

ARCHITECTURE. HISTORY AND PROJECT

MUR DM 118 - City Imaging. Visions, narratives and images for the development of the urban forms

Funded By	MINISTERO DELL'UNIVERSITA' E DELLA RICERCA [P.iva/CF:97429780584] Politecnico di TORINO [P.iva/CF:00518460019]
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Context of the research activity	<p>The proposed research focuses on an innovative topic in the current urban studies scenario: “city imaging” (suggested by the Torino based social enterprise Stratosferica with an existing agreement with Politecnico di Torino / Department of Architecture and Design for shared research activities).</p> <p>Progetto finanziato nell'ambito del PNRR – DM 118/2023 - CUP E14D23001510001</p>
Objectives	<p>City imaging identifies the need for cities to build a clear and recognisable positioning and image in people's perception. In this perspective, it is linked to the promotion of the territory and with activities such as city branding and city marketing. The research will investigate the role of rhetoric and discourses, the role of visioning in decision making, the role of urban morphology in projects of city imaging.</p> <p>The first definition of the notion city imaging has been developed by few MIT (Boston) researchers starting from Kevin Lynch's prolific intuitions on the perception of the urban landscape, followed by the researches on the “Theory of City Form” by Julian Beinart. These researches describe city imaging as “the process of constructing visually based narratives about the potential of places [...] To a greater extent than ever before, places no longer simply have images, they are continually being imaged (and re-imaged).” (Imaging the city, L.J. Vale, S.M. Warner Jr., p. XV).</p> <p>The research aims to describe and examine the processes of enunciation and representation involved in the practices of collective urban imagination. The central issue is to understand whether this specific approach can be a reference or a starting point for a transmissible practice of citizen engagement in the urban transformation processes and at which level the same approach could affect the urban forms in themselves.</p> <p>It is expected a collaboration/internship within the social enterprise Stratosferica and/or similar entities (even abroad), where the PhD student will be able find a highly dynamic, fast-paced and international environment,</p>

working with creative directors, visual and graphic designers, event managers, editors and copywriters, and at the same time giving his/her contribution in advanced researches and studies on urban narratives, visions, morphologies.

Skills and competencies for the development of the activity

PhD Candidates interested in this project are expected to have previous background in architecture, urban design, socioeconomics disciplines and/or philosophy. Further experience in communication design, place branding, city marketing will be appreciated.