

CZECH UNIVERSITY OF LIFE SCIENCES PRAGUE
FACULTY OF ENVIRONMENTAL SCIENCES



MASTER THESIS

The new image of Minsk -
inspiration from Prague and
Copenhagen

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DIPLOMA THESIS ASSIGNMENT

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Landscape Planning

Thesis title

The new image of Minsk – inspiration from Prague and Copenhagen

Objectives of thesis

The goal of the thesis is to propose measures which would help in defining the new image of Minsk, whose identity has strongly suffered from globalization and other influences in the past decades. The author will make a detailed study of the cities of Minsk, Prague and Copenhagen, comparing sites which are perceived by local inhabitants as contributing to each city's identity. Based on this study and on analysis of data from the comparison, the author will propose measures to enhance Minsk's identity and create a new image of the city.

The results of the thesis will serve as a source of information and inspiration for Minsk planning authorities, and possibly as an impulse to start public discussion on the new image of the city.

Methodology

After completing a literature review on the issues of city planning and identity, the author will select suitable sites for comparisons between the cities of Minsk, Prague and Copenhagen, using a survey among local inhabitants of each city (at least 20 per city). These sites will include open spaces, landmarks, streets and parks. The author will create a detailed description of each site, based on her observations in situ, including the intensity and modes of their use by people, focusing on how this site contributes to the city's identity.

Based on the collected information and on comparisons between the individual sites, the author will propose measures to enhance Minsk's identity and create a new image of the city.

The proposed extent of the thesis

40 pages of text, graphical supplements

Keywords

identity, open spaces, parks, streets, landmarks

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Zimmermann, A. 2013, *Planning landscape – dimensions, elements, typologies*. Birkhäuser Verlag, Basel, Switzerland.

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ABSTRACT

It is very important for a city that does not have a strong identity to determine the factors that led to reduction of its image in the global market. The study of the past experience of other cities is relevant in this regard, since it can contribute to the process of borrowing successful projects and makes it possible to avoid the mistakes made by urbanists. Thus, this research is aimed at studying and solving urgent problems typical for cities with weak identity, such as erosion of territorial identity, loss of uniqueness of urban space, etc. The choice of Minsk as an object of study is not accidental. It is caused not only by the fact that the urban space of this city remains poorly studied today, but also the real need to develop a new master plan that can in many ways change both the spatial appearance of the capital and the way of life and thoughts of its people. The development of the urban identity is marked by problems identified as reduced recognisability and impaired integrity, expressed by its main elements.

The analysis of the urban space of Minsk acquires particular conceptual and methodological importance, since in the theoretical studies of Minsk, the analytical work on understanding its spatial characteristics are intensified. Thus, the determination of causes of Minsk's weak identity is based on a comparative analysis of the identity differences of three cities in European geographical area – Minsk, Copenhagen, Prague.

The basic components of the entire image of cities (such as “Public spaces”, “Parks”, “Streets”, “Landmarks”) are considered. According to the results, the usage of Minsk's public spaces is avoided, since free access is not promoted, the pedestrian areas are small and design materials, which disintegrate and make the environment less beautiful are implemented, the parks have lack of infrastructure and innovative elements, the heritage has not been yet a priority of preservation in urban policies since post-war time. These are the main drivers, decreasing the identity of Minsk. Results of the assessment showed significant differences between three cities as a result of the differently chosen urban transformation. Minsk is a city almost entirely built in the second half of the twentieth century as one big project with its unique features of the urban environment that meet the needs of Soviet reality make it different than its western neighbours, but influenced by globalisation without reflection of the heritage. This suggests that the Belarusian capital can borrow the ideas of the cities with highly developed urban plan, in particular, the urban experience of Copenhagen which got a

truly unique identity with the vision of Jan Gehl, and Prague, which has a more recognizable image in view of the rich preserved past and thoughtful urban planning. For their successful implementation it's highly important to reflect the historical past.

Keywords: Urban identity, city image, lost of identity, urban space, spirit of the place, Copenhagen, Minsk, Prague

Declaration

I hereby declare that all information in this document is original work presented in accordance with academic rules. I also declare that, as required by the academic rules, I have fully cited and referenced all material and results that are not original to this work.



Anastasiya Vazniuk

April 18, 2019

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This thesis is the result of my Master studies at the Czech University of Life Sciences. The Master studies helped me to get the inspiration to search deeper on the visual phenomena that I notice and evaluate.

After travelling to my 16th European country, I felt that travelling to other European countries will be more boring due to the observation that European cities have some physical and cultural similarities, which don't really stay in mind, despite the rich heritage, like in Prague. However Copenhagen is the visited capital which has been remained in mind. The positive image of the city in the world means that the quality of life in this place is quite high, and most importantly that the city has its own identity. The interest to reveal its successful urban image has appeared. After determination that a lot of researches were aimed to improve public spaces of Copenhagen, I realized that the city I belong to needs this practice in view of lacking of spirit. That is how the idea of a diploma was born.

Writing a Thesis is an individual project, nonetheless, it would not be fully feasible without the support and contribution of close people and colleagues in my field.

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1. Introduction

It goes without saying that our world is an interesting place to discover, with the diversity of culture, arts, history, and the nature of different corners and cities. Just as grape juice becomes wine and stone becomes sand, a city transforms its image under layers of history. Depending on the factors which influence such changes, particular elements of a city's identity are preserved or disappear. In this day and age, globalisation is one of the main factors leading to loss of the identity.

In recent years, there has been an increasing interest in globalization as a process which has made cities both the beneficiaries and losers in this vast global change. Thereafter, academicians, mayors, city planners are increasingly concerned about developing and 'managing' their city's identity, in order for them to hold on the minds of potential travellers relative to competitors in the marketplace. Studies have shown that many businesses and companies which rely on innovation, creativity and design prefer to be based in cities which encourage a unique style and approach to identity. Furthermore, places with a strong identity help to enhance community awareness and bonding.

Minsk as a city is also influenced by the tendency of globalisation, which is in the focus of the research. The choice of Minsk as an object of study is not accidental. Despite its authoritarian regime, new capitalist features are increasingly including Minsk into global capitalism. (A. Shirokanova, 2010). Moreover, the city has been behindhand to reflect the modern tendency, as the problems of the past pull it back. Minsk never had a chance to develop a unique and recognizable urban identity. After WW II the constructions went ahead without facing the need to address this matter; the preservation of an urban identity was never seriously considered by the country's urban planners. Many researches indicates that history, heritage and culture have a huge part in building and maintaining a city's identity, but that other factors play an important role as well (Conzen, 1966; M. Rifaoglu , 2007; F. Jaadi,2017 and on).

The lack of spirit of the places and identity are among the most commonly discussed topics of urban platforms among Belarusian people. There are growing appeals for better places and preservation of the left heritage. However, the researches on this topic are limited with the accent on political or social side of the problem. This

research is conducted in order to overcome and to contribute to the strengthening of Minsk identity.

This thesis focuses on the detection of the lost identity of Belarusian capital and its opportunities of revitalization. In this context, the urban elements have been analysed morphologically, visually, functionally by the methodology of Lynch. The units of analysis of this research are three cities. The cities for comparative study are Prague, with its unparalleled multi-layered historical image, panoramic views, vibrant social and cultural life and Copenhagen with strong involvement of sustainable development and creativity into urban projects. Copenhagen's identity proves that not only history and ancient buildings can help forge a city's distinct identity. Both of them represent a stark contrast to the capital of Belarus.

Several methods were used to find out the social and physical factors which led to the current images of the cities. The author's direct observations on the line with survey were the primary sources for this study. The secondary sources were literature, historical maps images of the town taken from archives, images of social platforms.

If the researches to evaluate Minsk's identity are not conducted, in the next decades we will likely see high amount of physical structures, expressing the sameness of architecture on the city's image market and urban spaces transformed into non-places.

1.2 The aims of the thesis

The major research aim of this thesis is to investigate the factors influencing the loss and decrease of the recognisability of image and identity by cities. Minsk, with its obvious lack of image, will be the focus of this paper.

As an image of a city consists of physical elements, the target is planned to be reached through examining urban patterns which influence the image of the places in the selected cities. In order to meet the statement that is in line with built elements whether the place has spirit, various aspects of urban nodes are taken into account. To proceed with the aim, the first objective is to detect which places make up the image of the particular city. A survey is conducted for this purpose.

The second objective is to collect the data in the most distinct places among locals and tourists. The data collection is done with the actual visits. Afterwards, there is a

data comparison on selected urban elements in order to reveal the traits of uniqueness and sameness for each urban node.

The next goal after the comparison analysis is to determine which of them are the drivers leading to identity degradation, and on contrary, which could reinforce the existing uniqueness of the city. For that purpose it is crucial to detect the opportunities and threats of the sites. The SWOT analysis will assist with this information.

The last step is to provide the recommendations about Minsk based on the factors which reveal enhancing the identity of cities with more noticeable image. The SWOT assists to determine the applicability and relevance of the new way of successful case studies for the Belarusian capital.

In this regard, a city is a complex changing organism. Before going into the details on the data collection, it is important to analyse the cases of urban development and transformation of the three selected capitals from the post war II period to today. It is obligatory to take up the major factors from the past, which could weaken or enhance the image of the city. For that purpose, the wide overview of literature is required.

In parallel, the study seeks to understand more generalized concepts. The following pages explore the concept of identity, how it is formed, and which factors of modern urbanism allows a city to overcome a period of identity crisis. It also includes the overview of huge body of literature in order to understand the background of identity transformation.

2. Literature review

The literature review is an important part of the study for the whole thesis as it was used to interpret the urban identity and to tie in the influence of urban development of the selected cities. In this study, firstly the concepts of urban identity, city planning and urban transformation are studied. The understanding of a city's identity is not possible without understanding its identity throughout history. In order to understand the environment in which an identity is formed an overview analysis on urban transformation of Prague and Copenhagen is provided. In addition to it, the old master plans, maps and photos from archives are explored for Minsk. Later on, it assists to reveal the drives which enhance or decrease the identity. It is also sought to detect the key political and key institutional actors such as urban planners and mayors, who have

influenced the city image, over time. The literature review is used in order to analyse the mentioned issues.

The literature is the secondary source of data. The literature was directly collected from the following scientific online sources: Bookfi, Google Scholar, JSTOR, Researchgate, Tailor Francis Online and Web of Science. Due to the limited amount of existing research about the identities of Minsk, Prague and Copenhagen, the author uses a historical overview of the cities in order to identify factors in the loss of a city's identity.

2.1 The concept of urban identity

First of all, the main term of this study, the identity of the city, should be defined. Being highly complex and multi-layered phenomenon, urban identity can be described from perspectives of various disciplines, ranging from psychology and sociology to urban design and development; lately even in terms of branding and marketing of cities (Hilber and Datko, 2012). The Urban identity is an indicator for the social spirit of each nation and is the consequence of the general population's choices and considerations about it (Ghavampour, 2008). M. Proshansky claims place identity as a sub-structure of a person's self-identity, and contains the feelings and information experienced every day in physical areas. One way or another, identity of place is created and inherited from the culture, social interaction, sense of place experienced by its inhabitants. Russ et al., 2015 suppose that there are levels in the definition of the identity and character and it is more situational and alterable as per fluctuating conditions. "People have levels of identity: a resident of Rome may define himself with varying degrees of intensity as a Roman, an Italian, a Catholic, a Christian, a European, a Westerner. The civilization to which he belongs is the broadest level of identification with which he intensely identifies. People can and do redefine their identities and, as a result, the composition and boundaries of civilizations change". It shows that people influence the traditional heritage as well as the heritage influence back the planning of the city in the frames of its preservation and future development. Sense of place evolves through personal experiences, and defines how people view, interpret and interact with their world (Russ et al., 2015).

The identity of the city is built from its features, differences from other cities, and uniqueness. Each city has a history and an identity, but in contemporary conditions

identity can be lost easily, due to the peculiarities of modern culture. Identity is determined by a variety of factors: “Identity is both related to and every bit as complicated as culture. In a city, identity takes shape at every level, ensuring that an inhabitant will have multiple ways of describing and expressing it. This will range from the historical and traditional image of the city (Prague is very different from Copenhagen or Minsk from this point of view), through the identity of neighbourhoods within the city – which change with their level of prosperity and the origin and professions of their inhabitants – to the identity of individual inhabitants in relation to those around them. The identity of the culture of any neighbourhood can depend just as much on the facilities it enjoys (its cafés, theatres, bars and open spaces) as on the people who live there”. (Culture, cities and identity in Europe) As will be shown, the loss of the identity of cities is primarily an information process related to the lack of effective or missing positioning more than to the unification of architecture and culture (Bell A. & de Shalit A, 2013).

The identity issue is usually examined in relation to persons and social groups. This issue has a long history – it has been regarded in philosophy since Antiquity. In postmodern society people do not seek for missing identity, they try to build their own special identities. Nowadays not only people and social groups have identity – the cities also can be considered from the perspective of identity. As will be shown, the loss of the identity of cities is primarily an information process related to the lack of effective or missing positioning more than to the unification of architecture and culture.

The structure of the identity of the city includes spiritual and physical components. (Farnaz Javadi, 2017). The identity is formed not only by architecture, it is also the spirit of the place. Along similar lines, S.J. Holmes, 2013 argues that that our experience of a place is designated by actions and physical boundaries and enacting feelings within it, and that defines us. Cities reflect values of its inhabitants; the design and architecture always have social means (Bell & de-Shalit, 2013).

Following Lynch, several other researchers (e.g., Gordon Cullen, 1961; M.R.G. Conzen, 1966, 1975; Sharp 1969; and Roy Worskett, 1969) began to use the concept of spirit of place or genius loci allied to the concept of identity of a place. They stated that, identity and/or character is thus closely linked with the form and the history of a place creating a sense of place or genius loci. Referred to by Jiven

& Larkham (2003), Conzen (Conzen, 1966, pp. 56-57) mention that “ in the course of time the landscape, whether that of a large region like a country or of a small locality like a market town, acquires its specific genius loci”.

2.2 Identity as relationship “people and urban environment”

In the work “The city and self-identity”(1978) the well-known psychologist Pohansky determines place identity as: “those dimensions of self that define the individual’s personal identity in relation to the physical environment by means of a complex pattern of conscious and unconscious ideas, beliefs, preferences, feelings, values, goals, and behavioural tendencies and skills relevant to this environment”. From a psychological perspective Göregenli (2005) asserts that urban identity or urban identities are a result of complex relationships between individual self, place identity and urban environments. This tenets bring the idea that identity is formed not only by architecture, it is also the spirit of the place. Cities reflect values of its inhabitants; architectural creation is impossible without social means. Despite this, according to Relph, identity of a place is strongly linked to the existence of authentic sense of place.

What is place from the urban point of view and which connection does it take in the urban identity?

“First life, then spaces, then buildings...” Jahn Gehl. Places offer a broader theoretical and practical understanding of how an individual and the environment are inseparable. According to Spector (2013), the environment in which the person is placed at any particular point defines the identity of that individual. By manipulating the space, urban environments such as cafés, theatres, bars and open spaces serve to define not only the spirit of the place but also the spirit of the residents. The outline nature of urban areas and their spaces in general society domain can profoundly affect the personal satisfaction experienced by groups (Pompe & Temeljotov Salaj 2014). In addition urban character can ingrain a feeling of community pride in citizens and pass on a much enhanced social picture to guests of the area.

Marc Auge, 1995 marks that characteristic of non-places as those without the sense of place. The nodes that belong to transportation infrastructure are considered non-places because of their functional purposes (Milos Stipic, 2014).

2.3 Identity as a part of city image

Identity is a cultural production which is always in an evolving process. The state of remaining the same under different conditions. Perception of people regarding the unique form of place. Image is a crucial component in the process of selecting a destination (Prebensen, 2007).

When I think about Minsk, I don't think about the Upper Town or the cleanness of the city, about which a tourist will think about. Minsk for me is that place where I always go to buy the clothes and home decoration stuff as the shopping mall restaurants areas there are by European standards, comparing to my small town. The welcoming at arrival Minsk's gate, therefore for me it's a democratic part of West when I compare it to the grandmothers selling the flowers and seasonal vegetables in the underground crossing despite the harsh weather. On the other hand, a foreigner would probably buy souvenirs with visual symbols of Minsk and consider them representative of its image.

The concept of the identity of the city is close to the concept of image. Identity is partly based on image and connected with perception (the image is the result of positioning and perception) in other ways. City image can be positive or negative, but usually includes both these sides. Without doubt, cities are interested in developing and maintaining their positive images because the image that is thought carefully can help to reach marketing goals and to make its residents feel pride. City's "personality" and uniqueness is represented not by central city area in most cases – downtown establishes brand identity for the outside world. At the same time, it is also important to maintain the outskirts and to convey attractiveness of the primary and secondary entrances into the city. Other meaningful image builders, such as public spaces, architecture, restaurants, museums and greenspace help to create full value perception of the city for its visitors (Richmond, Indiana, 2006).

The role of image makers in building of the image of the city should not be denied. In addition to image makers, businessmen participate in this process, as business is one of the most powerful means of broadcasting the image outside the city and the country. The positive image of the city in the world means that the quality of life in this place is quite high, and most importantly that the city has its own identity. The city's image attracts both tourists and new residents who are looking for a friendly and

comfortable environment. Nowadays cities become brands, and there are special technologies for building images and then brands of cities (Kuzina,2017).

Thus, one of the reasons for the loss of the identity of cities is that building a city image is not recognized as an important issue. The most identifiable and effective image makers can be the objects within the city, the physical elements and their combinations. If the city continues to exist under the old rules and laws, it does not become a single media environment and it loses its identity. In the information society, branding is important not only at the corporate level, but at all other levels, so ignoring the importance of image-making and building a brand of the city leads to a loss of identity at the level of constructing meanings. Any city is not only a real space, but an image in the minds of people. If this image is not unique, not clear enough and not interesting, if it is not built up purposefully, the identity of the city cannot be strong (Kuzina, 2017). Residents of the city should participate in the process of completing the image. A solid local identity is also significant for the residents to feel at home in the cities where they live. The stronger the feeling of home, the more intensively the residents take part in generating their environment, in preserving the already constructed cultural heritage and in the negotiations on the development of their city (A.Bohm 1988, 1996; Z.Toth. 2001; Z. Bugovicz. 2007; N. Sheffler al. 2009).

In addition to the concept of the identity of the city, Kevin Lynch examines the concepts of imageability and legibility. The author focuses on the concept of legibility to explain basic visual qualities of cities. It should be noted that the concept of legibility was developed by numerous urbanists – most of them describe it as a complex of features of city parts that enable inhabitants to identify and organize in an overall pattern. Legibility relates to understanding of the whole city through its parts, with forming a structure of the city from its elements. Imageability also describes the physical parts of the city, but in the sense of feeling the whole image, not in the sense of understanding. The five elements of visibility are offered: (1) *paths*: routes along which people move throughout the city; (2) *edges*: boundaries and breaks in continuity; (3) *districts*: areas characterized by common characteristics; (4) *nodes*: strategic focus points for orientation like squares and junctions; and (5) *landmarks*: external points of orientation, usually easily identifying physical object in the urban landscape. Since the paths organizes the mobility of the city, these are especially important. Thus, observer gets a strong image of the city by perceiving its visual parts (Sarah Abdullah Al-

ghamdi, 2015). Lynch is widely argued that the of the built urban morphology make up a city's image. City is much more complex creation, composing of human lives, cultures, materials, inner organizations, etc. The natural patterns should also be taken into consideration. The town is formed by climate, topography, water elements. For example, some articles stresses that without incorporating water as a relevant variable for understanding people's identities, cultures and religions in the past and present, one misses crucial aspects of historical agencies and structures at work in society and religion with implications for future developments (Terje Oestigaard,2009). To sum up, identity can be perceived through all the possible factors : "design, form and colour, the spaces and linkages between buildings and the uses of buildings all of which combine to produce a distinctive spatial and visual quality, helping to distinguish one place from another and create local identity" (M. Rifaoglu, 2007).

2.4 What does create, maintain, keep, revitalize the identity

A Citizen or a tourist perceives an identity not as a visual brand or name, but as set of indirect factors. The urban identity reflects on the city's physical space as distinctive socio-economic and cultural parts can be completely different in various cities (Sirel, 2005; Beyhan, 2015).

Verwijnen (2005) underlines that cities cannot allow anymore an unrestricted situation, but must use their internal resources.

. One may suppose that "public spaces" is the most important part of a cityscape since people form cultural identities largely through spatialization of their experiences.(J. Dzierwiecka& T.Nakayama,2009). Events appear to be a part of this process of transforming the public spaces into more fluent cultural activities. Festivals have a great impact on the people's perception of the city. They ensure a number of points of identification and promote the origination of the individuality of the non-capital cities. They unite the subcultures and generate cohesion among the admirers of the general sphere (Silvanto & Hellman, 2005). In pursuit of new forms of community, postmodern travelers are looking for "discontinuous instants of physical vicinity with the concrete nations, places or events" and, to a wide extent, this vicinity is sensed as mandatory, relevant or desired" (Urry, 2001).

Cultural heritage develops and to strengthen a recognisable identity to attract and bind citizens, enterprises, a skilled work force and tourists. Bearing on cultural identity, it is fast appears to be an element that gives strength to a distinct urban identity, particularly in the context of globalisation. (Scheffler et al., 2010) In the article of E. Beriatos and A. Gospodnini 2004, “The tendency that built heritage in European countries weakens its positions, while innovative design of space emerges as an effective new techniques of place identity” is discussed. Considering that built heritage provides the light to the identity both among residents and locals it is important to use properly the heritage buildings (Z. Toth, 2001, A. Roman, 2004, L. Agosthazi,2005).

In the article of E. Beriatos and A. Gospodnini 2004, “The tendency that built heritage in European countries weakens its positions, while innovative design of space emerges as an effective new techniques of place identity” was discussed.

In the perfect projects of new urban districts; the qualities of this part of the city are changed from the central one, however the national identity is indicated and a comprehension that future cannot exist without the past is acquired (Scoffham E., 1997). The inappropriate respond on the urban change will lead to the loss of historical elements. The historical elements are the important evidences of past life that should be respected and be a lesson for future (Rapoport, 2004). For the historical centre of Minsk, the metamorphosis of urban structure of Minsk might lead to loss of its historical elements that represent the main image of the city.

One of the most popular and common technics to revitalize historic center is pedestrianization (Moosajee, 2009; Jureviciene, 2011; Hass-Klau, 1993) Jeff Rison from Gehl Architects states that “Streets are the most underutilized assets in cities” pointing unnecessary slip lanes, intersections, too-wide turning lanes in the city.

Pedestrianization has also been a key factor in promoting the link to city image among tourists (Ibraeva, 2014); it promoted itself as an effective method to attract more tourists to enjoy the historic cultural heritage (Passaro et al., 2016). In this standpoint, local businesses (commercial and manufacturing activities) appear to be not only a plain service for the tourists and the local community, but , as, well be important of local identity , and, therefore, a part of the cultural heritage of the place (Cetin et al., 2004).

In urban conservation the evolution of identity understanding changes within the last century and at the moment it has reached to a comprehensive meaning. In the Athens Charter (1933) is claimed that any of given period of the historical style shouldn't excluded of buildings. The Venice Charter (1964) scales up from buildings to the urban and rural settings, considering them as an evidence of particular civilization historical presence

A few researches have distinguished the utilization of physical urban components to form, restore and keep up the urban character (Widiya, 2013) : (1) Using the people-place relationship (Gospodini,2004,2006; Lewicka,2008); (2) Using physical identity characteristic and hidden feature of traditional pattern (Tavakoli,2010); (3) Using architecture for understanding the forming of city identity (Doucet,2007; Makas, 2007); (4) Using the urban morphology to investigate the architecture and urban character (Elsheshtawy,2008) .

In turn, there is a possibility for the city to loose its image and original identity caused by the prevailing metamorphosis of urban elements (Armando and Burbanio, 2009) as the democratization process of the city and the territory.

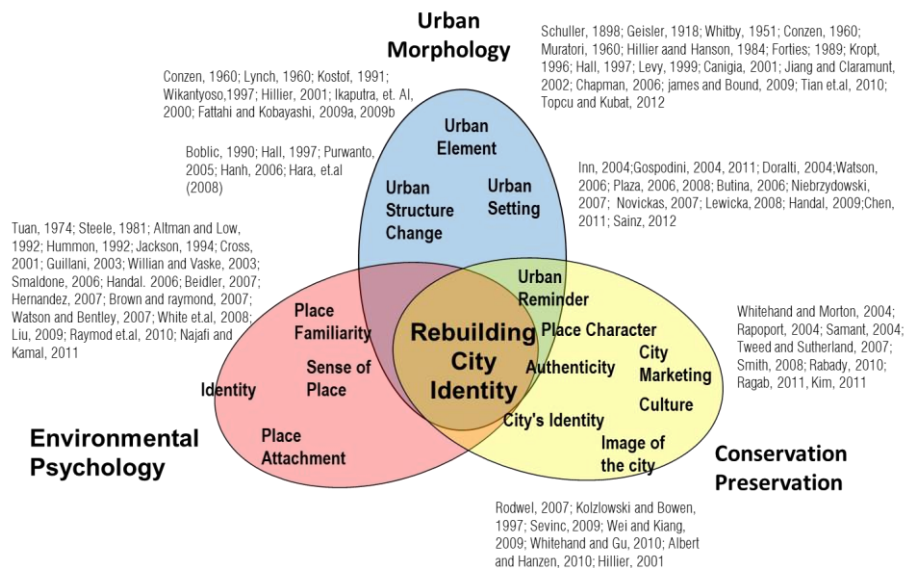


Figure 2.1 The sides of rebuilding of city identity (W.Anwar, 2013).

The problem of shaping the urban identity of the particular city arises in the crisis moments of the cities. There are three approaches that deal with new urban development (figure 2.2). In most of the cases, the planners choose the approach, relying on the ideas of the government (Widiya, 2013).

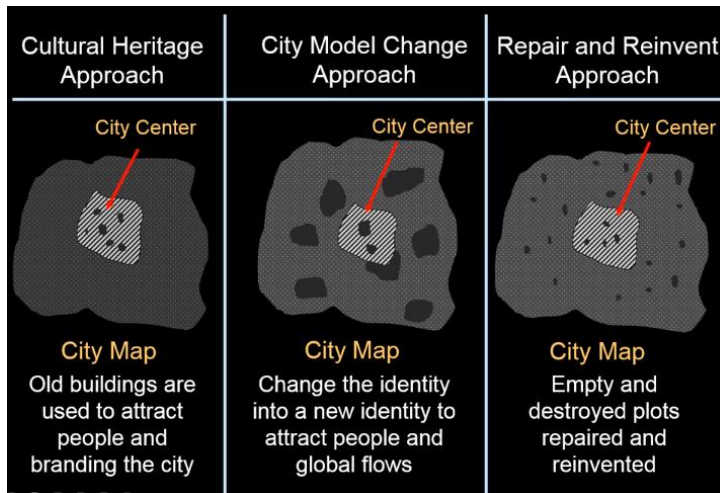


Figure 2.2 Three approaches that deal with new urban developments (Widiya2013).

2.5 Building a new image of the city

Fortuin and de Meere (2005) point out that cities tend to develop whatever resources they have. In addition to improving image in traditional way, technology can be also involved in building the image of the city as alternative, influencing it directly and indirectly. The image of the city and its identity are also formed by the way people around the world who have never visited the city perceive it. In the past, this image was less clear, because the city could be seen only on photos and on TV. Nowadays it is possible to perceive the space differently, interacting with the city at other levels – it is enough to see the city on social networks or on Google Maps to create its image without visiting it, and this image will be more complete than that one which could have formed earlier by indirect contact with the city. People can treat cities in a completely different way than simple tourism – for example, they can mark them with tags and thus symbolically assign them. Passing through the tags make up representations about cities and shape their image in the minds of Internet users.

In this regard, the problem of identity arises in the sense that all cities, the whole world merge into one virtual space being perceived as virtual object. Perceiving them in this way, people do not give preference to specific cities, because they can assign any virtual image of the city with the use of technology. In addition, the image of the city can depend on the events taking place there, which are broadcasted in the news. These events are not planned and not covered in the media and social networks purposefully, so each city can gain a sudden meaning.

Virtual reality can conflict with visual reality. Virtual cities exist in virtual space, and their image does not necessarily correspond to the visual image of real cities. The meaning of the image can also diverge. Therefore, the loss of identity is also the loss of the connection between virtual objects and reality. Users of the Internet do not care whether there are cities in reality and what their real image is. High technology provides opportunities for interacting with a place in cyberspace, but cyber meanings and experiences are different. It is not always possible to distinguish what is false in cyberspace, however it is possible that the virtual image is close to the real one. The design of the image of the city should be carried out in the virtual space, so that the virtual image of the city corresponds to the one that is created in reality. In this case, the identity of the city will not be lost (E.Forman, 1995).

Such contradiction can be described with the use of the term *metageographies*: “The image is intended in two different perspectives: the *internal* (perceived and reproduced by the local actors of the city), and the *external* (the perception and representation of the city by – and for – people and organizations more or less extraneous to local life). External images are often vague and simplistic; for example, it is common to associate positive and negative values with unfamiliar cities. These *metageographies* – sets of geographical ideas and spatial structures through which individuals tend to order their knowledge of the world – are fundamental in shaping subjective geographies influencing our actions: places are labeled in order to play an anticipatory function, i.e. to build up expectations about uncertain situations (for example “good” and “bad” places for tourism or investing). Such images are historically produced and actively contested or negotiated, for example by means of place marketing policies. Branding practices are therefore intended (also) as actions aimed at molding social imaginaries and external images concerning a specific place by creating “positive expectations” (A. Vanolo, 2008). It is worth noting that identity, like the image, can be perceived both as the visual form and as the meaning. Regarding the visual form only, innovative forms of construction are a powerful tool for attracting tourists and investments (Nebojsa Camprag, 2014).

Cities promote themselves and are working to create their own brand because nowadays everything exists more on a global rather than a local level. One of the effects of globalization is the growing competition between cities, and this competition manifests itself in various forms and spheres of activity. The modern city should be

constantly updated, should promote itself in the international market. The promotion of cities is carried out mainly through the promotion of cultural heritage and iconic architecture, important cultural events and restoration. A strong image of the city positively affects all visitors.

The image of the city is directly related to the quality of life in this city. The branding of cities is based on the image, uniqueness and authenticity of the city. Both image and branding are impossible without a strong identity of the city, without unique events and objects, whether positive or negative. Branding allows to improve the image and strengthen it in the public consciousness. In the process of branding, marketing strategies are used, and the city is promoted as a product in the market. The uniqueness of this place should be discovered to implement the branding of the city. To build an image, it is important not only to work with the visual and the semantic side, the economic well-being of the city, as well as social development, are also needed. Improving the quality of life in the city not only attracts tourists and new residents, improving the image of the city, but it also contributes to attracting capital for further development (N. Dorati et al., 2012).

New forms of architecture that make cities unique allows to build a unique image of the city. With the development of technologies, the perception of urban space is changing. Media is an important element of modern urbanism, allowing to overcome the crisis of the identity of cities. Media architecture is a direction within the digital architecture. The role of digital technologies in the development of architecture is becoming increasingly important. However, it cannot be said that all architecture created with the help of digital technologies is digital.

The main feature of digital architecture is the idea of virtuality— first, this architecture creates an interactive environment in which virtual and real elements are combined. The interactive environment departs from the traditional perception of space; at the same time, it allows to create the most accurate architectural forms. Digital technologies are used at all stages of digital architecture design and in the functioning of the objects created. The forms of digital architecture are not necessarily complex, they can be classical. More important is how they are created and how they function.

Media architecture differs from other types of digital architecture, it becomes an information screen, and any form of it can be a screen plane. Media architecture involves residents of urban spaces in an active interaction with these spaces. This is not necessarily an invitation to direct interaction – media architecture can involve spectators in indirect interaction with spaces and their reorganization. This kind of architecture is associated with the sensory revolution that occurs in architecture because objects are now perceived not only with the help of vision, but on a multi-sensory level: “What is even more important, such new impressions and memories may effectively change the perception of particular urban spaces. They are stronger when supported by sensory attachment or by movement and presence of other people, as well as by special, unusual or surprising events and activities, that people can witness in the space, or even participate in. It appears that temporary projects can have a long-term influence on the perception of the space and thus could be applied in order to change the image of places intended for the future transformation” (Trigg, 2013).

Not only innovative forms of architecture are involved in building the image and the brand of the city. Iconic architecture is no less important in this process. Iconic architecture is not necessarily represented by buildings with a long history, it can be modern buildings. This kind of architecture is well recognized by people from all over the world and is associated with a specific city.

The image of the city is the general idea of the place. Image is important for a modern city because it allows to attract audiences and capitals. In addition, the mental atmosphere that dominates the city is important – not itself but in the people's perception of this place. European cities attract tourists and immigrants as long as they are associated with speed, freedom, creativity, tolerance, inspiration and a high quality of life.

A certain strategy is always at the heart of building a brand of the city. The strategy also allows to manage the created brand later. All attributes of the brand are created and improved in accordance with the strategy. A universal strategy for building a city brand does not exist, however, in any strategy, a cultural context is involved: “Context in urbanism affects the development of a city’s image and is a guideline for design strategy, which should be in accordance with city’s long-term vision to create physical structures that will have orientation meaning, create readability and help protect and create the city’s appearance and image. This compares with brand planning and its

long-term role and influence on the formation of identity. Context is a complex concept that also unites other urban qualitative criteria and has a significant impact on city and brand perception. From a brand perspective, it can be imagined as the degree to which it blends into expectations of the city stakeholders, is in accordance with the long-term development expectation and meets the city's vision. Urbanism and its context form city and brand association with preserving, continuing and developing a city's architectural heritage, with the possibility of orientation, degree of readability and the creation of distinctive vistas. This creates potential memory records in the minds of stakeholders called *memes*" (A Pompe, 2014). In the information society, different forms of cultural memory and virtual images are more important than material objects.

From the perspective of building the image and brand of the city, the loss of the identity of cities can be regarded not as a unification of architecture and culture, but as insufficient attention to the image and brand. In a modern society any phenomenon, person, company or even a city can be perceived not in desirable way only because of absence of precise positioning. The stronger the brand of the city is, the more competitive advantages this city has. Interaction with the city is always first interaction with the brand.

In the theory of urbanism, the various aspects of identity, image and branding of cities are analyzed. From the theoretical point of view, the advantages of careful image-making and brand building are obvious, but in reality cities can lose their identities, and it is an inevitable process. Unification of the external appearance of the city, separation from history contribute to the loss of the identity of cities, this is the consequence of globalization and the contemporary perception of the world. Therefore, it is important to be aware of the problem and to develop strategical approach the construction of the image and brand of the city. In case of successful branding, the city gets new resources for development, and the better it becomes, the more these resources are got. Thus, the analysis of literature has shown that the problem of loss of the identity of cities is more of an information problem.

2.6 Globalization as a factor decreasing identity

If one is to assess the interaction of the city with the global processes, there is an advantage in historical accounts (A.Mulineux, 2015). However, once the cultural assets of the city or the place start to wane, so does the urban identity. It can turn into

a city with modern but substandard buildings as well as low identity profile. There is a reflection of the social structure when a certain historical building is perceived. It has its own identity as well as how and who lived there in the past (Alpay, 2010).

From the beginning of time, cities have been centres of commerce, formed along the roads and routes of trade. In this way, economies have risen, innovation has flourished, wealth has grown and cultures have evolved. In most middle and upper income countries around the globe, business and industrial areas generate the majority of economic activity (Bruce Katz,2011).

The globalization as a process has made the cities both the beneficiaries and losers in this vast global change. On one level, it has allowed a tremendous growth and interconnection of urban centers, while on another it has led to the establishment of a global culture which is often impersonal, vacuous and featureless. Skyscrapers, business headquarters, shopping malls, theme parks and gated communities became the dominant urban typologies in recent developments (H.Salama,2016). And to make a profound impact and accelerate the process of promoting these cities, they tend to contend western models by building larger, taller and more luxuries projects. In this new World, two global cities separated by thousands of kilometers can often have almost identical layout, building style and urban design. Globalization has connected cultures, but it has also destroyed them by ignoring local peculiarities in favor of one cosmopolitan vision (Ronald Niesen, 2004).

The modern global social and cultural lifestyle is a main factor of physical transformation of the city. Globalization process overcomes the success the city by creating modern, new identity and value (Kutsal, 2012). The increasing amount of office jobs and desire of the companies to provide a satisfaction from the office environment encourages to create same fashionable business style buildings. In the most cases the prestigious companies locate their work points in the historical centers. Constructing new buildings in new standards or taking over historical ones they destroy the prior traditional identity. The relocation of companies to the suburbs became another trend, which let to the attach of the villages to the city. It led to the emergence of "business parks" (with office standard) - complexes of skilfully designed low-rise buildings, surrounded by an attractive landscape and connected highways with the city and the airport (Kaymaz,2012) defines urbanization as “a complex process that transforms the rural or natural landscapes into urban and

industrial ones forming star-shaped spatial patterns controlled by the physical conditions of the site and its accessibility by transportation routes”. Certainly, improvements in transportation and increased mobility have led to expansion of urban areas, as well as the transformation of rural soulful areas into uninspired business or residential parts.

The phenomena of globalism also influences the city through policies. States have to subject their policies to the demands of the market, international agreements, political agreements like the European Union (A. Bell, 2016). Europe is a variety of societies which are formed by two thousand year civilisation, it is a combination of social and economic matters. In the previous century Europe embarked on the path of integration after the understanding of the destroying times of continuous wars throughout the history. The cooperation led to the “Today however Europe is struggling to keep its diversified societal model alive in the midst of complex and interconnected issues of globalisation vs. Europeanisation” (Giddens, A., 2007). European states are less autonomous than they used to be in the sense that they cannot play with tax policies in order to promote their own particular social norms and values. As if they do start to play, the capital might move to another state. People started to feel the same and it does not make a difference whether you are French or German or Canadian. Enjoying the benefits of globalisation, people want to feel that they have a particular political identity. Cities nowadays offer a special identity and therefore people do not utilise the linear thinking “I am not from Munich, I am from Berlin”. It makes a difference to be a Berliner than somebody from Munich. This is expressed in civic pride and is considered pride of identity expressed throughout the city (A. Bell & de-Shalit, 2011).

2.7 Urban transformation of Prague and its identity

“But the Slavs of Bohemia, who settled under Arcturus and venerated idols, lived like horses unrestrained by a bridle, without law, without a prince or ruler, and without a city. Roaming about sporadically like reckless animals, they inhabited only the open country. Finally, after being overtaken by a disastrous plague, they, as the story goes, turned to a prophetess to request good advice and prophetic pronouncement. And having received it, they founded a city and named it Prague. Afterward, they found a very discerning and prudent man named Premysl, who merely spent his time ploughing, and in keeping with the pronouncement

of the prophetess, they appointed him prince or ruler, giving him the above-mentioned prophetess for a wife.” Account of the foundation of Prague by monk Kristian.

Throughout its history the identity of Prague was defined by a succession of exterior actors which shaped its unique identity and culture, but who also left a lasting crisis in terms of defining the innermost essence of Czech capital. Only during the XX century Prague survived two occupations and two World wars and it experienced the rule of all major ideologies which marked the last century, such as Liberalism, Fascism and Communism (A. Agata, 2010). Apart from this, Prague saw massive ethnic upheavals which resulted in the disappearance of its German and Jewish population, destroying the multicultural metropolis that existed at the end of XIX and the beginning of XX century.

The modern Prague’s identity is complex and often contradictory as a result of its turbulent past. The city is a home to buildings which belong to at least ten different architectural styles and this diversity created a distinct and powerful image that leaves a deep impression on its visitors (Golser, 2013). With a history that stretches a thousand years in the past, Prague has many layers of identity and many intertwining sources of its uniqueness.

The oldest buildings in the city belong to the Romanesque style, whose most representative buildings are Basilica of St. George and the Palace of the Lords of Kunstat, as well as several stone-built rotundas. As in the rest of Europe this style gradually developed into Gothic during the High Middle Ages. The style made Prague one of the most recognizable and picturesque cities in Europe. (Golser, 2013)

The most famous landmark of Prague, Charles Bridge, was constructed during this period, imbuing the city with a powerful and notable symbol. Church of our Lady, St. Vitus and Powder Tower provide the center of Prague with monumentality and spirit of magnificence that very few cities can match.

The rise of the Habsburg dynasty to the throne of Bohemia brought the influence of the Renaissance to Prague. The new rulers left a lasting impact on the identity and cultural heritage of the city by supporting extensive building projects. The mixture of local and Renaissance influences created a distinctive Czech style known as the “Bohemian Renaissance”. Its most famous landmarks include palaces such as the Summer Palace, Schwarzenberg Palace and the Star Summer Palace.

Still, the Renaissance never really managed to completely penetrate Prague and overshadow the previous Gothic heritage (Golser, 2013). In one of the many instances of identity struggle in Prague, they two styles coexisted together until the end of the XVI century. Gothic art was seen as an embodiment of traditional religious values and as an expression of timelessness, so many religious buildings continue to exhibit its elements despite the appearance of the new style.

Contemporary image and identity of Prague was largely shaped by the Baroque epoch of the city's development. During this period Prague got its shape that makes it recognizable today. Starting from the beginning of the XVII century and lasting until the end of XVIII century, for almost two centuries Baroque defined Prague as an urban and cultural entity. Inspired and implemented mainly by Italian, German and Austrian architects, the style created some of the greatest attractions of today's Prague. (Golser, 2013)

The end of the XIX century and the beginning of the XX century saw Prague as battleground of various styles, with four different architectural schools leaving its mark over the period of just several decades. Some of the most memorable buildings of Prague were built during this period. Among them the most famous were Municipal House, National Theater, National Museum, Rudolfinum and Veletržní Palace.

The building of the new Prague often meant the destruction of the old, with new identities replacing the ancient ones. For example, the clearing of the old Jewish quarter of Josefov in the late XIX century has allowed the creation of the whole blocks of Art Nouveau buildings centered on the boulevard of Parizská. In this context, the changing patterns of urban restructuring also irrevocably changed human lives and identity of the whole communities as well.

Prague was heavily influenced by dominant social forces in each stage of its development. This was best exemplified through Art Nouveau buildings which could be seen as an expression of the dominance of the emerging middle class. Its first representative in Prague, Palace of Industry for the Jubilee Exhibition of 1891, was quickly followed by such landmarks as Hotel Central, Grand Hotel Evropa, Hotel Pariz and impressive Municipal House (Golser, 2013).

During only ten years Cubist movement dominated the architectural landscapes of Prague and it represented a rebellion against a conservative design of the previous

schools which “ignored the needs of the human soul”. By splitting the horizontal and vertical surfaces they believed they could release the inner energy which all objects possessed. Despite very short time it existed it left a significant mark on many Prague homes and apartment buildings.

The creation of independent Czechoslovakia in 1918 signified the ascent of modernism whose bold style was inspired both by the newly gained independence and the introduction of new materials and techniques such as reinforced concrete, plate glass and steel. Breaking with the previous tradition of heavily ornamented buildings modernism emphasized strict functionalism marked by geometric simplicity and clean lines (Golser,2013).

The period after the end of the World War II and the rise of socialism was the most controversial period in Prague’s history. The new system brought with it revolution and change in all fields, including architecture. The focus was put on rapid construction of social housing, which transformed entire quarters of Prague into apartment blocks which had very little in common with the previous heritage of the surrounding areas.

“If on arriving at Trude I had not read the city's name written in big letters, I would have thought I was landing at the same airport from which I had taken off. The downtown streets displayed the same goods, packages, signs that had not changed at all. I already knew the hotel where I happened to be lodged . . . The world is covered by a sole Trude, which does not begin and does not end. Only the name of the airport changes (Italo Calvino, 1972).

After the fall of socialism Prague, together with the rest of Czech Republic, suddenly opened up and was exposed to the new and powerful forces of global capitalism. The previously closed city became flooded with Western tourists and the landscape of Prague changed significantly as a result of this process. (Sykora,1994) In order to attract tourists, entire sections of the old city were transformed from inhabited dwellings into sites dedicated to tourists, such as hotels, restaurants, cafes and high-class shops. The urban was forever changed. Many citizens of Prague felt that new policies undermined the traditional identity of the old Prague and that these changes turned the “old” inhabitants of the city into foreigners in their own devastated neighborhoods (Hoffman, 2009).

Furthermore, the unique local culture has been rapidly replaced with what can be described as tourist's vision of the Prague's identity. As such the identity of Prague is in a unique crisis, being torn apart between its traditional heritage and the new culture and image being constructed to accommodate the imagination of the ever growing army of tourists. With each new year, Prague is increasingly losing a part of its identity and is becoming more like other cities which are part of the globalized network of urban areas (Sykora, 1994). A phenomenon which creates a whole new range of challenges and difficulties for Prague's identity (Simpson, 1999).

Consequence of this phenomenon has been a rapid and significant decline of the population in the historic districts of the Prague. The population of District 1 dropped from 53,000 in 1980 to 29,000 in 2017, a decline of 44 percent. At the same time the total population of municipality of Prague increased for 100 thousand inhabitants during the given period. This growth happened almost exclusively in the outer districts of the city, whose population more than doubled from 1980 to 2017; from 200 thousand to 460 thousand. The historic districts of Prague had 980 thousand inhabitants in 1980, while this number dwindled to only 785 thousand inhabitants by 2017.

The urban identity of Prague has been significantly changed and degraded by a hasty urban sprawl, which is especially pronounced in the outer areas of the metropolitan region of Prague. Just during the period 2005-2010, about 62 thousands new homes were constructed in Prague (Ctyroky, 2014). This has irreversibly changed the urban structure of Prague and it has made the city decidedly more modern, Western and devoid of its old charm and essence.

“The numerous and aggressive transformations Prague residents experienced, such as restrictions of access to certain places, the changed character of public and private spaces, interventions with building facades and cultural monuments, or the annihilation of natural space within the city, alter residents' mental maps of the space and at the same time influence the way they come to terms with the identities imposed upon them—such as Jewish or Czech—as well as with their own self-identification. As a result of such mutually dependent transformations, the complex concept of the city as home, understood in “physical” terms as a place of one's own, as well as metaphorically – home defined as cultural and historical belonging – is subverted and becomes only the matter of memory” (Šolic, 2015).

Kostelecky (2014) claims that Prague is an attractive destination for the domestic and foreign work migration from Slavic and lower-income countries. Ukrainians, Russians, Slovaks and Vietnamese ethnicities account 60 % of all immigration groups. (Czech Statistical Office, 2016). However, analytical materials of Prague's strategic plan state about success in the integration processes. It provides information that the factor of immigration does not have a huge effect on the urban transformation due to similar cultures of the most frequent groups or high adaptation of other groups (IPR, Prague, 2015).

It is important to say that Prague has many walkable districts, especially in the central core and strong public transportation around its important node. On the other hand, in the suburbs there is car reliance that leads to negative ecological effects. Consequently, the Czech Municipality implemented practices used in the most ecological cities into its strategic development plan, promoting sustainable mobility (OECD report, 2016).

Still, despite all the changes and different influences it endured, Prague has retained a unique and recognizable identity that makes it globally famous. There are over 2000 protected heritage monuments and UNESCO historical center (866ha). (OECD report, 2016). In addition to the pronounced central uniqueness, there is also preservation of folk architecture in Prague-5 Stodulky, Prage-6 Ruzyne. (OECD report, 2016). The specific mix of centuries of different styles and cultural merging makes it a highly adaptive city, capable of resisting the onslaught of globalization. The important role of the architect can be compared to the physical structure of the building itself. The "Starchitect" gives a recognizable status to the building due the very fact that it was designed by him/her. (M. Azizi&Z.Torabi,2015).Furthermore, the identity of Prague has proven to be fluid and it can be hardly fitted into one specific category. City's identity has never been artificially constructed by only one dominant power, but was a consequence of centuries of slow and gradual building by the best of what Europe had to offer. As a result, each segment of the Prague's heritage contributes to the uniqueness and the identity of the whole city, without damaging its image with its diversity.

Prague used the Cultural heritage approach in its frames of urban development: old buildings are used to attract people and branding cities.

2.8 Urban transformation and identity of Copenhagen

One of the most famous European urbanists Jan Gehl is one of the founders of the urban movement in Copenhagen. The main approach of Jan Gehl to the city is that it focuses on the organization of such an urban space, in which priority will be given to cycling and pedestrians (Gehl, 2010). In 1971, Jan Gehl first published a book called “Life Between Buildings: Using Public Space” (Gehl, 2011). The famous work “Cities for People” (Gehl, 2010) was also written by a Danish urbanist. In this book he noted that cities must urge urban planners and architects to reinforce pedestrianism as an integrated city policy to develop lively, safe, sustainable and healthy cities. It is equally urgent to strengthen the social function of city space as a meeting place that contributes toward the aims of social sustainability and an open and democratic society (Gehl, 2010).

It is worth noting that Gehl is not only a theorist. The external transformation of Copenhagen was the result of its urban approach. His book “Public Spaces, Public Life” (Gehl, 2004) is a kind of activity report. This book describes the way in which systematic improvements over the course of forty years made from the Danish capital a real pedestrian city, previously full of road transport. Thanks to the actions of Gehl, Copenhagen has the longest pedestrian street from all of Europe. This is Strøget street in the city center. Strøget was closed to road transport already in 1962, i.e. in the middle of the 20th century specific attempts have already been made to free up urban space for pedestrians and limit the flow of cars. It was the first project of the city administration, which ended successfully. The popularity of the street has increased dramatically, residents began to spend more time in food establishments and supermarkets organized on it, business incomes increased (Gehl, 2011, 29).

In addition to the bright figure of Jan Gehl, other urbanists with an interesting view of the city are also present in Danish urban planning. These include, first of all, Mikael Colville-Andersen, who deals with issues of urban mobility, i.e. the ability of city residents to travel from one place to another with minimal time. His ideas are that the city should provide each citizen with such a transport network so that at maximum distances from point to point (whether from home to work, or from home to recreation, etc.), the person spends the minimum travel time. And if, at the beginning of his research, Mikael Colville-Andersen relied only on the possibilities of bicycle transport

and public transport as opposed to cars, now he, like Jan Gehl, is confronted with making mobile bicycle transport and avoiding the current traffic jams.

Christian Villadsen is another representative of the Danish urban thought. He is primarily concerned with the problems of active urban life throughout the year. For Copenhagen, this problem is relevant, due to the northern Scandinavian climate, when summer is rather short and cold days are frequent. The goal that Christian Villadsen sets himself is to refute the assumption that in the northern conditions of a harsh climate and prolonged winter, it is impossible to build a comfortable urban space for people, and to reach their high activity throughout the year.

An analysis of the pre-urban transformation suggests that Copenhagen approached the beginning of the 20th century as an extremely developed industrial city. Its urban space was quite industrialized. The city regularly expanded its territory. From 1901 to 1902 the structure of Copenhagen included Valby area and some of the northern territories on the island Amager. In the 1910s and 1920s there were no significant changes in the urban appearance of the Danish cities. Major changes will occur later and begin in the postwar period.

During the First World War, due to the fact that Denmark maintained neutrality, in its cities, first of all, the Danish capital, Copenhagen, there were shopping centers used by both Germany and its opponents, in particular, Great Britain. Neutral position in the war allowed to preserve the cities intact and safe, without exposing them to military destruction, and with the funds received in the course of trade to improve the life in the country (Smith, 1998).

In the 1920-1930s Copenhagen experienced serious problems with poverty and crime in its urban slums, most of which were located in Christianshavn. The result was the demolition of the street Torvegade and the subsequent construction of the area of the street with new houses that meet the standards of their time. The government chose a demolition in order to break criminal ties inside the district and provide housing in other parts of Copenhagen. This made it possible to create a completely new urban space on Torvegade Street, saving people and the city from being in slums (Skaarup, 1999).

During the Second World War, the cities of Denmark were not subject to destruction, so their external appearance was generally the same as in the prewar

period. The main difference between the pre-war and military life of the Danish cities, including Copenhagen, was the restriction of free movement by the German occupiers. So they restricted the freedom of assembly and the press (a ban on negative publications about the Third Reich and the Wehrmacht), and there was also a ban on holding mass events (Smith, 1998). All this does not concern the sphere of urban development and does not directly affect the urban development of Copenhagen, but such repressive measures have a direct impact on the standard of living of citizens and their ability to express themselves in the life of the city, which becomes the main goal in the urban tradition of Copenhagen.

Post-war Denmark, in contrast to the countries seriously affected by the war, had the opportunity not to waste resources on the restoration of cities, but was only concerned with their improvement. The company “Fellestegnstuen”, founded in 1961, began active construction of houses across the country. The merit of the company was the creation of a unique type of concrete structures, tested for the first time in the area of Copenhagen called Albertslund. Until the 1980s, the company “Fellestegnstuen” continued to engage in small, residential-oriented housing belonging to the middle class. A typical example of such an approach was the construction in 1982 of a number of houses in Copenhagen. There were built low-rise residential buildings (from three to five floors) (Duranton & Puga, 2005).

By the 1970s Copenhagen was crowded with cars, this city became the real automobile capital of Europe, where pedestrians received very little attention, and motorists were a privileged category of the population. The cars filled the historical streets that were not intended for them, representing narrow pedestrian roads (Gehl, 2010, 3-5). All this led to traffic jams, as well as to the impossibility of a separate parking, which would not interfere with traffic. The car boom caused a sharp deterioration in the ecological state, and also put a serious strain on the city’s transport system. In this regard, the first studies appeared to reduce the negative impact of cars and find a solution to the problem. In the wake of finding solutions for the transport scheme, there were ideas associated with the development of bicycle transport. First of all, it is worth noting that the bike transport in Copenhagen was always present, but its interests were not dominant for the city administration implementing the policy of managing urban space. Reorientation in the priorities of the transport scheme was a turning point in the study of the city and the implementation of practical efforts to

change its appearance. So, the first special urban transformations of Copenhagen begin. They were aimed at comfortable living of city residents. For the first time, the ideas of urbanistic thought, connected with the availability of movement in the city to all categories of the population, from motorists to cyclists and pedestrians, were put into practice. The public mode of transport was also not excluded. Of course, there was no ban on road transport in the Danish experience of planning a transport scheme, but with a priority choice of pedestrians, cyclists and public transport, motorists are forced to go to the background (Lund Hansen & Andersen & Clark, 2001).

In addition to functional solutions that make life in the city comfortable for residents, the administration and activists of the urban movement pay attention to the aesthetic component. However, aesthetics is also something related to people and their psychological comfort. Aesthetically beautiful appearance creates a pleasant environment. In this regard, it was decided to eliminate power lines from the ground space under the ground, so that they were not visible to people and do not block the view of architectural masterpieces and the sky. It was the innovation of the end of the 20th century.

It is necessary to mention the Christiania Quarter, since it is one of the unusual and interesting sights of Copenhagen (Figure 2.3).



Figure 2.3 Christiania Quarter (Finger Plan, 2015)

This is a kind of self-proclaimed state in the state, one of the last parts of hippie utopianism in the world. Officially, the “Free City of Christiania” appeared on September 26, 1971. It is a self-governing commune with its flag, currency and laws, 10 minutes from the center of Copenhagen. Anarchists, squatters and hippies, hermits,

artists, musicians, insane romantics and lovers of light drugs created a new society based on the principles of freedom and equality in the former military barracks of King Christian. In 1989, after long negotiations with the Danish government, the residents of Christiania created a cooperative and with the money collected, they bought this land from the municipality. Entering the territory of the quarter, one can see the inscription: “You are leaving the territory of the European Union”. The fence around Christiania is the frontier of an independent state within the state. It has its own power and its own laws, independent of the laws of Denmark. Some of them are bans on cars, theft, hard drugs, firearms and body armor. The police cannot appear there. On the central square, there is the burned wreck of the effigy of the Statue of Liberty, the stores sell badges and postcards with the words “Free Tibet”. In Christiania, car traffic is prohibited: residents move either on foot or by bicycle. Pusher Street is the main street of Christiania. No more than a thousand people live today in Christiania. The sights of the quarter also include the exotic houses of its inhabitants. Here one can see the imitations of dog kennels, wooden houses, and construction trailers decorated with graffiti. There is the house in the form of a pagoda, and an exact copy of the Sydney Opera House towers near the lake. Christiania has its own hotels, shops, high school, theaters, restaurants, clubs, cabarets and even football competitions (Duranton & Puga, 2005).

The absence of the metropolitan system in Copenhagen was a serious problem throughout the 20th century. The problem of a huge number of cars in the city and traffic jams during peak hours could have been solved by the construction of the metro, but the administration, as well as urbanists and city planners, went through introducing a bicycle pattern of transportation into the transport scheme and creating a mass network of bicycle lanes in the city. Instead of public transport, emphasis was placed on environmentally friendly individual transport (Gehl, 2011, 42). Of course, this helped to improve the ecology of Copenhagen, as well as to make the city comfortable for cyclists. But, speaking of priorities, it is worth noting that the activists did not take into account the category of the population, whose representatives cannot move on bicycles. This is, first of all, the disabled, as well as the elderly and pregnant women. The problem of public transport was solved only in 2002, when the metro system was launched in Copenhagen (Vuk, 2005).

Another innovation that was convenient for residents was carried out at the end of the 20th century in the courtyards of houses, when there were places for barbecues. This innovation was designed, firstly, to create a place for holding picnics, and secondly, it promoted neighborhood communication, when residents of several neighboring houses spent time together in a joint rest (Andersen, 2007).

A new solution, corresponding to the environmental requirements of modern times, was first designed and then put into practice in Copenhagen in the period from 1999-2010. It consists in the fact that LED lampposts, that can absorb energy using solar panels during the daytime and to illuminate the streets in the dark, appeared on the streets of the Danish capital (Bayliss, 2007).

Denmark was also implementing projects aimed at interacting with other countries. Such is the Oresund Bridge, designed to connect the Danish capital Copenhagen with the Swedish city Malmö. The bridge was built by August 1999, connecting Sweden with Denmark through the Öresund Strait (Zund). Construction began in 1995. The project was implemented by the Danish company “Øresundsbro Konsortiet”. The bridge includes the upper highway and lower railway layers. Its official opening for transport took place in July 2000 (Matthiessen, 2000).

To date, a distant quarter Ørestad is the ambiguously implemented project in Copenhagen. It appeared in the 2000s, but the development and design of the new district began in the second half of the 1990s. The area appeared on the place of wastelands, far from the historical quarters of the Danish capital. The idea of the district designers was to create a no-nonsense urban space, for the life of people, like a sleeping area. That is, initially it was not intended to develop a powerful infrastructure inside Ørestad quarter, but it was thought that the residents of this area would go to work or for entertainment and recreation in other places of the Danish capital. For this purpose, there was a network of roads connecting Ørestad with other quarters of Copenhagen. It is also interesting, how ties between the Scandinavian countries in urban planning were established. Thus, the project of Ørestad district was entrusted by the Copenhagen administration to a Finnish architectural company called “Arkki”. In 2000-2019 the infrastructure of the district has become more diverse, a modern school building, the famous residential building “8tallet”, designed by Bjarke Ingels, and the Bella Sky Hotel, built of glass concrete, have emerged (Rich & Nielsen, 2007).

Thus, the urban development of Copenhagen took place in difficult conditions. However, over the past 10 years, Copenhagen has managed to develop so much that it is capable of setting an example to other cities in Europe in urban construction and the design of urban space.

Analyzing the identity of Copenhagen, it should be noted that the problem of the Muslim quarters of the city is very important and unresolved today. At the moment, immigrants represent 23% of Copenhagen's population. from Western nations (8%), and 56,000 immigrants and 27,000 descendants of non-Western nations (15%) (Statistics Denmark, 2018). It originated in the 1990s and is associated with the wave of migration to Denmark and, in particular, Copenhagen, people from the Middle East and Africa. The problem is not in the migration process itself, and not in the religious affiliation of the inhabitants of the neighborhoods, but in the level of crime, as well as the complex interaction with the local population. Residents of Copenhagen prefer to leave the neighborhoods inhabited by Muslims, selling their homes cheaply and moving to more peaceful areas of the city. Over time, peculiar enclaves form in the areas inhabited by migrants. Such Copenhagen quarters as Tingbjerg and Nørrebro are specific examples of areas where the Danish population is replaced by Muslims (Rich & Nielsen, 2007).

So, the mass migration, when huge masses of people with different ethnic identities come to the country and are not yet able to form a single positive national identity with the indigenous population, is one of the main reasons for the 'erosion' of Copenhagen's identity. This has some negative effect on the identity of the state itself. Thus, for example, citizens no longer understand what exactly is their culture and material and cultural ties are lost not only within the country, between the local population, but also at the international level. Denmark is torn between the Danish and European identity and at the same time accepts a rather large number of migrants, people of a completely different identity, which does not add stability in the country (Lund Hansen & Andersen & Clark, 2001). However, today the state has chosen its own solution to the problem of migrants. In fact, it has begun to implement the logic of an active welfare state, in which the government, directly using its authority, intervenes in the integration process, creating the conditions and legal basis for the full integration of migrants to ensure an acceptable standard of living in the frameworks of this state's paradigm.

Summarizing the material presented, it is necessary to represent a short overview of the Master plans, implemented in Copenhagen in different years.

The Master plan for the development of Copenhagen, published in 1948 (architect S.E. Rasmussen and others), provided the building in a city in the form of a hand with open fingers, between which green wedges are preserved. This Master plan was called “The Finger Plan” (Figure 2.4).

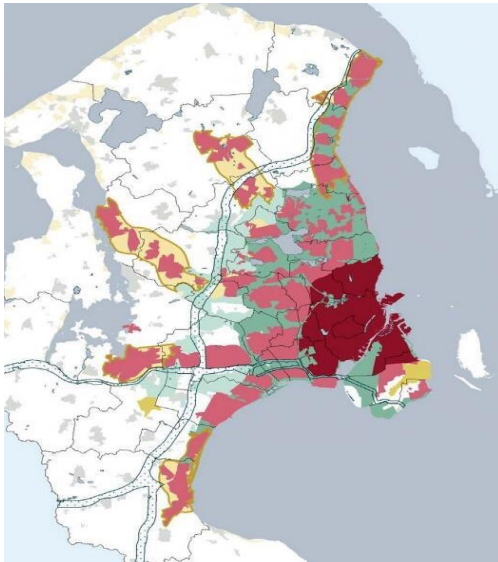


Figure 2.4 The Finger plan of Copenhagen (The Finger Plan,2015).

The northern suburb forms the little finger of the plan. It is traditionally the richest. In popular language, the area is known as “Whiskey Belt,” although the area is mixed between mansions, larger buildings, Garden City and medium-sized buildings. The area has a population of approximately 270,000 inhabitants. The north-north-western part of the suburb forms a ring finger. The area is to a large extent formed by separate middle-class housing, with some exceptions of upper-class areas or housing projects. The area has a population of approximately 100,000 inhabitants. The northwest suburb forms the middle finger. It consists of a mixed area and separated middle class housing, widespread Garden City and large, low-rise community housing projects. The area has a significant part of the industrial areas of the capital Copenhagen, mainly in the traditional manufacturing sectors. The area has a population of approximately 110,000 inhabitants. The index finger forms the western suburbs, which are those with the lowest per capita income and the highest crime rate. Approximately 20% of the total 145,000 inhabitants are first or second generation immigrants. The southwestern suburb along the coast forms a thumb up. While the central parts of this suburb are

dominated by high-rise housing projects and low-income residents, the remote part is dominated by individual middle-class buildings. This suburb has a population of approximately 215,000 inhabitants with a large number of immigrants. Thus, the strong focus was made on traffic and environment, as well as location of large office and cultural buildings. Some external factors prevented the expected results of the project due to its strong dependence on market fluctuations. Some of these factors are the international financial crisis and a strong local real estate competition. Despite this, the project is expected to be completed in 2025 according to the original vision and will accommodate 20,000 inhabitants and approximately 80,000 workers in the area (Global Denmark, 2015).

The Master plan “Municipality of Copenhagen, 1970-2008” also needs to be highlighted. It was aimed at improving the city, its landscaping, the creation of places for recreation (in particular, barbecues in the courtyards of houses), etc. Thus, a new course of economic policy was adopted, which suggested solving the problem of the Danish economy in the medium term through the development of the private sector that could withstand international competition. The measures undertaken included the application of deflationary policies based on a fixed exchange rate and a tight fiscal policy. This policy was successful, especially in the first years after its introduction. Therefore, the private demand increased, unemployment reduced and GDP growth increased in this period (Rich & Nielsen, 2007).

Among other great Master plans it is important to highlight the following: “Cycle Policy 2002-2012”, “Copenhagen Development Strategy 2007”, “Municipal Plan 2009”, “Copenhagen municipal plan 2015”, focused on the formation of such aspects of the city, as: a city for everyone, green city, dynamic city.

At the present stage of development of Copenhagen, the Climate Plan “Copenhagen 2025” is being implemented, which represents a general plan and collected specific goals and initiatives in four areas: energy consumption, energy production, ‘green’ mobility and the transformation of the Copenhagen commune into a climate enterprise. Work on these four areas will be started immediately to turn Copenhagen into the first capital of the world with a neutral level of CO₂ emissions. The Climate Plan “Copenhagen 2025” shows how ambitions to achieve neutral CO₂ emissions can be used as a tool for improving the quality of life, as well as for innovation, job creation and investment in environmental, ‘green’ technologies. In

addition, the plan shows how the goal of achieving a neutral level of CO2 emissions can be achieved in 2025.

A step will be taken towards green transport: public and administrative vehicles in Copenhagen will be transferred from gasoline and diesel to biofuels and electricity. Although in 2019 petrol and diesel engines are still in the Danish capital, the authorities claim that they will be able to offset these carbon dioxide emissions and achieve the goal of turning Copenhagen into a carbon neutral city and exporter of alternative energy.

Copenhagen experience on public space has been published in many specialized publications for architecture, urbanism and landscape architecture and they have been awarded with several prizes. For example, The Harbor Baths got a special mention in the European Prize for Urban Public Space in 2004 in light of the fact that the technique strengthens the officially strong image of Copenhagen as one of the urban areas in Europe with the best and most dynamic open spaces. The Harbour Baths have turned out to be an effective sample for branding the entire methodology. Consequently, it has got a great attention from media (Helena Casanova&Jesús Hernández,2015).

The whole strategy has received a lot of attention from the media. On the one hand, because the strategy reinforces the already solid image of Copenhagen as one of the cities in Europe with the best and most vibrant public spaces. On the other hand, because of the iconic character of the Harbour Baths, which have become successful elements for branding the whole strategy. The Harbour Baths have been the focus of attention for local newspapers, and the photos of Copenhagen's residents using the waterfront as an urban beach is the image that sums up their success, without the need for words. Instagram was full of the best "like" places since it is the most widely used platform. Instagram is a tool which able to reshape the city image by its users. (J.D.Boy&J.Ultermark,2015).

In conclusion, it should be noted that today Copenhagen, being the capital of Denmark, is recognized as the favorite and most visited city among tourists not only in Denmark itself, but in all of Scandinavia. This center of culture and art with surprisingly narrow streets and the cleanest air is full of comfort and hospitality. One of the many attractions of Copenhagen is Tivoli Park, which has preserved its

appearance unchanged since the XIX century. Next on the list of memorable places in Denmark in general, and in Copenhagen in particular, is the longest hiking zone in all of Europe – Stroget. The magnificent palaces are also located in Copenhagen: Christianborg (XVIII century), Rosenborg (XVII century), Amalienborg (XVIII century) and Frederiksborg (XVII century). Not far from the palaces there is the largest marble cathedral in Denmark and Scandinavia, built in 1894. Nationalmuseet is the largest museum in the city. It became famous for its huge collections and chic exhibitions (Bayliss, 2007).

Despite the problems that arose in Copenhagen at the end of the 20th and the beginning of the 21st centuries, significant successes in the transport scheme, housing construction, as well as in the development of urban thought and urban practice confirm Copenhagen's strong identity and prove that the city realized its potential (Rich & Nielsen, 2007). These successful projects influenced the formation of Copenhagen's strong identity. Today Copenhagen is the cultural, economic and political center of Denmark, as well as one of the richest and most expensive cities in the world. In 2013, the British magazine "Monocle" put the capital of Denmark in the first place in the ranking of cities most favorable for permanent residence.

2.9 Urban transformation and identity of Minsk

2.9.1 Period from 11th century to WWII

Minsk is a city with thousands of years of history. At various periods of its existence, it was the centre of Polockoy principality, the centre of the voivodeship and the county included in the Grand Duchy of Lithuania and Rzecz Pospolita. It was also a city part of the Russian empire. Minsk became the capital city of Belarusian Soviet Socialist Republic in 1919. Nowadays, Minsk is political, economical and cultural centre of the Republic of Belarus.

Minsk is considered to have a complicated history before the Second World War. It was usually converted having different statuses like being a financial hub or a political center. This is because it was exposed to both. This made the area to have different identities but not of its own original form.

During the Great Patriotic War Minsk suffered catastrophic destruction. As a result of its restoration, the appearance of the city has changed beyond recognition due to the destruction of up to 90% of its original form. The silhouette of the year 1945

pictures Minsk with slums, rubbish and destruction of vertical congestions has totally modified the cultural landscape. Depictions of Minsk's ruins and alienation dominated the image of the city in many texts, press, diaries, and reports.

For the Poles who always cherished their history, the reconstruction of the Old City of their capital was a matter of honour and it is also considered to be the most important symbol of overcoming the tragedy of war and the horrors of the occupation. For Belarus and Belorussians also, the construction of a new city called "City of the Sun" became a symbol, stating that the city would be better, fairer and more right. The nation and the government wanted to forget the pain of war and to create a new history onward starting with a clean slate. This allowed a new city to form from the former structure of the post-decade (Smirnova, 2014).

The master plan itself began to be developed at the Institute Belgosproekt immediately after the war and the plan itself was approved in 1946. A significant disadvantage of the plan according to experts is the "resisted restoration": the buildings which were "yielded to recovery" were not supposed to interfere into the reconstruction of the city. Everything that stood on the way out of the urban highways outlined by the plan was subject to inevitable demolition. So, in particular, Minsk (unlike the neighbouring Warsaw, also almost completely burned and destroyed) lost its castle on the banks of the Svisloch, and many of the surviving pre-war buildings were destroyed.

A full-fledged research which analyzes the planning and functional structure of the city is not possible without the knowledge and understanding of the past. This includes levels of socio-economic and socio-political development at various stages of its history. Historically, one can point out five main stages in the development of Minsk which was then established in different ways that reflect the functional and territorial structure of a modern city:

1. Early history (Polockoy, and then separated the principal, the Grand Duchy of Lithuania, Rzecz Pospolita) - before 1793.
2. Pre-revolutionary era (the Russian empire) - before 1917.
3. Pre-war period (Soviet Socialist Republic of Belarus, Lithuanian–Byelorussian Soviet Socialist Republic, Second Polish Republic, Belarusian Soviet Socialist Republic) - between 1917- 1941.

4. Post-war period (Belarusian Soviet Socialist Republic) between 1944 and 1990.

5. Period of formation of Belarusian statehood (Republic of Belarus) – in the beginning of the 1990s till the present time.

In the history of the city, a functionally-planning structure has been the subject of transformation and serious changes. An important factor of a continuous transformation of Minsk's territorial structure created destruction and fires. The first part of the historiography of the city was identified when it was mentioned in 1067. Name of the city may be spelled differently but for the first time, "Menesk".

The traces of urban settlement with strengthened core or "castle" dates back to the late 11th until the beginning of the 12th century. The central part of the ancient city was built on the right bank of the Svislach, in a place of a confluence of the river Nemiga. Meanwhile, a defensive Minsk castle was built in the second half of the 11th century. The wooden castle was the basis of a structure planning of the city between the 11th to 16th century.

Meanwhile, Menesk was a part of the Grand Duchy of Lithuania at the beginning of the 14th century. The year 1569 is commemorated as the Union of Lublin which



brings together Polish kingdom and the Grand Duchy of Lithuania into one state or Rzecz Pospolita. In 1591, the city got its own coat of arms where it had a rapture of Virgin Mary on it. Following the fire in 1547, the centre of the city was transferred to the upper town, where the upper market square was built. The city had an oval shape at the end of the 18th century which had a castle in the center. The main organizing center of ancient Minsk was maintained is situated the upper market square where a town hall was located.

Figure 2.5 Minsk Master Plan of 1793. The image is taken from the site <https://minsk-old-new.com/>, accessed April 4th, 2018

The second stage of Minsk's history begins in 1793 (see figure 2.5). As a result of the second division of Rzecz Pospolita, the city was a part of the Russian empire and became the centre of the Minsk province. After the liberation of the town from the French in 1812, there were 3,500 inhabitants which is more than half less from the initial 11,000 before the war.

Following the fire in 1835, the central part of the city was predominantly built up with two and three-storey stone buildings. Pavement was introduced only about the year 1830s when all the main streets and squares of Minsk were covered by cobblestones. The first public library was opened in 1836 and a year later, the first fire lookout tower was opened as well. The city was considered as a statistically average European town (see figure 2.6).



Figure 2.6 Minsk 1840 . The image is taken from the site <https://minsk-old-new.com/>, accessed April 2th , 2019

The population during these times was about 27,000 in 1860 and increased to 90,000 by the year 1897. Minsk became the second main center (after Vilnius) of the Belarusian political movement at the beginning of the 20th century. In 1898 the first congress of Russian Social Democratic Labour Party took place at the city (New Old Minsk, 2016).

In the beginning of the 20th century, Minsk was becoming a major rail hub. Industrial development and transportation was accompanied by the construction of new buildings including a station, a hotel, some commercial banks, insurance companies and similar structures. New religious, educational and health centre buildings were being constructed during those times as well. The recreational and

walking spaces for residents of Minsk was a city garden over the river Svislach and Alexandrovsky square.

The third stage of Minsk's history is opened (started) with the formation of Belarusian Soviet Socialist Republic in 1920. The first years of Soviet rule were recorded in the history as a struggle for free Belorussia. (first years of the soviet ruling were marked by a struggle for free Belorussia). Minsk became the capital of Belarusian Soviet Socialist Republic on 31 July 1997. Since that date, the reconstruction of industrial and urban development had revolved in the city.

After 5 years, Leningrad branch of Russian Institute of Urban Planning and Investment Development led by V.Vitmana developed the first master plan, which formed the basis of the reconstruction of Minsk. The plan provided a construction of 3 ring highways; the formation of the centre and the main architectural ensemble of the city - square in front of Government house; focusing mainly on industry and



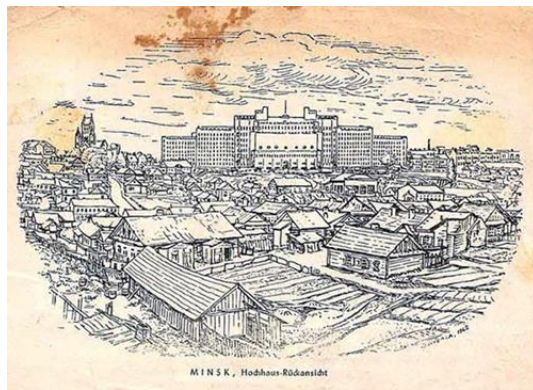
warehouses in 3 specialized districts. In the project was first interrelated historically prevailing radial structure of the city and system of regular blocks in the central part of the city. In the main composition axis of the city and the main highways remained Soviet streets and its continuation in the new northeast district (figure 2.7).

Figure 2.7. Scheme of the street planning of Minsk, 1938. The image is taken from the site <https://minsk-old-new.com/> . Accessed April 2th , 2019

The largest governmental business and cultural-educational buildings which were constructed in 1930, triggered a formation of the new public center of Minsk and identified the main points of future formation in the system of architectural ensembles.

A significant development in the life of pre-war Minsk was the construction of artificial lake on the river Svislach before the war. Construction of artificial lake had great importance for the development of urban environment, an organization of extensive leisure and water sport.

A general condition of planning and construction of pre-war Minsk characterize



radially-rectangular system planning of urban road network and relatively chaotic functional zoning. The project *Minsk Old-New* reveals that during the occupational regime of WWII Minsk was recognized by Germans as the city of Contrasts. The issued postcards from that time serve as evidence (figure 2.8).

Figure 2.8 Minsk- City of Contrasts. The image is taken from the site <https://minsk-old-new.com/>. Accessed April 2th, 2019

After the second war, many cities suffered from large-scale damage. Minsk was the third most damaged city after Warsaw and Berlin. During the years of occupation in Minsk and the surrounding area claimed the lives of over 400,000 people. The city centre and railroad hub were completely destroyed, 94% of all enterprises and 80% of urban housing stock were destroyed (Laszlo,2015).

2.9.2. The Post-war transformation of the functionally-planning system of the city as important factor in the new Face of the city.

Major reconstruction of the functionally-planning system of the city had started just after the war. Particular attention must be given to the Master plan of Minsk, especially to the Master Plan from 1946, which established the progressive development of the "new" city. There is an interesting fact from the history of the restoration of post-war Minsk. The first competition for the preparation of a draft design for the construction of the center of Minsk was announced as early as November 1944 and a total of 11 projects were submitted, however none of the projects was approved and accepted for various reasons. The next competition, which was held in 1947, also did not reveal a single winner. (T. Bohn, 2008). This fact shows that the restoration of Minsk and its identity was under a strong influence of Soviet Union political restrictions.

The war became a chance of “perfect social cities” for the Soviet administration. As an "urban minimum" which Kalinin, chairman of the presidium, listed the “Seven conditions”: a) combination of the city with nature (planting of greenery); b) a

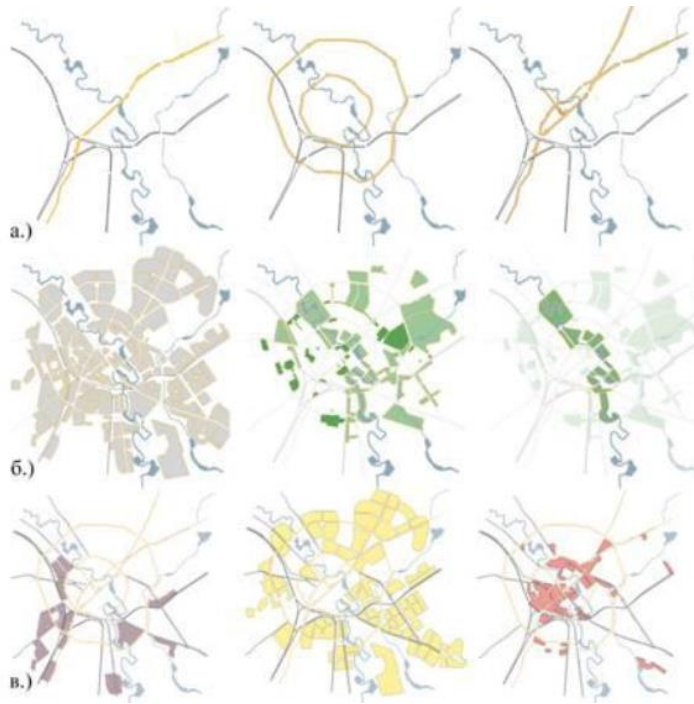
composition of a center that would form the image of the city (central square); c) the concentration of large and from an architectural point of view valuable public buildings that composite hubs cities (silhouette); d) complex ensemble of residential street construction and districts (zonal division by building high-rise buildings); e) cleanliness and light colors of buildings (following the example of Russian classicism); e) rational planning of communal infrastructure (technical equipment); g) constant struggle for the quality of projects and construction (regular checks). However the situation between reality and practice in USSR was different due to high corruption of governmental people (T.Bohnn, 2008).

Based on the Master plan the basic element of settlement zone was identified as 10 ha square quarter. According to it, 10 ha should be shared between an estimated population of the city, which amounts to 400,000 at that moment (Plan of Minsk for 2030, 2016). The main type of housing was 4-5 storey dwelling houses in the structure of residential construction. 2-3 storey dwelling houses accounted for 30% of the total housing stock and 20% was planned to be built as a homestead type of blocks.

During 1946 and the middle of 1950s the boundary of urban development was expanded to an advanced scale. Along with the achievements, which were made in town-planning development of the capital city of Belorussia, the surrounding of the central part of Minsk is being constructed at low-density and low-rise buildings in comparison to the other large areas (Laszlo, 2015).

Implementation of ideas of the master plan (1946) started with restoring and reconstruction the central part of the city. The interrelated city's main thoroughfare entered to the central ensemble: Central (October) and Round (Victory), Freedom square and Paris Commune square, station square, as well as large park zones and stadium "Dinamo".

According to the Master plan (1946), the formation of hub switching plan was approved, it was characterized by hierarchy and specification of the streets, as well as strict functional zoning (see figure 2.9). Postwar Soviet urban planning was based to achieve the following main aims:



- restoration and exceeding of a prewar economic level by strengthening the production sector with the first five-year plan;

- creating "perfect city", (was targeted to promote) aimed at promotion a socialistic ideology through construction of monumental and representative urban ensembles.

Figure 2.9 Planning solution Master plan (1946); a-urban structure; б- green spaces and green and water spaces, в- functional zoning(industrial, residential and public areas) (Smirnova,2014)

Analyzing the pre-war plan of Minsk (1941), the sketch of Master plan implemented in 1944 and Master plan (1946), can vividly trace the evolution of urban structure from 1941 to 1946s. If the plan from 1941 was represented by a traditional city with an orthogonal street grid, the sketch from 1944 stands out with certain attributes of a hub switching system. In contrast, in Master plan (1946) hub switching system enters fully into force, without leaving any trace reminders of pre-war city structure (Smirnova, 2014). Therefore, it can be concluded that sketches of the master plan are intermediate phase between historical and new city (figure 2.10).

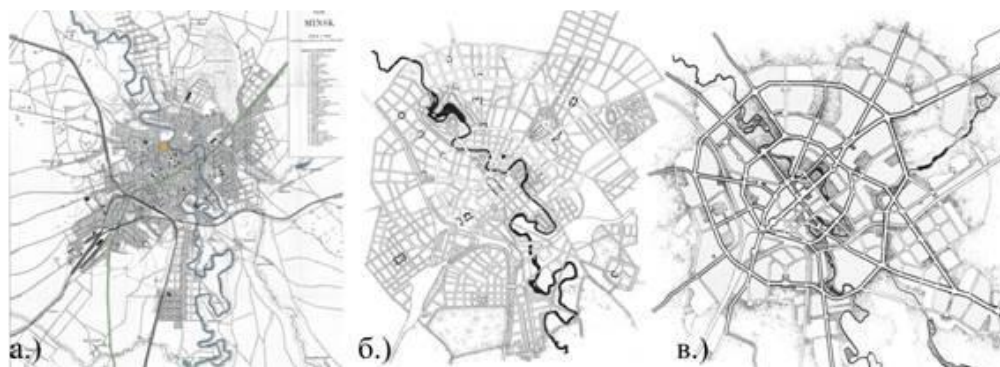


Figure 2.10 a- plan of Minsk(1941); б- sketch of Master plan(1944); в- sketch of the Master plan(1946) (Smirnova,2014).

Hereby, the Master plan of 1946 became the key to the urban planning history and represents a watershed, which changed the face of Minsk fundamentally, turning it into a "perfect city" from the point of view of Soviet urbanism. Urban planning solution, which was presented in 1946, determined the functioning of a city and coordinating direction of its urban development to this very day (Smirnova, 2014).

The second step of important changes in urban transformation happened during the 1960-1980s. The period from the 1960s till the 1970s was characterized by constructing residential and industrial buildings. The estimated population increased to 750,000-800,000 inhabitants due to the relocation of villagers to a city. The main reasons of the rapid population growth is associated with industrialization and improvement of medical services in the post-war period, as well as the fact that the funds allocated for construction were not mastered or rationally used. The migration caused housing shortage. Therefore, it was decided to achieve a solution for housing over the next 10–12 years through the use of standard designs and industrial methods in construction (Thomas Bohnn, 2008). As a result, the core of the "socialist city"-center of the late 1950s moved to urban neighborhoods.

At that time, the word "hruscheba" started to spread among the people which was the combination of the name of the First Secretary of the Central Committee of the CPSU, N. S. Hrushev and the words "trushoba", which means slum. The name exactly describes the new houses in a complex of prefabricated five-storey houses with flat roofs, without walkthroughs and main streets (P.Pittsburg,1995). Major industries were under construction and reconstruction during those years. Residential construction was constructed in a form of large apartment blocks, among which were the area "Chizhovka", the area of streets Pushkin and Pritickogo and etc (see figure 2.11). The Minsk ring road, which set the frames of today's city, was built in these years.

This historical architectural planning highly contributed to the depersonalization of the urban design. It can be considered it as one of the main factors for the poor urban identity of Minsk, expressed by sameness of grey 9 storey buildings, suppressing personal identity. On the other side, the Red stars contributes to the "special" Soviet identity, which nowadays is not used, still the Hrushovkas heritage remains.



Figure 2.11 Pritytskogo street 1985, “Hrushevka”- style buildings. The image is taken from the archive of the project “ Minsk Old-New” <https://minsk-old-new.com/>. Accessed April 4th , 2019.

This type of architecture was a successful step to decrease the freedom and creativity of the population, making it to follow the idea of “social equality.”

One of the most disappointing facts which added to Minsk’s loss of identity is continuation of destruction of remains from the bombed cultural heritage in order to construct the “City of Sun”. As Natalya Barykina (2008) discusses, there was a battle between the “intelligentsyia” of the town and Soviet municipal authorities about the demolition of the historical part of the city in the lower part of Nemiga. The street claimed the oldest synagogue in Minsk, largely undestroyed by bombings. (see fig 2.12). Despite this fact, great part of the street was demolished by the municipal authorities. The place was renovated over the next few decades which made the buildings of the Upper Town (also known as the Trinity Suburb) to "look old", nevertheless the originality was lost. The indicator of transformations of the street to the less identical cityscape is recalled in the memories of people. One of these recalls is provided by Galina Siniakova in her letter to the paper *Sovietskaya Belorussia*, "I understand with great sadness that there will be nothing like the initial Nemiga street. I will miss the narrow cobblestone street with its endless shops, where people came to from all over the city. (Natalya Barykina,2008). What an attractive place it would have been for tourists and residents, maybe a pedestrian zone where people would have enjoyed walking!"



Figure 2.12 Nemiga street of 1950-s vs modern Nemiga street. The images are taken from the archive of the project “ Minsk Old-New” <https://minsk-old-new.com/>. Accessed April 5th, 2019.

The third stage of Minsk's history coincides with the period of the collapse of the USSR in the beginning of the 1990s and the formation of Belarusian Republic. After the collapse of Soviet Union, Belarus stepped into the world's map as a sovereign government. The middle of 1990 s became the most inspirational and strong years in creating of Minsk's identity. Unlike previous years of Soviet Architecture, the experts switched from separated or randomly planned “panelaks” which they integrated in the development of the city. Nonetheless due to unavailability of the state, most of the projects remained on paper.

For the first time, Master plan (2003) reduced the growth of population from 2030,00 to 1900,00 inhabitants, while the amount of urban land was increased from 26,700 ha to 42,600 ha. An annual growth rate was reduced to 7000 inhabitants, and the growth of housing stock to 630,00 m² (unknown, 2015).

Eventually, historical development of the territory and a functional-planning structure of Minsk over the last 200 years can be expressed in one schematic map, which is shown on the figure 2.13. Master plan (2010) was corrected for the same estimated period and turned into Master plan (2003), which included the increasing population to 2 million, and the growth of housing stock till 1200,000 m² in a year. The boundary of the territory for further development was identified in area 54,200 ha, as a marginal size of strategic development of the city.

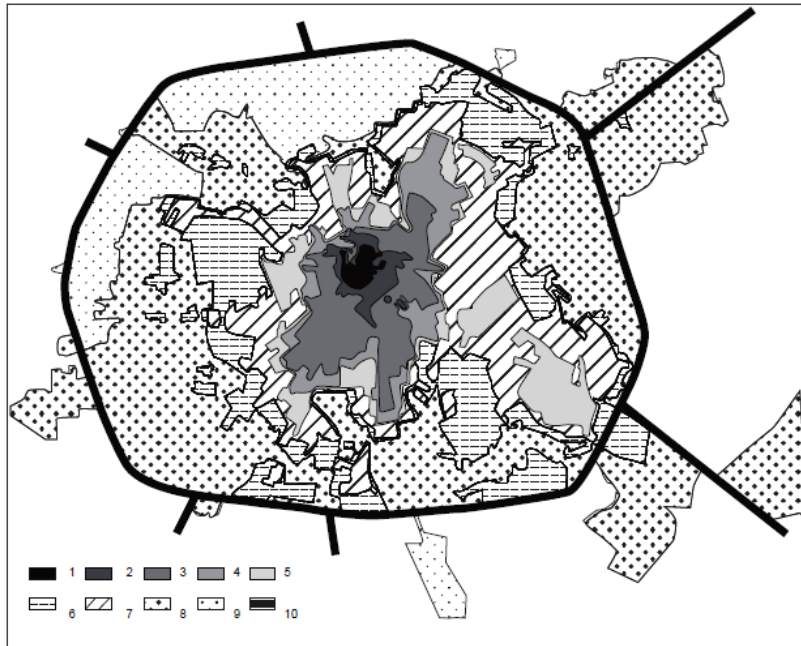


Figure 2.13 Spatial Development of Minsk(borders of the city in different years: 1-1800, 2-1850, 3-1900, 4, 1940, 5-1950, 6-1965, 7-1980, 8-2001, 9-2009, 10- Minsk ring road and the exit routes (Laszlo, 2015).

2.9.3 The Minsk of nowadays: main factors decreasing the identity.

The decline of the projects, which focus on the usable public space and giving the priority to the massive construction. One such projects was “The Slavic Valley”. The area of it was not projected as the next "sleeping quarter" with a claim to elitism, but as "Minsk city center of development", where the individually residential development was alternated with a multifunctional public-administrative one. The low density of construction and extensive urban park area was planned by the inertia of Soviet times. The main architect of the project Alexander Chadovich describes it is a project proposal, distinguishing his idea as a wide town-planning complex in the floodplain of Svisloch in the Mayakovskogo Street. The territory of the water-green diameter would be used to house business, trade, culture and ethnography, sports, parks. The ethnographic park is devoted to the subject of the unity of the Slavic cultures, with representative offices of the Slavic states. The structure of the cultural centre includes a hotel complex with commercial, recreational and entertainment centres (see figure 2.14). The park of Slavic culture could be a unique contribution to the image of Minsk. However what was done is that the private sector on the river bank was half demolished and a couple of high-rise buildings were constructed and

the Novotel Mayakovskaya hotel turned into a protracted building (www.the-village.me/village/city/architecture/266379-20years).



Figure 2.14 Possible project with modern reality in suburbs. The images from www.the-village.me/village/city/architecture/266379-20years. Accessed April 1st 2019

Until 2030 the government plans to build 11.5 million m² of housing, including 4.6 million m² at free territories, 4 million m² on the site of the demolished private sector and the old 2-3-story residential fund, 2.5 million m² – at the territories of the exported enterprises (Master Plan of Minsk, 2016). The fact shows that the government continues the post-Soviet practice of preservation. The historical value of Manor houses is underestimated (figure 2.15).



Figure 2.15 The lost of the character of the place trough demolition of houses. The images are made by Viktor Glitskii, Viktor Brushko, Tamara Hamitsevich.

The demolition is carried out under the idea of reducing the Urban Sprawl. Manor buildings cover 1,560 hectares - almost 20% of residential areas of the capital. There are more than 16,100 houses. They are inhabited by 108,000 people, or 5.5% of the total population of Minsk (Minsk.gov.by, access 02/04/2019). The researches on the level of their value and possible way of their preservation are not conducted. The preservation of heritage is confirmed by the President. It can be explained by the ideology of the government, formed by the non-democratic forces. Soviet urban strategy continues to populate the outer districts, spreading farther and farther from the city's political and public centre. It is of immense significance to keep up the Soviet

urban procedure and keep on populating the suburbs, spreading farther and more remote from the city's public center. (Barykina, 2008). The outcome is reduced trust of citizens to their municipal planners and indifference attitude in participation in Urban planning.

The decline of active public spaces by governmental forces

As the research makes an accent on physical elements for comparison, the information on public spaces should be provided. The analysis of the purpose of use the main Oktyabrskaya Square was done previously by Dmitry Zhukov, the only democratic Belarusian delegate of the Communist Party (see figure 2.15). During the XXVIII Congress he demonstrated theory of an "architectural trap" at the Square.



Figure 2.15 Oktyabrskaya Square, Minsk . Photo by Anastasiya Vazniuk, October 23th, 2018

Zhukov describes the main building of Oktyabrskaya as a huge official piece of concrete, which looks like Kremlin Mausoleum in Moscow. The place was created to avoid public gatherings, according to him. Zhukov's assumptions seem to be reasonable. If we look at the structure at the night, when the lights are lit on the inside, it creates the illusion of transparency. The concert Hall gives cultural activities to population such as theatre and orchestra performances, exhibitions, New Year's children and parent parties, where only best, admitted by the President students come, as well as for business and international conferences, political meetings, official holiday and state awards receptions. The author of the article supposes that the Palace aims to embody state power forever (Barykina, 2008). Nevertheless, the official

website emphasizes "The location of the Palace of the Republic underlines its importance and originality – the centre of the capital". For citizens it provides welcoming information "The Oktiabrskaya Square is the historical centre of the city, which unites all transport and pedestrian flows".

Through the consistent realization of the main regulations of the master plan, a significant progress was achieved in the formation and spatial structure of Minsk. Almost new city was built on the ruins of an old city, which became one of the main centres of Soviet Union. Nevertheless, the urban planners of that time did not count on the consequences, blindly believing in their idea of "New City of Sun". The processes of accelerated industrialization and a high immigration caused a modern phase of development. One of the main features of Belorussia was a large size land area, taken by industrial complexes and objects, as well as the high population density. The modern processes of transformation of the functional-planning structure of Minsk manifests itself in large-scale post-Soviet and post-industrial renewal of the urban area. The pace and dynamics of transformation depends directly on the degree of regulation of the economic market and its processes.

The major problem inherited from USSR was a very large zoning. In one sense, it is good when everything is regulated, urban centres are in the right place. But in another, there were problems with pedestrian streets. For example, a pedestrian street was supposed to be built on the "Komsomolskaya" street, but the idea failed. Because originally, the pedestrian street was not included in the master plan.

To sum up, Minsk chose the city model approach which changed an old identity into new not recognizable identity.

3. Studied area

Before going into the details on the data collection, it is important to provide some background on the selected areas. This research is carried out for the cities of Copenhagen, Prague and Minsk, with the main focus on Minsk. The author selected different geographical areas intentionally, so that three different urban transformation paths with different enhancing and decreasing identity could be revealed and that the similar identical elements can help to find out possible patterns inherent in many cities (figure 3.1).



Figure 3.1 Studied cities in European dimensions. Image made with Adobe photoshop.

Another reason of the choice was author's personal connection to the cities as the cities were most experienced by living and studying in case of Minsk and Prague. The strong image of Copenhagen, as author supposes, was a reason for its selection.

Copenhagen is situated and built on the islands Zeland, Sloskshomen, Amager in the Eslunn channel, which connects the North and Baltic seas. The central area of the city consists of relatively low-lying flat ground, 50 m above sea level. Copenhagen stays on flint-layered limestone subsoil formed 60 to 66 million years ago. Due to the warm Gulf Stream, the climate in Copenhagen is maritime, with slight temperature fluctuations throughout the year. The winter in the city is mild, and the summer is usually cool.

Minsk is situated on the watershed of the Baltic and Black Sea basins. The Svisloch River flows through Minsk, which includes another six small rivers which flow within the city. The height above sea level of the city ranges from 184 to 280 meters, which, together with the two terraces above the floodplain of the Svisloch River, determines the difficult terrain. The climate is moderately continental, with significant influence of the Atlantic ocean.

Prague stretches along both banks of the Vltava River with the length of the river within the city: 29.8 km. Five streams of Berounka River flows into the Vltava on the left bank and four on the right. The city is located on nine hills separated by a river. The highest elevation point is 399 m, the lowest elevation is 177 m. The climate is humid temperate continental, winters are relatively mild, with little snow, and summer is usually rainy and warm.

The cities provided for this study are a group with various properties of size, area, number of inhabitants. The data is taken from official statistics and information gathered by cities' organizations (see table 3.1).

City	Area, km ²	Population for 2017
Copenhagen	88,25	602481
Minsk	348,8	1974800
Prague	496	1280508

Table 3.1 Size-related indicators for selected cities

These factors are impacted by differences in how these cities are administratively defined: Copenhagen has a very narrow demarcation with separated suburbs if to add separate suburb areas, the Greater Copenhagen consists of 1,5 million people (see figure 3.2)

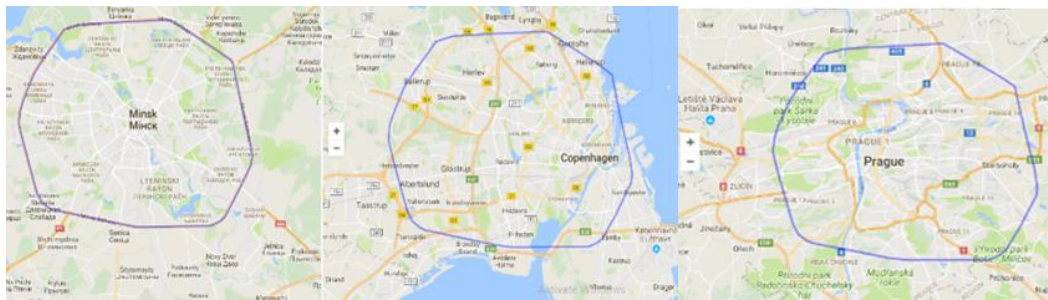


Figure 3.2 Comparison of the area , Minsk's Ring to Copenhagen and Prague administrative zones . Image is made by the author with Adobe photoshop.

In the selected cities, the smallest purchasing power, which can be influenced by this thesis in the implementation of its urban projects, belongs to Minsk and highest to Copenhagen, followed by Prague. The same condition is with the index of quality of life. The high safety index is represented in all the cities, creating a favourable situation for the development of the new distinct elements. In contrast to Prague and Minsk, Copenhagen has the lowest pollution index (see table 3.2).

	Minsk	Copenhagen	Prague
Purchasing Power Index	Very Low 44.42	Very High 113.63	Moderate 77.30
Safety Index	High 74.12	High 78.01	High 72.52
Health Care Index	Moderate 59.34	High 73.99	High 73.73
Climate Index	High 64.33	Very High 83.84	Very High 80.62
Cost of Living Index	Very Low 35.31	High 98.90	Low 55.37
Property Price to Income Ratio	High 15.09	Moderate 8.37	Very High 16.20
Traffic Commute Time Index	Low 26.63	Low 30.76	Low 33.98
Pollution Index	Low 37.88	Low 22.64	Low 36.64
Quality of Life Index	High 141.62	Very High 193.27	Very High 160.39
Minimum contributors in an underlying section:	31	44	83
Maximum contributors in an underlying section:	177	333	552
Last Update:	January 2018	January 2018	January 2018

Table 3.2 The quality of life index in the studied areas , 2018. The data taken from the official site www.numbeo.com. Accessed March 25th, 2018

4. Research Methodology

4.1 City identity as an outcome of urban transformation

The measurement of the “identity” is not obvious, as there are no specific and exact methods which could be implemented for the particular case. Therefore, a large body of literature has been investigated in order to find a proper methodology to proceed. Current research design can be characterized as comparative and reflective at the same time: the chosen cities are compared with each other and theoretical and practical reflection about their identities is given.

Combining methods from different case studies of literature review on the topics of “lost identity”, “urban identity development”, “urban branding”, the author’s modified method on qualitative comparison has used. The base of the study A further method of comparative analysis is done based on the proposed Lynch’s ‘imageability’ analysis for understanding the identity of each of the three cities. Lynch’s methodology was modified by the author and his supervisor to a form more suitable for comparison in current realities. The emphasis have been done on physical elements shaping the image of the city: public spaces (“nodes”, according to Lynch), parks (the “genius loci” in the “districts” of the city), streets (“paths” connected to “districts”, according to Lynch) and “landmarks”. . The modifications rely previous study of G.Sadehi & Y.Wang (2016) pointed out that a town's squares, streets and parks are seen to be the symbols of well-being and self-identity.

The data collection is obtained with the actual visits to the selected sites. The locations are provided by the outcomes of conducted survey. The data for from the primary observations on the sites is made independently. Afterwards, the detailed description of each site is created, based on the author’s observations in situ. The research uses all written documents, interviews and direct observation as the sources of evidences. In the description process of urban space morphological, visual, functional characteristics have taken into account.

The mapping tools are implemented to detect the differences in the intensity and modes of the public space’s use by people, focusing on how this site contributes to the city's identity. The SWOT analysis assisted to find out the factors resulted in reduced recognisability and impaired integrity of Minsk, while seeking for the unique elements

of each of the compared cities to make emphasize on. It have assisted to determine the applicability and relevance of the new way of successful case studies for the Belarusian capital.

In addition to it, to the old photos from archives have been explored for Minsk to understand the transformations of identity and to detect the possible experiences from the past which can be implemented to enhance Minsk identity.

4.2 City identity as a reflection of self-perception. Survey

In regard that “identity” is a complex phenomenon of built environment, comprising social, psychological, and cultural aspects, the social aspect should not be ignored. Therefore urban-morphological approach should be in line with perceptual. Hence, it was decided that the best method to proceed with the data collection and analysis for this investigation was to use survey methods. The survey are targeted to be the main target group, but in respect that in the highly increased mobility of the world and its influence of local economics, the associations of tourists should be also taken into account.

To gather the information about the four “nodes” of the image identification, the main goal of the questionnaire was to determine the iconic features to each “imageability” category. The interview questions aim to understand the current identical nodes. The standard questionnaire for all the places slightly differentiated between the nodes as they have different spatial scale and individual physical context. The reasoning is provided in each section of the studied physical elements.

The survey included locals and visitors of the cities on which the research was conducted. The targeted number of participants was 60 people of variable age groups, that is 20 people per each capital. It was conducted among university students who have lived and studied in the selected cities or travelled there. People on the streets of the selected cities were also interviewed.

The face-to-face interviews were conducted by the author at different times of the day and week in the period of September - December 2018 during actual visits. In the case of Copenhagen there was a limitation in time, as it was only a 5 day actual visit, comparing to the author’s temporal residence in Prague and more frequent visits of Minsk and the personal author’s connection.

The following questions were to be answered:

1. *Choose one city among Copenhagen, Minsk, Prague where you can provide the fullest information about (in case you lived there, travelled there, you were a tourist for more than 3 days).*
2. *Name the 1 public space connected to the city according to the next category:*
 - a. *Iconic public space (association with city)*
 - b. *Space, full of spirit (most vital public place (full of events, gatherings and etc.))*
 - c. *Public place with special spirit next to water*
 - d. *Public space with special spirit in the business/residential area*
 - e. *Public space with special spirit, including shopping mall*

After questioning of 7 people, it was understood that the category d depends on the very personal experience of the work/living place, therefore, it can't be perceived objectively. Consequently, the category was eliminated from the survey and the places for this category were selected as from category a-c, e as most named spaces which had location in residential/business area.

3. *Which park would you recommend to visit in weekends (you feel belonging to the place and arises in your mind firstly) and if you can, point out one park with the innovative elements which you recommend to visit.*
4. *Name 1 street upon next category:*
 - a. *The most lively street*
 - b. *The pedestrian street, full of spirit*
 - c. *The alternative street*

The categories a, b, c were given intentionally by author in order to discover if there an obvious connection between “Pedestrian ~ Lively ~ Alternative”.

The categories d “The residential street” and e “The street of high carriage importance” were not included in the questionnaire and were not the object of survey since they have similar characteristics and in order the comparisons to give better results (decided by the author).

5. *Name not only central landmark that provide association with the city (buildings, architectural complex or unique place).*

Relaxed students and people sitting in the front of the screen in warmer comfortable environment have answered all the questions. Probably because of the short time or unfavourable weather conditions during the actual visits, respondents who were asked in the street did not intend to answer all the questions. Therefore, the 9 Facebook users appeared to be the targeted group to accomplish the mission.

During the research the tendency of misunderstanding the difference between the iconic public spaces and landmarks by people of all the towns was observed, especially in Minsk. People usually named iconic buildings, when they dealt while the word “iconic” belonged to public space. Usually, the locals named the streets, imagining that they are tourists in their own town.

The next objective after the collection of answers was to define the most frequent answers on the given questions. On that account, they were interpreted into numbers according to how often the particular place was named. The outcome of interpreted results for each city. Following the numerical outcomes, the conclusion on the most pronounced places was made up. The most frequently selected places became a basis locations for the comparison method of direct observations in the next step of the study. The places are considered to have a significant value in formation of the city identity. Some important points related to the issue of the study can be noticed:

Copenhagen

The interviewee prefers alternative and newly designed places. It reflects the existing culture of openness to innovations in Denmark. The City Hall Squares became among places-associations in both cities- Minsk and Copenhagen. Paradoxically, that they are not among the most used. Christiania’s “streets” and “park” and “landmark” were among chosen, that is why it was decided to decline in in “landmarks”. Superkillen Park was often named as public Space full of spirit, even though it is a “park” element. Bicycle was named as an iconic landmark twice

Minsk

The streets of “alternative” category were met also met on the high position in “lively” category in case of Minsk and Prague. In Minsk the only “alternative street was detected as named in its true meaning. In case of Minsk parks and public spaces next to the water are much confused as usually they are a part of the huge park system.

The understanding of residential public spaces of Minsk differs from understanding of residential/business public spaces. Some Beaches were considered as public spaces.

Prague

Tourist Interviewee had difficulties to remember the lively streets, pedestrian streets, less problems were with alternative one. Even some locals were confused. They just said “some central street” or “one to the Charles bridge”. The author made the efforts to recognise which one. The names of squares also were transmitted sometimes with associations, “ Like square with two guys next to Kafka Museum”, “ Square with the head of Kafka” and etc. It means that Prague has a lot of associative pictures mostly expressed with alternative new and attractive old landmarks.

Jiriho z podebrad was chosen among Vaclavske and Old Town Square because the author wanted to find out, why the not popular among tourists square became successful among locals. More streets was named than anywhere, approves a huge central pedestrian core. It can be said that green spaces to which people feel belonging to are places where there is no so many tourists and architectural heritage is not the main point in this garden. The factor of culture of globalisation can be a reason. In most of the cases panoramic views are opened. Cultural tradition of drinking beer influenced the choice of Riegerovy with beer gardens. Lenon Wall was chosen as alternative category.

More results on survey are represented in the chapters “Results” and “Discussion” as supports to observations.

The survey is also important in terms of understanding the places “with character” of the town and trace the possible connection with the factors which influence the formation of pronounced link to the image of the place. It is used during the map analysis of public spaces as well.

The processed results of the survey are attached in the Appendix I.

The selected places as an outcome of survey for next step the analysis are presented in the figure 4.1.

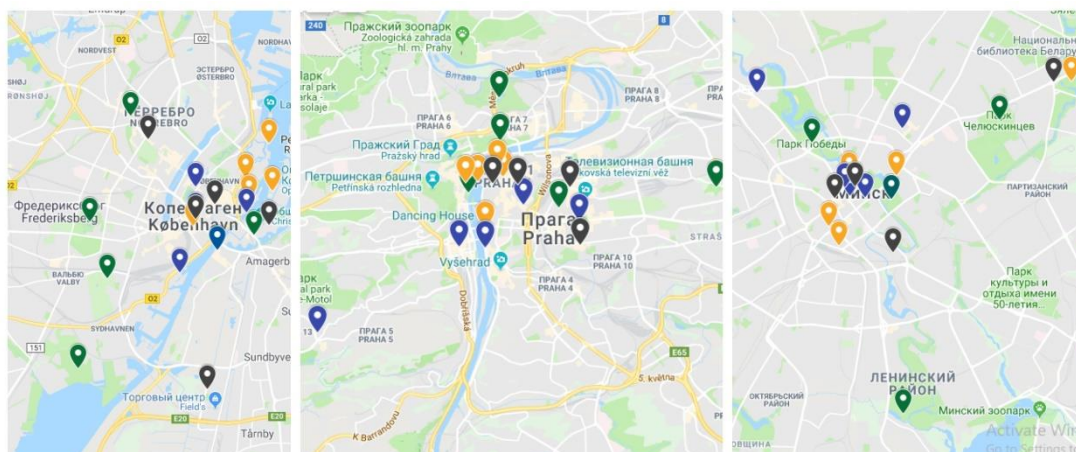


Figure 4.1 The locations selected by interviewee for comparative research. Image is created with Google maps tool.

5. Current state of problem

The development of the urban identity is marked by problems identified as reduced recognisability and impaired integrity, expressed by its main elements. The problem appears as Minsk does not reflect modern development with the target to enhance its identity and is plagued by globalisation factors. Moreover, the unsolved problems of urban pattern's transformation from the past pulls it back. Therefore, desintegration affects its overall image. Minsk has been destroyed several times through its history and then hastily rebuilt by Soviet plans, whose projects had been implemented by taking a political interest of efficient and rationalized industrial and scientific life into account (Sofia Dyak,2015) .

In some urban places people do not feel like they belong to the place and they avoid these places. Identity helps citizens to become attached to their environment and it confirms that it belongs to them (D.Boussa,2017).

The proper attention to detection of the problems of the identity with scientific methods is not given. The found studies have only focused on the post-soviet problems of the city's development. Some of the found researches on the topic connected to "Identity of Minsk" field are aimed at political leverages. Also the main weakness in the studies is that they are, commonly, based only on literature review. The practical researches on urban identity are missing.

The reason for this research is not only the fact that the urban space of this city is poorly studied today, but also because of the real need to develop a new master plan

that can in many ways change both the spatial appearance of the capital and the way of life and thoughts of its people. The governmental regulation and urban Master plans are limitations to the dynamic possible offered solutions. The importance of the perception of the city/town by its own citizens is rarely taken in the account.

To resolve the issue in Minsk, the causes of the identity crisis should be established and remedies should be based on the best examples from the experiences of Copenhagen and Prague.

6. Results

The results of the comparison of “nodes” composing the whole city image are obtained based on the primary source – direct observations, visiting the sites. The location of the sites is an outcome of the survey’s results (see Appendix I). The data collection was conducted in period of November 2017- September 2018, depending on the opportunities of author. The limitation of actual visits to Copenhagen can reflect the data of the thesis. The extractions of some descriptive information provided for each site represented in Appendices. In view that the data are huge, only important examples are attached to this paper.

In the direct observation, the obtained results for comparison were revealed with the help of literature reviews and results of survey on the selected places.

6.1 Public spaces

In view of all that has been mentioned so far in the literature review, one may suppose that “public spaces” is the most important part of a cityscape since people form cultural identities largely through spatialization of their experiences (J. Dzierwiecka & T. Nakayama, 2009).

As mentioned in methodology in “survey” part, each node was given 5 most named locations for each category. To come more into details, the respondents had to choose the public places affecting the identity of each individual’s daily life “Work/resident space -place to purchase and go out – use of river (one of the most pronounced identity) as a part of nature”. Among the categories that must be chosen were: a place which can be associated with Prague, furthermore, the most pleasant space in view of spirit, one and another one next to the water, as water was a distinct part of the town many generations (Widiya, 2013). One a public space next to shopping mall. Anna Zhelnina, 2011 points out in her paper “The shopping centre, like any public place, gives us a chance to observe different styles of life, patterns of behaviour and consumption, constantly finding confirmation of existing distinctions and learning about new ones”. The malls became a modern buffer zone between office life of the modern “cultural life” formed by middle class and influenced by globalisation. And the last one place with a special spirit should be located in the business or residential area. That is why these types of areas were taken into consideration.

Identifying the factors of vitality of the place through usage of the place

The spirit of the place is one of the main factors of the public spaces in the cities, which influences the overall perception of urban landscape. There is, therefore, a definite need for finding out what increases the spirit in the small scale, as place identity is a substructure of person’s self-identity (m. Pohansky, 2004). Following this acknowledgement the primary step of the observational results were applied to one of the aims of this thesis: to find the factors adding to the identity. By understanding pedestrian circulation in the area and most functional and popular points of gathering the reason of decreased/increased vitality of the place could be understood, as well as the motives of sense belonging could be discovered. It is determined through the connection of the area to its size and preference of usage by inhabitants and visitors. The technique was to some extent based on the statements from the article review of

Joseph Gentili, 2011. He offers maps as an effective tool in research progress and findings.

The circulation maps of the public spaces are created and analysed with focus on the type and location of activities and the concentration of pedestrians around them. The main source for the analysis relied on the observations obtained during several actual site visits to the public spaces (see Appendix II). By matching map data and collected qualitative data, the conclusion on the main points, influencing identity of public spaces is done.

Before mapping of the areas, the average size identification of all the places was done, in order to provide better interpretation of the output. Example is provided.

Public spaces	Copenhagen	Minsk	Prague
The average size of the public spaces	0,9 ha	1.7 ha	1,9 ha

Table 6.1 Average size of public spaces

In this Chapter all the images are scaled upon the frames of the page.



Figure 6.1 Comparison of circulation and usage of iconic public spaces. Image is made with Google Earth and Adobe Photoshop, 2019

Important points on the figure “Comparison of circulation and usage of iconic public spaces”:

At the Oktyabrskaya Square, there is a huge open space without vegetation, and buildings that combine unified official Soviet style with elements of globalization and loss of identity, such as glass windows. It reasons the empty place in the center of the town, which people cross fast without stops on the way. Even the benches here are formal.

The Town Hall Square is a crossing area, not attaching to itself, on the one hand. As for informal usage- it serves as a meeting point for individuals, especially groups

on their way to the usual touristic sites that are concentrated in the area. On the other hand, the author was a witness of the dense people's presence during a football match on the large screen. This is an evidence to the space's role as a central focal point for celebrations, festivals and demonstrations, keeping the Danish culture alive and strengthening the sense of nationalism and unity. In line with these observations, it is important to notice that the most crowded area in the weekday without happenings are areas next to KFC, Starbucks and kebab chain areas.

Vaclavske Namesti is the most crowded place, comparing to other studied maps. The public spaces, in the tourist areas with preserved heritage of the historic core of the town are filled with people along the whole area with higher concentration points by the well-known commercial food and clothes' brands. The area is well-equipped to provide comfort to tourists. It is necessary to admit, that it is overcrowded in spring and autumn seasons. Like in Copenhagen areas next to KFC, Starbucks and Macdonald's are one of the preferred tourist's and local's spaces, despite the choice next to it to try the local kitchen, but more expensive. The result now provides evidence that providing opportunity for mass mobility, the place starts belong to the mass, therefore adding to the place sameness.

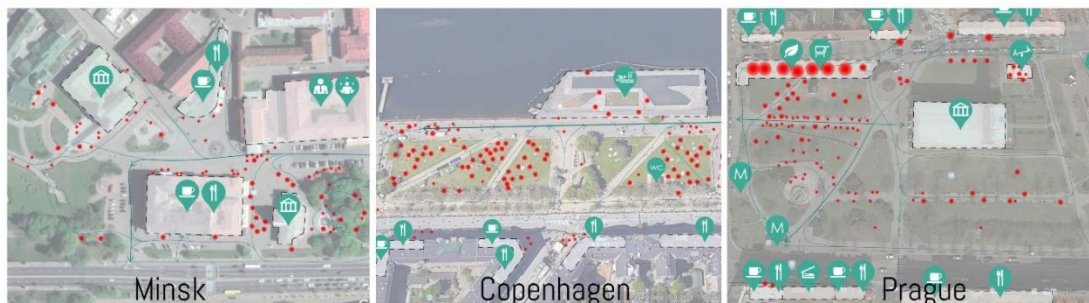


Figure 6.2 Comparison of circulation and usage of public spaces, having “evident spirit of the place” .Image is made with Google Earth and Adobe Photoshop, 2019

Important points on the figure “Comparison of circulation and usage of public spaces, having “evident spirit of the place”:

If to compare the “Liberty Square” of Minsk also to other squares of Minsk, it can be truly the symbol of freedom, in view that other places are poorly equipped and the usage is not promoted. The square is the main point of festivals and cultural event in Minsk. It explains that the square is also one of the most preferable to use due to it “welcoming” feeling. The food anchors also shows that square can also be visited “by

the way”. The most frequented attractions are hand-made shop and fairs, as well as areas for an open skating ring and slides for children.

The Copenhagen’s “Island Brygge 14” with harbour bathes is the most used place in the case of the “places full of spirit” , even in the times without event here, unlike *Jiriho s Podebrad*. I have to admit that the place was among most selected also for the category of “waterfront places with a character” even though Copenhagen has a lot of waterfront areas to offer. It states that place has a thoughtfully created public spaces with use of the place potential, targeting the “belonging to the place”.

Jiriho z Podebrad is filled by people involved in activities: farmer’s markets or food anchors around. The main concentration areas are: market, benches, grass (sorted by descending of user’s quantity). The highest level of equipment with benches is remarked in the capital of Czech Republic, comparing to the capitals of Denmark and Belarus. The benches at *Jiriho z Podebrad* square are equipped with heating and charging system that provides more possibilities to use the open space during all the seasons and appeal more people to stay in the area. Sitting on the grass here is also a frequent practice, noticed in the public spaces of Prague and, must probably, in addition to self-identity, this factor expresses the democracy on the governmental level (see figure 6.3).



Figure 6.3 Well equipped squares with benches and free parks for resting in Prague



Figure 6.4 Comparison of circulation and usage of waterfront public spaces. Image is made with Google Earth and Adobe Photoshop, 2019

Important points on the figure “Comparison of circulation and usage of waterfront public spaces”:

The circulation has bigger scale in the “8 Sakavika Square” of Minsk, however it doesn’t add to the higher usage of the place. The most crowded point is next to the food stand. The two Sport Palaces are next to the square. The area is a busy transportation hub, however, people just cross, not staying in the area and don’t profit from the waterview. The landscape elements are strict.

The most used places in Copenhagen’s bank are benches and the unique element of landscape architecture - the trampolines built in the pavement brought several young people and tourists to “experience” the place. The Havnegade Promenade was ‘dead’ during the visit in the rainy time of the year, however the activities points alived the place. The interviewed locals claimed that the promenade is more valued in the summer season.

The “Naplavka” has the most intensive use of the space, including the other side of the studied waterfront. It is worth to mention that “Naplavka” is used by a small number of pedestrians as a place to sit on the banks of Vltava river and in the boat-restaurants in the week time. The high concentration of the restaurants can be seen out of the map. This suggests that some people comes to the bank “by the way”. The boat hotel can be regarded under a unique experience. The spirit and image of the waterfront is changed only during farmer’s markets and even more during food events on another side of “Naplavka” (see figure 6.5).



Figure 6.5 Naplavka in the Weekday vs Naplavka during Saturday’s event



Figure 6.6 Comparison of circulation and usage of public spaces next to shopping malls. Image is made with Google Earth and Adobe Photoshop, 2019

Important points on the figure “Comparison of circulation and usage of public spaces next to shopping malls”:

Unexpectedly after previous comparisons, *The Komarovskiy market square* is the lively, not typical to Belarus urban space. Being full of actions and spirit, it still preserves evident Minsk’s identity- staying clean and tidy. It can explain that commerce can stimulate Belarusians to come to the place. The most use area view is less official, disposing, open. Contrarily, the green area next to mall is not used as it has strict shapes of landscape design and benches with no protection against sun. The structure of commerce is very unique with its Soviet elements, comparing to other glass globalised structures of Prague’s and Copenhagen’s selected areas. This place has a high potential to be as one of the image elements of the city. The white and green colours (which can also be seen quite often in Belarusian symbols) are the prominent ones in the area.

The map of circulation next to *Fiskertorvet mall* shows that outdoor areas are not so crowded as it is observed next to the shopping public spaces of Prague and Minsk..

The Fiskertorvet shopping mall is crowded in the summer because of its pool and much less in the winter. The pronounced identity is usually distinguished as a densely used area in this research. The Fiskertorvet mall was put by interviewers in the categories of “iconic features, special/lively atmosphere and presence of goods which the shopping place requires for relaxation as well as spending there more time”. This suggests that the unique bicycle bridge and landscape during driving, proximity of transportation and, of course, the unique public pool “Copencabana” among the commercial areas played role in the preferences. It is important to mention that the minimisation of parking space is utilised by the usage of the roof as a parking lot.

Being the busy transportation node, the area of Andel is observed to be second place after Vaclavske Namesti, which is overused. The rich historical past of it was forgotten (unnoticed by eye museum among the higher glass structures) and replaced with “globalized” culture of consumption and commercial type of construction. Nevertheless, the tram and pedestrian typically Czech pavement supports the overall image.



Figure 6.7 Comparison of circulation and usage public spaces in business/residential area.

Image is made with Google Earth and Adobe Photoshop, 2019

Important points on the figure “Comparison of circulation and usage of public spaces in business/residential area”:

The Flag Square can be detected as unused in defiance of proximity of residential, business, commercial area. The survey showed that people of Minsk don’t understand the real purpose of public space in business or residential area, however many of them know that “in Europe it is different”. Moreover the Exhibition palace, the gathering point of the residents from whole city doesn’t lead better usage of the space. In addition to it the artistic element- flag of 70 metres, which is found only in Minsk doesn’t contribute to the visiting, people mostly look at it from the buses. It’s totally avoided.

The possible explanation is existence of “President’s Palace” in the radius of around 500 metres.

The Israel Square is moderately used and is frequented mainly by youngsters with skateboards, bicycles and people who search for physical and communicative activities. The benches in informal shapes of stairs and other innovative elements created a disposing impulse to benefit. The adjacent Farmers Market, on the other hand, is packed with people of ages 20-70.

The Nove Butovice Station is gaining momentum due to the new art creations and futuristic spirit, resulting in promotion of adjacent business centers by local pedestrians and workers. A concentration of people is observed next to natural landscape elements, café areas, exhibition area and the screen of Trifot. The pleasant artificial features of landscape increases the connection to the nature of its users. It works as an element attaching to square.

To sum it up. Planned comparisons revealed that the *Prague’s* public spaces are the largest and the most used in comparison to Copenhagen’s and Minsk’s..In four cases out of five Prague’s public spaces were the most used. The fifth case was gaining momentum. Obviously, by natural landscape characteristics Prague has more potential to emphasize identity. It seems to be that Prague’s urban planners continues this factor keeping a strong side of image and continue provide more natural unique elements in the ex-brownfields areas. The connection between the art can also be viewed that concentration of people is also next to innovative cultural or active elements. The next reasons can be the explanation: city is also stands out with its cultural heritage, comparing to two studied cities, however the shopping areas and high amount of tourists distracts the attention of visitors from the uniqueness of architectural elements. Massive tourism with its consumption and overuse decrease the sense of identity.

The places of Copenhagen are used moderately in 4 cases. The 5th case of “harbour bathes” has an inclusive spirit and beneficial pastime using essential water element, clarify its high presence of spirit and “place belonging” feeling. These results widen adds to the knowledge on the article of Helena Casanova&Jesús Hernández,2015 “Public space acupuncture”. In the case of *Copenhagen* the interconnection between the area and its usage was found. The smaller the place, the more people gathered there. The most common type of public space in Copenhagen is the “plaza” and usually

it serves as a resting point along a long street, which is more approachable, comfortable and smaller. The surfaces of the plazas are mainly made of natural cobblestone and decorated with patterns in order to show the link between the urban space and the architecture. The wooden benches observed in new places are usually minimalistic. The wooden pots with small trees or flowers are presented at most of plazas. The water sound and calmness of the public space is expressed in Copenhagen more than in other compared cities.

Minsk squares are large by size and poorly used, even in cases when the square was built for expression of beauty and governmental self-expression. Most of the squares have an official mode (see figure 6.8). The two squares, such as “Square of National Flag” that has high governmental meaning is seldomly used by pedestrians: the governmental presence around purposes gives a repulsive effect. It is interesting to notice that this type of place is considered as an iconic public space among the interviewed, even though they don’t use it with the purposes for which public space serves in the city. It means that squares has another meaning for people of Belarus and regarded as just huge open space to observe and to cross.

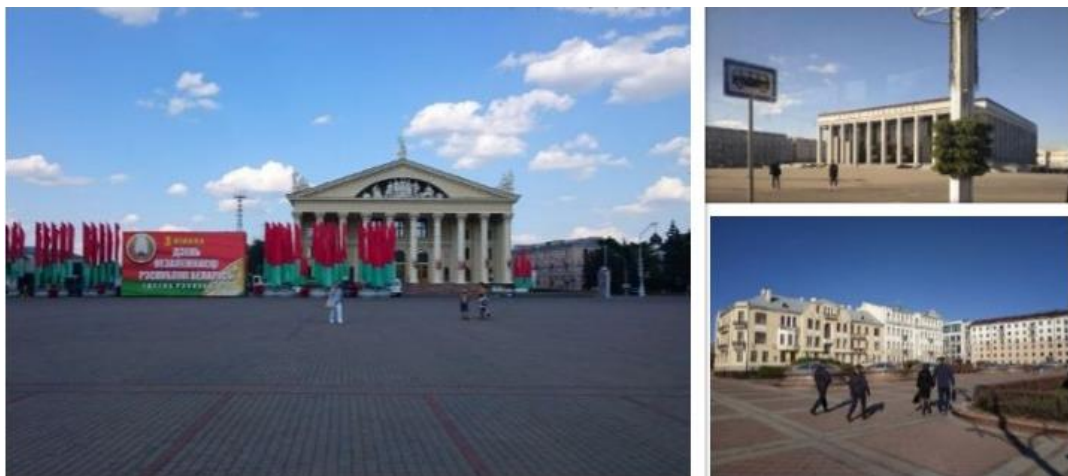


Figure 6.8 The official spirit of the squares in Minsk. The Photo by A. Vazniuk, October,2018

6.2 Parks

The parks are another important element according to Lynch, shaping the image of the city. The parks were selected by author from the survey results according to the requirement to analyse 4 parks which have a unique spirit of belonging to the place and 1 additional with strong spirit, but in residential area. The most important technical

characteristics of the parks are extracted in the table 6.2 from the qualitative and quantitative descriptions, which were found with observations and Google Maps tool.

Parks	Copenhagen	Minsk	Prague
Average size of parks	37,7 ha	76,76 ha	33,2 ha
Type of visitors	All the categories, in Superkilen park the young population prevails	Women with strollers, family visits, couples' visits. In one of the parks there was a high amount of old people due to the museum of War	A lot of tourists use the park. The majority of visitors are families. All age categories visit it.
The most used part	The playground with fountain; The part at the entrance to the Chritiantown; the path to jog or walk with a dog;	The part next to the Museum of World War; the part with a playground; The amusement part	The playground and trails for walking with dog; the part next to the museum; all area is used the same; observation point
The intensity of usage	4 of parks are intensely used in summer 1 park in the historical centre is intensely used in winter	4 of the parks are intensely used in summer All of the parks are sparsely used in winter	4 of the parks are intensely used in summer 2 parks are intensely used in winter
Bicycle lanes	Present in all the parks	Present in 3 of the parks	Combined with pedestrians' trails
Availability to people with disabilities, number	Accessible :3 Not completely accessible:1	Accessible :1 Not completely accessible:4	Accessible :3 Not completely accessible:2

Table 6.2 Technical characteristics of parks

Since parks have huge accessible areas and limited time to experience it, an additional source of information is needed. The quality and fullness of the data, referring to this “node” can be enhanced through visual depiction of the spaces. As it has been previously reported in the literature review, social media is one of the ways to make the urban identity more recognisable. Instagram was used as a method for supplementary data due to its “selective filters of the best “like” places since it is the most widely used platform. Instagram is able to reshape the city image by its users. (J.D.Boy&J.Ultermark, 2015). The platform is also used as a promoter of places, based on which visitors choose one place or another. With this approach the method allows us to see the most preferable iconic places inside huge areas such as parks. Analysis is done according to observations and social media.

6.2.1 Parks of Copenhagen

The Christianshavn Park is characterized by natural trees of local species, symbolizing a form of protection around the Christiania neighbourhood. The houses around the park are unique and self-constructed, symbolizing freedom of expression without governmental regulations, which is the ideal of the residents. The Frederiksberg gardens are a historical site, designed in the romantic English style combined with the unique northern model.

In all three cases each of the city has the parks similar to each other that have a natural and a relaxing value. The cities are characterized with the big green areas. However the self-identity of people with the park in the three countries is different and it imparts to the identity of the urban structure. In Copenhagen more joggers and runners are attracted to the parks due to proper infrastructure, sport facilities and freedom in usage. The parks are targeted on the practical active/social use, satisfying the needs of all type of inhabitants in the particular residential area.

The pictures of Copenhagen’s park, withdrawn from Instagram show a similar style and identical places in all the parks which contributes to the oneness of the image of parks (see figure 6.9). The natural scenery is a main object of photography there, unlike in Minsk, where the personal appearance is higher (see figure 6.12). The Superkilen park contrasts with the other 4 parks, where more than half of the pictures are made with personal presence. The updates of shots with the tag of Superkilen park

occur with the same intensity in summer and winter time, comparing to only summer time in other local parks.



Figure 6.9 The most shot places of Copenhagen's parks. Photos are withdrawn from Instagram page, 8th of April, 2019.

6.2.2 Parks of Prague

The natural hilly privilege is thoughtfully chosen by the landscape architects of Prague, the panoramic views are present in 3 out of 5 chosen parks, one of them has a panoramic view of the historical part of Prague. The hills around a lowland of the park reflect the unique character of Prague. They show that natural characteristics of the city have a strong influence on the character and the image of the city. The natural panoramic views are usually fortified with the architectural figures or elements (for example, penguins and children sculptures in the Kampa park) which produces more interesting image and corresponds to the competitive image on the global market of city branding. The shots of the central parks of Prague, such as Letna, Kampa are used intensively in summer and winter season at the point of panoramic view. The field result is correlated to the fact that the updates in the internet platform appeared intensively during winter and summer season, comparing to other local parks and parks of two other compared cities. In central parts of Prague a lot of tourists are present, which creates another atmosphere where the locals can feel as part of the tourist attractions them self. It causes them to escape to the corners of park.

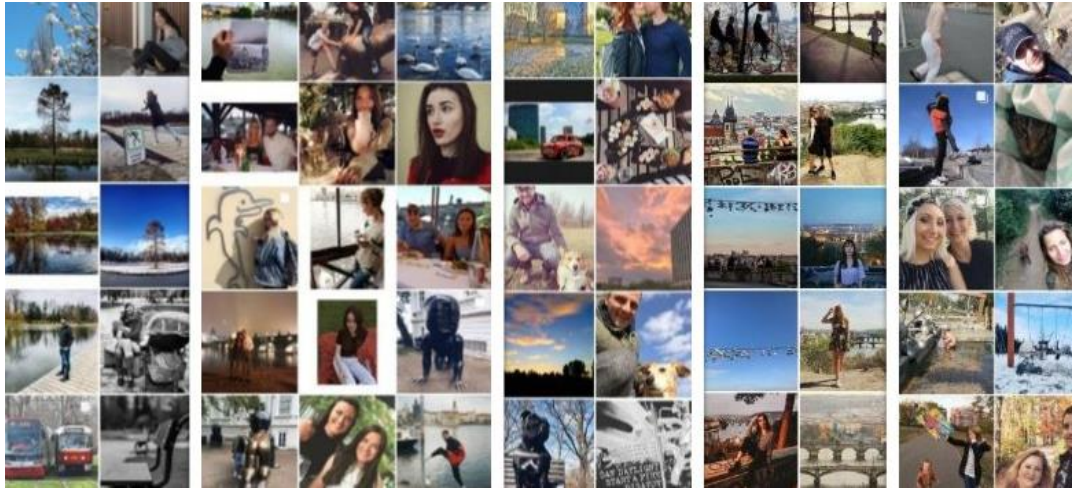


Figure 6.10 The most shot places of Prague's parks. Photos are withdrawn from Instagram page, 8th of April, 2019.

The Czech language was heard in the local parks as Pankrac, Stromovka and in the remote corners of the central park. This shows that locals do not feel comfortable in the dense touristic parts. The simple design explains their lower usage. Due to its natural vegetation, Stromovka is very similar to the parks in Minsk. Tourists were met mostly at the panoramic view points.

The relatively new innovative park of the residential area which implemented the educational activities into design was commented as “one of the most attractive places to visit with children” by several interviewed people, even though the questionnaire did not require comments. The place has a strong spirit due to the water elements and innovative facilities for children, combining pleasant design.

Even though in all the visited parks stunning sceneries and good visual characteristics are observed, there are also negative elements noticed in the parks of Prague. The OECD report, 2016 have emphasized that Prague has very few high-quality public parks. The concept of park planning seems to be unaccomplished.

The extensive graffiti on the ancient walls that surround the parks and the older benches, detected in all the parks, compromise the landscape. In the Malesice Park, graffiti and chemical toilets next to the playground ruin the view. It is difficult to explain this result, but it might be related to the indifference of Prague's citizens to the life standard of the city, or vice-versa (see figure 6.11). It is an expression of freedom and protest to the majesty of the places which are made not for them and not by their participation. It is a sign of the presence of Alternative Culture which continues from Socialist times, as Pixelova, 2013 states.

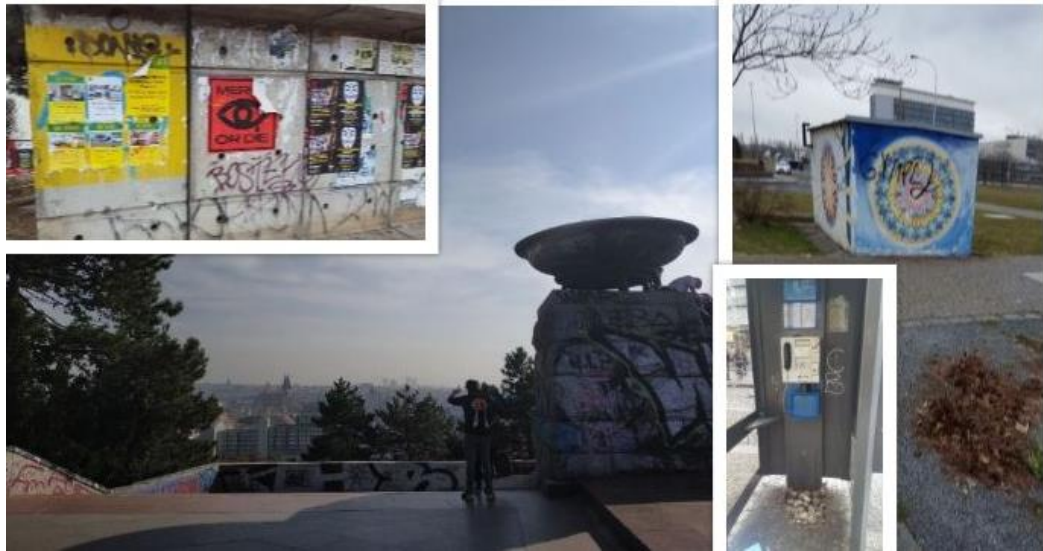


Figure 6.11 The graffiti in the parks of Prague. The photos are taken by A. Vazniuk, March and September, 2018

The most disturbing element in the Stromovka Park is the noise. The trains that pass quite often add to the heavy noise. In some public parks the redundantly high amount of benches is detected.

6.2.3 Parks of Minsk

Three of the five investigated parks are connected into one system of reservoirs, parks, boulevards and squares on both sides of the Svisloch River, which crosses the whole city from north-west to south-east. The water-green diameter of Minsk is a unique object in the world of urban architecture. It is a stroll through the most famous parts of the system - Gorky Park, Victory Park – and also a trail for marathon of 42 km across the whole city.

A white arch is situated at the entrance in two parks. The park named after Venezuelan president represents a particular Belarusian tradition to name the public spaces in honour of significant leaders. The dense vegetation became a refuge house for a large number of birds. Linden, fir and maple are the main local species. The area looks exceptionally clean, less sorted out for individual use yet. The Soviet atmosphere is still presented in parks. Minsk and Prague have huge territories with well-preserved greenery. At the moment some of the green areas are not being well used and being left until better times come to be improved. The parks of Minsk are too sterile. The masonry of surfaces in two parks have an artificial appearance, which is highly disconnected with its history and natural environment. The light-dynamic fountains with Belarusian patterns are the example of implementing media technics into the

image of space. Most of the parks are not accessible during winter. Benches and fountains in Chelyuskintsev park became obsolete.

Aforementioned self-identity of Minsk is characterised on photos by high self-presence in all the parks, except the “Loshice”, where the high natural diversity and historical value is introduced. The owners of the park conducted experiments on the crossing of tree species, and now here one can find exotic plants (for example, Manchurian walnut) and trees that are several hundred years old (see Appendix III). This information correlates to the Parks of Copenhagen, where the artificial natural elements which beautify the landscape are the most shot objects by regular users. Therefore, the observation can be interpreted as the absence of the external identical objects of photography. To support this idea, the case of Prague its creative sculptures (“Penguins” and “Babies” in Kampa park”) can be taken into account. The absence of artificially created innovative or unique paths, sculptures or facilities for sitting, playing, jogging are also a reason of failure of the branding of parks trough a modern connector - social networks.



Figure 6.12 The most shot places of Minsk’s parks. Photos are withdrawn from Instagram page, 8th of April, 2019

In order to help recognise the distinctive character and pride of a place, interesting historical facts and unique elements of each park also became the subject of the research and are being provided in the descriptive analysis.

The innovative type of park is recommended to provide an active experience.

6.3 Streets

The most important technical characteristics of the streets are extracted in the table 6.3 from the collected information. Examples are placed in the Appendix IV. For streets it is necessary to enclose an area of analysis that not only comprehend the main circulation function of the street, but also to include the surrounding urban fabric to a comprehensive and integrated reading of the streetscape character. Its imageability is allied to the visual components and their relations to each other. The more the city is imageable, the stronger these components create the character and impact individuals' perception. (N. Hartani and others, 2016). The look of the city is boring or attractive, depending on the circulation which can be fast or slow, if streets are filled with people or cars, if the visual information present on the streets intrigues or calms down. (J. Jane, 1961). The commercialization of the street is also an important factor, depending on which identity can be increased or reduced.

The streets were selected according to the results of interview by their functional roles, influencing the shape of the city image: the iconic pedestrian street, the alternative iconic street for the youth and tourists, the street of high importance, the alternative street. The fifth, residential function was also chosen as a city is a complex body of both residential and visiting meanings.

Streets	Copenhagen	Minsk	Prague
Number of car lines	4.5	5	3.5
Pedestrian space, m	4,6 m	5,8 m	3.75 m
The most used transport elements	Bicycles, Metro	Buses, Cars, Metro	Trams, Buses, Cars
Surfaces	Asphalt, cobblestones	Asphalt, concrete paving	Asphalt Cobblestones
Average number of local restaurants(LR) and international restaurants (IR) for 1 km	8 -IR; 2- LR Middle Eastern type (Kebabs)	7-IR; 1-LR Western type of cafes	Western type of cafes

<p>Colours (city center,suburbs, popular street)</p>	<p><i>City Center</i>-The mixture of White, black, brown, beige, dark and light grey colours, copper on the upper parts <i>Suburbs</i>-White, black, brown <i>Pusher</i>- the brown, beige and grey buildings are diluted with multi-coloured graffiti on the walls and rainbow flags</p>	<p><i>City Center</i>- the pastel shades of yellow, beige, green <i>Suburbs</i>-grey colours and pastel shades <i>Oktyabrskaya</i>-brown colours of bricks, grey walls diluted with multi-coloured graffiti</p>	<p><i>City Center</i>-gothic brown-grey, beige pastel shades of rose, green, yellow, orange <i>Suburbs</i>- Beige, pastel shades of rose, blue <i>Na prikope</i>- grey, brown</p>
<p>Greenery</p>	<p>The lack of trees on the streets. Bushes are present in the sector of one-two store houses practically everywhere.</p>	<p>Some of the streets doesn't possess trees , some of streets are full with greenery, maple is the most used specie</p>	<p>Streets has a lack of greenery, linden and maple are the most presented species</p>

Table 6.3 Technical characteristics of the Streets

There is an interesting correlation between the lengths and widths of the street of Minsk and the street of Copenhagen. In the case of The Avenue of Independence in Minsk, it was recognised as the longest car Avenue in Europe with its 15,3km. The Stroget identified as the longest pedestrian street with its lengths 1,1km. The measurements, using google maps tools, highlights that Minsk has the widest street and the highest amount of lines comparing to Prague and Copenhagen (see table 6.3).The paradox is that at the same time the pedestrian area of The Avenue of Independence, if both sides are added together (12-14 metres, measured with Google maps tools) is bigger than the only pedestrian street of Copenhagen (10-12 metres). Both of them have a high cultural and commercial significance, nonetheless the flow of Stroget is much more intensive during all day light (figure 6.13).

The trial of Minsk's pedestrianisation has not succeeded fulfil its role. Shared spaces (with the restricted entrance of cars) have been chosen, however the disconnection of pedestrian walks is considered to be the main problem. The thoughtful plan to connect the streets with historical pedestrian zone is recommended.



Figure 6.13 The flows of people at the iconic streets of Copenhagen and Minsk. Photo of Stroget street by Global Fudge, July 7th 2017. Photo of Independence Avenue by A. Savin, August 9th 2016.

In Prague the high importance is given to the public transportation system: two of the streets with 4 lanes have two lanes for cars and two lanes for bus, taxi, bicycle on Opatovska street. In the case of Seifertova the additional lane was allocated to the parking or to bus.

It is important to note that Prague's and Copenhagen's pedestrian streets are linked with design elements: the same style of pavements and same style of colours of physical structure. The old style of cobblestones in all the pedestrian areas is noticed in Prague. It enshrines the picture of oneness and plays a role in becoming a mark of the city. The typical colours of Copenhagen are black, dark, beige and brown from the industrial era, however they are harmoniously implemented into the cityscape.

The most striking result emerging from the data is that the globalization has a higher impact through immigration and commercialization in the historical downtowns. Many areas in the downtown became multinational for better and for worse. On the one hand, the streets are lively, reflecting new ideas of modern Copenhagen. On the other hand, the international food chains and the Indian, Chinese and Arab shops do not integrate into the city's traditional landscape, adding to its loss of identity. The average number of International restaurants among the 5 investigated is 8, comparing to 2 local ones. The Norrebro street has been considered as having the highest example of international intervention. Thus, results obtained are compatible with the problem of the immigration process, mentioned in literature review "Residents of Copenhagen prefer to leave the neighborhoods inhabited by Muslims, selling their homes cheaply and moving to more peaceful areas of the city". The regions gain the spirit and the identity of the ethnicities, which are mostly inhabited by natives of India and Middle east. "Today however Europe is struggling to keep its diversified societal model alive

in the midst of complex and interconnected issues of globalisation vs. europeanisation” (Giddens, A., 2007).

The same reality appears in post-soviet Minsk’s streets, but caused by the commerce globalization and cultural globalisation. The central streets are overload with international commerces. The simple Minsker usually searches for European style of commerces, as the post-Soviet mentality looks for the open, cosy and democratic places (known by the personal author’s experience of living in the country). The results, shown in the table 5.3 verify the author’s personal experience: the average number of international restaurants per 5 selected streets is 7-IR; 1-LR, and the most present type of cafes is Western (Italian, French). The paradox is that McDonalds and KFC, being a global network, create a specific attachment for people to the place. In all the observed cities it is a busy point of gathering indoors and outdoors. Overall these findings are in accordance with findings of globalization which has connected cultures, but it has also destroyed them by ignoring local peculiarities in favor of one cosmopolitan vision (Ronald Niesen, 2004).

As an evident example of architectural and cultural globalisation, a new 15 stores glass building among the soviet blocks which disintegrate the environment can be seen. Interestingly, the previously built Soviet layer has disintegrated the historical area (figure 6.14). It is also seen from the picture that the pavement and natural elements do not add to the integrity of historical local spirit. The results taken from the observation of the streets have shown that modern architectural and urban layers have not been concerned with the question of identity and, consequently have influenced urban silhouette and damaged urban identity. The literature review of Minsk indicates to the fact of absence of urban policies and thoughtful planning, which endures up to modern times.

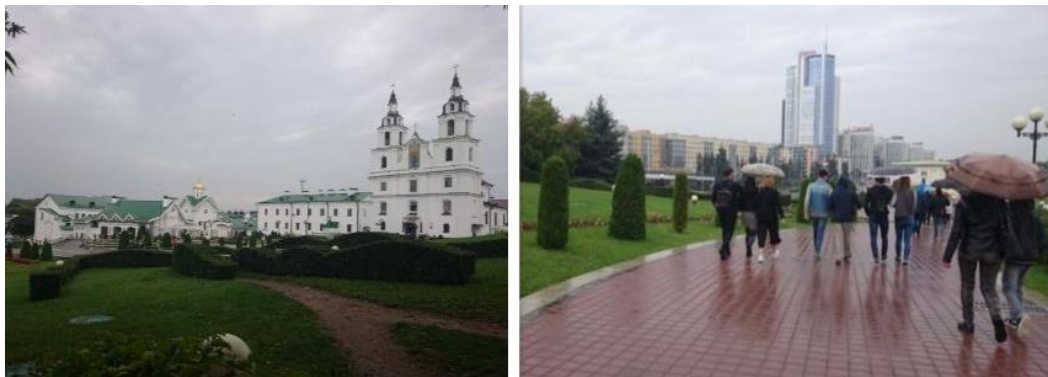


Figure 6.14 Two sides of the same street in the historical center of Minsk. A.Vazniuk, 2018

Such phenomenon is also presented in Prague but in the small scale. Usually the Soviet disturbance stays inside the sleeping quarters. For instance, in Opatovska street, the high - rise particularly planned buildings decrease the overall rich Spirit of central Prague. This can be considered an outcome of the overwhelming central area Prague, which provides more authentic experience on the one side, and decreased consumption by the global culture on another side. Bars, clubs, gift shops on Karlova street are focused on the tourists, therefore the “local” shops observed are full with souvenirs of Russian Matreshka and hat with ear flaps- the attributes of tourist’s satisfaction and excitement, but not a local culture. The downtown of Prague is characterized by massive flow of tourists. Prague faces the over tourism phenomenon. In the busy streets, there is a lack of space and time to observe the architecture in details. Plenty of restaurants and cosmopolitan attractions contribute to the non-native spirit of the city. Central streets are marked by the lack of greenery as well. It is recommended to empower the neighbourhoods in Prague. Dealing with over tourism must be a priority at this time. The results of actual visit to such public spaces as Jiriho z Podebrad and Nove Butovice states that the Municipality works on the decentralisation of tourist flow by implementing the spirit of the place and wide range of activities in order to uphold the rights of their residents.

6.4 Landmarks

Because of its bearing on cultural identity, cultural heritage is fast becoming an element that gives strength to a distinct urban identity, particularly in the context of globalisation. (Scheffler et al., 2010)

The most important information on the Landmarks is extracted to the table from the collected information placed in the Appendix V. The result has a descriptive character to provide a short image to all the iconic places.

Copenhagen

The statue of the Little Mermaid has long been associated with the Kingdom of Denmark and its national symbology. Nyhavn is one of the most famous and exotic areas of Copenhagen and its visiting card. Here one can find the distinctive Danish element of the 18th century -the acute angles of the buildings. One can also feel that he is in a time machine. The opera house, on the other hand, relates to Copenhagen’s

loss of identity - it is one of the most expensive theatre projects in the world and the high budget is at odds with the idea of "Copenhagenize". Its Industrial surroundings and artificial environment add the feeling of a global concrete jungle to Copenhagen, and the local elements of façades are lacking. Frederic's Church was built during the mid-18th century. It symbolizes the baroque style in Copenhagen. Although some elements of the Church's architecture were borrowed from Rome, it is an important structure in the local culture- it is the most popular place for marriage ceremonies. The royal colours of beige combined with the copper dome are characteristic of Northern Europe, and the building integrates perfectly into the landscape. In Tivoli Gardens, the high rates deter the Danes, and the area is 'taken' by the tourists.

Minsk

Minsk gates is a landmark which was mentioned by all the interviewed – it is the first feature that the eye meets at the exit from the railway station. The national library with its unique shape of the diamond is another visiting card of Minsk. The main entrance is unique and has similar design like an open book. Trojeckaje Pradmiescie is a picturesque and old region. This beautiful region with cozy narrow streets became one of the symbols of the Belarusian capital. The Victory square has huge historic value. There is an obelisk in the middle which was settled in 1954. This monument was made in commemoration to the soldiers of the Red Army and partisans that died during the world war II. The Red Church is always a special landmark due to its colour and various historical twists. The legend says that when Helena was ill, she had a dream of the Virgin Mary standing near a beautiful temple. The girl depicted everything she had seen in the dream and asked her father to build that temple.

Prague

The Dancing House is built in the modern artistic style, which is in contrast with the surrounding historical buildings. The Charles Bridge was built during the 14th century and has great historical significance, which is the reason for the extensive investment in its rehabilitation. The Old Town Square is the oldest and most significant square in the historical centre of Prague. The Lennon Wall is a famous graffiti wall that represents global ideas such as love and peace, reflecting, in a way, the new generation of Prague. The Old New Synagogue is an important symbol of the Jewish community that lived in Prague, and one of the main tourist attractions. The ancient

synagogue provides the atmosphere of mystery by its well-known history of Golem, the restaurant "Golem" also adds to the place.

The results of the study offer powerful vital evidence that the whole image of the city consists of the micro-identities - “nodes”. Each thoughtfully planned node can be a contribution to the unique image of the whole city. The most pronounced spirit of “public spaces” are founded in Copenhagen, as the highest usage is detected in the case of the Danish capital. The node “parks” have equally high urban identity, however because of different factors: Prague-due to its proper use of natural landscape and adding of iconic elements, Copenhagen – due to its use of highly professional tools and governmental policy stimulations. The “pedestrianization” of the node «streets» of Copenhagen and Prague showed a positive influence on the cityscapes, providing the liveliness and higher usage by pedestrians. The “Landmarks” mostly depend on the richness of historical urban transformation, governmental policies and implementation of innovations. The “Landmark” node is the main representing element in the identity of Prague with its more than 2000 protected monuments and UNESCO historical center of 866 ha (OECD report, 2016).

To summarize it, the squares, landmarks, parks and streets of Copenhagen, Prague, Minsk all represent various traits of the country’s culture and its history, while at the same time struggling, amidst globalization, to maintain the city’s character and remain open to change.

6.5 Comparison of the identity of the cities with SWOT

As a result, a SWOT analysis has been developed for the three studied areas, attempting to process the main issues and potential to advance and reinforce the urban identity of Minsk, comparing to the SWOT of urban areas of Copenhagen and Prague. The two last ones have been shortly presented in the tables and the case of Minsk has been dissembled in details. The tables contain all the examples of results arising from the field study are in Appendixes II,III,IV,V .

The way of SWOT analysis is accustomed to the particular case of the topic of the study. The SWOT analysis covers: Strengths and characteristics, facilitating the identity. The unique elements are marked further as (U); Weakness as characteristics which compromise the identity; Opportunities as elements and practices of the town

that open the way to the unique urban development; Threats as the elements and practices that could cause the setbacks to strengthen the identity.

SWOT Analysis of Minsk identity elements is provided in the Appendix VII.

Strengths	<i>Copenhagen</i>	<i>Prague</i>
<i>Landmarks</i>	<ul style="list-style-type: none"> - The Danish spaces differ with their Willingness to put new discoveries - The perfect integration into the environment - Alternative ideas and minimalism is a priority in the Danish design - Building numerous newly conventions and fair facilities - Tivoli park has a unique attraction called "pendulum" with speed of 100 km/hr. The main advantage of this amusement park is that its components are constantly changing, the garden is developing. - Conservation laws 	<ul style="list-style-type: none"> - Unique facades are highlighted with sculptures - Strong recognisable name on the international market - Squares and historical places have the same value in Copenhagen or Minsk, but Prague's landmarks have more historical layers.(U) - Additional activities of the place reinforces the identity of the landmark , letting not only to see but to experience the place (U) figure -The architecture of modern structures like the "Dancing House" creates familiarity - Having high levels of awareness and positive consumer perception about the farmer's markets
<i>Parks</i>	<ul style="list-style-type: none"> - Modern and usable park equipment, even in the cemetery healthy life is promoted with trails for running (U) - The use of every green space (cemetery as a park) - The freedom of the society, not following regulations, like for example Christiania (free "city in the city") leads to the creation of unique architectural features of the place - Accessibility for disabled people in Copenhagen is higher than in the other compared cities. - Recycled sculptures showing the full problems of the today's world (U) - "Here he felt happy in the midst of loyal people" - ' the informative sentence at the main entrance to the Frederic's garden mirrors the spirit of Danes throughout the history, which directly describes the sense of the place.(U) 	<ul style="list-style-type: none"> - Feeling of freedom - Observation points and trails in the parks of the hilly city are usually the most used part (U) - The central parks are full with tourists, others parts with locals. <ul style="list-style-type: none"> - Parks of Prague are multifunctional

<p><i>Public areas</i></p>	<ul style="list-style-type: none"> - Enhancing the attractive potentials of Copenhagen to attract new tourists towards alternative tourism products - The architectural forms of the parks is an art itself - Fountains and small statues of unique form - The preservation of the commercial places as The old Jazz club - Christmas markets - The enhanced use of unusable elements(For example , an option to use the construction site as a place to make a photo in the form of the builder). - Wooden pots with small trees or flowers are presented in the most of plazas (U) - New alternative unique public spaces (like the Israel's plads, The Harbor Bath next to the mall) - The usage of water elements at its full capacity - The water sound and calmness of public space is presented in Copenhagen more than in any other of the compared cities. (U) -Sense of belonging 	<ul style="list-style-type: none"> - Enhancing the attractive potentials of Prague to attract new tourists towards alternative touristic products - Free usage/ free feeling - Farmers markets are implemented to increase the usage of space - Tremendous historical architectural stratification, heterogeneity - The huge open space full of restaurants make people stay at the point more time - The old and new public spaces are reinforced with festivals, markets or alternative art. - The old style stone walls along the river are observed in Prague only (U)
<p><i>Streets</i></p>	<ul style="list-style-type: none"> - All the observed streets are equipped with bicycle lanes, what fully satisfies the comfortable movement (proved by personal experiment) (U) - The transportation system is effective (U) - Crowds of people sitting outside under the blankets in the restaurants despite the Nordic weather - The case of Christiania the region is distinguished by its motley colours. The bright flags make the streets alive and add the character to it. (U) - Musicians at the main streets - The names of Copenhagen streets are usually connected to a location of a place or to a person valuable in the art. - The restriction for " high-rise development " - The bicycle network has the 	<ul style="list-style-type: none"> - More than 80 percent of pedestrian walks in the streets of downtown are filled with tourists. (U) - The old cobblestone surface is a feature which characterize Prague, even in the streets of Prague 10 area this type of pavement is met with connection to the history (U) - A lot of local beer places still highlight the traditional taste of Prague - The sound of tram's movement and signals arises when the places of Prague are reviewed - Prague is described by the bus stops full of advertisements about events. -Sense of belonging <ul style="list-style-type: none"> - The usage of harmonious colours

	<p>same conditions as cars and</p> <ul style="list-style-type: none"> - The traffic of cars is the calmest in comparison to the three cities, in the night time bicycle traffic is higher than car traffic.(U) 	
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Table 6.4 Strengths of Prague and Copenhagen

Weaknesses	Copenhagen	Prague
<i>Landmarks</i>	<ul style="list-style-type: none"> - The huge crowd of the tourists interferes the perception at the same level as the bars - Not being sustainable, the idea of the most expensive Opera Houses of the World is at odds with "Copenhagenized " 	<ul style="list-style-type: none"> - The plenty of restaurants and not local attractions diverts from the initial meaning of the cultural heritage - Non-sense graffiti promotes the rude culture
<i>Parks</i>	<ul style="list-style-type: none"> - Most of parks are artificial - No strong panoramic views - The parklands around the new blocks remain windswept - High maintenance cost 	<ul style="list-style-type: none"> -The text non-sense graffiti are met in all visited parks - The park furniture is not well-designed - The absence of interconnection between the green areas - Presence of devastated territories - Land ownership structure
<i>Public areas</i>	<ul style="list-style-type: none"> - "Looking at the equestrian statue of Absalon with the background of Christmas markets, it creates an image of Prague's Wenclass square in winter with its Wenclass on the horse." - The public spaces of new district Orestad is empty due to its expensive look and not affordable cost of apartments - Changing community profile due to migration 	<ul style="list-style-type: none"> - The lack of benches and elements to create the atmosphere for relaxation next to Naplavka -In the case of Andel "Among the shiny glass buildings and heaps of commercial elements the eye doesn't catch other more valuable historical layers of the place". -The golden-people statues on the square decrease the uniqueness of its image. The same type of art was met by the author on the squares of Wroclaw, Paris, Berlin, Copenhagen, Minsk, Moscow.

<i>Streets</i>	<ul style="list-style-type: none"> - The low presence of restaurants with local food. Prevalence of kebab houses. - Budget clothing stores along the main street like almost in all the European cities. The downtown of Copenhagen serves for shopping instead of emphasizing on historical values. - Being green city and eco city, Copenhagen lacks greenery along the street , from time to time it is present only on one side - The architectural coherence is not always kept. For example, a new glass mall buildings of standard projects inserted between two constructions of 1960s with the facade of brickwork. 	<ul style="list-style-type: none"> -The small shops are of Vietnamese owners, the local shops of Czechs were not noticed. The German networks the most frequently met networks in the streets. - Some streets are just a transport corridor, due to high usage of cars and planning in the past which used "functional" division in Master plan. - Some high-raised buildings outside of the core are disconnected to the overall perception of the city image - Most modernistic settlements out of the core has unfinished composition -Increase of land price
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Table 6.5 Weaknesses of Copenhagen and Prague's physical elements

Opportunities	<i>Copenhagen</i>	<i>Prague</i>
<i>Landmarks</i>	<ul style="list-style-type: none"> - Growing global interest in alternative tourism - Free society - Political and economic stability 	<ul style="list-style-type: none"> - The metropolitan authority of Prague never stops to invent new ways of attraction of tourists - The cheap prices of the country - Many potential sites under consideration - Creating new sources of heritage
<i>Parks</i>	<ul style="list-style-type: none"> - The water bodies - The systematic urban development - High taxes of Copenhagen are used for public health - Increase in park standards - Usage of reusable elements 	<ul style="list-style-type: none"> - A city has a high amount of green areas per person of sufficient size and locations - Parks of Prague are multifunctional - Even though the parks of Prague are generally situated at the hilly area, its infrastructure is made to be accessible for disable people - Increase in park standards - Usage of alternative elements as babies in Kampa park renews the lost physiognomy of it.
<i>Public areas</i>	<ul style="list-style-type: none"> - The politics of reuse of the old harbour zones - High societal engagement - The usage of large bodies of water - Providing higher education facilities which serve as tools for creating competitiveness -Powerful and decisive decision-making 	<ul style="list-style-type: none"> -Almost all the public squares in Prague are intensively used due to preserved historical meaning - Openness to alternative architectural ideas as " Trifot" in Nove Butovice - New laws and reforms

<i>Streets</i>	<ul style="list-style-type: none"> - The new zones of Copenhagen are inhabited mostly by multinational young people, the central and nearby area are inhabited by Danes. It gives the possibility to create a new multinational identity avoiding historical core. - The media and lighting effect are used to support the identity in Copenhagen - Clear urban development plan 	<ul style="list-style-type: none"> - Prague was awarded as the city of best public transportation in Europe. - The people who live in Prague create its sense and participate in its restoration. - The attractiveness of investments in Prague have increased in the last years.
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Table 6.6 Opportunities of Copenhagen and Prague physical elements

Threats	Copenhagen	Prague
<i>Landmarks</i>	<ul style="list-style-type: none"> - Increasing the promotional activities of other cities - Megacities have bigger scale of landmarks and consequently, influence - Central area with landmarks concentration becomes commercial 	<ul style="list-style-type: none"> - The bridges of Prague have also become a part of its identity. - There is lack of connections and some bridges are not well maintained. - The rude culture of some youngsters
<i>Parks</i>	<ul style="list-style-type: none"> - Most of the parks are artificial - The landscape is plain - The higher demand in land use of existing land in the city core - Land use/cover change and natural habitats fragmentation 	<ul style="list-style-type: none"> - Endangered species, habitat destruction in geographical regions - The level of culture of some groups of population destroys the new environment - Prague has limited fiscal autonomy and few fiscal tools to shape spatial development(OCED,2016)
<i>Public areas</i>	<ul style="list-style-type: none"> - Highly multicultural society, heterogeneity - Transformations require substantial public taxes. - New projects such as urban gardens are opening the ways to sustainability 	<ul style="list-style-type: none"> - Extension of the city - Conflicts of tram , bus and pedestrian movements in several nodes of public spaces (Vaclavske namesti, Andel, Naplavka) - Highly commercialized centres
<i>Streets</i>	<ul style="list-style-type: none"> - Migrants influence greatly in shaping of the Copenhagen's image trough commerce, meeting the needs of its inhabitants. - Some new streets lack character due to low density of people 	<ul style="list-style-type: none"> - Some streets are invaded with flow of tourists It gives a feel of the lack of space and time to observe the architecture - Complicated ownership of the land (Filip Landa, p.304) . Most of brownfields are in private ownership (p.308) - High traffic in the City - Too complex landscape for building bicycle routes

Figure 6.7 Threats of Copenhagen and Prague

The application of the SWOT analysis has been a useful tool to identify the capability, resources. The SWOT will allow to set the frames of the new strategy. The

results will be used as an outcome for the next evaluation of Minsk opportunities of development of lively and usable place, full of Spirit.

To summarize the high amount of qualitative information the character of the public spaces is attached to the satisfaction of functional needs of personality.

7. Discussion and Recommendations

In this Chapter the Author intends to discuss the t main issues that have been outlined in the results in the text, part, maps, SWOT table, about the challenges and opportunities of the identity. To fulfill the last aim of this study, the author set out to provide the recommendations to Minsk for creation of more noticeable image. The recommendations will be based on the factors which revealed in the previous chapters to enhance the identity of cities with more noticeable image. The small discussion on the factors enhancing the identity of Copenhagen and Prague as well provided in each subchapter for better understanding of the results. The critical questions are asked during the analysis.

7.1 Seizing the weaknesses and opportunities of Minsk

Before proceeding to recommendation the most important factors decreasing the Minsk's identity components, comparing other cities should be concluded, based on the obtained results and literature review.

The main weak points are:

- No emphasis on the historical past of the places trough physical elements and social experience of the place
- Public spaces are unused
- Disintegration of historical layers, as well as built-natural environment due to landscape elements
- Limited pedestrian access (noisy streets with heavy traffic) and few short pedestrian streets.
- Parks are not supported with innovative elements

- “Standardized” architecture (Lack of innovative architecture and urban design). High-rised similar to each other building without public spaces (see figure7.1).
- The use of non-local elements
- Urban policies oriented on demolishing instead of preservation
- Government pursues their interests in urban spaces

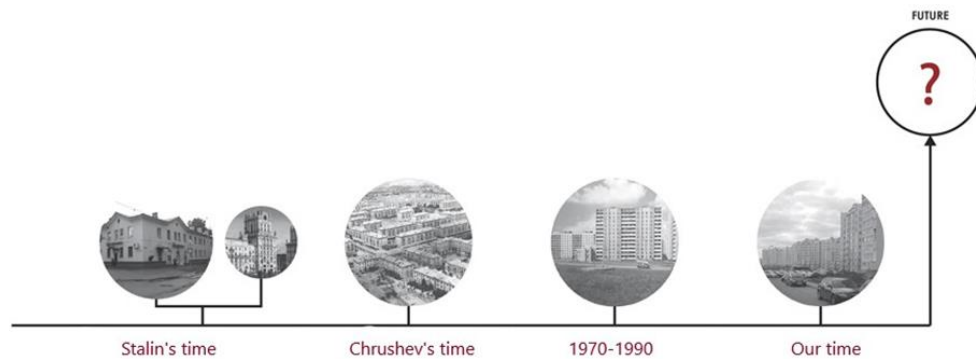


Figure 7.1 The unclear Future of architectural image of Minsk. The photos are taken from historical archive “Old-New Minsk”. Image is made by the author 03/04/2019 with Adobe Photoshop.

The recommendations on physical elements will be made making accents on the appointed problems.

7.2 Recommendations on “identity” elements of public spaces

The results showed that high usage of the place is connected to the strong spirit of the place, which in its turn connected to the identity of the city.

Copenhagen’s relatively new and Prague's new public spaces symbolises urban innovation and formalise marks of urban transformation on the sites where they are set. Everything is defined by regulations, but the architects also had a certain freedom to create an ensemble in the designated area. The same applied to the highways or the street. As a rule, they were integrated in a comprehensive manner, since all the development was planned and linked in the way that buildings did not contradict with each other, merged into single ensembles.

In Minsk we observe that people don’t feel at home in their country, as they can’t touch “untouchable”. “The place can be detected as unused in defiance of proximity

of residential, business, commercial area. Moreover the Exhibition palace, the gathering point of the residents from whole city doesn't lead better usage of the space. In addition to it the artistic element- flag of 70 metres, which is found only in Minsk doesn't contribute to the visiting, people mostly look at it from the buses. It's totally avoided. The possible explanation is existence of "President's Palace" in the radius of around 500 metres."

It should be admitted that the not used Minsk's public spaces by several reasons doesn't reach the the characteristic of non-places, which denoted by M. Augé 1995 as ones not having the sense. The choice of the interviewee in this research fell on the not usable Minsk iconic places. The results on comparison of circulation map approve that Zhukov and his follower Barykina, 2008 were right in their statement that the square is made to show the power and former idea avoid the place. For citizens and visitors it provides inconsistent with results information that "The Oktiabrskaya Square is the historical center of the city, which unites all transport and pedestrian flows". Does "It means that squares has another meaning for people of Belarus and regarded as just huge open space to observe and to cross"? Could Minsk have a strong transmitted image, when locals, first of all, and tourists don't have possibility experience the place? What would they describe? "This is the iconic square because it is in the central area with cultural Palace of non-democratic, but unique style, or the Soviet planners decided so?" It can be concluded that in order to be experienced, the place should have free access. The character and identity of a person straightforwardly influence the public space and its usage. The government in turn is a mediator in the formation of the mentality of citizens and the representation of the possibility of usage of the place among tourists.

However "The stronger the feeling of home, the more intensively the residents take part in generating their environment, in preserving the already constructed cultural heritage and in the negotiations on the development of their city" (A.Bohm 1988, 1996; Z.Toth. 2001; Z. Bugovicz. 2007; N. Sheffler al. 2009).

7.2.1 To use the natural resources of the space sustainably and creatively. Each city has their own natural resources and history of usage.

Probably, poor usage of space is not a definer of identical art elements, what fits the squares of Minsk, but evidently, it is one of the factor of the lost identity of Minsk. It is important to make the space work. How it can be reached?

The comparative study, conducted by the author allows to overview the possible successful implementations of two contrasted cities for workable place.

The urban policies should aim to tangible or intangible spaces for performing processes of identity formation and expression. The recommended tool to the Belarusian policy makers to be concentrated on the usage of the place for people or the environment with the participation of people. It is interesting to notice that The public space along Copenhagen were created to support a real need of the neighbourhood, Improving the water quality and cleaning up the soil in the area. Having the of becoming environmentally friendly, the place turned out to be the usable iconic place with a clear identity. Without incorporating water as a relevant variable for understanding people's identities, cultures and religions in the past and present, one misses crucial aspects of historical agencies and structures at work in society and religion with implications for future developments (Terje Oestigaard,2009).

As literature review reveal Copenhagen experience on public space has been published in many specialized publications for architecture, urbanism and landscape architecture and they have been awarded with several prizes. For example, The Harbor Baths got a special mention in the European Prize for Urban Public Space in 2004 in light of the fact that the technique strengthens the officially strong image of Copenhagen as one of the urban areas in Europe with the best and most dynamic open spaces. The Harbor Baths have turned out to be an effective sample for branding the entire methodology. Consequently, it has got a great attention from media (Helena Casanova&Jesús Hernández,2015). Fisketorvet shopping center and close to the Bryggebroen bicycle and pedestrian bridge, which is used daily by 9,000 cyclists to cross the harbor. The Harbor Bath contains three separated pools: a 0.70-meter-deep children's pool, a diving pool equipped with three diving boards, and a swimming pool. The shopping mall has also attracted attention to media. The unique elements becomes identical and media fortify their significance in the image construction.

Despite all the bright light described above, One of the few complaints from local residents about the Harbour Bath was that, becomes so crowded that it no longer

belongs to the neighborhood. Therefore, the planning should regard that the construction of new public spaces should be limited with its commercial components of mass consumption and put the proper target of limiting the zone of usage or recentralize the activities. The author heard from several locals of Prague that they avoid Vaclavske namesti, also because of the foreign feeling of this place. Instead of getting opportunity to observe the rich historical past, they observe a huge mass culture. The recentralization to other areas of the city should be applied to the case of Vaclvaske namesti, which is overcrowded, especially in tourist seasons. It is possible to claim that the city centers of compared has become commercially globalized.

The farmer's markets and other anchors on the free not attractive previously areas is a witness of the successful recentralisation. A limiting separation of the central public space with the working areas and residential locations is also a good public tool (Barton & Tsourou, 2013). The direct observations about "Nove Butovice" is in line with this recommendation.

7.2.2 The unattractiveness of new high-rise similar to each other buildings could be diluted with the small authentic public space which unifies people and brings them together to profit from the uniqueness and sense of belonging. As a result the inspiration to develop further particular attributes for this region will follow. However, the democratic structure of the state and its promotion of public participation is a mandatory condition for enhancing place identity by the community.

The Prague's innovative idea of the public space in a new mixed-used area Nove Butovice can be used as a learning material on creation of attractive and identical urban places in the cities that have a lack of integrity of the place. The innovative feeling of the residential and business area brought up the modern and progressive types of the commerce. The restaurant Trifot differs with its modern global trend of "healthy food, complied with dietary principles of low-carbohydrate, gluten-free or low-fat foods". It uses the link to the kinetic sculpture "TRIFOT" to explain its idea. Thereby the identity level is enhanced and the image turns to be more complete.

When the place was visited for observation, the exhibition of the photos along the way "residence area/business area to Metro" on the deep cultural topic was held there. Most of people who passed next to the photos, stopped to peer into the picture and to read the author's explanations. (Figure 7.2)



Figure 7.2 The open-air exhibition. The photo is taken by Anastasiya Vazniuk, September, 2018.

Some people also stopped next to the screen which shows the perception of the

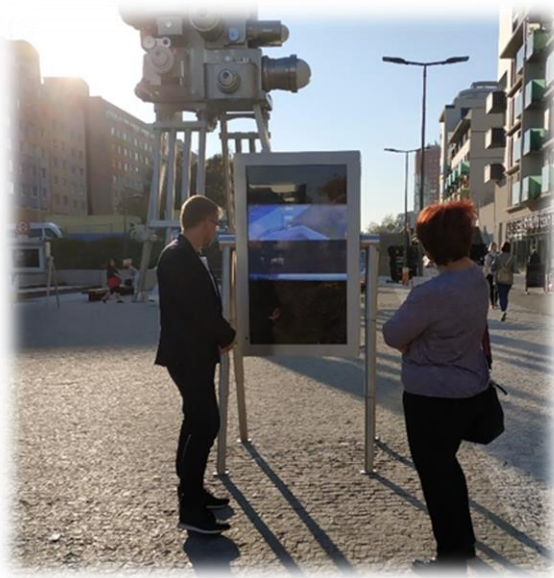


photo robot Trifot. This is a 12 metres creature which is supposed to remind us that today we can make photos of everything and from everywhere. The tangle of several cameras has the “ability” to transfer “the live-perception” of his eyes with a function of lens to the electronic device. The icon is a heritage that may be considered as a heritage of mass art of 21st century (figure 7.3).

Figure 7.3 The video of real-time by the eye of “Trifot” . Photo is taken by A.Vazniuk, September, 2018.

At the moment of visiting the future unique robotic winery “Cyberdog” has been on the construction level .(figure 7.4.) It supposed to accomplish the futuristic image of the Square. It supposed to become another example of how the commerce could



support the clear identity of the particular district,unlike the homogenisation and globalisation of it in the city center. The owner of the construction company trigema Marcel Soural claimed ”I am deeply convinced that in some time, when you will be served in a restaurant by a real person, it will be terribly expensive restaurant because it will be unique”(reuters.com, Jan Lopatka). The idea affirms the futuristic approach.

Figure 7.4 Futuristic public space “Cyberdog” in the construction. Photo by A.Vazniuk, September, 2018.

By natural landscape characteristics Prague has bigger potential to emphasize identity. It seems to be that Prague’s urban planners continue to provide even more natural elements.

The active landscape elements stimulates the visitors to use the space. The involvement of psychologically connect green elements to the residents: the ones which provide freedom, activities, relaxation, intrinsically assimilates the community closer to nature and becomes “people’s source of meaning and experience” (figure 7.5).



Figure 7.5 The active landscape . Photo is taken by A.Vazniuk, September, 2018.

The inside of the quarter is protected from the street noisy and polluted environment, what stated to be one of the best examples of urban interventions by most architects.

The specified practices boosted the interest of people to the place and lead the “unnamed” square to an international level.

7.2.3 The “ Farming market experience” as a place to support the “local” identity

Food is one of the strongest identity signs of the culture, in which a country is involved. D.Bell and G.Valentine explain the importance of food in the national identity “The history of any nation’s diet is the history of the nation itself, with food fashion, fads and fancies mapping episodes of colonialism and migration, trade and exploration, cultural exchange and boundary making”. The presence of Korean restaurants in Manila’s city centre in the radius of around 300 metres one from another correlates to high amount of Korean tourists on the streets of Manila.(author’s observation, 2017).The meals that we consume can strengthen the ties to our ethnicity and they can additionally reflexively give a feel of identification while we are in a different culture. The Irish searches for a pub, the French for a patisserie, the Italian for a good quality pizza, the Korean man for their food of specific taste. This explains the presence of 11 Middle eastern eating places (9 of them are Kebabs) and only 1 Danish bakery and 1 standard coffee place in 450 metres length of one of the street Norrebrogade of Copenhagen Norrebrogade, detected in the study. Visual analysis of the streets also shows that the international commercial elements reduce the recognisability of the architectural types inherent in the city (figure 7.6). One can easily recognize KFC or Domino’s which will be association not with a country, but with

commercial brand all over the world. The global brands cause cultural homogenization of urban landscape and life-style of people, which are interconnected.



Figure 7.6 “The international brands and their influence on the local sense of the place. Photos by A.Vazniuk, November, 2017.

The demand of the taste also became a case of Prague in view of immigration and high amount of visitors from everywhere. The huge network of Chinese restaurants made up by Vietnamese immigrants Prague since 1959 happened and became an engine transformation of local tastes. The globalization influenced the style of consumption of the food. In the condition of diversity we are eager to taste the variety of cultures, since our traditional food , which dominated, became boring. This forms the demand of intercultural cuisines around us and expels the traditional identity. Style choices are negotiated among a diversity of options, in a plurality of contexts and authorities (Giddens, 1991).

According to John Freidman, 2010, to put the market to the place which needs to make it alive or support the “local” identity is always a great idea for the urban planner. Markets are not only a great and pleasant shopping environment but also great outlets for local farmers. “By providing outlets for 'local' products, farmers' markets help create distinction and uniqueness” (Wikipedia). They meet the important criteria of “place making” set by John Freidman: “Important to the formation of places is the existence of one or more “centres” or spaces for encounter and/or gathering”. An area to meet citizens of the city throughout everyday life is genuine and authentic. Being the significant purpose for people to gather in one place, markets create a community life.

The actual visits of Prague market approved the connection of the “place-making” with the particular identity of the city: experience of culture trough food.

Farming markets in Prague are experiencing a renaissance these days. After many decades, they are opened again in many towns in the whole Czech Republic. The most

of public markets of Prague started at the empty squares, roadside green areas. Visitors do not hesitate anymore to stand in long queues for freshly harvested fruits and vegetables. One can get milk or dairy products, meat and sausages, fresh fish, pastries, wine, honey, mushrooms, craft products of local production. According to Pine and Gilmore (1998), one of the five keys experience-design principles: “Engage all five senses”. The next visual analysis from the results describes the perceptions, involved during the experience of the market:

- a) Vision . Person sees the design of the product.
- b) Sound. Usually markets are accompanied with the music of local and not popular bands (figure 7.7).



Figure 7.7 “The accompany of the sound ”

- c) Touch . At the market there is possibility to touch the product(see figure 7.8).

Farming markets are a good possibility to the accompanying program, attracting more customers and creating a pleasant social atmosphere. People at the market usually do not just try, but also buy. Programs varies from thematic festivities (potato, pumpkin, apple), folk craftshows, theaters and concerts or various events for children. This aspect is highly important to increase the Spirit of the city.



Figure 7.8 Createion trough touching at the market in Prague. Photo is taken by A.Vazniuk, May,2018

- d) Smell of local food.
- e) Taste. The type of the food engages the seasons and geography of the place, and as a consequence it is connected to the type of the food processing (like Mostovani, or seaming , see figure 7.9)



Figure 7.9 The place of preservation of cultural traditions: open-air Moštovani and seaming products. Photos by A. Vazniuk, March,2018

For some modern Czech craftsmen, the road to the most of drinks was relatively straightforward thanks to family and regional tradition. "The production of most, burcak" was the annual routine of all local farmers, including my ancestors. One time I tried to use a press and it was a great success and pleasure, so I made it available to my friends who visited me. The produced mosts were for our own consumption, however I always had the surplus apple wine - a thousand pounds in the cellar to cover our own consumption. It pushed me forward to start selling and support the higher idea "to support the local identity of what I belong to"- says Jan , the follower of traditions in Dejvicka market.

- e.) Social. Bazaar acts as a facilitator of local identity trough communication (figure 7.10).



Figure 7.10 Social and cultural facilitation through food. The photo is taken by A.Vazniuk, March, 2018.

The Canadian report on market Impact study (David J. Connell, PhD, Assistant Professor, University of Northern British Columbia) presents in his study that to support the community is the second ranked reason of motivation to visit the market. Food is the greatest part of communication and culture in every country. The cultural traditions are created, fashioned, transmitted and learned via verbal exchange, and verbal exchange practices are largely created, formed and transmitted with the aid of tradition. It is identified by Claude Levi-Strauss that food can be conceived as a language of cultural systems and social structure. In some of the countries it is stronger and preserved, and in some the style of life and food consumption is globalized.

The involvement of all senses highly contributes to the “local” image of the city. The observation is strongly referred to the claim of M. Proshansky, 2004 mentioned in the literature review “The place identity is a sub-structure of a person’s self-identity, and contains the feelings and information experienced every day in physical areas. One way or another, identity of place is created and inherited from the culture, social interaction, sense of place experienced by its inhabitants”.

With strong agricultural sector and high amount of grandmothers, selling their vegetables from the garden, in the underground crossings and next to shopping mall area farmer’s market placed on the “dead” open spaces like “ Square 8 of Skavika” has a high potential to become the activity, enhancing the usage of the place. On the other hand these “grandmothers” selling the products on the street is a part of “authenticity”, inherited from Soviet Union. This “authentic” element should be taken into account in the transformation of the idea of farmer’s market in Belorussian conditions.

7.3 Recommendation on “identity” elements of parks

7.3.1 To strengthen the existing traditional or natural sources and viewpoints with innovative elements.

If the creative insertions are not implemented into natural views the areas situated thousands of kilometres from each other can look alike, if we add the thoughtful and creative interference, the place emerges a stronger identity (figure 7.11).



Figure 7.11 The recognizable view. Photos are taken by A. Vazniuk, November, 2017, and September, 2018.

Natural attributes can also enhance or reduce the identity. The nature can have very similar characteristics in different zones of Europe, especially when the view contains similar high-rise structures. Obviously, the image we wouldn't recognise the city on the two first pictures from the right to left. However, the third image can be easily guessed.

The findings of the research in Bilbao by Gospodni (2004) showed that both innovative design and built heritage contribute to the image and identity of a city equally, as perceived by the citizens and tourists. This information leads to the creation of urban image of the cities with modest cultural heritage and evaluating the existing image with another layer of innovative design. However, it is important to use the active experience and freedom of usage. The Kampa Park is one of the illustrative examples to learn from (see figure 7.12).



Figure 7.12 The features, enhancing the identity: alternative elements, enhancing the older historical view with the modern architectural points and freedom of space and attributes usage . Photos are taken by A. Vazniuk, October,2018.

The natural panoramic views are fortified with the architectural figures as penguins and children sculptures in the Kampa park, which produces more interesting image and corresponds to the competitive image on the global market of city branding.

The minimization of active participation provokes the experience to become an art gallery tour with aesthetic background. That what provided in the places of Minsk. And the solvation can not be promoted by the author, unless the limits from government exists.

7.3.2 To profit from the negative factors of urban transformation and transmit the situation to create a unique positive outcome, Superkilen park Copenhagen

The most striking result to emerge from the data is that the globalization has a higher impact trough immigration commercialization in the historical downtowns and residential areas. The average number of presence of International restaurants at the 5 investigated streets is 8, comparing to 2 local ones (see Results). It is 25% comparing to 15 % descendants of non-Western nations living in Copenhagen. The Norrebro street has been detected as having the highest example of international intervention.

On the one hand, that the conflict of immigration of Copenhagen could is a serious problem in the urban transformation. On the other hand in view of inevitability there is a possibility to create a better identity trough adaptation. The case study of

Copenhagen showed a right intervenes in the integration process with creation of the conditions and legal basis for the full integration of migrants ensure an acceptable standard of living in the frameworks of this state's paradigm. Copenhagen urban planners took into account the particularities of the residents inhabited the Norrebro . They created the Superkillen park which is able to 'translate' native environment of immigrants, after thorough investigation. The physical elements from all over the world "Japanese Cherry trees, the unique combination of palms from China,lebanese cedars and ginko Bilobas with Northern fir and other species" as well as Marrocanian style of fountains and so on (see figures 7.13, 7.14) supports the sense of belonging. Therefore, the place becomes iconic. The observation is in line with with the statement of Scheffler et al. (2009) in their research that "Identity helps citizens become attached to their environment and confirms that it belongs to them, individually and collectively". The project is rewarded with a 2013 AIA Honor *Award* in the Regional & Urban Design category by the American Institute of Architects.(Wikipedia. Accessed 04/04/2018). That adds to the promotion of city places and image.



Figure 7.13 The harmonious implementation of the activity spaces. Photo by A.Vazniuk, June 30th, 2016.



Figure 7.14 The high density of active equipment, designed in alternative way. Photo by A.Vazniuk, June 30th, 2016.

7.3.3 To create aesthetically impressive places for photography to promote the city in social networks

The Superkilen park incorporated a s well that bold experiments with colours and can add to the identity. It can be recommended for implementation of the idea “City of Sun” which were planned for Minsk, but was declined with its grey colours. (see literature review) Moreover, the experiments could give unexpected positive outcome.

The development of urban environment should be on the wave of modern development. To identify a place, it is important to create a places which can be iconic for the photography in social media. Instagram has turned out to be a standout amongst the most broadly utilized social expression of people (Kid and Uitermark, 2016). This study showed that those parks, which had more interesting and innovative designed places were most usable as a place of professional photography and place for photography in instagram. The study of Jakub Zacina, 2017 demonstrates that an acknowledged offer of Instagram photographs introduces open air city views including parts that are recent in the cityscape. The Superkilen park is an example for the discussion in the research of Jakub Zacina (2017) creation of “impressive” self-images, using the aestheticized and picturesque places and objects, subsequently promoting both .

The results of this study with usage of social networks indicate that “The Superkilen park contrasts with the other 4 parks, that more than half pictures are made with personal presence”. The updates of shots with the tag of Superkilen park is intensive during summer and winter time, comparing to other local parks. These factors may explain that the park’s project has high amount of artificial attractions for people to come in winter. A possible explanation for this might be that the tourists are attracted to have a good picture. Unconsciously, even before the start of research the authors experience also became the evidence of this statement. The memories says that people were interested on where the shot was taken and wanted similar exterior for impressive photoshot (see figure 7.15). The fact of high tags by tourists upholds the explanation.



Figure 7.15 The possible promotion of image of the city for social networks. Photo by Anastasiya Vazniuk, 30th June, 2016.

7.3.4 To insert educational and active innovative elements. Malesice park Prague

Fortuin and de Meere,2005 point out that in addition to improving image in traditional way, technology can be also involved in building the image of the city as alternative, influencing it directly and indirectly. Malesice park is one of such examples. The relatively new innovative park of the residential area which implemented the educational activities into design was commented as “one of the most

attractive places to visit with children” by several interviewed people, even though the questionnaire did not require comments. The place has a strong spirit due to the water elements and innovative facilities for children, combining pleasant design.



Figure 7.16 The educational water elements. Photo by Anastasiya Vazniuk, September, 2018.

7.3.5 To use historical fact and memories of citizens in planning

It is interesting to notice that the commercialisation in the past differs from the modern one in the case of Minsk “in the end of 19 s the drinks in the park were sold exclusively non-alcoholic: mineral water, milk, kefir, tea, coffee.” Maybe it could reinforce today's images of Belarusian parks?

7.4 Recommendations on “identity” elements of streets

7.4.1 To use the huge pedestrian wasted lanes as a place to sit outside or convert them to bicycle lanes

Jeff Rison (2014) from Gehl Architects states that “Streets are the most underutilized assets in cities” pointing unnecessary slip lanes, intersections, too-wide turning lanes in the city.

While Minsk’s laneway systems use the wide laneways are mostly for the waste disposal, Copenhagen has allowed it to be the bicycle paths, therefore reducing the noise and creating more pedestrian-friendly environments. Due to Copenhagen’s longer experience with shared spaces, quantitative evaluations clearly demonstrate significant pedestrian volumes and retail spending as well as reduced car volumes and car speeds.

The high level of noise, detected in Minsk is supposed to be one of the reasons of uncomfortable feelings for the high usage of pedestrians pathways and public spaces

situated next to busy roads. On this regard, Minsk has the widest street and higher amount of lines comparing to Prague and Copenhagen. Therefore it has a huge potential to rebuild the car area into pedestrian or to create the shared spaces.

The lanes of Minsk should be converted into tiny bars, restaurants and shops with the tables outside like it is made in Copenhagen that front onto the laneways, transforming the tiny thoroughfares into a richly-woven network of pedestrian-only spaces. The fact that Zybetskaya street, which is full of bars was selected as most pedestrianized street with a unique character approves that this experience can become successful in other locations of Minsk.

7.4.2 To find out the best examples of the past and implement to the contemporary reality.

Surprisingly, but the pedestrian pavement and trees plays a great role into the enhancement of spirit of the place. As results have showed, The historical layers are disintegrated in Minsk.

The next example of Minsk's official asphalt pavement is an evidence of the disconnection from the natural environment, which leads to the loss of a wholeness and provides the perception of totally "built-in" environment (figure 7.17). The integrity provides better perception of whole image, therefore has more opportunity to stay in mind.



Figure 7.17 The role of pavement in disintegration and reducing of image

It is interesting that examples shouldn't be searched from other cities to become unique, the Minsk has a great history of pedestrian streets and this background maximum potential can be implemented from the Minsk itself. The next figures 7.18-

7.20 taken from archives of the project “Minsk Old-New” bear out the spirit of the place due to pavements and natural elements, which lacks in modern Minsk.



Figure 7.18 The road next to the “Victory Square“ : former project-reconstructed project. The influence of pavement to the image of the place. The image is taken from the archive of the project “ Minsk Old-New”, www.minsk-old-new.com. Accessed April 10th, 2019.



Figure 7.19 Avenue of Independence Old –New. The image is taken from the archive of the project “ Minsk Old-New” www.minsk-old-new.com. Accessed April 10th, 2019.

Tram lines adds to the image and, moreover, reduce the noise of the car flow and creates the pleasant urban enviroment.

As results showed the absence of trees to cover the shade line is found in all the compared town. The presence of trees for sustainable and integrated image is undervalued (see figure 7.20) and should be improved.



Figure 7.20 Podgornaya Street of Minsk Old-New. The example from the past of tree roles in shaping of spirit. The image is taken from the archive of the project “ Minsk Old-New” <https://minsk-old-new.com/>, accessed April 10th, 2019.

7.4.3 To reproduce the European experience with its evaluation. To use more connected to the “local” culture with usage of “local” sustainable features.

The street “Oktyabrskaya” is the only alternative street in Minsk, which was selected during survey. The tendency of pedestrianization The street appeared as an outcome of experience of European and American planners of reuse of industrial areas in 2010. Among four “nodes” of image this one can be highlighted as the most transforming with freedom of private commercial participation. Identifying the effect of changes to the city's image is an advantageous consideration in urban planning and design for the coming future.

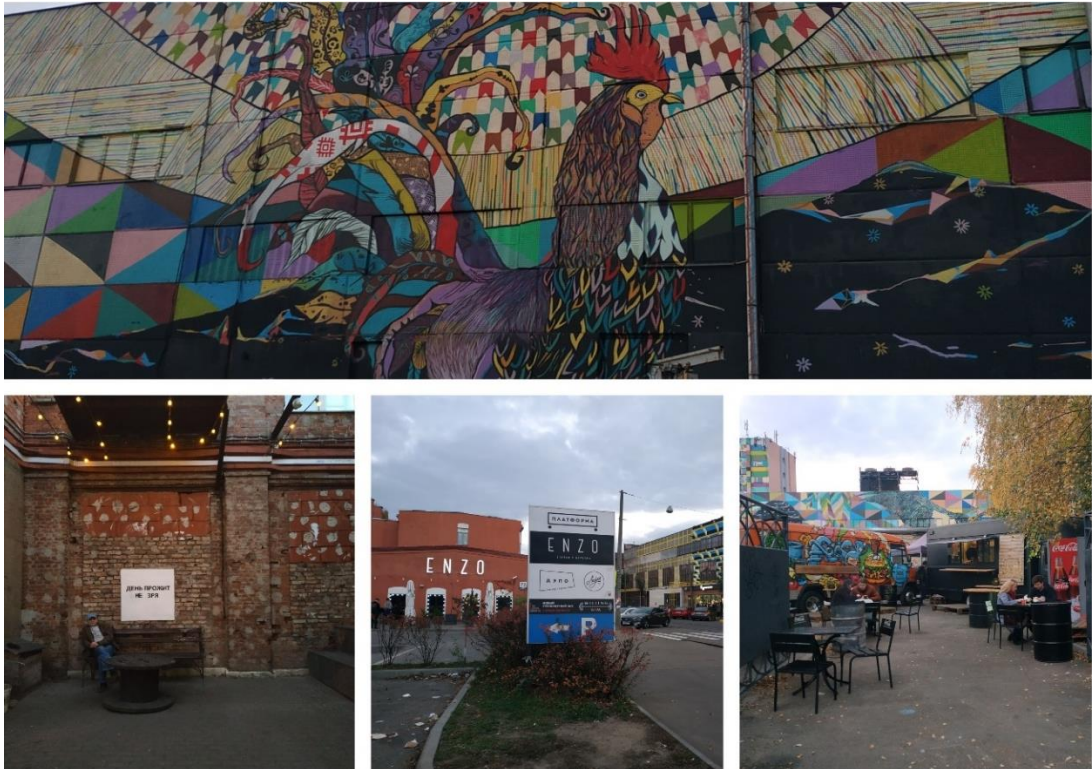


Figure 7.21 The only alternative street in Minsk “Oktyabrskaya”. Photo by A.Vazniuk, October, 2018.

The main conclusion that can be drawn is that the streets of Minsk are more used where the active facades are provided. Pedestrianization has also been a key factor in promoting the link to city image among tourists (Ibraeva, 2014); it promoted itself as an effective method to attract more tourists to enjoy the historic cultural heritage (Passaro et al., 2016).

The study of N. Hartami and others, 2016 illustrated that the travelling customs of the resident, in the majority of cases, are of routine nature, because the required activities can develop a closer acquaintance with a specific passage in their regular trail, while the travelling of a visitor is generally occasional and, as a rule, is apt to follow the popular destinations. I would like to argue however with the study of Cetin et al. 2004 local businesses (commercial and manufacturing activities) are not “a significant element of local identity and a part of the cultural heritage of the place”. Are the commercial activities a positive tool? Results demonstrate that this is not necessarily true and the opposite influence of the commercial activities was experienced. “Like in Copenhagen areas next to KFC, Starbucks and Macdonald’s are one of the preferred tourist’s and local’s spaces, despite the choice next to it to try the local kitchen, but more expensive. The result now provides evidence that providing opportunity for mass mobility, the place starts belong to the mass, therefore adding to the place “sameness”. The way that the Cetin et el. Idea on local commerce can be done is to make accent on the word “local” business and to create prevailed number of shops with manufacturing activities which truly connected to the stories, past or innovations of the country , city, town, the residential area , where the trade is implemented. Same should be applied to the restaurants. City centres should be concentrated around “traditional” businesses.

After this pharagraph the conclusion to follow is to preserve and increase the importance of preservation of Ynivermags-department stores and authentic cafés of Soviet Union style, cafes is a face of the town in the condition of danger of global commerce. Also the design should be enhanced to the modern reality not to get the “ Commercial points with ice cream and corn without style compromise the old historical integrity” (author’s observations, Appendix IV).

7.5 Recommendations on “identity elements” of landmarks

7.5.1 Proper use of the heritage with effective technics, for example graffiti on the grey walls.

Already in the article of E. Beriatos and A. Gospodnini 2004, “The tendency that built heritage in European countries weakens its positions, while innovative design of space emerges as an effective new techniques of place identity” have been discussed. Considering that built heritage provides the light to the identity both among residents and locals it is important to use properly the heritage buildings (Z. Toth, 2001, A. Roman, 2004, L. Agosthazi,2005)

The survey of the Thesis shows that the tendency continues “People gave a preference to landmarks with some interesting elements, totally new, or alternative kind of landmark, i.e “Tivoli gardens” with its highest attraction in the world and activities, “Opera House” with its modern architectural elements and proximity to water . The “Christiania” which interviewee didn’t know if to put to landmarks, or park, streets “node”.

Even in Prague, which inherited the more than 2000 preserved architectural, the relatively new and alternative “Dancing house “ and “Lenon wall” entered the list of the iconic landmarks. It must be admitted that these places usually had a different past in proximate time. It is apparent from the results that Prague has never lost its identity, due to its huge heritage. It is expressed by the indicated target of visits of the place: "the square attracts enormous number of tourists due to his historical importance, the Gothic and Baroque style of building"; " a lot of Jews come to Prague as its known as center of Jewish life in the past ", "the wall is another kind of landmark and exceptionally compatible to the typical landmarks which Prague is offering"; "the majority of visitors arrive to see the special famous architectural icon". A lot of elements can be found for everyone’s taste.

Another tendency was noticed in Minsk –the landmarks with larger historical layers were chosen. Another important factor is that 3 out of 5 landmarks are of not typical colour for Minsk. The results can be interpreted, that when the historical buildings is not a common feature in the cityscape, they tend to become more valued. Or, another explanation to it is that the modern or alternative architectural compositions is a product of the limitations, coming from the state. A lot of unused

space around the historical landmark was observed in Belarus. The free space with its fountains, benches and urban sculptures have their own charm. But the historically correct planning of the streets and the restored buildings will give far more of it.



How to create innovative or new built elements with the limited financial subsidies of the government? Something simple as a coat of paint can radically change the aesthetics of a space. It will be again repeated that cities should not be afraid to use the bright and experimental colours (figure 7.22).

Figure 7.22 The student dormitory in the central area of Minsk, successful example. Photo by A.Vazniuk, October, 2018

For the successful implementation the projects should be professionally overviewed before the implementation. It could be argued that professional revision is a need, if we appoint the example of “Christiania”, which was named by the most asked tourists as a landmark. While this may be true, the total freedom without professional overview doesn’t turn into attractive and perceptible end products(see figure 7.23)



Figure 7.23 Uncontrolled graffiti of “Christiania”. Photos by A.Vazniuk, 27th June, 2016.

. In the example of street “Oktybrskaya” it is already observed how correctly drawn graffiti, containing the elements of “native” signs can enhance the “liveliness” of the street and distinct image of the place. The successful s planned graffiti renew of the grey-coloured high-rise “Hrushevka”-styled buildings should be taken into account in the central pedestrian or student residential areas (see fig.).

The frame is not to interfere the proximate existing architectural ensemble.

7.5.2 The “Starchitect” could give a recognizable status to the building due the very fact that it was designed by him/her. The important role of the architect can be compared to the physical structure of the building itself. Iconic architecture is no less important in this process. Iconic architecture is not necessarily represented by buildings with a long history, it can be modern buildings. This kind of architecture is well recognized by people from all over the world and is associated with a specific city. With the subsequent interference of media, the image of the town can be enhanced in world’s market. The designs of Jan Gehl is an obvious example of successful places

7.5.3 Throughout the literature review on Copenhagen of this paper, it is notoriously observed, that urban planning authorities *uses the brownfields and free devastated spaces for public purposes, giving them a freedom to be involved in its restoration*. Such places were selected with aspiration by interviewee for this study. The urban specialists use the researches to find out the technics to rejuvenate the slum area. In Prague the target have also been placed on the way “Nowadays, brownfield redevelopment is a major priority for the city of Prague”(OECD report,2016). On contrary, the urban policies of Minsk tends to continue the post-Soviet practice of preservation: “to demolish those the historical heritage, which considered to interfere the plans of government and to build as much apartments, as this land can sustain”.

The treats of Belarus, regarding this issue are “The lack of necessary investments” and “limited freedom of architectural expression”.

In the end of the discussions there are next unsolved questions on the limitation drivers. Do the authorities still believe to post Soviet idea to create a “City of Sun” after the failure of the Soviet plan or do they consider Minsk to be the city of sun with its grey colours with high-rise typical buildings? And How to motivate the authorities for another way of approach of urban planning in order to preserve the identity? These questions can’t be solved by the author of the thesis, however the conducted researches could stimulate the understanding of the problem by the governmental forces trough governmental establishments- universities.

8. Conclusion

In the introduction, I stated that Minsk has an obvious lack of identity. Overall, this research scientifically demonstrated the investigated physical nodes which make up the recognisable image that are driven by the factors, reducing the identity.

Once, having the reputation before and during the war as a “City of Contrasts” Minsk had lost its contrast, due to the mistakes of the past in the urban reconstruction with its after-war ideology to forget all the past and construct the new “City of Sun”. The cosy streets were replaced with the huge lines, the used squares were given by the governmental “face”, and the distinct cultural heritage was demolished.

Minsk is a city with a typical Soviet history of urbanism, however being geographically closer to Europe, after the fall of the USSR it stepped on the pro-European way. Nowadays, regards to planning, not envisaging the interests of residents and tourists, as well as fast implementation of projects, the city does not reflect the modern transformation of the locality, taking the historical importance into account. In the following text the author would like to associate the urban identity to the personality of a person for better interpretation of the outcomes.

The study fortifies the conception of Lynch that the identity of the city consists of the micro-identities- “nodes”, nevertheless, like complex organism of a person, it includes both social and physical characteristics of the place. Each thoughtfully planned node can be a contribution to the unique character of the whole city. The more places full of spirit and uniqueness are collected, the stronger image it would have. The survey of the city’s main actors (citizens, immigrants, students, tourists) used to detect the most distinctive places of the cities became the base to reveal the mentioned statement.

Comparisons were essential in order to understand the weak and strong point of the whole body of Minsk. The goal of comparisons was also to find out the strong points, on the one hand, and drivers reducing the identity, on the other hand. It also aims to reveal the drivers of transformations in order to reach the last aim of the study: provide with recommendations on enhancing the Minsk’s identity through physical elements. Cities which are supposed to have strong identity- Copenhagen and Prague were chosen for this purpose. Visiting the selected places made it possible to recognize the visual characteristics and to make the research on the usage of the place. The

collected data was compared in the form of qualitative analysis, using also mapping tools and Adobe Photoshop.

To have a strong image it is important to detect the elements unique for the transformation of the society. Considering this point, the detailed study of Superkilen park, comparing to other places showed that diversity of residents is a factor increasing the identity as a creative resource for cultural, social and economic development, in proviso that it is used for the benefit of residents, carefully detecting all their needs at the planning and realisation stage with users participation.

The urban policy can become limitation or facilitator in the implementation of the projects enhancing the historical layer or spirit of the place. In Copenhagen the facilitation is the key of the successfully transformed image through physical transformation. For Minsk the European practices turn out to have more creative modern development, however the governmental regime and post-Soviet experience of planning pushes for non-participation in urban deals of the ordinary people, like restrictions stopping personal intentions on development. People do not feel like belonging to the place.

The most pronounced spirit of “public spaces” is found in Copenhagen, where the highest usage is detected. The node “parks” has equally high urban identity between Prague and Copenhagen, however different former factors: Prague-due to its proper use of natural landscape and adding of iconic old and innovative elements, Copenhagen – due to its use of highly professional tools and governmental policy stimulations. The “pedestrianization” of the node «streets» of Copenhagen and Prague showed both positive influence on the cityscapes, providing the liveliness and higher usage by pedestrians on the one hand, and the reducing spirit due to global commercialization and mass tourism on the other hand. The “Landmarks” mostly depends on the richness of historical urban transformation, governmental policies and implementation of innovations. “Landmark” node plays a key role in the image and is the main representing element in the identity of Prague with its more than 2000 protected heritage monuments and UNESCO historical centre (866ha) (OECD report, 2016), however the interviewed still chose the alternative places, most probably because of avoiding to be connected to tourist area. The city centre has become globalized. In the case of Minsk the most historical buildings were among selected, because their low quantity and absence of interesting innovative structures.

In this context, after thorough analysis, it can be stated that urban design increasing the identity should take into account the past and modern natural and artificial conditions. Based on revealed factors in result which enhance identity and discussion in successful cities compared to Minsk, the following can be suggested to enhance the identity of physical nodes as components of whole city image and creation of failed idea of Soviet planners of „City of Sun“:

- In order to be experienced and the information to be transmitted about the place, it should have free access.

- Usage of the natural resources of the space sustainably and creatively. Each city has their own natural resources and history of usage. The urban policies should aim to tangible or intangible spaces for performing processes of identity formation and expression.

- The construction of new public spaces should be limited with its commercial components of mass consumption (in the case of Minsk Soviet features of commerce can add into the uniqueness of the image).

- A limiting separation of the central public space with working areas and residential locations, like Nove Butovice is also a good public tool. The experience of Copenhagen with its division of areas “Hipster Vesterbro”, “Multicultural Nørrebro”, “Family-friendly Østerbro”, “Posh Frederiksberg”, “Copenhagen city centre”, giving to each of them their specific image can be taken into account.

- The unattractiveness of new high-rise similar to each other buildings should be diluted with the small authentic public space which unifies people and brings them together.

- The “Farming market experience” as the place to support the “local” identity.

- To strengthen the existing traditional and natural sources and viewpoints with innovative elements (like in case of Kampa park). The nature can have very similar characteristics in different zones of Europe, especially when view is contained by similar high-rise structures.

- To profit from the negative factors of urban transformation and transmit the situation to create a unique positive outcome, taking into account particularities of the residents.

- To create aesthetically impressive places for photography to promote the city in social networks. This study also confirms that it is an effective tool.

- The City should not be afraid to be bold with designing in outlandish colours and details.

- To insert educational and active innovative elements in parks. To reproduce the European experience with its evaluation. To provide more connected to the “local” with usage of “local” sustainable features in design.

- To use historical facts and memories of citizens in planning of the place (even in the planning of food anchors. For example, “in the end of 19 s the drinks in the park were sold exclusively non-alcoholic: mineral water, milk, kefir, tea, coffee.”). To find out the best examples of the urban past and to implement to the contemporary reality (the integral pavement of city core of old Minsk, for example).

- To use the huge pedestrian wasted lanes as a place to sit outside or convert them to bicycle lanes. It increases the feeling of belonging to the city and therefore, transmits the information.

-To pedestrianize the streets with high pedestrianisation in the past (Nemiga street).

- Proper use of the heritage with effective technics (for example, graffiti on the grey walls).

- The “Starchitect” could provide a recognizable status to the building. Media, consequently, will fortify their significance in the image construction. However Belarus possess limited financial tool.

- Use the brownfields and free devastated spaces for public purposes, instead of soulless high-rise buildings. Wherein, to give a freedom to citizens to be involved in its restoration.

The recommendations can be also implemented for other cities with a weaken image.

The study also approves that approach for analysing trough comparison of the iconic physical nodes, which were categorized by Lynch as “Public spaces”, “Parks”, “Streets”, “Landmarks” can be implemented in further researches with larger literature background. However it is recommended to enrich the research with the following

interviews on the contentious issues. The comparisons of the cities provides justification for the relationship between the drivers of urban identity and image of the cities.

This study highly contributed to gaining of knowledge of a paramount importance and quantity on urban history, urban identity, spatial planning, urban transformation. It was essential to grasp the complex identity from different angles. The knowledge on the maps creation and methods of analysis achieved from university was implemented and evaluated throughout this work.

This thesis adds to the scientifically unexplored problem of physical identity of Minsk and to the body of literature, concerning the enhancement of the urban identity.

The limitations with the present approach are connected to the complexity of the city and the concept of the identity which is formed by various factors. Full aspect of the identity, including the socio-cultural, administrative, economic sides of the city should be studied. In addition to observation of physical characteristics, the data on attitudes of inhabitants towards the iconic elements should be collected, analysed and evaluated. Consequently, the problems and potentials would be defined more objectively. In regards to the extent of research, it is also important to conduct also quantitative research, which provides more exact data and numbers.

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APPENDICES

APPENDIX I “Survey”

Minsk

association with city	quantity	Spirit of the place	public places unique , including shopping mall	quantity	Next to the water	quantity	parks	quantity
The Kastrychniskaya	6	The Liberty square	Komarovsky market square	7	8 of Sakavika	4	Gorky Park	5
Trojceckoe predmestje	5	Komarovsky market Square	Nemiga shopping area	5	Komsomolskaya square	3	Victory Park	3
The gates of Minsk	3	The Jakuba Kolasa Square	Galleria Mall	4	Beach of Komsomolskoye Lake	3	Park Chelyuskintsev	3
The Liberty Square	2	The Victory Square	Stalisa	3	Beach M1, Minsk Sea	3	Loshytskyi park	2
The Liberty Square	2	The Kasirychnikaya	Korona Mall	1	Trojceskaje predmestje	3	Ugo Chaves park	2
The State Flag	2	Ugo Chaves Park			The area in Central Park	2	Yanki Kupala	2
					The area in Victory park	1	Park Sendai	1
					Alley of Friendship	1	Square Park	1
							Botanical Garden of Minsk	1

lively street	quantity	streets	quantity	Alternative	quantity	iconic landmarks	quantity
Nemiga	7	Zybiskaya	5	Oktyabrskaya	6	Minsk gates	6
Zybiskaya	6	Nemiga	5	Ienina	5	Trojceckaje predmestje	5
Oktyabrskaya	4	Karl Marks street	4	Karla Marksa	5	Minsk's Library	3
Avenue of Independence	2	Revolutionary street	3	Krasnaya	2	Victory Square	2
Horuzhei street	1	Komsomolskaya Street	3	Revolucionnaya	2	Church of Saint's Simeon&Elena	2
						Upper Town, Square of Freedom	1
						Minsk's Park- Water system	1

Copenhagen

association with city		Spirit of the place		public places		Next to the water		parks	
quantity	quantity	quantity	quantity	quantity	quantity	quantity	quantity	quantity	quantity
City Hall Square	5	Islands Brygge 14	6	Fiskertorvet mall	4	Havnegade promenade	5	Superkilen Park	4
Nyhavn	4	City Hall Square	4	King's New Square with Magsin du nord	4	Nyhavn	5	Vaby Park	3
Amalienborg	3	Gammeltonv and Nytorv	3	Stork fountain square	4	Papaerisland	4	Frederiksberg Gardens	3
Gammeltonv and Nytorv	3	Papaerisland	3	Waterfront shopping	3	Square next to Opera	3	Christiania	2
The King's New Square	2	Space next to opera	2	Field's	2	Kalvebod Wave	2	Vestre cemetery	2
Superkilen	2	Superkilen Park	2	Frederiksberg Centret	2	soren klerkegaard square	1	The King's Garden	2
Square next to Opera	1			Spinderiet	1			Fælledparken	2
								Ørstedsparken	1
								Østre Anlæg Park	1

lively street		streets		iconic landmarks			
quantity	quantity	quantity	quantity	quantity	quantity		
Norrebrogade	5	Stroget	8	Pusher street	5	The Little Mermaid	4
Stroget	5	Kobmagergade	5	Norrebrogade	3	Nyhavn	3
Strædet	3	Strædet	2	Ravnborggade	3	Christiania	3
jægersborggade	2	Sonder Boulevard	2	Blågårdsgade	2	Frederik's Church	3
Kobmegegade	2	Elmegade	1	Elmegade	2	Copenhagen Opera House	2
Blågårdsgade	1	Blågårdsgade	1	Istedgade	2	Tivoli Gardens	2
Gromegade	1	Nyhavn	1	Stroget	1	Bycicles	2
Gammelstrand	1			no answer	2	Amalienborg Castle	1

Prague

association with city		public places				parks		
quantity	Spirit of the place	quantity	public spaces, including shopping mall	quantity	Next to the water	quantity	quantity	
Vaclavske namesti	Old town square	5	Andel	8	Naplavka	9	Letna Park	4
Old Town Square	vaclavske namesti	5	Namesti Republiky, Palladium	5	Kampa Gardens	4	Kampa Park	4
Charl's Bridge	Jirho s Podebrad	4	Vaclavska passage	3	Smetanovo Nabrezi	3	Stromovka park	3
namesti republiky	Charl's Bridge	2	Quadro	2	Jan Palach Square	2	Riegerovy Sady	3
Malostranske Namesti	Namesti Republiky	2	Chodov	2	Palackeho namesti	1	Sarka	2
	Namesti miru	1			no answer	1	Malešice Park	1
	Malostranske namesti	1					Havlickovy Sady	1
							peřiny Hill	1
							Opora Hvezda	1

lively street		streets		iconic landmarks		
quantity	Pedestrian	quantity	Alternative	quantity	quantity	
Karlova	Na Prikope	4	Krmyska	5	Charl's Bridge	5
Vodickova	Vodickova	3	Zlata ulicka	3	The Old Town Square (Staromestské namesti)	4
Celezna	Nerudova	3	Bonvojova	3	Dancing House	4
Na prikope	City center	3	no answer	3	lenon wall	2
Krmyska	Na Kampe	2	Jeleni Street	2	Old New Synagogue	1
City center	Karlova street	2	Italska	2	Petriny tower	1
Ujezd	Kamenicka	1	Kamenicka	1	Prague castle	1
Kamenicka	londynska	1	Kamycka	1	national muzeum	1
Dlouha trida	opatovska	1			statue of jan zizka	1
Parizka						

APPENDIX II “Public Spaces”

Public spaces	Oktyabrskaya Square Minsk	City Hall Square Copenhagen	Vadavské náměstí, Prague
The size of the public spaces (how large it is)	2,7 ha	0,98 ha	4,5 ha
art in public spaces	A granite stone of “Zero Kilometer” in the shape of a pyramid symbolizes eternity and strength.	There is a zero kilometer, from which the measurement of the Danish roads begins. Also at the square there is a monument to Hans Christian Andersen and the fountain “Bull tearing the dragon”. The column with the figures of two Vikings trumpeting in the Luras - long curved tubes, ancient wind instruments is the most notable.	The national museum, designed by a Czech architect Josef Schulz, the statue of Wenceslas, impressively designed old buildings along the square and a unique cafe in the shape of a tram car.
seasonal usage	In summer the celebration of Independence day take a place here. In winter it is more usable due to the Christmas tree and ice rink.	Very intensely during events, intensely at other time	Intensely used in any season.
description of the places (Why do they go here)	The square is a gathering point during visits of Hall of Palace of Culture, where performances, concerts, exhibitions are held, as well as the Palace of Republic is used for the main ceremonies of President. The main Christmas tree of the country together with a huge ice rink is a magnetic factor for the place. The square is chosen the central place of manifestations with its deep attachment to the name of the avenue of Independence and Palace of Republic.	his place often serves as a venue for celebrations, festivals, fairs and demonstrations. During the visit of the square, the gay parade was observed. In addition, people there like to schedule meetings, including visits-classical place of gathering, it is in the thick of city sights. The truly danish style of street food. The huge screen next to the road provides the historical and sustainable advertisement and broadcasts the sport matches, what is one of the main passions of Danish people. ☺	It is a busy node due to historical central area. A lot of shops and restaurants attracts people, as well as people attracts people. Great architectural heritage. The Statue and museum has the attractive view.
visual characteristics (vegetation, benches, colours,)	A huge open space without vegetation with the next formed image “the Soviet Boxes into asphalt with the elements of new alien globalised glass windows”. Anchor from the submarine of War	The plaza is not surrounded by vegetation. The figured colour is brown with copper on the upper parts of the buildings.	2 rows of similar young trees along the square next to the buildings. in the middle of the boulevard benches and strips of gardens composed of grass, flowers and bushes are located.
things that compromise integrity and other problems	The standard paving slab disconnects the psychological effect of gathering people at the square. No refreshment points, still it could be estimated as the element of contrasting identity inside Europe. The high noise level creates inappropriate feeling for cohesiveness of the site. The standard glass construction is not connected to the “cement in asphalt”. Summer cafes of totally different purposes and style.	The wagon with Danish style hotdogs serves as the identical point to try at the main downtown square. The noise from the road, international networks of shops and restaurants, no sitting area. The American style of the wagon with Danish hotdogs in the middle of the square	asphalt roads, foreign businesses like thai massage, c&a etc
infrastructure	Metro Oktyabrskaya: Bus 1000 of main sightseeing arterial. The screen for the advertisement and broadcasting of the main events of Republic.	All year round as a crossing point	The sound of tram. The sound of mixture of different languages, made by tourists
sounds	The high level of noise disturbance at the square and screaming screen	The noise from the cars, music, TV screen broadcasting, alive voices around	The liveliness is characterized by the sounds of people. Tram sounds
Iconic Architecture on the square	Museum of History of Great Second World War, Palace of Culture of Labour Union with Sculptures of the ideal collective farming labour.	The town Hall building, one of the highest constructions in Copenhagen, provides a panoramic view. During the actual visit the western part of the square was under reconstruction, though visitors had	The national museum and the statue of Wenceslas

APPENDIX III “Parks” example

Parks	Gorky Park	Superkilen park	Kampa Park
Size of the park	28 ha	3 ha	3 ha
sparsely intensely, very intensely used	The most intense usage of the place in the city is during summer weekends. (bestat.by). Sparsely used starting from November to April.	intensely used	very popular, intensively used
the most used part	The amusement part.	Mimers Plads as there is a lot of place to sit a children playground to play	The part next to the museum
visual characteristics	The landscape style of the park. The unique appearance of the park in the water channels is attached to the fabulous roots of trees, including the black alder, which stands here for at least 130 years. The dominant colour of the park is green in view of prevailing coniferous tree species. However in the winter the different colours could be observed the landscape professionals.	It is a rare fusion of architecture, landscape design and art. The colours are green, black and red. It's bold use of colour and public art in spaces that promotes social interaction and engagement all exude a high level of excitement and energy through what once looked like residual space.	Long strip parallel to the Vitava river encircled with certovka canal. The island composed of urban area in the northern part and green areas in the south. The northern parts contain few blocks of typical Prague's style buildings, benches area with trees in the center. Conventional gardens with relaxing environment represents the Southern part. The sculptures are scattered.
The purpose of usage	Intentionally the green area was created to serve as the main public space for relaxation. Some people come with children or alone to observe the squirrels and feed the ducks. The family events, children's holidays and festivals takes place here. Last five years the alternative events like personal trainings, religious events like " Hari Krishna", yoga classes are held in the open space of the park without payment for rent . The foreigners come for "must do" Ferris Wheel or curiosity to try the dangerous old Soviet time amusement infrastructure as it comes from stereotypes. (the information is taken from the foreigners asked by me during the visit). There is hockey covered complex on the territory which is used for learning the game and also provides	All year round , people come to refresh themselves, to enjoy the difference of the place, to use the playground. One of the most visited parks in Copenhagen by tourists due to its alternative	in spring and summer, people come to make a picnic, lay under the sun and to have a walk . In the winter time the visitors mostly come in order to see the alternative art and make photos. It is also a pleasant cross point to the Kampa museum
vegetation of the park/types of vegetation/sparsed or not	The vegetation is intensified in the park, mainly local species of trees grow: birch, spruce, mountain ash, weeping willow, etc. The groups of century-old lindens and maples are preserved and noted with specific tables next to them. Weymutov pine the unique specimens of	Japanese Cherry trees, the unique combination of palms from China, Japanese cedars and ginko Bilobas with Northern fir and other species. Well-planned it is the main characteristic of its vegetation.	vast area of grass with human planted trees around in the southern part.
if park is accessible for people with disabilities	The parking lot for disable people is available as well as пандусes are installed, the help of the park's staff is provided.	Fully accessible	accessible to disables
connection to the public transportation	It is situated in the central part of the town, what provides a great access for people coming from remote parts of Minsk. The nearest metro and bus station with the frequent line of bus N 100 is around 100 metres from the entrance.	Norrebro station	The closest metro station is 850 metres, tram station is 500 metres. The walking time is a bit longer comparing to other places of Prague, however it is a good intention to walk more coming to the park. (здесь не понимаю что ты хочешь сказать, мысль теряться)
bicycle ways	The only bicycle network of city passes through the park and can be easily reached from any part of green water diametre.	Bycicle lanes throughout the park	No specially designated routs. Trails are used by both pedestrians and bicycles.
Entertainments/infrastructure	The best amusement equipment of Belarus, however far from the World level (the image of the amusement parks is formed upon the " the higher, the faster-the most known and visited"), reduce the unique image and put it at the last rows in the "best amusement park category". The gardens of the park are paved with sidewalk tiles, new, old-style lanterns, benches, and garbage cans have been installed.	The red square serves as a large central space with all sorts of gym equipment, inviting residents to meet for physical activity and games. The grey square offers a children playground facilities. The green square running and walking paths .	northern part: full of restaurants and cafes. southern part: famous kampa museum which presents modern art since 2003. Salla Terena community center. Along the chana: 4 famous special houses and bridges which resemble the atmosphere in Venice, Italy, water mills.
Short History of Park, interesting facts.	«Post labore requies» (after work-rest) was the main slogan when park was installed in 1805. In the end of 19's the drinks in the park were sold exclusively non-alcoholic: mineral water, milk, kefir, tea, coffee. From 1936, the park is named after the great proletarian writer Maxim Gorky, as a tribute to the new tradition of calling the parks of culture and recreation in the largest cities of the USSR. The children's park could become truly magical. It was planned to create the so-called "Alley of Fairy Tales" with the sculptures of Tsereteli. They wanted to place a "bay of young sailors" on the embankment.	“Western society sometimes prevents immigrants from wearing what they like” was a hot topic after the questionnaire of Norebro area. Therefore municipality decided that the ex-factory area of Norrebro should be integrated into the immigrants needs, to be able to "translate" their native environment to the place they chose to live in. Bjarke islands won a competition in the urban design. Nowadays, the area stretches about 750 m through one of Denmark's most ethnically diverse and socially challenged neighborhoods and positively influence its ambience and improve socially minor population.	The island was created artificially by digging a chana which separates the island from the Lesser Quarter. The chana's water were used by water mills which are still exist today. At the begining, the island was only a gardens area. First building works in the island started only in the 2nd half of the 15th century. kampa museu, was established in 2003 after reconstructions of the historic buildings that were formerly the Sova's Mills. Last years, sculptures have been situated in the park as the Magdalena Jetelova's huge chair sculpture which became a famous landmark after floating down the Vitava river due to an exceptional flood in 2002. Magdalena Jetelova is a Czech-German artist who has been significantly influenced by the Prague Spring. The sculpture can be seen even from across the river. Another example for a sculpture that became a symbol is the "penguins sculpture" on the river bank next to kampa park. the sculpture was made by an international cracking art group as a part of their efforts to make the world aware to climate changing.
Type of visitors (families, men, woman)	Mostly women with strollers and family visits. The English speech can be heard time to time.	Equal number of every type	All ages. Locals and tourists.
Parking areas next to the park	The densed and small parking area, difficulties w	Well organised parking lot in all the parts	big parking area is located next to the south-west part of the park.
quantity of café areas nearby and inside the park	2 cafes and 1 pancakes place, 5 open pop com and sugar cotton points	2 Middle Est , 1 Italian cafes in 50 metres away of park	8 cafes in 50 metres around the park
things that compromise integrity	The selling points are very diversified and not c	The park is artificial, however everything is well planned, despite artificial approach. The park fully reflects the true diverse community of the city.	The sculptures has a small disconnection with the overall architecture of the park
unique elements	54 metres Ferris Wheel, The planetarium	Armenian table, benches from Czech Republic, urban cans in Scottish style, the lanterns from vienna, Moroccan fountain, chess tables from Bulgaria, giant plastic octopus from Japan, neon signs from Qatar and Russia, an impressive bull sculpture from Spain, a boxing ring from Thailand, urns with Palestine land and	the park is located next to the houses with a high heritage. Punguins and babies sculpture are unique figures here.

APPENDIX IV “Streets” example

Streets	Na príkope	Zybitskaya street	Kobmagergade/Stroget(pedestrian)
Name and history	The street arose on the site of an ancient moat which extended between the Powder Tower and the former Gate of Saint Gall. That moat divided the mediaeval Old Town and New Town founded in the 14th century. Since the end of the 18th century the street began to serve as a promenade, turning the place into one of the most fashionable areas of Prague's social scene; during the 19th century, new Neo-Classical structures housing were built together with cafés and hotels and later, also banks. at that time, the street started to gain a german atmosphere and in a sense the street was something of a German minority centre within Prague. It was also in this street that Prague saw the creation of the first passages, which are a typical feature of the city, as well as the rise of some of the first Czech department stores.	The religious buildings was a base of the street. A lot of wooden buildings belonging to the monastery stood at Zybitskaya. Despite the fact that centuries later their functions have changed, the religious spirit is present until now, it is reflected in existing objects. From the 1960s the Trade street (1880-2005) had a rather unrepresentable appearance "The odd side of the street looks quite colorful: multi-colored two-three-story houses, barns, warehouses, fences". Then In the building of the XVIII century people were evicted, and the building was taken for conservation - in order to demolish and build a "copy close to the original" in 2005. When in the Zybitskaya area new night bars began to open, a real party revolution began in Minsk, erasing the historical spirituality.	This is one of the oldest pedestrian zone in Europe. Dating back to about 1200 was part of the main route between Roskilde and the small settlement Havn . Street was switched to a pedestrian zone on 1973 , following the successful pedestrianization of main downtown Stroget street , when cars were beginning to dominate Copenhagen's old central streets.
description why people go there	mainly tourists come to enjoy special atmosphere provided by the ancient building including the powder tower and for the businesses along the street.	On Zybitskaya, people walk along the route from bar to bar, and from Monday to Sunday, from night to morning. The visitors peep into the street after the festivals of the Upper town.	Being an arm of the main downtown Shopping Street Stroget, the street is used in the cultural and shopping purposes. It is also used as the main link to the city and the busiest station in Copenhagen.
The type of people visiting: ages	20-60	In general, the guests are cultural, often athletes and show business representatives visit.	All the type, however the ages of 16-50 is the majority as older population is not engaged in its busyness.
Nationalities , approximate percentage of different nationalities	tourists and locals	A tidbit for foreigners, however still the foreigners are not a major public	The popular tourist area, more than half of pedestrians are not Danes. However Danish people also use it for shopping.
Type of business passage	clothes and famous brands, souvenirs, food, casino, banks.	Cafes and bars	Shops, fitness World, jazzclubs, Sidenthusset is unique type of cafe for students based on volunteering movement, bakeries, cafes, shops
Street signs	one way street, bicycles route, pedestrian zone, parking zone, taxi, dead end street, zebra crossing caution.	Signs of limitation usage by cars	"No cars", the steel pointers of the direction
Greenery	one row of 26 trees of the same type on one side along the street.	Two single linden trees embedded in the asphalt	8 trees within all the length of the street
Number of local restaurants vs number of international type of food restaurants	None of 6 is local	2 local, 8 European (4 of them with English name), 1 Middle east 9-2	The bakeries are Danish, other networks are French, Italian, Irish, British, Middle East or Chinese. 7-2
Small shops vs Supermarkets	Global networks of clothes	one line for parking of 1,5 metres, 3 metres another lane for the cars who use the area as a parking	The local networks were not observed, the network of supermarkets
Bicycle lanes /size	No lanes	4,5 metres pedestrian street	One line of 3 metres, combined with pedestrian area
Number of car lanes, their size	1 lane of 3 metres on the north-eastern half of the street. 2 extra lanes for parking only of 2,5 metres.	4,5 metres pedestrian street, parking area sharing	No car access to the street
Pedestrian space, metres	10 metres	4,5 pedestrian street, parking area sharing	9 metres
The usage by cars and pedestrians	the south-western part of the street is for pedestrians only, the other part is open for cars, however, it has very wide pavements, the parking places are full, quite slow traffic of cars.	The limitation of the usage the area by cars	The street is for pedestrians only, heavy pedestrian traffic
Advertising elements, quantity and what they are about	variety of advertisement boards along the street in plenty of different shapes. observed advertisement for vodka, bars, shows, underwear.	Asphalt, concrete paving slabs	Commercial type of advertisement, like " burger king is 250 metres away"
Transport elements and structures to facilitate movement	parking lots along the street and bicycles route.	Parking lots along the street	The prohibited access to cars facilitates for pedestrian movement, however the combination of pedestrian zone with bicycle zone creates collisions
Colours	gray, beige	The pastel shades of yellow, beige , green	Beige, grey, brick-coloured buildings, black and white shiny surface, wooden benches of red colour
Materials and surfaces	The old style small stones pedestrian makes up the outdoor mall. Another part is covered with asphalt car road.	The asphalt pavement, instead of possible cobblestones	The Natural stone serves as durable material that both lends a contemporary image and connected to the traditional granite boulders in the historic centre.
Street furniture	concrete surface as a square (with 2 wooden benches) around each tree, special green lamps with 4 round light fixtures. some of them with pots around them, flower pots.	Flower pots with flowers of rose colours in the style of Western Europe Benches without greenery shades next to it, urns integrated to the style of the benches, standard lamps	The steel-wooden benches in green colour , benches around the trees, bicycle parkings along the street, hanging lanterns, the pots with Nordic small sized trees next to some shop.
Art and architecture on the streets	The powder tower, medieval houses as well as neoclassical buildings.	The most old buildings in the city. Sculptural composition "Acquisition of the Icon of the Mother of God"	The unique elements of indirect lighting on the surface with a few extra touches in the evening and night brings mysterious atmosphere, especially in the wintertime. With this special character of the street it is still possible to see the stars, just as Christian IV did in the seventeenth century from the observatory in Rundetårn.
What compromise integrity	A lot of advertisements and international businesses influences the diminution of architectural uniqueness.	Globalised westernisation. Even though it is not Belarusian place, but to change the lifestyle from "vodka in the yard" to " to listen and sing , enjoying the wine". The standard lamp could be changed to older style as well as pavement, triumph of bad taste and falsification of historical and cultural values.	Performance song of an Ukrainian famous band during visit, another one is entertainer-statue in silver, asking money. Most of the brands are international, commercial base, and a lack of connection to the surrounding characteristic(shopping street. The side streets far more productive in terms of independent shops and more interesting design

APPENDIX V “Landmarks”

Landmarks	Victory Square	The Old Town Square (Staroměstské náměstí)	Nyhavn
Short History	<p>Originally, the name of the square was “Round Square”, but in November of 1958 it was changed to “Victory square”. The square has huge historic value and it has the obelisk in the middle which was settled in 1954. This monument was made in commemoration to soldiers of Red Army and partisans, that died during the world war the second. As the material for this obelisk white pink marble was chosen. On 3d of July the eternal fire was lit in the square.</p> <p>Later, in 1984 the design of the square was changed by belarussian architects B. Larchenko, B. Shkolnikov, K. Vyazgin. After redesigning the square got the shape of the oval to fit the metro station.</p>	<p>The Old Town Square is the oldest and most significant square in the historical centre of Prague. at first (10th), it was served as a markets place at the crossroads of European trade routes. In the 14th century, the Town Hall and the main Old Town church (the church of the Virgin Mary before Tyn) were established. These projects highlighted the importance of space that had become not only the economic but also the political centre of the life of the Prague Old Town. during the years the square has been witness to many historical events and today attracts millions of tourists each year.</p>	<p>Nyhavn is one of the most famous and exotic areas of Copenhagen and is its visiting card. In the 19 s century the fact that Many sailors sailed to Nyhavn led to the appearance in these places of bars, selling places and tavernsturned it into a disadvantaged place, however the government achieved the goal to change the image of the place , and since 1980 this place became a public space for the writers and other elite. The chanel is charcterized by the facades of old buildings . Here can be find one of the distinction of the Danish architecture of 18 th century -the acute angles of the buildings. In one of these houses lived Hans Christian Andersen, where he wrote his fairy tales "The Naked King" and "The Ugly Duck". Other houses are also decorated with identical elements of the house meaning in the past. The most photgraphed landmark of Denmark.</p>
Activities at places	<p>As it is the memorial the number of activities isn't numerous there.</p> <p>But you can stay near the eternal flame and give your honor to people who fought for the freedom and blue sky over heads.</p>	<p>old churches, palace, buildings and monuments. temporary festivals, shows and markets (the most popular one is the christmas market). plenty of restaurants and cafe. panoramic gallery at the top of the old town hall tower and the ancient astronomical clock. The Gallery art of Prague which presents the works of Salvador Dali, Andy Warhol and the famouse Czech artist Alphonse Mucha. horses and carriages riding. photos with well costumed people. pubcrawls which gather participants every night.</p>	<p>Mostly it serves as one of the maind sightseeings , so people come to take pictures here, enjoying Nyhavn's colours at the same time. Here people come to enjoy spectacular views of sailing boats and multi-colored silhouettes of small houses. It is sparkling with life, especially in the summer, when food and drinks are served outside along the street and people are sitting on the quay enjoying the sun.</p>
Time of visiting	<p>about 10-15 minutes.</p> <p>Actually this square is not the place where you can have fun.</p>	<p>0.5 - 2 hours</p>	<p>From 10 minutes to take photos to 2 hours if sitting in the café</p>
Problems of integrity	<p>Since it is the main street in Minsk the traffic is heavy and its noise creates uncomfortable atmosphere that doesn't make it possible to stay at the square long time. The absence of greenery makes some discomfort in summer. The absence of benches doesn't prolong the staying as well.</p>	<p>Overcrowded place with a lot of shops, no understanding of the historical layers due to it.</p>	<p>A little amount of the locals branded eating areas. At the first glance it is difficult to catch the character and magnetism of the place -huge crowd of the tourists interferes the perception at the same level as the bars around decrease the feeling of artistic paysages</p>
Visual characteristics	<p>The color which dominates is grey.</p> <p>As for the greenery in this area , it isn't numerous. And the benches are absent.</p>	<p>the square attracts enormous number of tourists due to his historical importance, the Gothic and Baroque style of building, the statues and memorials and for the special atmosphere of the square.</p>	<p>.This landmark is known as one of the most effective and beautiful coloured places in Copenhagen. Benches are not everywhere</p>

APPENDIX VI SWOT

<i>Elements</i>	<i>Features</i>
<p>Strengths</p> <p><i>Common</i></p> <p><i>Landmarks</i></p> <p><i>Parks</i></p> <p><i>Public spaces</i></p>	<ul style="list-style-type: none"> -Positive image of the markets of Minsk -Newly built hotel/hostels facilities -Enhancing awareness of people on the necessity of city branding -Balanced affordability -The natural surroundings -The soviet scale of the architectural landmarks -The Soviet style sculptures and war memorials in combination with neoclassical architecture are the most present among the landmarks. (U) -The Library in the shape of a diamond -Minsk's green areas are made practically for recreational purpose -Landscaping elements are well maintained -Proximity to public transport connection -The green water belt of Minsk: most of the parks are situated on the one central river line. (U) -Many unutilized but potential natural attractions -The park named after the Venezuelan president is a particular Belarusian tradition to name public spaces after significant political leaders.(U) -The difference between Minsk's parks and the two compared cities - they don't implement Asian features into their design. -Huge Soviet spaces (U) -The speakers play a fragment of the melody (19 seconds of the chorus) from the "Song of Minsk" (U) -The Musseum of History of Great Second World War, Palace of Culture of Labour Union with Sculptures of the ideal collective farming labour are unique among the investigated cities. (U) -The state flag of 98 metres characterizes the consecution to the Soviet values (U) -The festivals of International culture -A distinct cleanliness and tidiness. (U)

<p><i>Streets</i></p>	<ul style="list-style-type: none"> -Unique width of the streets. Higher number of prospects than in other towns (U) -The streets of Minsk are more used where the active facades are provided. -The major streets are not popular, unlike Prague or Copenhagen. -The global networks overflow Minsk main streets as well, yet less noticed than in the European cities. -Flags and pattern elements were met more often -Public transportation is highly used due to lower economic capacity of consumers
<p><i>Weakness</i></p> <p><i>Common</i></p> <p><i>Landmarks</i></p> <p><i>Parks</i></p>	<ul style="list-style-type: none"> - Not enough creative in applying marketing strategies for the city - Lack of the highly qualified workforces connected to urban planning - English language is not spoken in some of the descriptive boards - Lack of architecturally unique buildings as city symbols - The viewpoints are not used at full capacity in the landmark's points - In case of Trojeckaye predmestje its authenticity balance is destroyed by high scrapers of global architecture, breaking the original image of the region. - Insufficient heritage management - Demolishing of historical and cultural architecture instead of preserving it - The unique to the city stories are not used for the restoration of the iconic landmarks - There are not many activities organized next to the landmarks - The paths in the parks are tiled. This is a place for relaxing, which means there should be unity with nature. - The places are very tidy, but less organised for personal usage. - Wifi is absent in all the visited parks. - No free toilets.

<p><i>Public Spaces</i></p>	<ul style="list-style-type: none"> - Parks are not fully used as a platform for mass festivities and organizing of exit trade. - The new generation is not connected to subspaces in its intentional meaning (in case of war memorial or historical religious meaning). - Through the observation of history of parks it was detected that most of them do not preserve their initial heritage - In almost all public areas lack of "soul" is detected -Official style of squares - There is no enough infrastructure for gathering and staying for some time at the place - The surfaces are disconnected from each other - Lack of public spaces for community gathering - No architectural ensembles - Insufficient infrastructure for "active usable space" - Lack of greenery - Most of the parks are partly accessible to disabled people.
<p><i>Streets</i></p>	<ul style="list-style-type: none"> - Insufficient accessibility. Lack of safe pedestrian movements - Not connections between the historical areas of the city centre. Absence of historical core. - Unattractive pedestrian spaces - Not enough activities for old people - Most of the settlements have unfinished composition - White and grey are the most present colours. Some of the houses next to each other are coloured in disharmonious way. - No common style of the streets. - Asphalt and cement are the main surfaces in Minsk. - The lack of pedestrian accessibility and the scale of the adjacent streets creates problems of integrity with the neogothic style.
<p>Opportunities</p>	<ul style="list-style-type: none"> - Growing global interest in city tourism, especially to previously unknown places on the global market

<p><i>Common</i></p> <p><i>Landmarks</i></p> <p><i>Parks</i></p> <p><i>Public spaces</i></p> <p><i>Streets</i></p>	<ul style="list-style-type: none"> - Starting up the themed projects in Minsk city branding - New source and destination markets as a result of European enlargements - Regulation of prohibited extension of the town - The Soviet styled icons can attract tourists because of their unique heritage and culture - The main river's shorelines are considered a recreation area. - Each park has an area which cannot be considered a business, attractions or a landscape pattern - The experience of the developed countries in landscape architecture could be taken into account - Own authentic experience from the past can be used, for example " In the end of XIX c. the drinks in the park were sold exclusively non-alcoholic: mineral water, milk, kefir, tea, coffee". - Positive example for other cities - The historical past of the places could be pointed out - The large areas could be used for markets, festivals and other happenings - Vacant spaces for creation of community-centred public spaces - Tendency for development of the pedestrian historical cores and passages - The high parking standards of Minsk allow reduction of space almost imperceptibly in order to create more bicycle-friendly and car-free areas - In the historical data about the streets it was revealed that some of them were designed in an alternative way that could create a more comfortable and unique Minsk
<p>Threats</p> <p><i>Common</i></p>	<ul style="list-style-type: none"> - Increasing global competition - Economic crisis - Promotional activities of other megacities - People are not stimulated to participate in urban projects

<i>Landmarks</i>	<ul style="list-style-type: none"> - Lack of trust in the municipality - The global networks as Macdonald's and KFC were more packed with people than locally founded restaurants and most of the faces are younger than 50 years. - Lack of necessary investments - Harsh climatic conditions
<i>Parks</i>	<ul style="list-style-type: none"> - The new parks of Minsk are designed using old formats and strict sterile environment. - Weak economy to attract investments - Devastated areas belonging to the government
<i>Public spaces</i>	<ul style="list-style-type: none"> - All of the commonly visited places are situated in the crossroad of the busiest streets and have a high level of noise - The police present around the plaza has a repulsive effect - The ideology "better to construct new, but practical" - The lack of unity of the system of space organisation
<i>Streets</i>	<ul style="list-style-type: none"> - Previously planned width of the streets - Pronounced orientation on the development of the streets and its commercial side in European style - The width of the streets is not favourable for pedestrians. - No regulations on involvement of all generations into the planning of the urban area - The absence of legal coloristic passport, the architect decides the most suitable colour and it is approved at the Town Planning Council. Lack of local standards - Non-democratic governmental organisation - The state sector of business occupies 70 % of Belarusian economy - Lack of awareness among people towards the bicycle paths - The parking in the city centre is free of charge - Centralized management structure - Many legal problems in buying property from the government