البحث السادس

عنوان البحث: Historic Preservation for City Branding – Case Study Khedivial Cairo

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ملخص البحث:

Historic Urban spaces are considered one of the important components of the visual image that have significant effect on the urban environment. Those spaces are identified as planned open spaces which are usually located in the center of the city and it can be a place for tourists and community members to meet, a suitable place to hold celebrations, open markets or political rallies.

Today most of cities are aiming at strengthening the valuable urban character of the historical urban spaces to achieve a sustainable urban image by integrating non-physical elements such as culture, economic, social aspects and activities through some of new strategies. One of these strategies is urban branding strategy.

City branding, a novel aspect of urban communication, improves marketing of the city image in various ways by converting the visual image of the city into a brand image.

In this context, historic preservation can help cities retain their unique character and diversity of urban fabric in downtown areas. Consequently, historic preservation can provide cities a foundation upon which they can develop their unique urban spaces brands that attract talent. At the same time, historic properties can be used as a marketing resource for place branding.

This study aims to define the connection between historic and valuable images of the urban spaces and city branding, in order to achieve a proposed framework for evaluating the level of success of historic urban spaces (Opera square) from the urban aspects to improve the identity of the square.