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## Perma-culturing City Branding
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It is a fact that our world is dominated by an urban culture. Cities are not just geographical settlements of people, but they also reflect the varied history of mankind. They are at the same time contemporaneous expressions of the diversity of human responses to future challenges.

This case study aims to be an approach of combining two different and contradictory terms, Permaculture and City branding, in an effort of future visa of the city. More specifically, it attempts to develop a pilot and potential system between these two elements.

This connection intends to an alternative modulor, an alternative identity of the future city, by promoting Permaculture's application and consolidation through City Branding and vice versa. The system promotes both of these components -which function in support of mutual development-for the sake of sustainable growth potential and both of them are enhanced. The ultimate pursuit is an essential policy which emerges a sustainable status for the future city.

The direct link between permaculture and urban structure lies in the term '' Garden city''. Cities have always been social centers.  Until the 19th century, cities were in conflict with their natural surroundings. From the early 20th century, this relationship has been redefined and cities tend to integrate grids of natural shapes. This gives the term '' Garden city''[1]. Hence, cities became more expanded in large components of greenery. Nowadays, the term returns in the context of permaculture and the creative use of urban agriculture.

Furthermore, nowadays, more than ever, cities compete each other. Due to the increasing globalization of the economy, the intermediate fields of national economy and the traditional nation–state have been diminished. At the same time, the following increase in autonomy and the importance of individual regions and cities has led them to appear as competitive entities.

Thus, cities have turned into global cities and international nodes of a global network. Trying to be as attractive as possible in order to provide residences, business premises installation, investment fields and places that visitors would like to live or at least visit. Hence, nowadays competition for residents has increased substantially among cities. This happens, for the most part, because of globalization and technology. The members of the society have now the choice of living in one place and working in another because of the Internet, laptops, home offices, and wireless connections. People now have the option of being able to do business anywhere in the world and can decide what is the best location to provide them

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[1] The **garden city movement** is a method of urban planning that was initiated in 1898 by Sir Ebenezer Howard in the United Kingdom. Garden cities were intended to be planned, self-contained communities surrounded by "greenbelts", containing proportionate areas of residences, industry and agriculture.

with the most benefits. This means also that an activity which was considered exclusively rural for example vegetable garden, it is possible now to be combined with digital service.
The cities, however, are not just economic units, have long way to promote urban development, social cohesion and urban and cultural identity. In this aspect, an important tool for development and promotion of a city is the city branding.


**Branding a place**

City or place branding can be considered as planning policy in conjunction with communication tools and is defined as a sequence of activities designed to optimally convert the voltage supply of urban functions in trend demand for them by residents, businesses, tourists and other visitors[2]. It is a process of long-term effort that helps create identity of a place. The purpose of branding is essentially to "build" the image of a product. Hence, place branding aims actually to define the identity of a place.

Place branding is based on a strategic approach to public relations of a site (city, region, country) stating that the change of the image is a continuous, holistic, interactive and large-scale process, which ultimately requires much more than a quick change in the slogan.

A right brand should have the following characteristics:

- credibility,
- differentiation
- targeted message, which will be easily understood by the potential visitor and will provoke enthusiasm to local actors of the market and the city's residents.

   Creating a distinctive brand that captures the spirit of a city must be able to inspire – the travelers, the industry and the general population itself. Branding of cities has to be very specific about what it wants to sell and to whom, yet also has to appeal to as widely possible. Cities are seeking new ways to promote their individual personalities and unique qualities to attract a workforce, a creative community, culture, entertainment, leisure, and values. This attraction ultimately translates into residents and visitors who reap monetary rewards for the city.

On the other hand, if a city is to be considered a brand, what is primarily required is a brand's most important characteristics; its fundamental properties. This means that a good city must have the following qualities:
• Offer attractive employment.
• Not be unduly expensive in relation to wages.
• Provide good and affordable housing.
• Have reasonable public transportation.
• Have good schools and recreational/cultural attractions.
• Have a reasonable climate.

So, there must be an attraction to individuals through attractive tax environment, modern infrastructure, telecommunications and mainly through the quality of urban space, the

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[2] Van den Berg, J.P. and Zijm, W.H.M. «Models for Warehouse Management: Classification and Examples», International Journal of Production Economics, pp.519-528, 1999

image of the city, cityscape, culture and leisure –create comparative advantages over others. Instead of displaying the classic traditional elements, pioneering cities try to emerge new attractive features.

*The city must be "live-able".*
Strategists and planners are working at a feverish pace to re-brand cities or to brand a city that's never had a strong brand in a bid to create a community where people will want to live. City planners are spending millions of dollars on brand investing to bring their cities to life, or in some instances, back to life[3].

People are currently getting used to looking closer at the quality of life. The contribution of this shift in people's attitudes indicates that people really turn to a location or place, where they are able to make the most of it in terms of the best quality of life, not just the best salary.

On this basis, city branding embraces the terms ''Sustainable city and creativity'' which are strongly connected to the modern urban planning. Actually, modern urban planning shows an avalanche of various initiatives focused on creative urban development. Urban structure of the city is essentially important for the creative city. Creating " open spaces" accessible to all is a way to contribute to the upgrading of the urban landscape. Therefore, the enhanced positive image leads to the promotion of public space through various events. The combination of cultural infrastructure with public spaces and routing may become an important tool for urban morphology of the city. The use of an innovative design for the emergence of urban morphology can lead to a positive image for the city.


## Permaculture as a factor

Sustainable city is inextricably linked to the concept of permaculture, considering the new needs for an upgrading quality of life. Permaculture is a branch of ecological and environmental design which is perfectly formed as a developing factor to sustainable city. Green architecture is being promoted through permaculture, concerning both buildings and public space[4].

Permaculture design emphasizes on patterns[5] of landscape, function, and species assemblies. Its central concept is maximizing useful connections between components and synergy of the final design. The focus of permaculture, therefore, is on the relationships created among elements by the way they are placed together. Otherwise, its focus is on the networks among different disciplines. Thus, permaculture design seeks to minimize waste, human labor, and energy input by building systems with maximal benefits between design elements to achieve a high level of synergy. Permaculture designs evolve over time by taking into account these relationships and elements and can become extremely complex systems that produce a high density of food and materials with minimal input.

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[3] Hodges, Tony. "Brandwatch. The Rigour of Competition." *Locum  Destination Review*. Winter 2003 p 39

[4] Permaculture has been applied most commonly to the design of housing and landscaping, integrating techniques such as agroforestry, natural building, and rainwater harvesting within the context of permaculture design principles and theory.

[5] Since humans have complex intentions and a wide variety of goals, permaculture design draws upon a variety patterns, building a pattern language as defined by Christopher Alexander.

Therefore, this interdisciplinary section of permaculture can be considered as a section with resilience which gives the opportunity to combine its principals with concurrent and possible conflicting principals for the benefit of urban development and the improvement of urban life. This is a fundamental view of the world which supports the disciplinary approach addressing of things. The world must be reconstructed around it, and within it, so that the larger word at that one place becomes more coherent, and as a whole. Moreover, permaculturists argue that, where vastly differing systems meet, there is an intense area of productivity and useful connections.

Consequently, an interaction between city branding and permaculture is feasible. In this regard, there can be two aspects of this view. In the first one, those two disciplines function as completely different and autonomous entities aiming at sustainable growth potential and a new orientation which provides a new dynamism for the future of the city.

In the second one, they function as a sequence of editable elements in the same system, as elements which enhance each other. Permaculture could be seen as a part of place branding. The connection is direct as permaculture embraces the idea of self-sufficiency, self-management of a community[6]. This fact is a potentially increasing element of competitiveness and attractiveness of cities.

The combination of permaculture and branding constitutes potentially an alternative urban body organized in a friendly ecological way. In this case, geomorphologic, social etc characteristics determine the application of permaculture. Thus, the identity of city is produced by permaculture, by city's characteristics which are promoted through permaculture. This alternative image of the city indicates that city branding is not just a projection procedure exclusively based on economy. This diptych pattern "branding-permaculture", defines a new framework. In this context, cities keep attracting residents, financial capital and tourists but in an environmental approach. Cities will search out
- residents and new researchers who will have advanced environmental awareness
- concerning capital, minor businesses – minor investors who will promote the evolution of permaculture
- visitors, travelers who will be visiting these cities for environmental education, aiming at a teaching relationship with the site concerned.

This general aspect configures a brand new kind of global community which is based on permaculture, scheduled by branding.

Concerning the implementation of this pattern, Architecture and Spatial - Urban planning are the sections which are getting involved into. An application case would be Green architecture and bioclimatic design as an identity or a logo of a city. It could be feasible to

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[6] People and the community are very much included as part of permaculture design. In fact, permaculturists want to help people be part of their community and be involved in caring for their environment. One of the aims of urban permaculture is to transform the cityscape by making it greener and more sustainable, offering people a more holistic way of living, even in the big city. With ideas like gray-water reclamation systems, use of solar and wind power, permaculturists aim to create a way of living that increases efficiency and minimizes waste.

construct a city's brand on buildings with sustainable energy efficient technologies, coupled with environmentally-friendly appliances. Another application example, could be a network of permaculture between cities. This network could be international, and potentially connect different systems of permaculture creating new conditions between cities and changing financial flow. However, these two cases of application of the pattern are in a very initial process.

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