



Salvinija KIRVAITIENĖ

**CITY IMAGE-MAKING:
POSSIBILITIES AND OBJECTIVES OF THE
DEVELOPMENT OF THE CENTRE
ENVIRONMENT**

**Summary of Doctoral Dissertation
Humanities, Arts (03H), Sculpture and Architecture (H312)**

1364

VILNIUS GEDIMINAS TECHNICAL UNIVERSITY

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VILNIAUS GEDIMINO TECHNIKOS UNIVERSITETAS

Salvinija KIRVAITIENĖ

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GALIMYBĖS IR UŽDAVINIAI
PLĖTOJANT CENTRO APLINKĄ**

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INTRODUCTION

Relevance of the Subject. City image and the way an individual perceives the surrounding urban environment interested many thinkers in different epochs. In the 20th century, scholars in various fields have started taking interest in this area of knowledge. The following branches of science made a significant contribution to the investigation and formation of city image – behavioural, environmental psychology and sociology, sociology of architecture, environmental planning, as well as sustainable planning, ecology, architecture, urban planning and other branches of science. Environmental psychology is one of the branches of science, which is most closely related to this sphere. Major works in the field of environmental psychology were presented to the world by I. Altman, the British geographer J. Appleton, who proposed the habitat theory, A. De Botton, K. Franck, R. Gifford, J. J. Gibson who formulated the concept of affordance, R. Hart, B. Hiller who investigated the syntax of space, C. R. Jeffery who studied the possibilities of crime prevention in planning the urban environment, R. Kaplan and S. Kaplan, C. Katz, S. Low, K. Lynch who introduced the forming of mental maps, H. Proshansky, A. Rapoport, L. Rivlin, S. Saegert, R. Ulrich, G. Winkel, and other.

K. Lynch who investigated the subject of the present work most closely defined place image as a simple, purely physical conception of identification, which can be transformed into exclusiveness and recognisability. C. Norberg-Schulz defines the term image as a “unique characteristic”, though this author also examines solely the image being created by material objects.

Among the Lithuanian specialists on urbanism, mention should be made of A. Miškinis who in his work relatedly investigates a city plan and image of small Lithuanian towns. P. Juškevičius devotes special attention to the compactness of cities and aspects of the environmental quality in his works. V. Rubavičius tries to elucidate the relationship between the equivalent of the conception of city image used within the context of this work and the urban environment. J. Bučas, M. Purvinas and others dealt with the aesthetic qualities of the Lithuanian landscape in their works. V. Jurkštas, Z. J. Daunora, A. Vyšniūnas, R. Buivydas, V. Petrušonis, and others turned their attention to large Lithuanian cities and their visual identity. J. Vanagas concerned himself with the issues of urban sociology.

Scientific Novelty. Irrespective of the above-mentioned investigations, dependence of the image of the urban environment on a combination between a) physical objects, b) relationship and connection between objects and c) dynamics of human activity rather than on the material expression of the activity alone, remains insufficiently investigated in both Lithuanian and foreign works. It is this aspect that forms the subject of the investigation of the present work. Its main attention is focused on the impact the urban environment has on city image. The novelty of the work consists in the following: 1) criteria and methodology for

assessing city image are presented, indicators for city image-building are proposed; 2) dependence of city image on the urban environment is considered; 3) urban measures that help create city image in the desired direction in an organised way are reviewed.

Objective and Goals of the Work.

The objective of this work is to define the principles of analysing and applying city image as a result of human activity.

The goals of this work are as follows: 1) to define the concept of city image as a psychological construct; 2) to specify the connection between city image and behaviour of the people; 3) to establish major indicators of a contemporary city image – the criteria according to which it is expedient to investigate city image; 4) to review key measures for urban planning, having an impact on the modification of city image; 5) to substantiate the advantage of the city centre environment, as an urban object, in creating city image over other urban structures; 6) to define tasks and possibilities of contemporary city image-making.

Methods of the Work. The conception of the work is based on the interdisciplinary principle, applying the principles of marketing, psychological and sociological sciences on the urban and architectural plane. With a view to enhancing the concreteness of the work, the investigation was limited to the measures of the urban impact. Methods of the work: 1) sociological investigations based on collecting specific data, 2) mathematical statistical models for processing sociological data, 3) comparative analysis, 4) classification and typologisation of images and urban elements, 5) mathematical models of probability theory for the analysis and forecast of statistical data.

Subject to be Maintained. The relationship between two results of human activity: the image as an opinion formed as a result of the activity, and urban objects (e.g. the centre environment), as a physical expression of the result of the activity – the more important solution on their behaviour with respect to the urban environment an individual makes, the more significant the rational information basis for both the attitude towards the urban environment and the formation of the intention is; the clearer the image the urban environment has, the more popular it is and the more likely it is to preserve long-term positions with respect to the alternative urban environments.

Practical Significance of the Work. The work presents methods based on the results of experimental investigations. A system of criteria, which can be applied to assess the effect of the elements of the urban environment on city image and the influence of city image on the behaviour of residents and visitors in the urban territory, is proposed. Tasks enhancing city image-building are formulated, possibilities for city imaging using urban planning tools are presented.

Structure of the Work. The dissertation consists of the introduction, three chapters, conclusions, lists of references, illustrations and tables, and annexes. The

conception of the centre environment and its relationship with city image is elucidated, and relative leverage values of territories, which depend on the sensitivity of the mental image of the city to urban changes within that territory are determined. It is considered how city territories, taking into account their leverage values, can be used in building the mental image of the city. Tasks of city imaging are suggested and possibilities are provided.

Keywords: city image, centre environment, leverage value.

1. CONCEPTION OF CITY IMAGE AND DIRECTIONS OF INVESTIGATION

The analysis of city image enables us to compare different cities on the basis of generalised public perceptions of those cities and their assessment. The work deals with the question of what impact city image exerts on the city development and its vital capacity. It becomes clear that the main value of image analysis consists in the possibility to relate people's opinion about the environment they live in or visit or display interest in to a specific behaviour of these people, which is reflected in such economic and sociological indicators as the contribution generated by a defined territory to the GDP of the country, investments made in the territory, jobs being created and their quality, migration that is taking place, etc.

Having perceived the image of a specific urban territory and consequences relating to it, one is able to modify it. In these cases it is useful to compare the indicators characterising the image of different cities. This enables one to apply the experience of other cities to planning urban territories, determining priorities, and selecting architectural criteria, as well as to city administration and other spheres.

The theories and investigations presented in this work show that city image created by people influence their behaviour, which provides strong feedback. In the event of the urban environment and its image, feedback can correct the image positively only in the presence of conscious activities directed towards improving city image. The analysis of the image and conclusions that follow help draw up guidelines more precisely in search of a desired urban environment, verify urban solutions and give concrete expression to them.

In the present work, the method of image analysis the purpose of which is the establishment of the criteria suitable for a territory and their investigation is developed. Therefore the principles and methodology discussed here can be applied to the analysis of the image of compared territories of different sizes and characteristics – villages, settlements, cities, regions, states and continents.

City image depends on the structure of the city and the activity that is carried out in that city. Therefore when investigating the image the city is assessed as a combination of a structure and activity. Emphasising this twofold nature of a city helps identify two major spheres for potential intervention for city developers-

urbanists and professional image builders. The definition of a structure encompasses all permanent (or long-lasting) material natural and man-made objects. According to this attitude, a cityscape and a streetscape are structures that can be changed after interference of a varied scale; a structure also comprises such natural elements of the locality as riversides, riverbeds, hills, valleys, ponds, lakes and other environmental characteristics. The definition of an activity encompasses the entire social and economic behaviour of an individual in the urbanised environment and is influenced by the rules of management, economics, social justice and many other factors. Changes in city image appear only after changes in a structure or an activity, or in both, have taken place.

At a given moment the city has only one expression of identity, however, there exist a lot of interpretations of identity, which reflect the perception of every individual who directly or indirectly comes in contact with the city. The individual perceives only fragments of identity because the overall identity of the city is broader than the limited senses of a single person can encompass. Every individual “composes” the interpretation of a city’s identity according to the repeated information, which they receive about the city, and assigns a meaning to it. Sensations that have no meaning are rejected while significant experiences are preserved in the memory and can be reproduced in the future. It is only after the meaning has been perceived that the image becomes understandable. Therefore the assigned meaning is an indispensable condition for understanding a city. It is on the weight of this composed meaning that the strength of city image depends. A positive city image is composed of prevailing positive meanings assigned to both material objects and the human activity. Every city provides experiences that acquire both positive and negative meanings. The final city image is a balance of these meanings.

City image is the urban environment perceived by an individual, which consists of a combination of activity and structure, which has been assessed by that individual and to which the individual has their own attitude: the image is made up of fragments of experience, individually assigned some meaning and importance and synthesized through a general feeling, to such a succinct assessment as a “lovely city” or a “horrible place”.

Issues influencing city image can be divided into four groups: 1) physical quality of the environment (expressiveness and distinctiveness of an urban structure, the quality of the architecture of buildings, impressiveness of natural elements, the hygienic quality of the environment (the level of chemical, visual and acoustic pollution)); 2) social quality of the environment (a variety and level of services, polyfunctionalism of activities, possibilities for communication and recreation, functionality of the system of communications, environmental safety); 3) attitudes of the subject / society towards values and material possibilities (cultural needs, mercantile needs, capability and skills needed to assess the quality

of the environment); 4) virtual image of the environment (attention of the mass media (the press, radio, television), abundance of advertising and visual information, informativeness of signs and symbols of the physical environment).

Hence, the definition of the image specifies that this is not only a unique expression of material activity but also the result of a combination between a) physical things, b) relationship and connection between things and c) dynamics of human activity.

2. CITY IMAGE FACTORS

Factor of the Individual's Behaviour. The degree of the psychological influence exerted by the environment on that individual and, accordingly, the influence on his behaviour depend on the amount and nature of attention the individual pays to the urban environment. The attitude is defined as mental and neuronic preparedness organised by way of experience to react, which immediately and/or dynamically influences behaviour. The theory of attitude states that most often consumers of the urban environment base themselves on the principles of activity that bring satisfaction rather than optimal results (e.g. time or efforts necessary to achieve some goal are minimised). The environment that has an impact on the attitude (city image) can be characterised according to the following influencing criteria: a) time pressure (duration throughout which an individual is in contact with the environment), b) the competing environment, which in its appearance is similar to that under investigation and exerts a similar influence at a psychological and ergonomic level, c) ergonomics of the environment (convenience of the environment for use, in other words, the need for the amount of efforts when making use of the urban environment), d) environmental accessibility (the extent to which the urban environment yields to use), e) general limitations of the use of the urban environment, f) attractiveness of the urban environment with respect to the social environment of an individual (being together with colleagues, family, friends, etc.). These criteria can influence the attitude towards the urban environment both individually and in an integral way.

City image becomes important to the behaviour of an individual in the case when to reach the urban environment and to make use of it the individual has to devote more efforts than usual – in this case the use of the urban environment is based not only on the need but also on emotions. This means that city image has an especially great significance to forming migration in a desired direction, creating new jobs, etc. The image of an urban territory can serve as the principal source of advantage over other alternative urban environments, hence, it can be a valuable strategic measure for the development and preservation of that urban environment. Unfortunately, few urban territories can be identified as having a strong, clear image, which distinguishes them from other urban localities. More often in the

case of the image of the urban environment, attempts are made to abolish the negative image that has already been created and develop a broad vision of the urban environment instead, which the individuals receiving information would perceive as a phenomenon transcending just a collection of characteristics that can be copied in any other place, i.e. to give a character to the urban environment – its individuality and identity, which is impossible to readily transfer to another place in a city, country or the world and with which the individuals can easily find a connection, thus, become loyal to it.

Factor of the Leverage Value of the Centre Environment. The higher the density of routes running through an urban territory (part of a city), the more ‘central’ an urban territory is considered to be – this is a mental feature. This territory has a visual expression too – symbols are assigned to it with the passage of historic time; due to economic and social factors implicated by a high volume of movement of people and a density of routes, the urban and architectural structure of that territory also changes – the network, the shape and density of streets; the height of buildings, type and density of the development; the profusion and decorativeness of elements in the environment. Within the context of this work the city centre is understood as a part of the city regarded by the residents and guests of the city to be the main one rather than the central point of the city or the territory from the geographical or geometrical point of view. It does not have to coincide with an administrative or city structural unit (a block, an estate, an area, etc.). Therefore the centre environment formed by the traffic routes in the city dictated by the day-to-day routine of the residents or visitors of the city is considered. In other words, the city centre is a territory most frequently and routinely visited by city residents and guests. Territories where the density of daily and routine trip routes is much higher than in their immediate environment are to be regarded as territories, which have the largest leverage value for the creation of the mental image of the city. It can be stated that according to the density and nature of daily and routine trips intersecting such territories they can be divided into at least three categories: 1) territories significant for the building of the image of the entire city (high density of routes, they come from the whole city); 2) peripheral territories significant for the creation of the image (high density of routes, routes of some area of that city or its part prevail); 3) territories in the approaches to a city significant for the creation of the image (high density of routes, routes running there connect inner districts of the city or its parts with suburban territories).

Possibilities for Investigating City Image. A combination of activity and structure determines the clarity of a collective image of that locality. With a view to using city image as a planning measure that has a global impact or as a global control criterion for the correctness of the development direction of a city, methodics for image assessment and units of measurement have been established. The basic principles of proposed image assessment methodics are as follows:

1) city image, as one of city parameters, is significant only when compared with other cities; 2) to obtain an objective result, the image must be established in more than one city. The image identified in a single city reflects the opinion of the residents who happened to be respondents about their city as compared with other cities – this measurement is also significant, however, using the results of this investigation it is necessary to assess the partiality and loyalty of the city residents who express their opinion about their own city; 3) the study of the image with a view to using the results for the assessment of the city development is meaningful when repeated at regular time intervals, also after large-scale or other essential changes in the city. In the event it is decided to constantly carry out the process of measuring city image, the first measurement shall be considered only as a starting point with which the following measurements will be compared later; 4) when comparing images of different cities, as well as the results of the regular measurements of city image for different time periods, the principle of comparability is of great importance – the same criteria for the same time period are compared; 5) city image cannot be assessed for the past time period because it is momentary and reflects the image of the city at the moment of study; 6) the criteria for city image assessment can be supplemented, destroyed and changed only following the principle of comparability. Each change of criteria must be considered as a new starting point, which can be compared with the results of later investigations only.

Since the modification of the image is a constant process continuing in time, the momentary fixation of the image is significant only for the comparison of the image of a specific city at that moment with images of other cities for the same moment (the principle of comparability must be adhered to with respect to both time and indicators). The added value of the establishment of city image is obtained only in the event the image is being fixed constantly or if such a study is repeated within a defined period of time. City image assessment criteria can be selected freely when starting the investigation into city image and continuing it – these are characteristics that define city image most accurately. To carry out a comprehensive and objective study of city image it is expedient to establish indicators which can be expressed on the scale ranging from the lowest to the highest degree. The shifts in city image are illustrated by the changes in the indicators showing the direction of these shifts.

A pilot sociological poll revealed the opinion of the respondents about the cities under investigation from three aspects, which helped draw a collective diagram of city image encompassing three aspects: the rate of life in that city (Fast-Slow, FS), its development (Rich-Poor, RP) and the evaluation of the city according to its significance (Global-Local, GL) in the world, and showed the change in the image during the period between 2002 and 2006 (Fig 1).

The methodics of the investigation results proposes that cities under investigation can be divided into categories according to the prevailing scheme, which can be defined as follows: A) Concentrated (dotted) – when answers presented by the majority of the respondents indicated in the diagram representing the image, form a single patch or dot of answers. The diagram of this type illustrates an especially clear collective image of the city. B) Horizontal – when answers presented by the majority of the respondents indicated in the diagram representing the image, form a horizontal line. The diagram of this type shows a clear collective image of the city under investigation. The shorter this horizontal “line” (closer to a dot), the clearer the collective image of the city. The diagram of this type shows that the collective image of the city is clear and the opinion of the respondents does not completely coincide on one issue only. C) Vertical – when answers presented by the majority of the respondents indicated in the diagram representing the image, form a vertical or diagonal line. This type of diagram shows a controversial evaluation of the image of the city under investigation. D) Non-concentrated – when answers of the respondents are distributed throughout the entire diagram of the image and cannot be generalised. The diagram of this type shows that the image is poorly perceived.

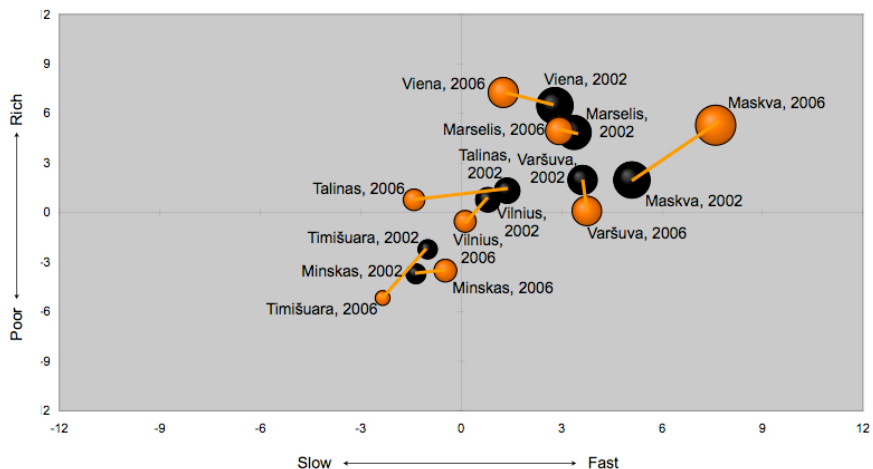


Fig 1. Significant results of the investigation represented in the diagram of city image shifts. Size of the marker represents value of significance criteria (Global-Local, GL).

The results of the investigation into city image can be presented in brief in the following statements: a) The urban environment has an impact on individuals. b) An individual orients itself in the environment that has an impact on him, uses and evaluates it on the basis of his perception of that environment;

c) An individual can compare any defined urban environment with other defined urban environments on the basis of the criteria forming his perception of these environments – the image of these environments (e.g. it is cramped/spacious, many/few streets, regular/irregular plan, etc); d) The individual consciously or unconsciously evaluates the urban environment he comes in contact with, irrespective of whether their contact is direct (the person is in the city, sees and uses it, can touch the objects of the environment) or indirectly (sees it on television, in films, reads about it in fiction or the press, etc.) e) Depending on the results of repeated evaluation, the individual forms his attitude towards a specific urban environment – creates the image, which has an effect on his behaviour; f) The correlation is as follows: the cities distinguished for higher visual activity, adaptation of the environment to the human scale, active lifestyle at any time of the day and the integrated system of communications are considered to have a stronger and more attractive image. A cityscape has an especially profound impact on the RP indicator (rich–poor) and has a comparatively weak impact on the FS (fast – slow) indicator, which depends on the activity within the city.

3. GUIDELINES FOR CITY IMAGING

The term imaging or image building should be understood as a characterisation of the process, which encompasses acting individuals and their activity related to a change in the already formed meanings of the environmental elements dictated by earlier experience. In a general case, city imaging is the process of constructing experience-based narratives about the potential of places (cities).

As in the case of image investigation, guidelines for developing city image can be chosen individually in the case of each city, however, when investigating city image systematically in a general sense, it is most relevant to orient city image and improve the meanings of its indicators aiming at the following features of the city: 1) modern (**M**) – i.e. when both material and notional/valuable structural parts of the city are created and maintained by modern means and comply with the latest requirements that the global progress sets to the objects of relevant groups; 2) ecological (**E**) – i.e. when the city is developed and managed with the aim to preserve and enrich the biological diversity, not to damage and enrich the existing environment; 3) sustainable (**S**) – i.e. when the city is managed and developed with the aim to ensure sustainability of the environment, and preserve its resources for a long period of time; 4) humane (**H**) – i.e. when the urban environment is adapted to man, is ergonomic and abounds in the objects of a human scale.

In summing up the principles of city imaging attention should be paid to the following: A) A change in city image does not depend only on urban/architectural solutions, however, urban/ architectural factors and their results are a peculiar

indicator of social and economic life of the city; thus a change in the architectural and urban shape is based on a complex of indicators; it is a tangible feature expressed in material terms and easily noticeable; therefore it is suitable as a means for investigating, evaluating and building city image. B) To change the image of the city, improvement in one urban point is insufficient – reorganisation must take place in the strategic urban points (i.e. centre environment) within the entire urban structure. C) City imaging by urban means can be partially typologised. D) The established means can be applied to the cities belonging to the same category or to the cities belonging to other categories in the cases where key criteria coincide or where the means are “re-formulated” taking into consideration the category of the territory – “the scale“.

When investigating the relationship between city image and the urban measures that are applied in the city, it is obvious that on the global scale the greatest influence is exerted by those urban measures that stand out in the following categories: 1) Largeness – volume of urban projects; 2) Duration of implementation – time needed to complete the project; 3) Length of the impact – how long the project exerts an impact on the image.

The development based on clear principles would ensure integration of the newly created centres, enhance a long-term unambiguity of city image. In determining trends for the evolution of city image and research indicators, a preliminary orientation towards the desired result in people’s behaviour is necessary: a) correction of the migration balance (increase / decrease in the number of visitors to the city and its parts and in the number of residents); b) correction of the job balance (the number, quality and its a tendency for improvement or decline related to the dynamics of the number of knowledge-based enterprises), etc.

To change city image, improvement at one urban point is not enough – reorganisation must take place at the strategic urban points within the entire urban structure. To achieve a long-term result, city image should be altered in stages consistently adhering to the selected guidelines for a change in city image. The process of city image-making must be stable, soundly supported by architectural or urban solutions which are in line with economic and social changes. These solutions should ensure that the activities carried out in the reorganised territory and the structure created for them are closely correlated.

GENERAL CONCLUSIONS

1. The investigations showed that city image depended in essence not only on the appearance of the city, its ergonomic features, its functionality but also on the features of the image carriers and on the rules of activity they are made to obey. The image and its quality become especially valuable when an individual has to devote more efforts than usual to reach and use the urban environment – in this

case the use of the urban environment becomes based not only on the need alone but also on emotions.

2. It is expedient to use the investigation into city image a) as a tool, which helps compare different cities in their entirety and not only by their separate indicators; b) as a tool enabling one to observe and manage the orientation of the projects, that are being carried out in the city and are not interrelated, towards a general vision of the city; c) as a rating scale in systematising the results of the urban analysis. The importance of city image to the city planning process is revealed through the assessment of the possibility to partly typologise it: in these cases where main characteristics of the cities coincide, indicators established for one city can be applied to other cities too.

3. The image of the urban environment influences the behaviour of the people with respect to that urban environment. The relationship between the image and behaviour is especially strong in those cases where an individual is disposed to act. This attitude prevails when an individual comes into contact with the urban environment. The more important decision on his behaviour with respect to the urban environment the individual takes, the more important the information basis becomes. The clearer and more unambiguous image the urban environment has, the more popular it is and the more likely it is to preserve its long-term positions with respect to alternative urban environments: the individual forms a stronger attitude with respect to this urban environment and carries out his intentions more resolutely. The strength of the individual's motivation to act (behave) with respect to the urban environment is equal to the value, which is attached to the results of that activity and the individual's conviction that the result will be achieved: $\text{probability} \times \text{evaluation} = \text{strength of motivation}$.

4. Practically all individuals have already formed images for the places, which they have never visited but which they have heard about – they possess experience reproduced by the media and other visual means of conveying information. Urban designers and planners have a direct impact on the city structure, they influence the activities in the city, whereas the media and secondary sources paraphrase the information provided to the residents and visitors of the city, create the individual's preconceived perception of the environment that is not based on direct experience. The role of the media with respect to the connection between the image of the urban environment and the behaviour of individuals is significant to the extent the media is used to attract attention to that urban environment and maintain it. It is characteristic of the media to alter city image, however, this quality manifests itself only with respect to city structure rather than to the meaning assigned to it.

5. By their impact on city imaging, urban territories are classified taking into consideration their leverage value. City image is most strongly affected by the territories and changes within them that contain the largest amount of objects holding much attraction for people and consequently attract the largest number of

daily-routine trips. Such territories are regarded as the city centre environment. And on the contrary, the territories where the density of daily-routine trips is low have the minimal effect on city image, accordingly, the territory has a small leverage value to city image.

6. The mental image of the city, contrary to the visual image of the city based on vision, should be treated as a constantly varying function rather than a one-time and unchangeable result. Therefore drastic actions that are not based on long-term planning solutions, can cause only a temporary change of the image, which soon fades and is even dangerous: the city, which constantly experiences inconsistent and directionless changes loses the unambiguous and often positive expression of the mental image of the city. It can be stated that with a view to saving city resources, changes in the entire city are not essential for city image, it is sufficient to purposefully develop the territories that have features of the centre environment. The results of the work clearly show that the greater architectural or urban changes in the city territory of high leverage value, the longer period of stabilisation is necessary for the social and economic indicators of that territory to comply with a new environment. Under this condition, the importance of the neighbouring territories should not decline and the stability of the shift in city image should be assured.

Published works on the topic of the dissertation

1. KIRVAITIENĖ, S. Centro aplinkos įvaizdžio svertinė vertė miesto urbanistinės teritorijos kontekste. *Urbanistika ir architektūra*, 2004, t. XXVIII, Nr. 2, p. 58–63.

2. KIRVAITIENĖ, S.; DAUNORA, Z. J. Mental image of the city and methodical preconditions for its investigation. In *11th International Planning History Society Conference transcript "Planing Cultures – Culture of Cities"*, Barselona, 2004 (CD).

3. BENTKUTĖ (KIRVAITIENĖ), S. Mentalinis miesto įvaizdis ir jo tyrimo metodinės prielaidos. *Urbanistika ir architektūra*, 2003, t. XXVII, Nr. 2, p. 51–63.

4. BENTKUTĖ, S. Vilniaus Paupio rajono industrinių teritorijų naudojimo socialinio ir funkcinio tikslingumo tyrimas. *Urbanistika ir architektūra*, 2002, t. XXVI, Nr. 2, p. 76–88.

5. DAUNORA, Z. J.; KIRVAITIENĖ, S.; VYŠNIŪNAS, A. Vilniaus miesto vizualinio identiteto apsauga ir plėtros principai: monografija. Vilnius: Technika, 2004. 152 p.

About the author

Salvinija Kirvaitienė (Bentkutė) was born in Vilnius, on 14th of October, 1976. First degree in Architecture, Faculty of Architecture, Vilnius Gediminas Technical University, 1999. 1999–2000 studies at Institute of Building Economics, Stuttgart University, Germany. Master of Architecture, Faculty of Architecture, Department of Urban Design, VGTU, 2001. In 2001 was working as a scientific researcher at the Department of Urban Design. 2002–2006 – PhD studies at Faculty of Architecture, VGTU. At present – senior quality manager at SAMPO bank.

Fields of scientific research: image of the city, environmental quality.

MIESTO ĮVAIZDŽIO FORMAVIMO GALIMYBĖS IR UŽDAVINIAI PLĖTOJANT CENTRO APLINKĄ

Temos aktualumas. Lietuvos ir užsienio darbuose lieka nepakankamai iširta urbanistinės aplinkos įvaizdžio priklausomybė nuo kombinacijos tarp a) fizinių daiktų, b) santykio ir ryšio tarp daiktų bei c) žmogiškosios veiklos dinamikos, o ne vien veiklos materialios išraiškos. Būtent šiam aspektui nagrinėti ir skiriamas šis darbas. Pagrindinis dėmesys teikiamas urbanistinės aplinkos poveikiui, kuris daromas miesto įvaizdžiui. Darbe susiejamas vizualinis miestovaizdis, individų susikurta mentalinė miesto sąrangos ir nematerialių charakteristikų samprata bei žmonių elgsena.

Mokslinis naujumas. Pateikiami miesto įvaizdžio vertinimo kriterijai ir metodika, siūlomos gairės miesto įvaizdžio formavimui; nagrinėjama miesto įvaizdžio priklausomybė nuo urbanistinės aplinkos; apžvelgiamos urbanistinės priemonės, padedančios organizuotai formuoti miesto įvaizdį pageidaujama kryptimi.

Darbo tikslas ir uždaviniai. Šio darbo tikslas – apibrėžti miesto įvaizdžio, kaip žmogaus veiklos rezultato, analizavimo ir formavimo principus.

Šio darbo uždaviniai: 1) apibrėžti miesto įvaizdžio, kaip psichologinio konstrukto, sąvoką; 2) nurodyti sąryšį tarp miesto įvaizdžio ir žmonių elgsenos; 3) nustatyti pagrindinius šiuolaikinio miesto įvaizdžio indikatorius – kriterijus, pagal kuriuos prasminga tirti miesto įvaizdį; 4) apžvelgti pagrindines urbanistinio planavimo priemones, turinčias įtaką koreguojant miesto įvaizdį; 5) pagrįsti miesto centro aplinkos, kaip urbanistinio objekto, pranašumą formuojant miesto įvaizdį prieš kitas urbanistines struktūras; 6) apibrėžti šiuolaikinio miesto įvaizdžio formavimo uždavinius ir galimybes.

Tyrimų metodika. 1) sociologiniai tyrimai renkant konkrečius duomenis;

2) matematiniai statistiniai modeliai sociologinių duomenų apdorojimui; 3) lyginamoji analizė; 4) įvaizdžių ir urbanistinių elementų klasifikacija ir tipologizavimas; 5) matematiniai tikimybių teorijos modeliai statistinių duomenų analizei ir prognozei.

Gynimo objektas. Sąryšis tarp dviejų žmogaus veiklos rezultatų: įvaizdžio, kaip veiklos rezultate suformuotos nuomonės, ir urbanistinių objektų (pvz. centro aplinkos), kaip veiklos rezultato fizinės išraiškos: kuo didesnės svarbos sprendimą dėl savo elgsenos urbanistinės aplinkos atžvilgiu priima individas, tuo svarbesnis yra racionalusis informacinis pagrindas tiek požiūrio į urbanistinę aplinką, tiek ir ketinimo suformavimui; kuo urbanistinė aplinka turi aiškesnį įvaizdį, tuo ji populiareesnė ir tuo labiau tikėtina, kad ji išlaikys ilgalaikes pozicijas alternatyvių urbanistinių aplinkų atžvilgiu.

Darbo praktinė reikšmė. Darbe pateikiama eksperimentinių tyrimų rezultatais paremta metodika. Siūloma kriterijų sistema, kuri gali būti taikoma vertinant urbanistinės aplinkos elementų poveikį miesto įvaizdžiui bei miesto įvaizdžio įtaką gyventojų ir lankytojų elgesiui urbanistinėje teritorijoje. Formuluojami miesto įvaizdį stiprinantys formavimo uždaviniai, pateikiamos miesto įvaizdžio formavimo galimybės panaudojant urbanistinio planavimo įrankius.

Darbo apimtis. Disertacinį darbą (126 p.) sudaro įvadas, trys skyriai, išvados, literatūros sąrašas ir prieduose pateikiami miesto įvaizdžio tyrimo grafiškai atvaizduoti rezultatai, iliustracijų bei lentelių sąrašai.

Įvadinėje dalyje apibrėžtas tyrimo objektas, apibūdintas nagrinėjamos problematikos aktualumas menotyrinių ir praktinių tyrimų gilinimui.

Pirmame darbo skyriuje apibrėžiama miesto įvaizdžio sąvoka, apžvelgiama termino raida ir anksčiau vykdyti tyrimai šioje srityje. Iš skyriuje pateiktos medžiagos tampa aišku, kad miesto įvaizdis aprėpia daugiau, nei vien miestovaizdį – tai individo suvokta urbanistinė (miesto) aplinka, kuri buvo to individo įvertinta ir į kurią individas turi savo požiūrį: įvaizdis yra sudaromas iš patirties fragmentų, individualiai priskiriant reikšmę ir svarbą, bei sintetinant bendrą jausmą iki tokio glausto įvertinimo, kaip kad „mielas miestas“ ar „baisi vieta“. Įvaizdis yra miesto dvilypumo išraiška, pabrėžianti, kad miestas – tai struktūros ir veiksmo visuma, turinti specifinį charakterį. Dėl paminėtų savybių miesto įvaizdis vertinamas ne materialių objektų kiekinėmis savybėmis, bet fiksuojant miestui priskiriamas charakteristikas ir jų vertinimo laipsnį, tokiu būdu nustatant miesto struktūros ir joje vykstančios veiklos atitikimo lygmenį.

Antrame skyriuje pateikiama autorės suformuluota miesto įvaizdžio tyrimo metodologija, apžvelgiami pagrindiniai miesto įvaizdį formuojantys veiksniai.

Miesto įvaizdžio analizė leidžia palyginti skirtingus miestus tarpusavyje remiantis apibendrinta žmonių nuomone apie tuos miestus bei jų vertinimą. Darbe nagrinėjamas klausimas, kokią įtaką miesto įvaizdis turi miesto plėtrai ir

gyvybingumui. Tampa aišku, kad pagrindinė įvaizdžio analizės vertė – tai galimybė susieti žmonių nuomonę apie jų gyvenamą, lankomą ar kitaip susidomėjamą keliančią aplinką su konkrečia tų žmonių elgsena, kuri atsispindi ekonominiuose ir socialiniuose rodikliuose, tokiuose kaip apibrėžtos teritorijos generuojamas indelis į bendrąjį šalies vidaus produktą, teritorijai tenkančios investicijos, kuriamos darbo vietos ir jų kokybė, vykstanti migracija ir t.t.

Šiame darbe pristatomos teorijos ir tyrimai rodo, kad žmonių susikuriamas miesto įvaizdis įtakoja jų elgseną, kuri turi stiprų grįžtamąjį poveikį. Urbanistinės aplinkos ir jos įvaizdžio atveju, grįžtamasis ryšys gali teigiamai koreguoti įvaizdį tik esant sąmoningai veiklai, nukreiptai siekiant pagerinti miesto įvaizdį. Įvaizdžio analizė ir iš jos plaukiančios išvados padeda tiksliau suformuluoti gaires siekiant pageidaujamo urbanistinės aplinkos rezultato, patikrina ir konkretizuoja urbanistinius sprendinius.

Tiriamas ir fiksuojamas esamas miesto įvaizdis pasirinktai miestų grupei. Aiškinama centro aplinkos samprata ir santykis su miesto įvaizdžiu, nustatomos santykinės teritorijų svertinės vertės, kurios priklauso nuo miesto mentalinio įvaizdžio jautrumo urbanistiniams pokyčiams toje teritorijoje. Nagrinėjama, kaip miesto teritorijos, atsižvelgiant į jų svertines vertes, gali būti naudojamos formuojant mentalinį miesto įvaizdį. Siūlomi miesto įvaizdžio formavimo uždaviniai ir teikiamos galimybės. Darbe konstruojamas įvaizdžio analizės metodas, kurio paskirtis – teritorijai tinkamų kriterijų nustatymas ir jų nagrinėjimas. Todėl čia aptariamus principus ir metodiką galima taikyti įvairaus dydžio ir charakteristikų tarpusavyje palyginamų teritorijų – kaimų, gyvenviečių, miestų, rajonų, valstybių, kontinentų, įvaizdžio – analizės atveju.

Miesto įvaizdžio tyrimo rezultatus būtų galima trumpai perteikti tokiais teiginiais: a) miesto aplinka veikia individus; b) individas orientuojasi jį veikiančioje aplinkoje, ją vartoja ir vertina remdamasis savo suvokimu apie tą aplinką; c) individas gali bet kurią apibrėžtą urbanistinę aplinką palyginti su kitomis apibrėžtomis urbanistinėmis aplinkomis, remdamasis suvokimą apie tas aplinkas – tų aplinkų įvaizdį, – formuojančiais kriterijais (pvz. ankšta / erdvi, daug gatvių / mažai, taisyklingas planas / netaisyklingas ir t.t.); d) individas sąmoningai ir nesąmoningai vertina urbanistinę aplinką, su kuria susiduria, nepriklausomai nuo to, ar susidūrimas yra tiesioginis (žmogus yra mieste, jį mato, vartoja, gali paliesti aplinkos objektus) ar netiesioginis (mato televizijos laidose, filmuose, skaito grožinėje literatūroje ar spaudoje ir t.t.); e) priklausomai nuo daugkartinio vertinimo rezultatų, individas susiformuoja savo požiūrį į konkrečią urbanistinę aplinką – susikuria įvaizdį, kuris įtakoja jo elgseną; f) išaiškinta koreliacija: miestai, pasižymintis didesniu vizualiniu aktyvumu, aplinkos pritaikymu žmogaus masteliui, aktyviu gyvenimu bet kuriuo paros metu bei integruota susisiekimo sistema laikomi turintys stipresnį ir patrauklesnį įvaizdį. Ypatingai didelį poveikį miestovaizdis turi RP indikatoriui (turtingas – skurdus) ir palyginti silpnai veikia

nuo veiklos mieste priklausantį FS (greitas – lėtas) indikatorių.

Trečiame skyriuje aprašoma miesto įvaizdžio formavimo koncepcija, kurios esmė – miesto centro aplinkos svartinės vertės panaudojamas koreguojant ar kuriant miesto įvaizdį. Aptariami pagrindiniai miesto įvaizdžio formavimo uždaviniai, apžvelgiamos galimybės.

Koreguojant miesto įvaizdį naudinga palyginti skirtingų miestų įvaizdžio rodiklius. Tai leidžia pritaikyti geriausią kitų miestų patirtį planuojant urbanistines teritorijas (nustatant prioritetus, teikiant architektūrinius sprendimus), o taip pat miesto administravimo ir kitose srityse. Taip pat tampa aišku, kad kuo daugiau žinoma apie informaciją priimsiančius individus, tuo tikslesnį pranešimą galima suformuluoti bei prognozuoti tikėtinus rezultatus.

Aiškiais principais pagrįsta plėtra užtikrintų naujai atsiradusių centrų integraciją, stiprintų miesto įvaizdžio ilgalaikį vienareikšmiškumą. Nustatant miesto įvaizdžio raidos kryptis ir tyrimo indikatorius būtina išankstinė orientacija į pageidaujama rezultatą žmonių elgesyje: a) migracijos saldo koregavimas (miesto, jo dalių lankomumo, gyvenančiųjų skaičiaus didinimas / mažinimas); b) darbo vietų saldo koregavimas (skaičius, kokybė, kokybės augimo ar mažėjimo tendencija stebint žinių ekonomikos įmonių skaičiaus dinamiką); kt. Miesto įvaizdžiui pakeisti nepakanka patobulinimo viename urbanistiniame taške – pertvarkymas turi vykti strateginiuose urbanistiniuose taškuose visoje miesto struktūroje. Siekiant ilgalaikio rezultato, miesto įvaizdis turėtų būti keičiamas pakopomis, nuosekliai laikantis pasirinktų miesto įvaizdžio kaitos gairių. Miesto įvaizdžio formavimo procesas turi būti stabilus, visapusiškai palaikomas architektūrinių ar urbanistinių sprendinių, darančių su ekonominiais ir socialiniais pokyčiais bei užtikrinančių, kad pertvarkytoje teritorijoje derėtų ten vykdoma veikla ir jai sukurta struktūra.

Bendrosios išvados

1. Tyrimai parodė, kad miesto įvaizdis iš esmės priklauso ne tik nuo miesto išvaizdos, ergonominių jo savybių, funkcionalumo, bet ir nuo įvaizdžio nešėjų savybių bei jiems taikomų veiklos taisyklių. Įvaizdis ir jo kokybė ypatingai vertingas tampa tuomet, kai urbanistinei aplinkai pasiekti ir vartoti individualas turi skirti daugiau nei paprastai pastangų – tokiu atveju urbanistinės aplinkos vartojimas tampa pagrįstas ne vien poreikiu, bet ir emocijomis.

2. Miesto įvaizdžio tyrimą prasminga naudoti a) kaip įrankį, padedantį sugretinti ir palyginti skirtingus miestus visumoje, o ne tik pagal atskirus rodiklius; b) kaip priemonę, leidžiančią stebėti ir valdyti mieste vykdomų ir tarpusavyje nesiejamų projektų orientaciją į bendrą miesto viziją; c) kaip vertinimo skalę sisteminant urbanistinės analizės rezultatus. Miesto įvaizdžio svarba miesto

planavimo procese atskleidžiama įvertinus galimybę ją iš dalies tipologizuoti: tais atvejais, kai sutampa pagrindinės miestų charakteristikos, vienam miestui nustatyti indikatoriai gali būti taikomi kitiems miestams.

3. Urbanistinės aplinkos įvaizdis įtakoja žmonių elgseną tos urbanistinės aplinkos atžvilgiu. Ryšys tarp įvaizdžio ir elgsenos ypač aiškiai matomas tais atvejais, kai individas yra nusiteikęs veikti. Kuo didesnės svarbos sprendimą dėl savo elgsenos urbanistinės aplinkos atžvilgiu priima individas, tuo didesnę reikšmę turi informacinis pagrindas. Kuo aiškesnį ir vienareikšmį įvaizdį turi urbanistinė aplinka, tuo ji populiareesnė ir tuo labiau tikėtina, kad ji išlaikys ilgalaikes pozicijas alternatyvių urbanistinių aplinkų atžvilgiu: individas tokios urbanistinės aplinkos atžvilgiu susiformuoja stipresnį požiūrį ir tvirčiau vykdo ketinimus. Individo motyvacijos veikti (elgtis) urbanistinės aplinkos atžvilgiu stiprumas yra tolygus vertei, kuri suteikiama tos veiklos rezultatams ir individo įsitikinimui, kad tas rezultatas bus pasiektas: $\text{tikimybė} \times \text{vertinimas} = \text{motyvacijos stiprumas}$.

4. Praktiškai visi individai turi jau suformuotus įvaizdžius vietoms, kuriose jie nėra buvę, tačiau yra apie tas vietas girdėję – jie turi žiniasklaidos ir kitomis vizualinėmis informacijos perdavimo priemonėmis reprodukuotą patirtį. Miesto planuotojai ir architektai turi tiesioginės įtakos miesto struktūrai, įtakoja veiklą mieste, tačiau žiniasklaida ir antriniai šaltiniai deformuoja gyventojams ir lankytojams perduodamą informaciją, kuria išankstinį, patirtimi nepagrįstą individo aplinkos suvokimą, turi įtakos jo jutimams. Žiniasklaidos vaidmuo urbanistinės aplinkos įvaizdžio ir individų elgsenos sąsajos atžvilgiu yra svarbus tiek, kiek žiniasklaida panaudojama dėmesio į tą urbanistinę aplinką atkreipimui ir išlaikymui. Žiniasklaida turi savybę iškreipti miesto įvaizdį, tačiau ši savybė pasireiškia tik miesto struktūros, o ne jai priskiriamos reikšmės atžvilgiu.

5. Miesto teritorijos pagal jų poveikį miesto įvaizdžio formavimui klasifikuojamos atsižvelgiant į jų svertinę vertę. Miesto įvaizdį stipriausiai veikia tos teritorijos ir pokyčiai jose, kurios savyje talpina daugiausiai ir stipriausių žmonių traukos objektų, taigi, sutraukiančiose daugiausiai kasdieninių (rutininių) kelionių. Tokia teritorija laikoma miesto centro aplinka. Ir atvirkščiai, menkiausiai poveikį miesto įvaizdžiui turi aplinkos detalių ir smulkių elementų keitimas teritorijose, kuriose kasdieninių (rutininių) kelionių tankis yra nedidelis – atitinkamai teritorija turi nedidelę svertinę vertę miesto įvaizdžiui.

6. Mentalinis miesto įvaizdis, skirtingai nei regėjimu pagrįstas vizualinis miesto įvaizdis, turi būti traktuojamas ne kaip vienkartinis ir nekintamas rezultatas, bet vertinamas kaip funkcija, kurios išraiška nuolat kinta. Todėl drastiški, ilgalaikiais planavimo sprendimais nepagrįsti veiksmai gali turėti tik trumpalaikį įvaizdžio pokytį, kuris greitai išblėsta ir net yra pavojingas: miestas, nuolatos išgyvenantis nenuoseklius ir nekryptingus įvaizdžio pokyčius netenka vienareikšmiškos, o dažniausiai – teigiamos miesto mentalinio įvaizdžio išraiškos. Galima teigti, kad tausojančią resursus pokyčiai visoje miesto struktūroje nebūtinai,

pakanka kryptingai vystyti centro aplinkos bruožų turinčias teritorijas. Iš darbo rezultatų aišku, kad kuo didesni architektūriniai ar urbanistiniai pokyčiai miesto teritorijoje, kurios svartinė vertė įvaizdžio formavimui yra didelė, tuo didesnio stabilizacijos laikotarpio reikia siekiant, kad socialiniai ir ekonominiai tos teritorijos rodikliai atitiktų naują aplinką, nesumažėtų kaimyninių teritorijų reikšmė ir būtų užtikrintas naujai suformuoto miesto įvaizdžio išlaikymas.

Rezultatų apibavimas

Darbo rezultatus autorė paskelbė 1 monografijoje ir 4 publikacijose Lietuvos ir užsienio recenzuojamuose mokslo leidiniuose. Jie pristatyti ir aptarti 6 šalies ir tarptautinėse mokslo konferencijose.

Trumpos žinios apie autorių

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Mokslinių tyrimų sritys: miesto įvaizdis, aplinkos kokybė.

Salvinija Kirvaitienė

**CITY IMAGE-MAKING:
POSSIBILITIES AND OBJECTIVES
OF THE DEVELOPMENT OF THE CENTRE ENVIRONMENT**

**Summary of Doctoral Dissertation
Humanities, Arts (03H)**

Salvinija Kirvaitienė

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PLĖTOJANT CENTRO APLINKĄ**

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