

## 2.2. Δημοσιεύσεις θεωρητικού έργου

- 2015 • Γαλανός Κάρολος, «Inter-city branding\_constellation cities\_», δημοσίευση στα πρακτικά του 2<sup>ου</sup> διεθνούς συνεδρίου, «Changing cities 2: Spatial, Design, Landscape & Socio-economic Dimensions», τμήμα μηχανικών χωροταξίας, πολεοδομίας και περιφερειακής ανάπτυξης, πανεπιστήμιο Θεσσαλίας, Πολυτεχνική Σχολή, Ιούνιος, Πόρτο Χέλι, Ελλάδα.



### Inter-city branding\_ Constellation cities\_

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#### Abstract

Focusing on the potential growth of cities with medium-size ports and the creation of new hybridic operating areas for them, the purpose of the following research is to promote the architectural debate for the registration of problems, the analysis, the evaluation, and at the same time the consideration and proposition of a strategic formulation perspective in terms of locating the issues of the inter-nodal transport system which refers to the commercial and passenger interest transit, as city branding for Mediterranean ports and their cities.

Referring to the case of Volos, Greece, the topic of this research is Volos branding possible transformation from city-port to port-region through the influence of its harbor design and its management in relation to the (wider) mainland of Magnesia and its extension to Thessaly. Using the hub capacity of Larissa city, linked to the other 2 mainland cities of Thessaly (Karditsa and Trikala), this research focuses on establishing a substantial social, cultural and economic network between a metaphoric constellation of the most important cities in Thessaly-Greece, in a way of creating a new inter-branding identity for the region of Thessaly.

For this purpose the UIA-CIMES program and the department of architecture, university of Thessaly, organized during the period of 4-14/mars/2014 a Workshop under the hospice of Josep Maria Llop and the Greek department of UIA: Mitsi Valassa, Carolos Galanos and Nestoras Kanelos.

Focusing on the two major cities of the region of Thessaly, through the research in both academic and technical-strategic regional level, the tasks of the proposed laboratory were developed focusing on the following areas:

1. Study and observation of all those elements that differentiate the character of both cities Volos and Larissa, in a way to determine the concept of urban diversity that characterizes them.
2. Once the concept of urban diversity that characterizes the two cities (Volos, Larissa) was determined during the second phase of the workshop, the work focused on the production of a large-scale plan -"base plan".
3. Based on the above study of possible scenario's, the results of this workshop had been organized in a documentary-file with the characteristics of a charter-declaration of Thessaly on how populations of cities could interact in times of crisis, in an active and attractive dipole of cities allowing to introduce the sense of the inter-city branding for the region of Thessaly.

Significant changes in the structure and hierarchy of the European city are resulting in planning through the globalization of the economy, the impact of new technologies, and policy of urban regeneration. The struggle for existence of small and intermediate cities, because of their size, is based on a series of strategies with the purpose not to compete with one another, but rather to restore the classic concept of the "city". As a result the redefinition of the European city, even in the case of Volos and Larissa requires the re-training of the citizen in terms of mastering the "enjoyment" of his city. The Intermediate cities are able to combine the virtues of a small to medium-size town and offer their citizens a more harmonious environment, avoiding the disadvantages faced by the major cities. The above fact, in combination with all those elements that differentiate the character of Volos city or Larissa, introduce the idea of the inter-city branding for the entire area.

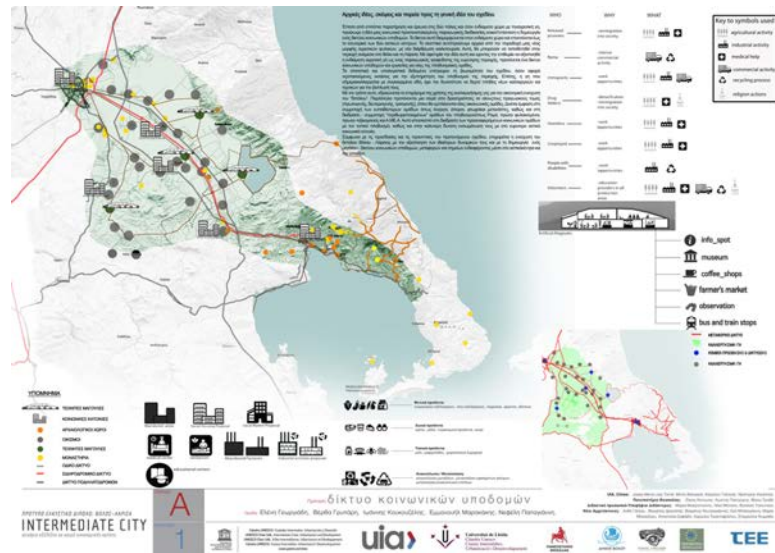
*Keywords: Inter-cities branding; dipole; cities' diversity; resilience; constellation cities.*

- 2014 • Γαλανός Κάρολος, «Intermediate City\_constellation cities: active and interactive dipolo Volos-Larissa», δημοσίευση στα πρακτικά του 25<sup>ου</sup> διεθνούς συνεδρίου αρχιτεκτονικής της U.I.A., Durban 2014 σε συνεργασία με την αρχιτέκτονα πολυεοδόμο Μίτση Βαλασά και τον αρχιτέκτονα Νέστορα Κανέλλο, για το ερευνητικό πρόγραμμα UIA-CIMES, το ελληνικό τμήμα της U.I.A. και τη σχολή αρχιτεκτόνων μηχανικών του πανεπιστημίου Θεσσαλίας, Αύγουστος, Durban, Νοτιοαφρικανική Ένωση.



**constellation cities\_ active and interactive dipole: Volos-Larissa.**  
**intermediate city\_ evolution scenarios in time of crisis.**

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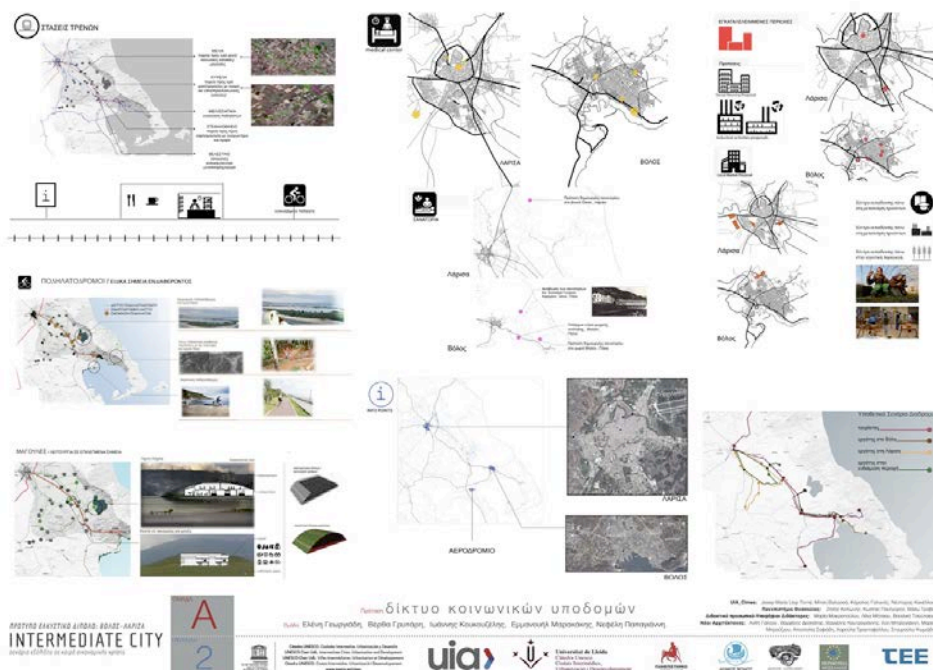
Focusing on the potential growth of cities with medium-size ports and the creation of new hybrid operating areas for them, the purpose of the following research is to promote the architectural debate for the registration of problems, the analysis, the evaluation, and at the same time the consideration and proposition of a strategic formulation perspective in terms of locating the issues of the inter-nodal transport system which refers to the commercial and passenger interest transit in Mediterranean ports and their cities.

Referring to the case of Volos, in Greece, the topic of this research is Volos possible transformation from city-port to port-region through the influence of harbor design and its management in relation to the (wider) mainland of Magnesia and its extension to Thessaly. Using the hub capacity of Larissa city, linked to the other 2 mainland cities of Thessaly (Karditsa and Trikala), this research focuses on establishing a substantial social, cultural and economic network between a metaphoric constellation of the most important cities in Thessaly-Greece.

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Focusing on the two major cities of the region of Thessaly the object of this workshop was to serve as examples to explore possible scenarios for the evolution / sustainability of cities on this scale in the Greek territory of the economical crisis. Through the research in both academic and technical-strategic regional level, the tasks of the proposed laboratory were developed focusing on the following areas:

1. Study and observation of all those elements that differentiate the character of both cities Volos and Larissa, in a way to determine the concept of urban diversity that characterizes them. In this framework had been taken into account the different guidelines of regulatory design and the general urban planning, both cities and their regional unity.
2. Once the concept of urban diversity that characterizes the two cities (Volos, Larissa) was determined during the second phase of the workshop, the work focused on the production of a "base plan". The object of this phase was to attempt the production of a large-scale plan, where enhancing the characteristics that differentiate the character of the city of Volos and the city of Larissa would be feasible a potential development scenario of an active dipole, which potentially would work in an attractive manner to the users of these two cities and ... why not in a second level for the whole region of Thessaly (constellation cities).
3. Based on the above study of possible scenario's "base plan", the results of this workshop had been organized in a documentary-file with the characteristics of a charter-declaration of Thessaly on how populations of cities could interact in times of crisis, in an active and attractive dipole of cities.



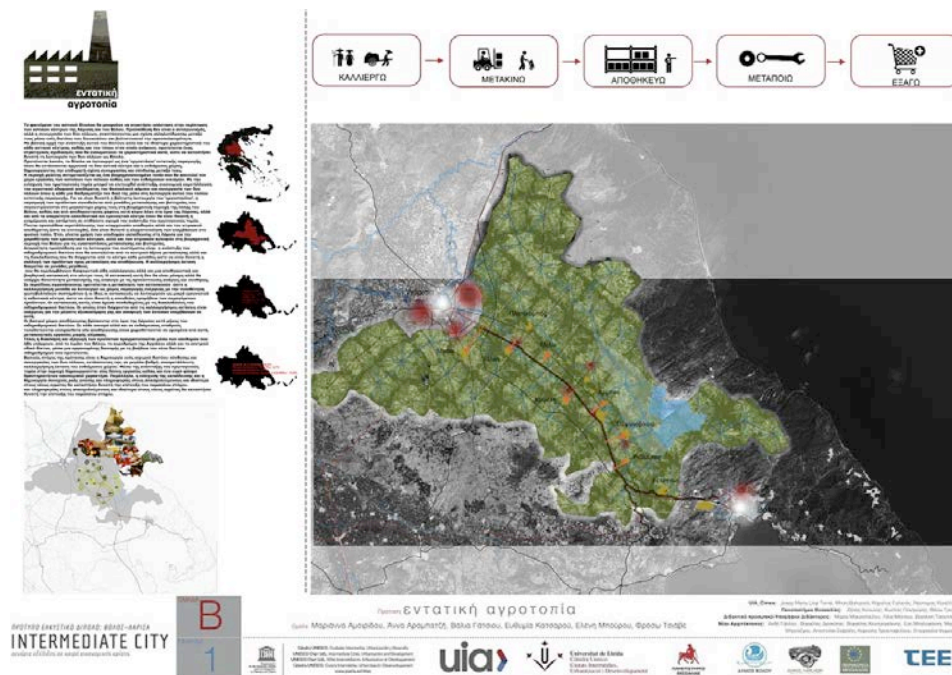
Intermediate cities have their own way toward in the current process of global urbanization as far as the nature and strategies developed under different geographical and socio-economic scenarios in each case. Significant changes in the structure and hierarchy of the European city are translated in planning through the globalization of the economy, the impact of new technologies, and policy of urban regeneration. The struggle for existence of small and intermediate cities, because of their size, is based on a series of strategies with the purpose not to compete with one another, but rather to restore the classic concept of the "city". That refers to the concepts of citizenship and governance. As a result the redefinition of the European city, even in the case of Volos and Larissa requires the re-training of the citizen in terms of mastering the "enjoyment" of his city. In the case of Volos and Larissa and of any other European intermediate city today, it is vital to protect this concept through the development of a dynamic relationship among eight characteristics of living in a city. These characteristics, that affect directly the city's life in a social level, as shown by the research program CIMES of the UIA, are: globalization, revolution in economical information, impact of developments in transport, technological information, new role of planning authorities, transformation of Eastern Europe, immigration and the research on environmental sustainability.

At this point, it would be important to mention as well, the key characteristics of prosperity that constitute points of interest in the conservation and positive evolution of medium-size cities:

- a. Good provision of infrastructures and public services.

- b. Smaller and more flexible production units.
- c. More skilled and versatile centers in terms of organization of human resources.
- d. Decentralization and organization with direct connections among the most dynamic regions of Europe.

In general, it appears that in all cases of intermediate cities in the Mediterranean, the key element is the existence of good external connections and an internal network of relations with the wider region at which the city lies. In this sense, adjacency or proximity and strong functional relationship within metropolitan areas and major urban centers, are crucial for their development. The Intermediate cities are able to combine the virtues of a small to medium-size town and offer their citizens a more harmonious environment, avoiding the disadvantages faced by the major cities.



### 1. Volos as an intermediate city.

The port of Volos is a central resource for national economy in the process of exchange and competition in international level to move towards the globalization of the region. Volos medium-scale port is an interesting subject of research because of its geopolitical specification that can result as hub to facilitate and promote a network with other nodes of respective interest, such as the airport, the railway station and the highway. The creation of a new inter-combined node is associated to the production of new hybrid spaces with transport exchange systems in dimensions much larger and different of what is in conventional effect today.

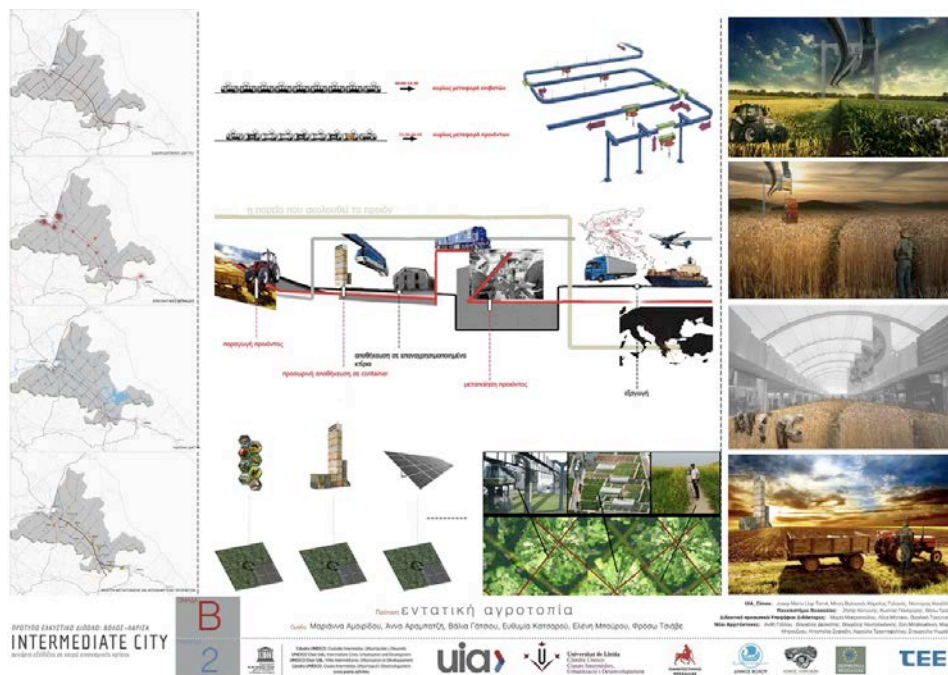
Nodal ports can exceed sectors related solely to the port activity and function as known. Creating this kind of poles by designing the port and considering the wider continental area in which belongs, the aim is to strengthen the national and international sea network between nodes. In terms of facilitating the traffic of goods and passengers, urban design brings a range contact between port-airport and railway network. Therefore this research explores the problematic of transforming ports in ports-region. This hypothesis emerges new opportunities, concerning the mediation system for a port. Current conditions in transport terms (by road, by rail or by air) can extend to a different philosophy (of inter-combined node) for the benefit of the prefecture and the wider region.

The port of Volos and the city itself, which aims to improve its infrastructure and has the capabilities required to implement them, due to its strategic and geopolitical position, has all positive elements to evolve into a inter-nodal hub of transport attracting interest in larger-scale, based in a mixed-network distribution system of commercial and passenger transit interest.



## 2. Larisa as an intermediate city.

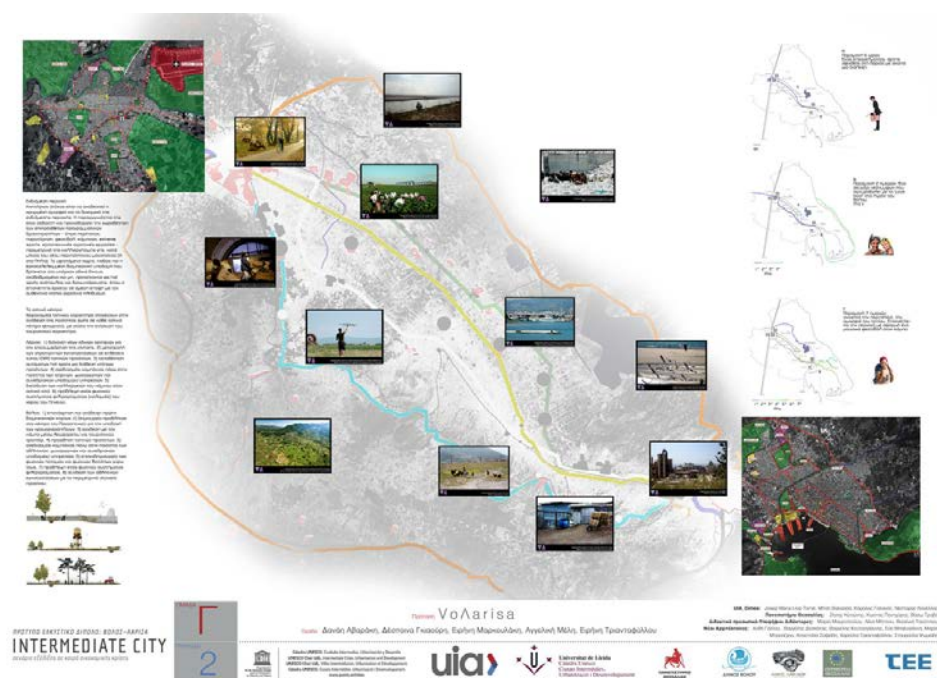
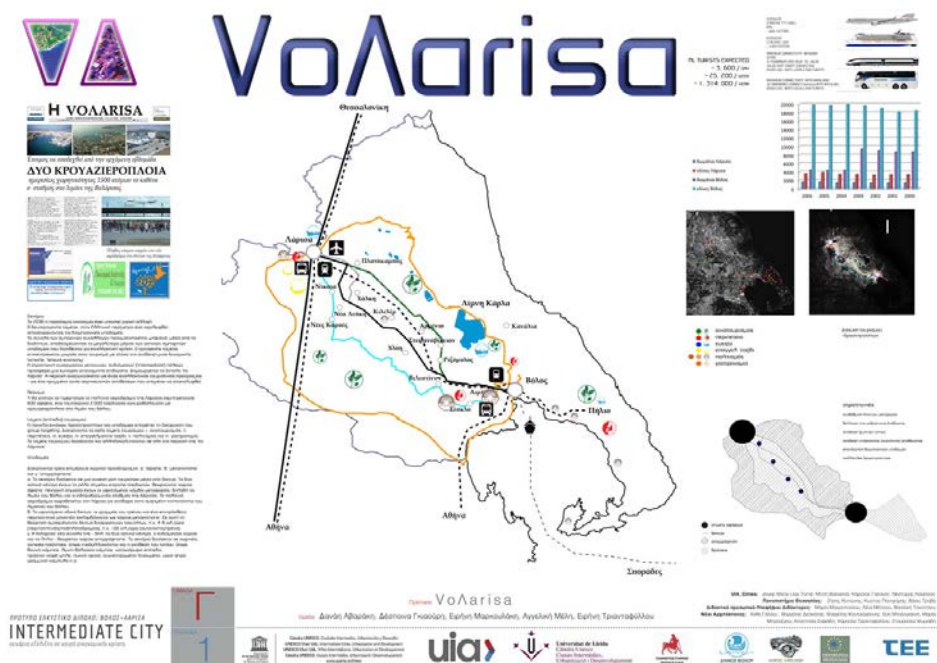
The city of Larisa belongs to medium-sized cities. As the number of people is reduced in rural areas and accompanied by the large movement to urban centres, the medium-sized cities acquire interest, as they are required to balance this population's movement. This phenomenon is reduced in the last five years during the economic crisis but it is still an issue of any programmatic design. At the same time, this creates new poles of attraction and interest, modern and self-sufficient economic, social and cultural centres, offsetting the advantages of metropolitan areas. Larissa is the largest city of Greece without a seafront. This implies that its development was not based on maritime trade as happened in most cities of the country. The basic element that characterizes the city and contributed to the strong growth in recent years is its geographical location. It is located in the centre of the Thessaly plain and in the centre of the mainland. Even in an urban level, the city is organized in concentric rings. With the upgrading of the land transport networks and the growth experienced by the primary sector cause of the EU subsidies, Larissa exploits its centrality on local and supra-local level by improving its competitiveness. So without the city having a particular geomorphological feature (Peneus River probably plays a minor role in the evolution) it acquires goodwill because of this centrality that makes it a major centre of interface and transactions.



The centrality of Larissa in comparison to other cities of Thessaly, but also in relation to the axes of Athens - Thessaloniki and Volos - Ioannina – Igoumenitsa, gives a supervisory capacity of the wider area with easy access to the region. It is therefore logical for the city of Larissa to grow and concentrate economies making it the administrative centre of the region. In Larissa, areas such as trading, farming and agriculture, industry, education, health, sport and public services acquire a major administrative role for the whole Thessaly. It is obvious that such a concentration of features gives the city financial soundness and conditions for further development.

## 6. Conclusions and recommendations:

The substantial meaning of the dipole Volos-Larisa is access to the metaphoric city's constellation in Thessaly, as a possible future scenario for the survival of the region, we could imagine a suburban railway which connects Volos and Larissa passing from the two industrial zones, linking them with the future logistic center of organization and distribution of goods to Almyros and to the airport of Anchialos, and its first stop would have been the port in the city of Volos. Tourism development, trade of goods, creation of a center for trade agreements, is attainable with the proposal for reorganization of the in-between lands between the two cities.



The cities of the industrial era have gradually turned into a multi-city and according to François Ascher, "the reality of cities today is that transcend and include the cities we've seen so far. The new nature of these urban areas is the result of discontinuous, multiple, diverse and heterogeneous spaces and their relationships". This new multiple and multifaced dimension of development of the city is often reflected to the concept of «meta-polis». The «meta-polis» is a hyper-space, it is a space of spaces, which can be felt by someone walking in different neighborhoods of Paris, Athens and Barcelona. The neighborhood of «meta-polis» in the digital era is a multifunctional environment where function of space programs: home, work, recreation, trade and education, can be combined for the benefit of the city and its citizens.

The incompatibility of urban area as it is today, and the dream for city's evolution as reflected in the strategic development plan of Volos and Larissa, can be overcome by the gesture of relationship's review port and the medium size "advanced" city that we would like to have in mind.

In that way the new unification-between-municipalities plan, that was mentioned above, becomes even more actual and of immediate interest. Finally, last but not least we could imagine an urban formation, in a sense given to the municipality of the area, involving new social, cultural and economic interests for the rest of Thessaly, which extends from the region of Volos to the region of Larissa city.

In the newly shaped reality the challenge for the cities of Thessaly is to unite instead of isolate. Larisa, Volos, Trikala and Karditsa are demanded to form new bonds, to invent new links, to share responsibilities, to make a cohesive whole in order to function as a metropolitan area and therefore to gain importance on national level by becoming an esteemed third pole for the country (near by Athens-capital and Thessaloniki).

The discussion about the concept of the dipole Larisa-Volos is therefore timely again as a step towards the upgrade of the entire region of Thessaly in which, unlike the present situation, Volos will be the capital of mastering the "enjoyment" of the city and Larisa will be the capital of a coherent network.

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