



## URBAN DESIGN IN CITIES ATTRACTING MULTICULTURAL TRAVELLERS



# Erasmus+

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## W2.3

Cultural mapping

# Sustainable urban design

Urban design is about **making connections between people and places, movement and urban form, nature and the built fabric.**

Urban design draws together the many strands of place-making, environmental stewardship, social equity and economic viability into the creation of places with distinct beauty and identity.

Urban design draws these and other strands together **creating a vision for an area and then deploying the resources and skills needed to bring the vision to life.**

systematic approach to recording and presenting information that provides an integrated picture of the cultural character, significance, and workings of a place. It employs specific tools and techniques to identify and document the cultural assets and resources of an area

## What's Cultural Mapping?

organic, place-based, and context specific approach to planning that utilizes local culture as a resource for economic and urban development.

## **What's Cultural Planning?**

refers to accumulated cultural knowledge which includes not just practices, expressions and way of thinking but also the products of this knowledge. Cultural Capital is usually passed on generationally and has social origins. (Bourdieu 1986)

## What's Cultural Capital?

Bearers of cultural knowledge

- Systems, organizations and networks
- Practices and expressions
- Built and planted environment
- Products and artefacts
- Skills
- Beliefs, thinking and philosophy
- Memory

**This includes (Pillai 2013)**

1. physical
2. social
3. economic

# Dimension of a human settlement



Julian Steward (1955): cultures interact with their environmental settings by adapting along the lines of technology, economic organization and even kinship or religion to allow people to best pursue their livelihoods. This adaptive process or ecological adaptation is referred to as **Cultural Ecology** – *creative process of adaptation or adjustment to circumstances such as physical/natural environments and resources as well as adaptation to other groups through the use of technology, social grouping, economic organization, etc.*

## What's Cultural Ecology?

**sustainable development** development which meets the needs of current generations without compromising the ability of future generations to meet their own needs (UNECE)  
*Brundtland Commission (Commission on Environment and Development set up by the UN) 1987 report*

## What's Sustainable Development?

Planning requires a paradigm shift which looks at the context of each settlement with a cultural lens. **Integrated Planning** examines all economic, social and environmental costs and benefits.

## Culture as a resource

# Mapping techniques

1. Oral forms
2. Flowcharts
3. DNA computer analysis
4. Photo essays
5. Sketches
6. Drawing
7. Video
8. Journal
9. Local family albums/video tapes/postcards
10. Mind mapping

These techniques are able to capture both tangible and intangible aspects of culture: visual spatial, kinaesthetic, aesthetic, expressive/emotional, and even aural dimensions. (Pillai)

## Mapping techniques

# Definitions

## **Ghilardi 2009**

Cultural Mapping is an assessment of the cultural DNA of a place

## **Cultural Mapping Pty. Ltd. 2010**

Mapping the Culture of who or what you are, be it a tribe, organization, community, group, school, association, business or an individual – to find your unique assets or strengths. Culture can, in this case, be defined as your intellectual property, your special way of being or doing, the purpose of your existence, the business you are in or the special story that you have to tell, such as your reason for doing what you do.

## **Burton 2003**

Tool and technique to identify and document or record the intangible and tangible cultural assets of an area.

# Definitions

## **UNESCO**

Crucial tool and technique to identify and document the local cultural assets and resources of an area. (...) a comprehensive compilation of cultural resources can be stored and the documented data will serve as invaluable information for the development of national strategies that are based on accurate and sensitive analysis of people, places, and environments.

## **Baeker 2011**

Cultural Mapping is a systematic approach to identifying, recording and classifying a community's cultural resources. It involves a process of collecting, analysing, and synthesizing information in order to describe and visualize the cultural resources in terms of issues such as links to other civic resources (...) patterns of usage, and unique character and identity of a given community.

## **Crawhall 2003**

Cultural maps may also make the invisible (knowledge, people, history and heritage) become visible. Cultural maps are tangible expressions which may be used to capture, for example, the spatial relationship between peoples, the land, water and the night sky. They can make connection..

1. to facilitate a cultural appraisal that will inform the formulation of conservation policy and development policy
2. to initiate a range of activities that can help raise awareness of and give recognition to local assets
3. to promote existing cultural assets, primarily among community, visitors, and policy makers
4. to facilitate the development of community assets and resources

## Uses



- Historical assessment
- Exploring community identity
- Community resources management
- Cultural planning (cultural tourism and creative industries)
- Planning for sustainable development

## Examples of the use

- Mapping Assets
- Mapping Resources
- Mapping Concepts
- Mapping Systems (can reveal cultural value chains from creation to production to distribution and consumption)

## What to map?

1. Framing – preparation, understanding of needs, achieving a good knowledge of the area
2. Mapping – collecting and recording data online
3. Evaluation – identifying opportunities and constraints that should be highlighted for a strategic and culture sensitive planning

## Stages

# Framing

## **A. Profile the site (table 4 pg 28)**

- History of the site
- Geography and natural environment
- Built environment
- Land/space use
- Community profile

*Always to be taken into account:*

- *Stakeholders, Scale and scope (table 5pg 31)*
- *Cultural elements to be mapped tangible/intangible (Table 6)*
- *Approach and tool (technological / manual hands-on) (Table 7 pg 35)*

### **A. Data recording**

Conducted at 2 levels: Preliminary and in-depth recording (with professional expertise)

### **B. Data synthesis**

Data can be collected in an integrated way through the approaches:

- Layering approach: can display qualitative and quantitative data, as tangible and intangible assets
- Systems approach: shows the complex mechanism and the connections between different assets/network/value chains/procedures

# Mapping

- **Assessment of cultural significance – Burra charter** “cultural significance is a concept that helps in estimating the value of a place for past, present or future generations”
- **SWOT / StrengthWeaknessesOpportunitiesThreats** / analysis (with internal/external assets relationship)

## Evaluation

**Zancheti et al. (2009) the statement of significance of a site will always be “a snapshot of a point in time”.**

It is not possible for its cultural significance to be grasped in its totality simply because it is not possible to identify and represent all the meanings that the site has for its related individuals and social groups. Cultural significance undergoes changes and should be re-evaluated and reconstructed from time to time

- The interdisciplinary approach can improve the understanding of relationships of a context
- Data synthesis helps to visualize the interconnections
- Cultural Mapping can reveal the spatial and dynamic relationships between tangible and intangible elements that contribute towards the evolution of a settlement and its specific identity

## Conclusions



Pillai J., 2013, Cultural Mapping, SIRD, Selangor

Ritchie A., Thomas R., Sustainable Urban Design, an environmental approach, Routledge, London, 2015

## **Specific bibliography**



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