrou

Climate change is nowadays a reality that means warmer and wetter winters, hotter and drier summers, rising sea levels and more extreme weather events. Climate change affects the urban climate with detrimental effects on people's health, life and well-being.

Air pollution and heat waves pose significant risks to public health, floods and droughts and extreme weather events pose risks to human life, while also can cause damage to public space or make it uninhabitable. But the above phenomena are not only due to changing climatic parameters but also influenced by architecture, building density and materials, urban planning, the whole character of public space, lack of green spaces etc.

There is no impact of climate change that will not be felt in public spaces around the world. The extent of the consequences for public space depends on the physical characteristics of the urban space and the design of public space in cities can support or degrade the overall health of an urban area.¹

How should built environment be adapted and especially how should public space be constructed or reconstructed? Which elements of public space need replacing and when? That is the question.

Built environment and climate factors

The term 'built environment' encompasses any construction resulting from human intervention and, in a broader sense, denotes not only the natural or artificial environment in which people live, but also the effects that human action can have on the surrounding Infrastructure.

Based on the classification used in the Garnaut Climate Change Review the elements of the built environment can be grouped into seven general categories:

- Buildings: for residential, commercial and industrial use;
- Supply networks and Telecommunications;
- Public transport: transport systems and means (roads, railways, ports, airports, urban railways, etc.);
- Public spaces: recreation areas, parks, and all outdoor areas that combine natural and built environments;
- World heritage properties: national heritage buildings and monuments;
- Other buildings: various types of infrastructure.

Speaking about the built environment and focusing on Public Space, the problems arising due to climate change be summarized as following:

- Increased temperature, causes urban heat island, days of extreme heat, risk

¹ <https://www.pps.org/article/public-spaces-in-an-era-of-climate-change>.

Protection from water floats into the city, Denmark. (<https://iwa-network.org/climate-change-and-water-worldwaterday/>)

of fires, chemical degradation of materials Increase in heat wave frequency, decreased thermal comfort in urban areas and indoor and all the above have a direct impact on public space, where people are completely exposed to the weather. Therefore there is immediate impact on human health, cancellation of activities, alteration of vegetation, trees and foods and so on.

- Sea-level rise causes submission of the littoral zone, increased damage to buildings, infrastructure and to public space near the waterfront, rupture of protective structures, increased risks to human safety and so on.

- Increased frequency, intensity and duration of extreme weather events as winter storms, summer rainfall and precipitation, humidity, wind air pollution, sometimes some of them combined cause degradation of materials and structures damages of buildings, heritage monuments and public space and therefore increased risks to human safety, and damage to natural capital.

² The Paris Agreement entered into force on 4 November 2016.

³ <https://unfccc.int/process-and-meetings/the-paris-agreement/the-paris-agreement>.

⁴ UNFCCC resource guide for preparing the national communications of non-annex 1 parties . Module 4 measures to Mitigate Climate Change.

⁵ Guide to Climate Change Adaptation in Cities / The World Bank group.

⁶ <http://www.2020resilience.ifpri.info/files/2013/08/resiliencedefinitions.pdf>.

⁷ Repository of Adaptation Indicators. Real case examples from national Monitoring and Evaluation Systems. Published by GIZ In cooperation IISD.

⁸ "Public space in an era of Climate Change" by Katherine Peinhardt, 2018.

Adaptation and mitigation policies for the 'built environment'

To address the problems arising from climate change, all states have co-signed Paris Agreement² which for the first time brings all nations into a common cause to undertake

ambitious efforts to *combat climate change and adapt to its effects*, with enhanced support to assist developing countries to do so. The Paris Agreement³ central aim is to strengthen the global response to the threat of climate change in the context of sustainable development. Additionally, the agreement aims to strengthen the ability of countries to deal with the impacts of climate change. The Paris Agreement requires each Party to prepare, communicate and maintain successive nationally determined contributions that it intends to achieve. Parties should pursue domestic *mitigation measures*, with the aim of achieving the objectives of such contributions.

*Mitigation*⁴ is the anthropogenic intervention to reduce the sources or enhance the sinks of greenhouse gases, and *Adaptation*⁵ in climate change consists of "initiatives and measures to reduce the vulnerability of natural and human systems against actual or expected climate change effects". Both through informal preparations and formal planning activities, cities can succeed *Resilience*⁶ building their ability to absorb disturbances while retaining the same basic structure and ways of functioning, the capacity for self-organization, and the capacity to adapt to stress and change.

Sectors usually mentioned in national Monitoring and Evaluation Systems for adaptation actions in Climate Change⁷ are: Agriculture, Biodiversity, Building sector, Coastal zones, Energy, Financial services, Fishery, Forestry, Human health, Information & communication, Tourism, Trade & Industry, Transport, Urban areas, Water resources, Capacity building & mainstreaming.

But Public Space is missing from the above focus areas, though environmental challenges are also public space challenges⁸ and there is no impact of climate change that will not be felt in public spaces -as mentioned before-

This could mean planning authorities need to orientate urban planning and local regulations, urban development plans, building permits as well as design codes for public space to face climate risks.



Some considerations on public space and climate change

The high urban density makes public space more safe, for instance in the extreme precipitations, but it does increase pressure on urban green space. Urban greenspace performs a number of services including providing a space for recreation, flood alleviation, local climate regulation and contributing to improved urban air quality. They also provide an important set of habitats, which exceed the area covered by conservation protective designations. The total area of urban greenspace is an indicator of these services. An increase in the area or urban greenspace indicates an increase in the delivery of ecosystem services. Therefore an increase in this indicator should be interpreted as an increase in resilience.⁹

Greenspace is also capable of absorbing the effects of heavy rainfall, with porous soils soaking up much of the water and distributing it into underground aquifers, and root systems controlling erosion.

Spaces that are softer, greener, more organic and natural will store water and are critical to modifying urban temperatures. But at the same time the soil should be resistant to strong storms and flooding and areas used as water retention sites should be created.

Planting trees along rivers can provide multiple co-benefits in the context of climate change as flood mitigation, water quality and/or river cooling benefits. Urban green spaces with a generous planting of trees create a network offering cooler, cleaner air. They form a natural infrastructure that is as critical to support urban life and create much more beautiful, healthier places. But at the same time, they should protect and be protected from strong winds and precipitations.

Architectural and urban design or redesign of free public spaces in order to adapt in all the climate change phenomena

"Public spaces are where we experience global environmental challenges at the human scale. By thinking about

challenges like climate change as they pertain to places and people, we can use public spaces as tools for both lessening our collective contributions to climate change, and dealing with its imminent effects".¹⁰

Adapting public space for climate change often brings with it surprising extra economic, social and other environmental benefits. Well-designed, flexible public spaces are their best chance to adapt to climate change risks.

The design of public space should pay attention to paving materials, street furniture and green space, making public space accessible, walkable, safe and clean, by improving the street lighting, and the user's orientation.

"What makes a Great Place"¹¹

The PPS¹² created a diagram which refers to the significance of four principal urban qualities:

- Sociability
- Uses and Activities
- Access and Linkages
- Comfort and Image (PPS 2003b).

This methodology focuses upon improving urban design guidelines by reviewing existing theoretical and empirical research with regards to how pedestrian comfort levels can be addressed through public space design.

Pedestrian comfort according the above methodology is attained through the following quantitative and qualitative criteria in order to introduce measures that can improve comfort levels:

- Local microclimatic data (wind, humidity, radiation)
- Urban Morphology, Greenery and amenities (vegetation, water, materiality, canopies)
- Surrounding Context
- Protection from future climatic risk (temperature increases, heat waves, Urban heat island effects).

Public space should also provide¹³:

- Protection against traffic and accidents, against crime and violence,

⁹ Natural England Commissioned Report 2010.

¹⁰ "Public space in an era of Climate Change" by Katherine Peinhardt, 2018.

¹¹ "Placemaking and climate change adaptation: new qualitative and quantitative considerations for the "Place Diagram" A. Santos Nouri & João Pedro Costa, in *Journal of Urbanism: International Research on Placemaking and Urban Sustainability*, 2017.

¹² Project for Public Space.

¹³ "Public Places Urban Spaces" *The Dimension of Urban Design* by M. Carmona, S Tiesdell, T.Heath, Tanner Oc, 2010.

Protection from water floats into the city, Denmark. (<https://iwa-network.org/climate-change-and-water-worldwaterday/>)

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against unpleasant sense experiences, as winds, rain, snow, cold, pollution, dust, glare, noise

- Comfort for walking, standing and sitting
- Enjoyment, positive aspects of climate, positive sense experiences.

We should add to the above some safety measures due to climate change and especially from:

- Intensified Storms and Inundations
- Coastal Flooding and Inundations
- Extreme precipitation events.

To achieve it we need the following:

- Impact assessment of climate change effects in urban space.
- Vulnerability matrix (assessment) of possible impacts on public space according the character of each place
- Adaptation planning at site level in order to proceed to adaptation actions and design guidelines for public space.

And apart the above problems of climate change, we should take in consideration that nowadays there are some more risks: terrorist acts and covid 19.

Consuming there is a need for *sustainable design guidelines* for the following:

- Planting grass and vegetation
- Shading percentage
- Materials used for pavements
- Fresh air and ventilation
- Strong wind protection
- Intensified storms and precipitation protection
- Drainage system in cases of flooding and inundation
- Creating durable urban equipment and street furniture
- Easy accessibility but also for easy emergency evacuation
- Protection from terrorist acts
- Safety from covid 19.

Climate adaptation of public space is a new and unknown subject that is still only just finding its way onto government agendas. Many of the key players-users, managers, fellow civil servants, administrators, public and private parties- are not yet aware of the consequences of climate change for public space. The same applies to possible measures.

Planting trees in the city to combat climate change, by Marjorie Musy, a researcher in Nantes specialising in urban planning and urban cooling techniques. (<http://www.divercitymag.be/en/planting-trees-in-the-city-to-combat-climate-change/>)

Corktown Common Park contains marsh ecosystems, flood retention structures, and recreational areas. (Photo credit: Wylie/Flickr)



A 'sustainable shopping centre' planned for Melbourne includes a 2000 sqm urban farm on the rooftop. (Supplied: Frasers Property) (<https://www.abc.net.au/news/2019-09-06/climate-change-brisbane-rooftop-gardens/11477178>)

Thanks to its resilient design, Hunter's Point South in Queens withstood the impacts of Hurricane Sandy. (Photo credit: Stephen Rees/Flickr)



At this stage, communication geared to raising awareness and acceptance of and ultimately support for these measures is imperative. Fitting climate adaptation into existing urban public space is a complex challenge full of opportunity. Adapting open space of our towns and cities is an urgent priority. As global warming means changes to the way we use public space, good design solutions should offer urban areas their best opportunities to adapt.

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Looking at the Dimension of Health and Well-being Benefit Through the Evolution of the Commercial Logos of Ten European Capitals

Annamaria Silvana de Rosa
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Starting from a broad research programme on *Place-identity and Social Representations of European Capitals in first visitors of six different nationalities* begun by DE ROSA in the 1990s (DE ROSA, 1995; 1997; 2013b) - later developed along multiple interrelated research lines based on "field studies" and "media studies", inspired by a multi-method *modeling approach* to social representations (DE ROSA, 2013a; 2013c) - this contribution represents an integrative work concerning a study on the "Destination@-branding" (MORRISON & ANDERSON, 2002) of ten European Capitals through communication via their commercial logos.

The brands of Rome, London, Paris, Helsinki, Vienna, Warsaw, Berlin, Madrid, Brussels and Lisbon are the symbolic tools and cultural artefacts created in different historical periods in order to contribute to the *distinctiveness* of the different cities.

Therefore, the first aim is to compare the iconic structural elements of the brands (commercial logos) of ten historical European Capitals, which play a determinant role in the narration of urban history.

The research also compares the social representations evoked by brands (commercial logos) of the ten European Capitals among potential first-visitors.

Moreover, by considering that the branding is an evolutionary process (rebranding) the contribution analyses the recent transformations of some commercial brands in a longitudinal perspective.

At the end, the contribution is aimed to verify if the dimension of health and well-being, driven by the environmentalist and ecological movements, appears in the more recent logos which play a determinant role in the narration of urban history.

Theoretical Background

Destination branding constitutes a way to communicate a destination's unique identity by differentiating a destination from its competitors (MORRISON & ANDERSON, 2002).

According to different authors (CAI, 2002; FLOREK, INSCH & GNOTH, 2006; NANDAN, 2005) brand identity and brand image are critical ingredients for a successful destination branding, including two different perspectives:

- the "marketers" who desire to create the brand identity;
- the "targets" who perceive the brand image (KAPFERER, 1997; FLOREK, INSCH and GNOTH, 2006; QU, KIM & IM, 2011). In particular:
 - KAPFERER (1997) and KONECNIK & GO (2008) state that before knowing how

a place “is” perceived by the tourists, it is important to establish how a place “should be” perceived by its target audience; AAKER & JOACHIMSTHALER (2000:68) define brand identity as: “a unique set of brand associations that the brand strategist aspires to create or maintain. These associations represent what the brand stands for and imply a promise to customers from organization members”; while following KELLER (1998:93) and CAI (2002:723) brand image can be defined as “perceptions about a place as reflected by the brand associations held in tourist memory; or as a combination of cognitive and affective evaluations stored in the consumers’ minds” (BALOGLU & MCCLEARY, 1999; PIKE, 2009).

The relationship between destination brand identity and brand image can be considered as circular and dialogic:

- brand image plays a significant role in building brand identity (CAI, 2002);
- brand image is the reflection of brand identity (QU, KIM & IM, 2011:467); “the reaction to this message in the minds of recipients” (FLOREK, INSCH & GNOTH, 2006:279).

The distinctive and unique image deriving from the brand image differentiates the destination from the competitors and can be used by the marketers for destination branding. In fact, as stated by CAI (2002:722): “Image formation is not branding, albeit the former constitutes the core of the latter. Image building is one step closer, but there still remains a critical missing link: the brand identity”.

The model of destination branding proposed by CAI (2002) is organized around three central elements: brand identity, brand image and brand element mix focused in this contribution. The process starts choosing one or more brand elements -identifying the destination- and goes on with the formation of “brand associations” (attributes, affective and attitudes components of an image -see also GARTNER, 1993; KELLER, 1998) driven by brand identity.

Moving beyond the molecular studies interested in identifying the cognitive and evaluative factors in perception, purely focused on the processes of

categorization, encoding, storage and retrieval of information in memory, this paper captures the multi-dimensionality of the theory of social representations (MOSCOVICI, 1961/1976; JODELET, 1989; DE ROSA, 2013A, DE ROSA, BOCCI & DRYJANSKA, 2018).

Social Representations are defined as systems of shared meanings, values and beliefs, symbols and emotions connected to collective memories, attitudinal dimensions related to social practices and actions, that enable individuals to construct meaningful knowledge about the social reality (MOSCOVICI 1961/1976).

Main focus: iconic social representations for destination @-branding and rebranding

From the review of the City Branding literature conducted by KASAPI & CEIA (2017:139): “it can be concluded that the field of studies of destination branding in general and that of city branding specifically are still in their infancy suggesting that more studies can be conducted in these fields”.

This paper welcomes the Author’s suggestion and proposes a re-interpretation of “destination branding” in terms of “destination@-branding”, considering the mentioned ten European capitals, not only as objects of perception, but, in a more comprehensive way, as objects of representation (VANOLO, 2010) in light of the Social Representations Theory.

Starting from the awareness that the competition for distinctiveness is very high and the cities are continuously looking for finding new ways to improve their identity with the purpose of attracting visitors, this paper highlights the power of logos in Tourism Destination Branding (BLAIN, LEVY & RITCHIE, 2005) as iconic component of social representations. However, if logos have to be defined and re-defined because their aim is “to sell the city product” -starting from the assumption that places can be branded just like products to maximize their attractiveness and their enjoyment by visitors (ASHWORTH, 1994; ANHOLT, 2003, 2010; FREIRE, 2005)- in light of the social representations theory it

is important to take in account that: to transform the symbol means to change directly the entity that it represents (BOCCI, DE ROSA & DRYJANSKA, 2015, 2017).

Modelling approach research design

Given the relevance assigned to the iconic-imaginary dimension to social representations by the “modelling approach”, the brands have been studied by using an appropriate research design as described in the Table 1. In light of the theoretical option adopted, the need to adapt research design to the theoretical paradigm justifies the use of a multi-method approach able to grasp the multidimensional complexity of the social representation construct. The multi-method approach is driven by specific hypothesis concerning not only the relationship between variables but also the interaction between technique of investigation, strategy of analysis and the results (see Table 1).

Hypothesis

We expect to identify discrepancies among commercial logos - both in terms of structure of the elements that characterize these brands, and concerning their social representations - since, even though all of them are aimed at distinctiveness and recognition. In order to test the hypothesis, we have to answer to the following questions.

Research questions

- Question 1:* Which are the structural elements of logos?
- Question 2:* Which are the main differences about the social representations evoked by commercial logos? (Strengths and weaknesses; attitudes etc.)
- Question 3:* Concerning commercial logos, is it possible to improve them?
- Question 4:* Does the dimension of health and well-being -driven by the environmentalist and ecological movements- appear in the more recent logos which play a determinant role in the narration of urban history?

Table 1. The main features of the research design.

<i>The main features of the research design</i>		
<i>Objective</i>	<i>Hypothesis and main questions</i>	<i>Methodology</i>
<p>The research compares the social representations evoked by brands of the ten European Capitals among potential first-visitors.</p> <p>The aim is also to compare the iconic elements of ten historical European capitals (Rome, London, Paris, Helsinki, Vienna, Warsaw, Berlin, Madrid, Brussels and Lisbon).</p> <p>By considering that the branding is an evolutive process (rebranding) the contribution also analyses the recent transformations of some commercial brands in a longitudinal perspective.</p> <p>Last aim is to verify if the dimension of “health and well-being benefits” -driven by the environmentalist and ecological movements- appears in the more recent logos which play a determinant role in the narration of urban history.</p>	<p>We expect to identify discrepancies among commercial logos - both in terms of structure of the elements that characterize these brands, and concerning their social representations - since, even though all are aimed at distinctiveness and recognition.</p> <p>Key questions:</p> <ol style="list-style-type: none"> 1. Which are the structural elements of logos? 2. Which are the main differences about the social representations evoked by logos? (strengths and weaknesses; attitudes etc.) 3. Concerning commercial logos, is it possible to improve them? 4. Does the “health and well-being” dimension -driven by the environmentalist and ecological movements- appear in the more recent logos which play a determinant. 	<p>In order to identify the social representations of the brands we used the “associative network” (de Rosa, 1995, 2002) using as iconic stimuli the logos of each of the ten Capitals. Moreover, a grid has been created ad hoc to identify the distinctive elements of the brands.</p> <p>Among the various elements of branding-rebranding the presence/absence of the “health and well-being” has been verified.</p>

Research Instruments

Structured and projective techniques have been created or developed, considering as iconic stimuli the commercial logos of the ten Capitals:

a) The grid is a structured tool, in format of a table, realized ad hoc for this research line and aimed to detect the presence/absence of the following distinctive components of the brands:

- Name of the capital and texts in national languages
- Slogan
- Acronyms and texts in Latin language
- Royal elements
- Elements of military origin
- Religious or symbolic/mythological elements
- Natural elements
- Abstract graphic elements.

The grid has been applied to all logos in order to identify the structural main elements of the different brands.

b) The "associative network" (de Rosa, 2002; 2003) is a tool of a projective nature; therefore it is less subject to the phenomenon of social desirability, if compared to structured tools like for example a questionnaire. It enables respondents to specify the structure, content and polarity of a semantic field by themselves.

The tool requires first to associate words with the stimulus and then to establish connections and branching patterns between the elicited words that are written around the commercial brand.

The associative network requires people to attribute a particular polarity to each word (positive, negative or neutral) to describe its connotations. This allows to detect the evaluative component of the representations. A polarity index calculates the positive, negative, or neutral connotations of the free associations evoked by each of the iconic stimulus used in this study. This index, which varies from +1 to -1 is calculated using the following formula:

Polarity Index (P) =

$(n^{\circ} \text{ of positive words} - n^{\circ} \text{ of negative words}) / \text{total } n^{\circ} \text{ of associated words.}$
A second "neutrality" control index, which also varies between -1 and +1, is also calculated.

Neutrality Index (N)=

$|n^{\circ} \text{ of neutral words} - (n^{\circ} \text{ of positive words} + n^{\circ} \text{ of negative words})| / \text{total } n^{\circ} \text{ of associated words.}$

One of the commercial logos for Rome - as sample of iconic stimuli used in the associative network - is presented in the image on the right.

Data analysis strategies

Through the software SPAD (Lebart, Morineau & Beçue, 1989) applied to the associative network, it is possible to reconstruct the structure and content of the representational fields associated with the iconic stimuli (procedures Talex -contingency tables- and Corbit -analysis of latent dimensions, including as active variables indexes and words evoked-).

For each of the iconic stimuli the first five factors were extracted, whose cumulative percentage of variance explained more than 80% of the total.

Among the indicators useful in the interpretation of the results, the following are taken into account:

a) the factorial coordinates of each word on the first 5 factors which establish their position in the axes, in terms of distance from the origin and positioning on the positive or negative side;

b) the absolute contribution, which constitutes the part of the total inertia of the factor explained by each variable (ERCOLANI, ARENI & MANNETTI, 1990);

c) the relative contribution, or cosine squared, which assesses the contribution the factor provides to the explanation of the variability of each modality.

The analysis makes it possible to identify hidden dimensions (factors) that are subtended to the data and summarize the relations between original variables.

The aim is that of rendering of simpler interpretation the whole range of information through a synthesis, so that newly identified factors could represent a good approximation of the starting data-matrix. This article takes into account the factorial interpretation, leaving out further elaborations of geometric-structural nature.

One of the commercial logos for Rome as sample of iconic stimuli used in the associative network.

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Table 2. Aim 1: the structural main elements of the different commercial logos.



Spad has been applied to the words connected to the associative networks of ten stimuli, corresponding to the fist (1) logo of each of the ten European Capitals.

Participants

The analysis was carried out on a group of 40 italian potential first visitors, experts in training in "Marketing and Communication" (Master level) at the Faculty of Medicine and Psychology - University of Rome "La Sapienza". They have followed the Laboratory of Web Marketing, focusing the analysis of Social Representations of Historical Capital Cities.

Main Results

The structural main elements of the different brands

The analysis of the brands, made using the ad hoc designed grid, highlighted differences between stems and logos under scrutiny (Table 2).

Question 1: Which are the structural elements of the commercial logos?

Commercial logos leave space to modern elements: essential lines, abstract signs and circles, innovating the brand and referring to socio-recreational, emotional, architectural and design aspects.

All the commercial logos present the name of the city. Moreover: Slogan (Visit -Berlin-, -Brussels-, -London-; be -Berlin-; Fall in Love with -Varsaw-; Now or never -Vienna-; Now Forever -Vienna-); Symbolic/mythological elements (she-wolf and shield -Rome-; mermaid -Varsaw-); Natural elements (tree -Madrid-; sky and sun -Lisbon-; flower -Brussels-; river -London-; crows and sea -Lisbon-); Abstract graphic elements (circles -Helsinki-, -Paris-, -Rome-; vertical bars -Berlin-; sketch -Varsaw-; triangle -Paris-).

Concluding, about the iconic urban narratives, the commercial logos always include: "the names of the cities"; the "landmarks"; other "abstract signs" giving innovative graphical aspects to traditional elements.

AIM 1: THE STRUCTURAL MAIN ELEMENTS OF THE DIFFERENT COMMERCIAL LOGOS	
The commercial logos use abstract signs to recall modern aspects and topicality of the brand	
• <i>Name of the capitals/texts in national languages:</i>	
• <i>Slogan:</i>	
• <i>Symbolic/mythological elements:</i>	
• <i>Natural elements:</i>	
• <i>Abstract graphic elements:</i>	
• <i>Elements of military origin:</i>	
• <i>Royal elements:</i>	

Among more than one-hundred cities considered, of 27 different nations, Milan was decreed as the “overall winner” city, being proclaimed as “2019 Wellbeing City”.

City planning departments nowadays are working on integrating the well-being dimension with other policies for Sustainable Development; in this way, a health-promoting environment can be realized.

United Nations also defined some common guidelines referring to well-being; within the “2030 Sustainable Development Agenda”, “Good health and Well-being” represents the third goal. This dimension is fundamental for sustainable development and is inter-connected with other goals visualized in the previous page.

Referring to Goal 3: Good health and well-being UNDP specify that: “Good health is essential to sustainable development and the 2030 Agenda reflects the complexity and interconnectedness of the two. It takes into account widening economic and social inequalities, rapid urbanization, threats to the climate and the environment, the continuing burden of HIV and other infectious diseases, and emerging challenges such as noncommunicable diseases. Universal health coverage will be integral to achieving SDG 3, ending poverty and reducing inequalities”.¹⁰

Like the mentioned Sustainable Development, also Safety is a multi-dimensional concept including health and in particular “health security”. The Economist Intelligence Unit maintains a regularly updated index, the “Safe Cities Index” (SCI), to evaluate the strengths and the weaknesses of cities in terms of safety.

Each pillar contains several indicators, grouped into inputs of safety (e.g. environmental policies) and outputs that measure how safe a city currently is (e.g. air quality).

Looking at the overall SCI2019 score, five out of the ten European capitals taken into account in our work can be found among the thirty cities classified as the safest in SCI2019 score:

- London: 14th place
- Paris: 23rd place
- Brussels: 24th place
- Madrid: 25th place
- Rome: 30th place.


By considering the 2019 data, the reported indexes testify the effort of some of the Historical Capital Cities in Europe in the direction of “health and well-being”: the city of Lisbon won the Well-being City Award for Sustainable Environment; London, Paris, Brussels, Madrid and Rome are among the first 30 cities for the SCI2019 score.


Safe City Index 2019: Overall score. (https://safecities.economist.com/wp-content/uploads/2019/08/Aug-5-ENG-NEC-Safe-Cities-2019-270x210-19-screen.pdf)


Pillars of the Safe City Index 2019. (https://safecities.economist.com/wp-content/uploads/2019/08/Aug-5-ENG-NEC-Safe-Cities-2019-270x210-19-screen.pdf)

Overall score		
1	Tokyo	92.0
2	Singapore	91.5
3	Osaka	90.9
4	Amsterdam	88.0
5	Sydney	87.9
6	Toronto	87.8
7	Washington, DC	87.6
=8	Copenhagen	87.4
=8	Seoul	87.4
10	Melbourne	87.3
11	Chicago	86.7
12	Stockholm	86.5
13	San Francisco	85.9
14	London	85.7
15	New York	85.5
16	Frankfurt	85.4
17	Los Angeles	85.2
=18	Wellington	84.5
=18	Zurich	84.5
20	Hong Kong	83.7
21	Dallas	83.1
22	Taipei	82.5
23	Paris	82.4
24	Brussels	82.1
25	Madrid	81.4
26	Barcelona	81.2
27	Abu Dhabi	79.5
28	Dubai	79.1
29	Milan	78.1
30	Rome	76.4

¹⁰ <https://www.undp.org/content/undp/en/home/sustainable-development-goals/goal-3-good-health-and-well-being.html>

Digital security


Health security


Infrastructure security


Personal security
