



ГРАДИТЕЉСКО НАСЛЕЂЕ КАО ВАЖАН ЧИНИЛАЦ БРЕНДИРАЊА ГРАДА

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Анстракт

Градови данашњице у свом развоју сусрећу се са изазовом такмичења у глобалном свету и потребу за истицањем својим посебности. Нарочито су угрожени мањи градови који у процесу глобализације остају невидљиви поред великих метропола. Брендмирање градова се последњих година истакло као могућност у стратегији развоја и привлачењу нових инвестиција.

Рад је истражује улогу идентитета и могућност употребе градитељског наслеђа у процесу брендмирања града Бањалуке. То подразумева аутентичан изглед града, материјално, као и нематеријално наслеђе који представљају потенцијале у процесу брендмирања. Такође је важна промоција наслеђа односно формирање слике града која представља више од форме и изграђене структуре. Према раније дефинисаној методологији у раду ће се испитати могућности улога ових фактора у процесу брендмирања Бањалуке.

Кључне речи: брендмирање, градитељско наслеђе, Бања Лука

BUILDING HERITAGE AS AN IMPORTANT FACTOR OF CITY BRANDING

Abstract

One challenge that present-day cities face as they develop is their having to compete on a global scale and to accentuate that which sets them apart from other cities. In that sense, smaller cities are especially under threat, as they live in the shadow of metropolises in the process of globalization. Recently, place branding has proven itself capable of providing opportunities in terms of development strategies and attracting new investment.

This paper examines the role of identity and the possibility of using building heritage in the process of branding, in this particular case, of the City of Banja Luka. This is in connection with the authentic appearance of the city and its tangible as well as intangible cultural heritage, which is all potential for branding. Heritage promotion is of equal importance, i.e., creating an image of the city according to which it transcends its form and built structure. In line with a previously specified methodology, the paper examines the potential roles of these factors in the process of branding of the City of Banja Luka.

Keywords: branding, building heritage, Banja Luka

1. INTRODUCTION

The globalization process, tourism development and frequent changes in economy contribute to growth of competition in the promotion of cities as potential places for future investments and development. In the post-industrial era of cities, a great attention is dedicated to branding campaign as a potential for economic development of a city and attracting investments. During this process, due to high competition, the attention is directed to distinguishing uniqueness of a place, particularly natural and building heritage. The city, which is authentic, attractive with developed identity, stands out and has a potential to attract tourists and investors. In the past, cities used to attract tourists by building theme parks in locations placed outside of the city or in suburban areas. Contemporary cities tend to attract investors within a historical city, “presence of countless smaller brands in town and city centers presents a challenge for entertainment [...] since they attract as many sightseers as shoppers“. Evans,G. (2003.p.417.).

City branding provides a basis for developing a better image of the city, economic growth and attracting tourists, but on the other side, it “provides a basis for city residents to identify with their city” Kavaratzis, M. (2004). The topic regarding the potential of building heritage for attracting tourists has been analysed and highly studied. With the aim of more successful branding, the cities use their building heritage and defined visual identity whereas the experience of “active protection of cultural heritage“ is crucial since it takes into consideration heritage and fitting in the context. Even though branding and urban regeneration themselves do not have negative characteristics, while implementing the process it is necessary to take into account negative aspects that can be incurred as a result of the activities, such as increase of a number of tourists, building, increase of a number of residents, increase of real estate prices, etc. These trends could lead to degeneration of cultural heritage and environment around us. In that context, it is necessary to take into consideration the fact that the city is not an ordinary product but a resource that has to be preserved and improved while development planning has to remain within realistic framework.

The paper examines the role of tangible cultural and historical heritage in creating city brand and it is a continuation of previously done researches (Cvijić, Guzijan 2013). The paper is going to analyze possibilities for using architectural heritage and spatial values of urban matrix in creating brand of the City of Banja Luka. The paper focuses on spatial dimension in branding, whereas other, intangible elements of creating city brand are going to be included only within spatial aspect.

2. CITY BRANDING

Branding is a social phenomenon based on the perceptions of target audiences - which might or might not be influenced by the physical and communicative aspects of a given city. (Sevin, H.E. 2014. p. 48). There is no a precise definition of place branding, however it can be said that place branding is a set of physical and socio-psychological attributes, which are distinctive in relation to competition which comprises a unique combination of functional attributes and symbolic values“. (Kavaratzis, M., Ashworth, J.G. 2005. p.508). Perhaps more precise definition of place branding includes different actions that would produce a positive image of the city among different target groups through visual effects, local and international events through which the city would acquire a competitive advantage among other cities. “Branding is a mode of

communication and communication is a two-way process“ (Kavaratzis, M., Ashowrth, J.G., 2005. p.508) according to the authors since for branding symbolic, social and emotional value is not enough but it is an image of the brand, that is, its quality that is important for the consumers' perception. People perceive the city by creating an image and the best way to influence the people's perception is through the images of the cities. (Ashowrth, J.G., Kavaratzis,M.2009.p.521). There are examples of a number of post-industrial cities that recovered their vitality through branding and improving the city's image.

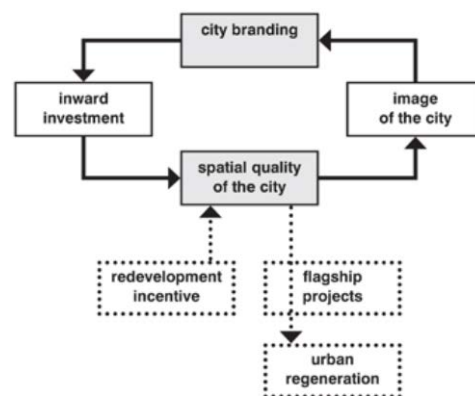


Figure 1. Mutual dependence of quality living space and place branding; the picture is from (Prilenska,V.,2012:14)

For the city branding, the professional literature uses a methodology based on three basic categories of potential for the brand creation: built environment, famous people and important events. As it was previously mentioned, the paper deals only with spatial aspects of branding, therefore it analyzes built environment, that is, spatial and building heritage that has the potential for place branding, which was analyzed as a case study using the example of the City of Banja Luka as well as the possibilities for utilizing its spatial capacities and building heritage in brand creation. Other categories are included to the extent necessary for spatial aspect. (Dinie,K. 2011).

According to Lynch, whose views are based on empirical research, most individuals perceive the city as a set of built objects.(Lynch,K.1960) In particular, five physical elements play a role in constituting people's image of the city:

- Paths - paths are the channels along which the observer customarily, occasionally, or potentially moves. They may be streets, walk-ways, transit lines, canals, railroads.
- Edges - edges are the linear elements not used as paths by the observer. They are the boundaries between two phases, linear breaks in continuity: shores, railroad cuts, edges of development, walls. They are lateral references rather than coordinate axes.
- Districts - districts are the medium to large sections of the city, conceived of as having two dimensional extent, which the observer mentally enters „inside of“, and which are recognizable as having some common, identifying character.

- Nodes – nodes are points, the strategic spots in a city into which an observer can enter, and which are the intensive foci and from which a person is travelling.
- Landmarks - landmarks are another type of point-reference, but in this case an observer does not enter within them, they are external. They are usually rather simply defined physical objects: building, sign, store, or mountain.

City branding is a complex process which provides a framework for studies, strategies and activities. It must be based on truth and reality. Although there is no universal rule for city branding, some common steps of the branding process may be outlined. For example, Eran Ketter in his branding strategy recognises three stages of the branding process. They are analysis, planning and execution (Cvijić, Guzijan, 2013,26).

The analysis is a systematic record and classification of the potential of architectural heritage and its potential in the branding process. The planning is a development of strategies and studies that collect data from the previous step, and the execution is a set of concrete activities foreseen in the planning process.

3. CULTURAL AND HISTORICAL HERITAGE OF BANJALUKA AS A POTENTIAL FOR BRANDING OF THE CITY

The importance of cultural heritage has a universal value for an individual, community and society as a whole. Through building heritage, a concept of place branding emphasizes the city's uniqueness and authenticity as values that could be used for better presentation of a unique and recognizable image of the city. This represents attraction for tourists, and for the local residents it is a matter of pride. Many European cities use internal branding for local residents and their heritage and external branding focusing on values that are of interest to tourists. "Heritage includes different forms of cultural capital (...) whose definition could be identified as the built heritage with cultural and historical dimension justifying their preservation for future generations". (Benhamou, F., 2011.p.255). The analysis of cultural heritage in this paper is focused on building heritage, whereas other, mostly intangible heritage is included to the extent necessary for spatial aspect.

In the urban tissue of the City of Banja Luka there are many spatial elements as well as artifacts of building heritage.

Paths are very important linear elements in space. The City of Banja Luka has a number of linear elements that have certain spatial wholeness and characteristic of ambient wholeness. One of the most important linear elements are the following: Gospodska Street, banks of the river Vrbas, Kralja Petra Prvog Street, a path leading to Banj hill with beautiful views of the city and the river, Grčka Street and Srpska Street.



Figure 2.3. Gospodska street - before and now

Edges are important elements contributing to the experience of the city since they represent significant communication points, whether they have extension and are developing into square or they remain as a connection of two communication directions. The most important examples are the Palas Hotel, which emphasizes a position of the corner by dapping the ground floor, Hipotekarna Bank, which stresses a location where it is placed by its architecture, entrance and sculpture, Vakuf Palace, square at the National Theatre, Krajina Square, whose irregular shape provides a specific type of attraction and it represents a meeting point and location of important city events, and there is also a street corner where the National Assembly is placed and an old Government building as a specific spatial dominant. Furthermore, it is important to emphasize Car Dušan Boulevard, which represents a border between oriental and European part of the city. The Boulevard was formed after the stream Crkvena was shutdown. Even though this eliminated the division between oriental and European part, the presence of ambient wholeness Hanište with Ferhat Pasha Mosque has remained an important witness of oriental part of the city.

Districts represent wider spatial moves that carry certain authenticity, which gives them the potential for branding as a greater whole. This usually refers to historical core or preserved parts of the city. Important districts that could be used for branding are the city center with an Orthodox Church and monumental square, the fortress Kastel with remains of the historical core, Gornji Šeher as a historical settlement that is mostly a residence area nowadays with a great number of traditional houses built on hot springs and the village of Delibaša together with Abbey Marija Zvijezda and a brewery, mill and hydropower plant that served as a foundation of industry in the City of Banja Luka.

Nodes are important elements in the urban tissue. Regardless of physical preservation of monuments, which is sometimes incomplete, these elements could provide significant potential for the creation of brand based on an identity they carry within themselves. Among them are the Bosna Hotel with an authentic gate and garden, Safikada's grave, which is connected to a well-known legend from the City of Banja Luka, the monument to Petar Kočić with the park of the same name where many city events take place, the monument on Banj Hill, National Theatre, Presidential Palace, the monument to an Austro-Hungarian soldier in Banjalučko polje.

Landmarks represent spatial dominants in the urban tissue. They, as well, serve as points of orientation. In relation to the surrounding, they dominate by their either dimensions, position or architecture. Important examples of landmarks are Christ the Savior Church with accompanying urban micro unity, Cathedral of Saint Bonaventure, which preserves

a memory of blessed Ivan Merz, Ferhat Pasha Mosque, Abbey of Saint Antun Podovanski, Clinical Hospital Centre, Administrative Centre and the fortress Kastel.

4. POSSIBILITY OF USING THE BUILDING HERITAGE FOR BANJALUKA BRANDING

Even though a settlement in the territory of the City of Banja Luka dates back to ancient times, the name Banja Luka was first mentioned in a chart of Hungarian king Vladislav II in 1494 (Pejašinović Z. 2009:19). The fortress Kastel is certainly the most important monument of architectural heritage whose establishment dates back to ancient period, although the contemporary design of the fortress is the result of reconstruction and upgrade from XVIII century. The fortress's design conditioned development of urban matrix around it and the gates routed main streets that connect the fortress with the surrounding.

During Ottoman Empire the City of Banja Luka significantly developed. The period is characterized by the development of two settlements: Gornji and Donji Šeher. Donji Šeher is actually a contemporary historical core of the City of Banja Luka. Remains of Ottoman architectural heritage are extremely important in urban and architectural development of the City of Banja Luka. Ferhat Pasha Mosque is certainly the most important monument of this era. It is placed within highly affected ambient wholeness where there used to be another very important architectural monument – Sahat Kula (Clock Tower), which was ruined in the war and has not been reconstructed yet. It is believed that the Tower remained from Saint Elizabeth Church and that Ferhat Pasha had the clock built on it. This period produced important residential ensemble that was developed under the influence of Ottoman but only some part of it have been preserved until present day.

A new period of development of the City of Banja Luka started with the arrival of Austro-Hungarian ruling in the territory of Bosnia and Herzegovina. The City was developing towards Central European cultural heritage, and first elements of urban planning were established. (Milojević, B. 49, 2005). Buildings that give special impression of the city such as railway station, directorate for military railway, national bank, the Bosna Hotel, gymnasium, Cathedral of Saint Bonaventure, etc. were established during this period. It is highly interesting that this period, apart from historical styles and Eclecticism in architecture, produced Secession and Bosanski Slog (Bosnian Style) as its regional form.

After the establishment of the Kingdom of Yugoslavia, the City of Banja Luka went through the second period of intensive development especially in the period from 1929 to 1941 when it became a capital of the Vrbas Banovina. This period witnessed dynamic building activities. By building Holy Trinity Church and bans' palaces, a historical micro unit was completely established, and by building House of the King Petar I, the city park and the Palas Hotel a recognizable City center was completely formed. The beginning of Modernism was visible in this period marked by a few impressive buildings such as Public Health Institute, Surgical Pavillion and Vakuf Palace, and many buildings that belong to residential architecture (Cvijić, 2014).

In the post-war period the City of Banja Luka was developing in line with socialist organisation. A great attention was dedicated to building residential areas. An important project was building of the Monument to Fallen Krajina People in 1961, which was created by a Croatian sculptor Antun Augustinčić.

In the catastrophic earthquake in 1969 a great part of building heritage of the City of Banja Luka was damaged or ruined. Architectural heritage was affected as well. Later reconstructions degraded and neglected certain monuments of culture. This period witnessed rapid urbanization of the city's outskirts. Building of the residential area Borik is very important.

After the civil war, the City of Banja Luka took the role of an administrative center of the Republic of Srpska, which was a reason to establish an administrative seat of the Republic. In addition to that, there was also intensive building of residential areas that provided accommodation for many people. In the first part of XXI century there was a need for an adequate urban reconstruction of the city that would take into consideration inherited urban and architectural tradition.

Preserved buildings and places contribute to protection of recognizable images of the city. A connection between branding and identity is certainly based on preserved remains of building heritage, as well as on its historical events and legends. There is an opinion that "meetings with the city are realized through perception and images" (Kavaratzis, M. 2004. p. 62) and due to this reason spatial dimension of branding is of a great importance. The city's image originates from a physical reality and is based on well-worn prejudices, desires and memories that take shape in the collective memory" (Kavaratzis, M. 2004. p. 62). In the case of the City of Banja Luka, a mixture of different cultures and tradition that influenced the city is very important. There is also a significant number of tangible remains from the ancient times to the contemporary period. Heritage from the Ottoman period and architecture between two world wars might have the greatest importance since these are the periods when the City of Banja Luka was thriving the most.



Figure 4. 5. Hotel Bosna - before and now

As a precondition for further activities in the branding process of the City of Banja Luka there is a revalorization of architectural heritage in line with the contemporary principles and analysis of possibilities of its use in the branding process. The possibilities of using building heritage and spatial wholeness in planning of place branding of the City of Banja Luka, which is different than marketing, could be implemented through four communicative action of the city as it was illustrated by Kavaratzis. All proposed actions with the aim of branding are designed for spatial dimension of the city. All these activities contribute to building an attractive image of the City of Banja Luka, a better promotion and developed brand. Tangible cultural heritage is a desirable value that to the extent that it is preserved represents a foundation for further development.

- “Landscape strategies” refer to a place as a character – designing heritage through spatial and functional measures. They entail actions in planning of the use of urban design and public art in important historical wholeness and linear elements in the city. These actions include a restoration of Sahat Kula, finishing the reconstruction of the fortress Kastel that would include armory and the river Vrbas banks, rehabilitation of private residential buildings that were built in different periods and active protection of XX century heritage.
- “Infrastructure projects” refer to projects to improve the city’s infrastructure in terms of easier accessibility of tourists to all significant objects of building heritage, historical wholeness and public places. Within this group of activities, the attention should be paid to crosswalks, better designation of architectural monuments and pedestrian accessibility to the river Vrbas banks.
- “Organizational and administrative structure” refer to improvement of the city’s governing structure in terms of smooth implementation of projects regarding the promotion of building and cultural heritage, development of public private partnership, networking of institutions, non-governmental organizations and local communities. A particular focus has to be on creating a cooperation between the city administration and republic cultural institutions.
- “The city’s behavior” refers to the city leaders’ vision and relation of the city authorities towards building heritage by adoption of strategies for the promotion of heritage, financial incentives provided to stakeholders for organizing cultural events, incentives for reconstruction of private objects under the protection and other different ideas.

5. CONCLUSION

Branding is a slow and long-term process based on strategically defined goals and programmes for regeneration, planning and promotion. Branding entails an integrated aspect of economic, social, ecological and cultural measures designed at local, regional and state level.

The City of Banja Luka, regardless of destructions caused by the earthquake or war, has preserved building heritage to the extent that is necessary for development of brand. The problem is neglect, poor analysis and inadequate presentation of inherited structures whether it is about individual objects or urban micro units. A task of branding process is to notice the values of inherited structures and to present them by enriching them with adequate stories of legends from the past.

The City of Banja Luka is the administrative, cultural and economic center of the Republic of Srpska. Determination of decision makers and development of strategic documents are mandatory for successful place branding. Utilizing previously defined activities, which, above all, include revalorization of architectural heritage, is necessary to implement the protection, regeneration and presentation of architectural heritage of the City of Banja Luka.

Due to a long-term process of branding, cooperation of all relevant actors is important, and what is extremely significant is the city residents’ support, determination and their cooperation since the changes are meant primarily for the well-being of the residents and it is important to emphasize the fact that place branding is worthwhile only when the quality of life in the city is improved for its residents. Short-term marketing procedures

cannot produce results since place branding entails a transformation process and recognizing and eliminating negative effects that influenced the city's structure.

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