



Culture, Urbanism and Planning (Heritage, Culture and Identity)

Manuel Guardia

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The relationship between culture and urbanism has been the focus of much discussion and debate in recent years. While globalisation tends towards a homogeneity, successful 'global cities' have a strong individual – and particularly cultural – identity. The economic value of the culture of cities lies not only in the arts taking place there but also in the city's fabric, its architecture, and in its cultural heritage.

This volume brings together a team of leading specialists to examine the policies of image and city marketing which have developed over the past 15 years and whether these are a continuity of earlier strategies. Featuring case studies which illustrate diverse perspectives on linking culture, urbanism and history, the book reviews heritage and planning culture, looking at the experience of urbanism in the 'Old Historic City'. The book also assesses the increasingly important issue of urban images and their influence on planning strategies.

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