

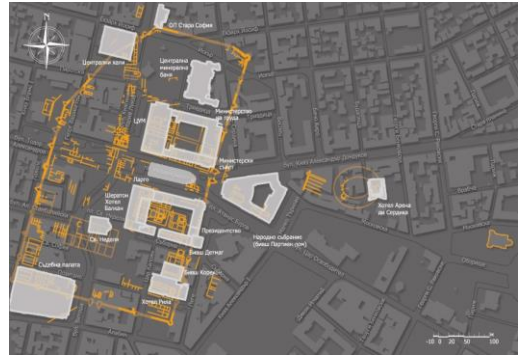
CULTURE IN THE CORE: KEEPING SENSITIVE TO URBAN MEMORY MESSAGES

Elena Dimitrova

A cultural lens to urban policy

- **Culture** - as our ability to conceptualize the surrounding world and our reason for being in it
- **City** - as a process, where transformation is essential
- **Heritage** – as a message to be kept and continually re-discovered
- **Policy** - as the art of acting to transform the real world
- **Responsibility** – as the ability to respond
- **Planners and architects** – as professionals and citizens with a specific capacity in the continuity of the urban process.

Sofia: St Nedelya Square



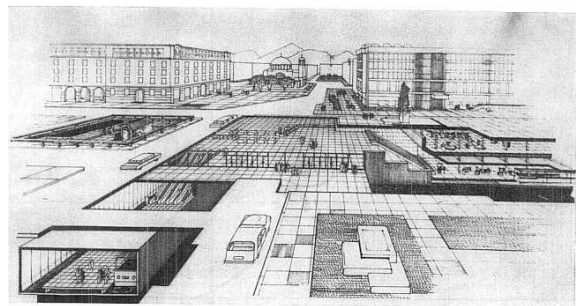
Get to know Serdica project,
BLOB Studio, The Culture 2010
Programme of Sofia Municipality



“One of the things we have always expected as citizens of this country and as professionals is ... more evidence of a civil-society state of mind, political will and imagination, so that all the archaeological heritage remain part of our history to be displayed correctly in situ in the urban environment”.

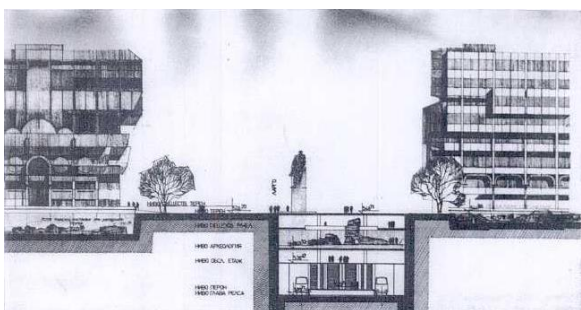


An international architectural competition announced in September 2018, with an overall awards sum 250,000 BGN (about 125,000 EUR)



The Chief Architect of Sofia municipality:

“The future competition winner should be able to provide a solution to the transport problem – how to move out the cars and give the place back to the people”.



A 30-minutes TV film: “Feeling for city. The temple, the Square and the Competition” - an indirect public debate on the competition goals and the brief: <https://bnt2.bnt.bg/bg/a/chuvstvo-za-grad-khramt-ploshchadt-i-konkurst>



Competition winners in 2013

The competition brief for the square and the adjacent urban area commissioned by the Municipality

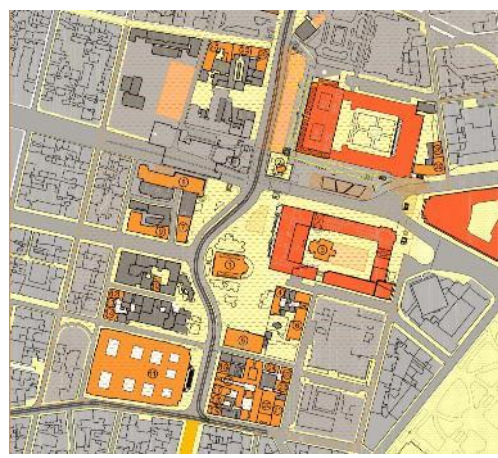
The city administration:

Needed fast action and visible effects in public;

To minimize public criticism, academic experts should take the responsibility for naming requirements and prominent foreign experts should be invited to participate; the area to be pedestrianized - cars and trams to be removed

The brief team of academic planners and architects recommended preliminary action:

- ✓ Survey on citizens' modes of behavior and their perceptions about the place;
- ✓ A clear vision for the future function and role of the square;
- ✓ Identification of deficiencies regarding information, infrastructure, etc.
- ✓ A two-stage process to undertake: urban concept + urban design



1st prize,
Studio
Fuksas



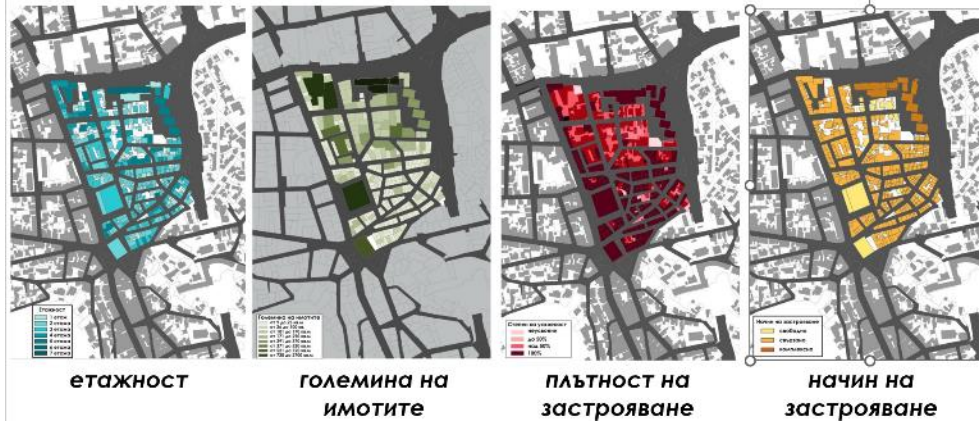
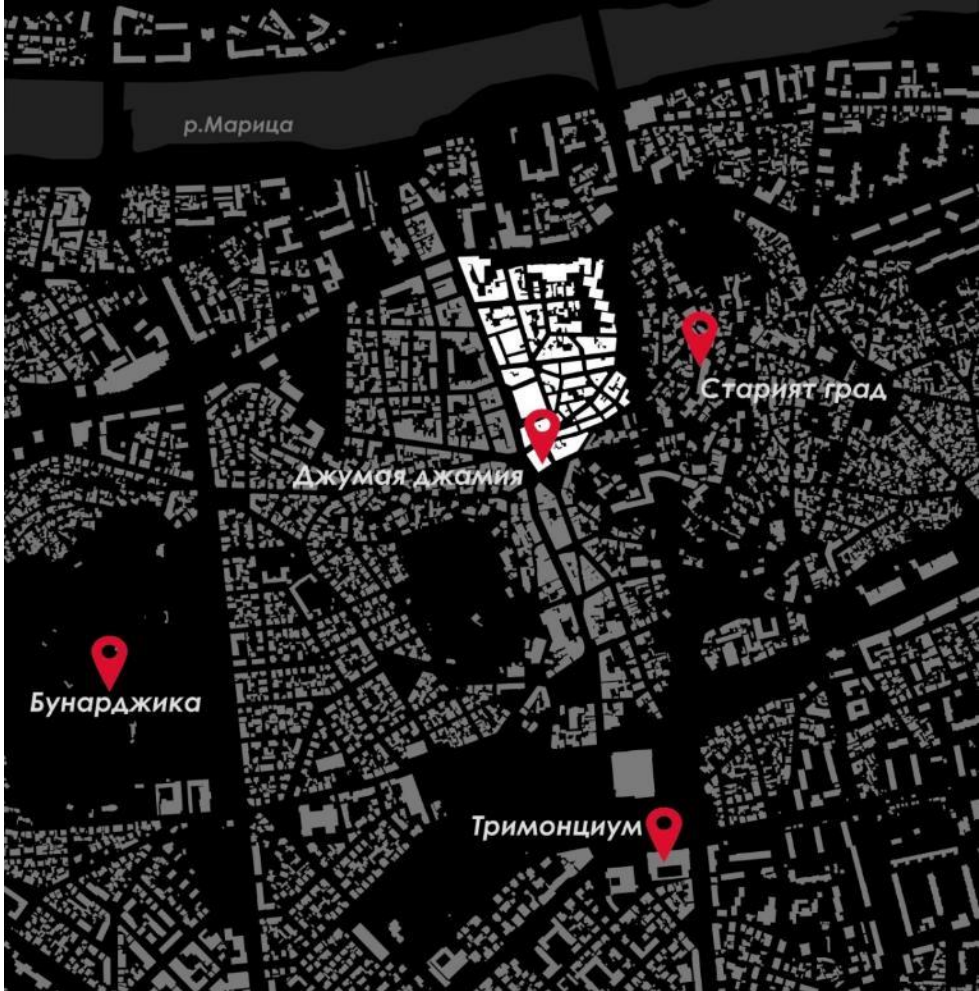
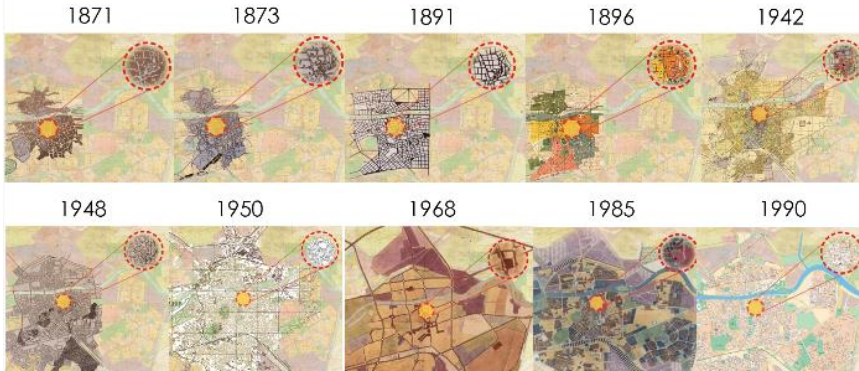
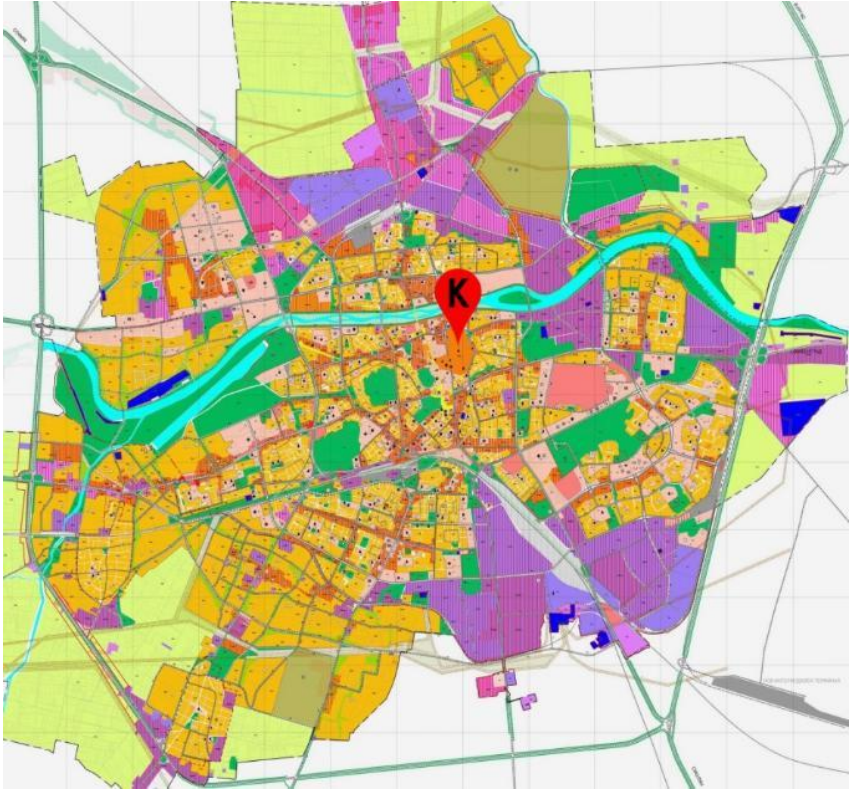
Plovdiv: the Kapana Quarter

In 2019 “Kapana - Creative District” was awarded by the Chamber of the Bulgarian Architects with the “Guardian of the Bulgarian Architectural Heritage” prize [#KAB](#)



Plovdiv: the Kapana Quarter

students' involvement: KapanaPossible



- **Общоградско значение на квартала в живота и развитието на Пловдив**
- **Присъствие и дейности на творци, творчески предприятия и мрежи в квартала**
- **Самоуправление на квартала на творчеството и участие на творческите институции в управлението на града**
- **Поведения и начин на живот в квартала:**
 - Съвместен живот, комуникация и разрешаване на конфликти
 - Транзитен трафик, буферно паркиране и немоторизирано предвижване
- **Визуален облик и жизнена среда в квартала:**
 - Културно наследство, визуална идентичност и образност
 - Лични и публични пространства, градско обзавеждане и комфорт



ТВОРЧЕСКИ ПЪТЕВОДИТЕЛ НА КАПАНА KAPANA CREATIVE GUIDE

ТВОРЧЕСТВО И КУЛТУРА / CREATIVITY AND CULTURE
КАТЕГОРИИ / CATEGORIES

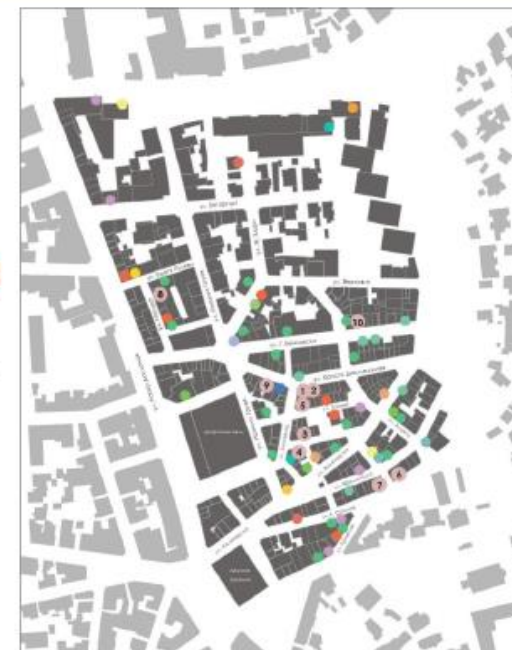


ТВОРЧЕСКИ ЛОКАЦИИ
CREATIVE LOCATIONS

- КНИЖАРНИЦИ
BOOKSTORES
- ГАЛЕРИИ
GALLERIES
- АРТ АТЕЛИЕТА
ART STUDIOS
- ЧИТАЛИЩЕ
COMMUNITY CLUB
- АНТИКВАРИАТ
ANTIQUARIAN SHOP
- КУЛТУРНА ОРГАНИЗАЦИЯ
CULTURAL ORGANISATION
- СТУДИО ЗА ТАТУИРОВКИ
TATTOO STUDIO
- ГРАФИЧЕН ДИЗАЙН
GRAPHIC DESIGN

10 ЛОКАЦИИ / 10 LOCATIONS

- CACHE ATELIE
- SARIEV PROJECT SPACE
- PLOVEDIV
- POINT BLANC
- WHAT A MONSTAR
- SOUL SEARCHING RADIO
- MELFORMATOR
- KAKAFE
- ГАЛЕРИЯ ЛАСТИЦИ
LASTICI GALLERY
- GG SISTERS



ЗАНАЯТИ / CRAFTS

- ОБУЩАР
SHOEMAKER
- ШИВАЧ
TAILOR
- ТАПИЦЕР
UPHOLSTERER
- СЕРВИЗЕН ТЕХНИК
TECHNICAL MAINTENANCE
- КЛЮЧАР
LOCKSMITH
- ЖЕЛЕЗАР
IRONMONGER
- БИЖУТЕР
JEWELER
- ЧАСОВНИКАР
WATCHMAKER



The Kapana Quarter: Design ideas and real-life development



Жива Верига брани "Тютюневия град", МК спря събарянето

Десетки пловдивчани защитиха с жива верига емблематична сграда от м.нар. Тютюнев град. Министерство на културата спря събарянето ѝ, а прокуратурата се намеси.

https://stroiiinfo.com/wp-content/uploads/2019/08/zashto_otново_rushim_2.jpg

Varna: European Youth Capital

“Encourages the application of new ideas and innovative projects, ... encouraging youth participation at the local level for the implementation of the common objectives of European policy for youth”.



The *Re-animatori* architectural group of Varna | 1

Projects



T.I.S.I.



Architecture meetings



Get Captured By Talyana



MISSION

The **quality of the urban environment** and the modern challenges to its **planning through design thinking and civic involvement** are in the centre.

... the idea is to upgrade on the traditional practices and to create an active civic position towards public spaces.

The project identifies civic participation as a key factor in the decision-making process in addressing the needs of the local community, creating a sense of place identity and promoting social inclusion.
... to open up a public debate, provoke institutions and experts to step away from the traditional urban planning practices and propose alternative ways to use public space.

<https://reanimatori.com/en/>

Funding by the DESIGNSCAPES project “Design-Enabled Innovation in Urban Environments” (H2020-SC6-CO-CREATION-2016-3, Project no. 763784) Horizon 2020, EC.

Varna: European Youth Capital & the Talyana Quarter

“Encourages the application of new ideas and innovative projects, ... encouraging youth participation at the local level for the implementation of the common objectives of European policy for youth”.

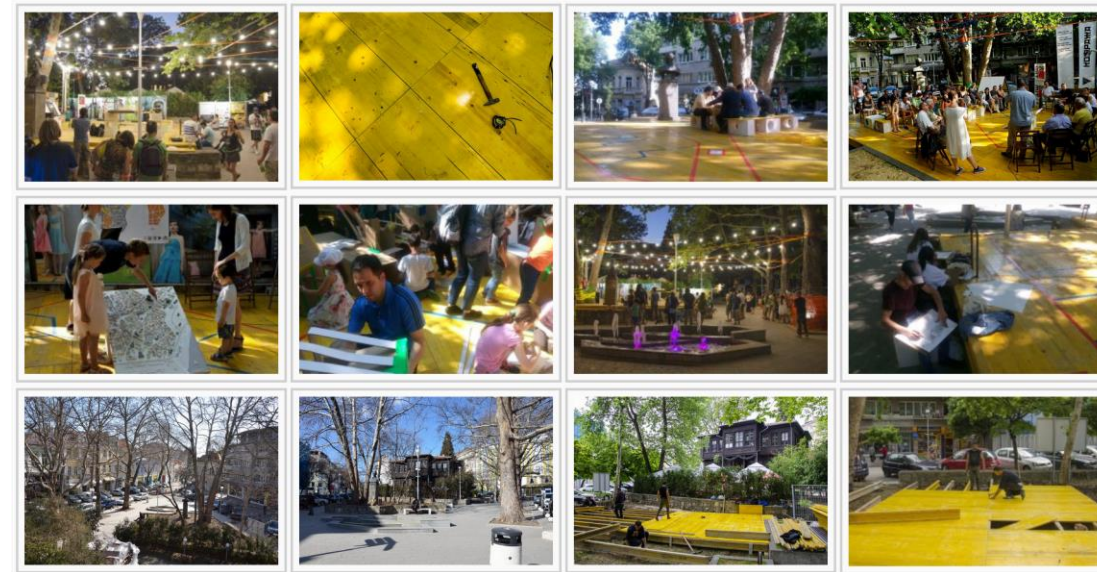


The *Re-animatori* architectural group of Varna | 2

The ***Reanimate the Square Project*** was the first project which subsequently gave the name of the Re-animatori foundation. A social experiment in which architects challenged citizens to appropriate the public space. This project was implemented with the assistance of the Chamber of Architects in Bulgaria, Varna Regional College and Varna European Youth Capital 2017.

Reanimate the Square Project

“With this intervention in the urban environment, the “Re-animatori” team is looking for revival of the relationship Architect – Artist – Society”.



The project was nominated by the independent Varna media as a publicly significant project and in December 2017 won the Media AwARTs Award.

<https://reanimatori.com/en/re-animate-the-square>

Varna: European Youth Capital

“Encourages the application of new ideas and innovative projects, ... encouraging youth participation at the local level for the implementation of the common objectives of European policy for youth”.



Get captured by Talyana Project

A *Plein Air* – Youth Architectural Competition initiated by the Chamber of Architects in Bulgaria financed by Varna European Youth Capital 2017.

The *Re-animatori* architectural group of Varna | 3

Special topics of the plein air were public spaces, silhouettes and tourist routes which were analyzed. Fifteen young architects took part into the *Plein Air*, they were consulted by renowned local specialists. They developed four strategies for the development of the area, solutions for the vision of the public spaces, possible adaptation to young people's needs and to the specifics of the future demographic processes. The developments were publicly discussed and submitted to Varna Municipality.

PDF documents for the project

[talyana catalog bg 20180418](#); [talyana catalog eng 20180418](#)



<https://reanimatori.com/en/>

Varna: European Youth Capital

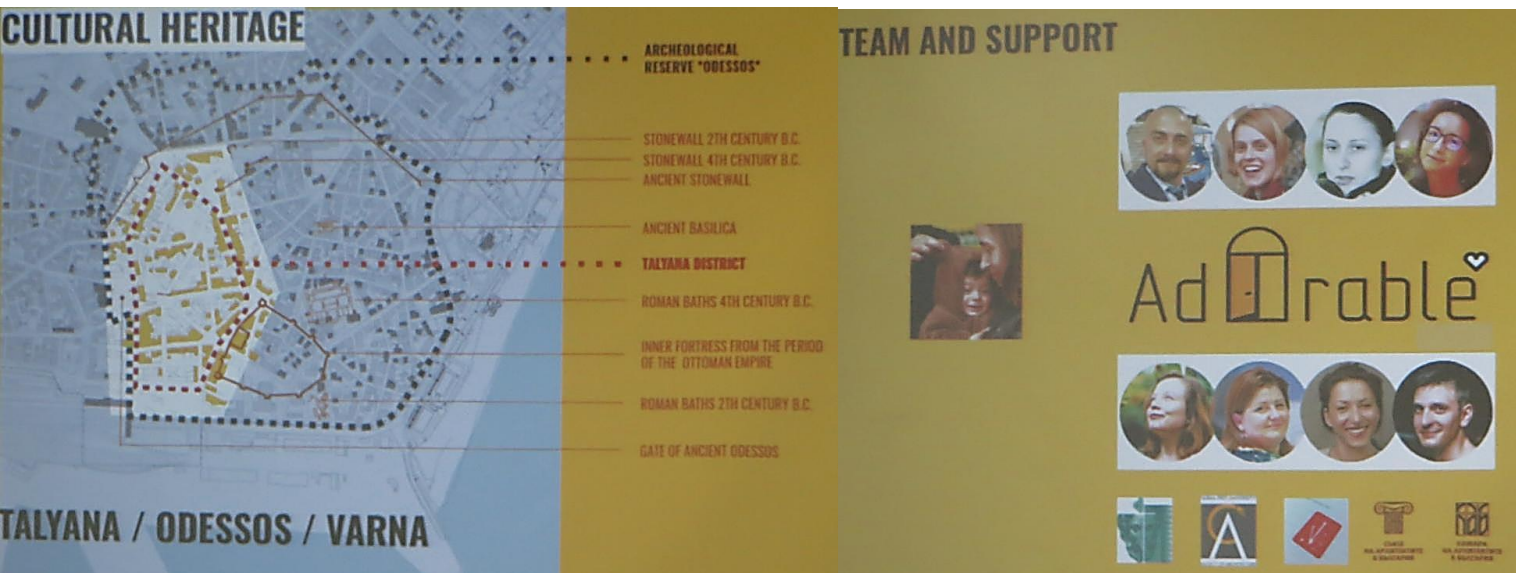
“Encourages the application of new ideas and innovative projects, ... encouraging youth participation at the local level for the implementation of the common objectives of European policy for youth”.

& the Talyana Quarter



The aDOORable Talyana project

<http://www.facebook.com/aDOORable.Talyana>



LESSONS LEARNED?

- ✓ **Culture** is a multilayered component in the urban process - with multiple interacting dimensions, tangible and intangible;
- ✓ **Urban memory is not to be taken for granted**, it is continually regenerated or lost; it is value-based and needs to be shared with/by living people – individuals and communities in **building urban culture**
- ✓ The material traces left in the urban environment carry visible **messages to the present day and to the future**; behind that there has been processes of searching and arguing, clashes of ideas, values and concerns that remain largely unrecorded - and are possibly lost.
- ✓ **Educating a greater sensitivity to the continuity of the urban process** is a shared responsibility in the long term but also a persistent everyday effort for all of us - as professionals and citizens.

THANK YOU!