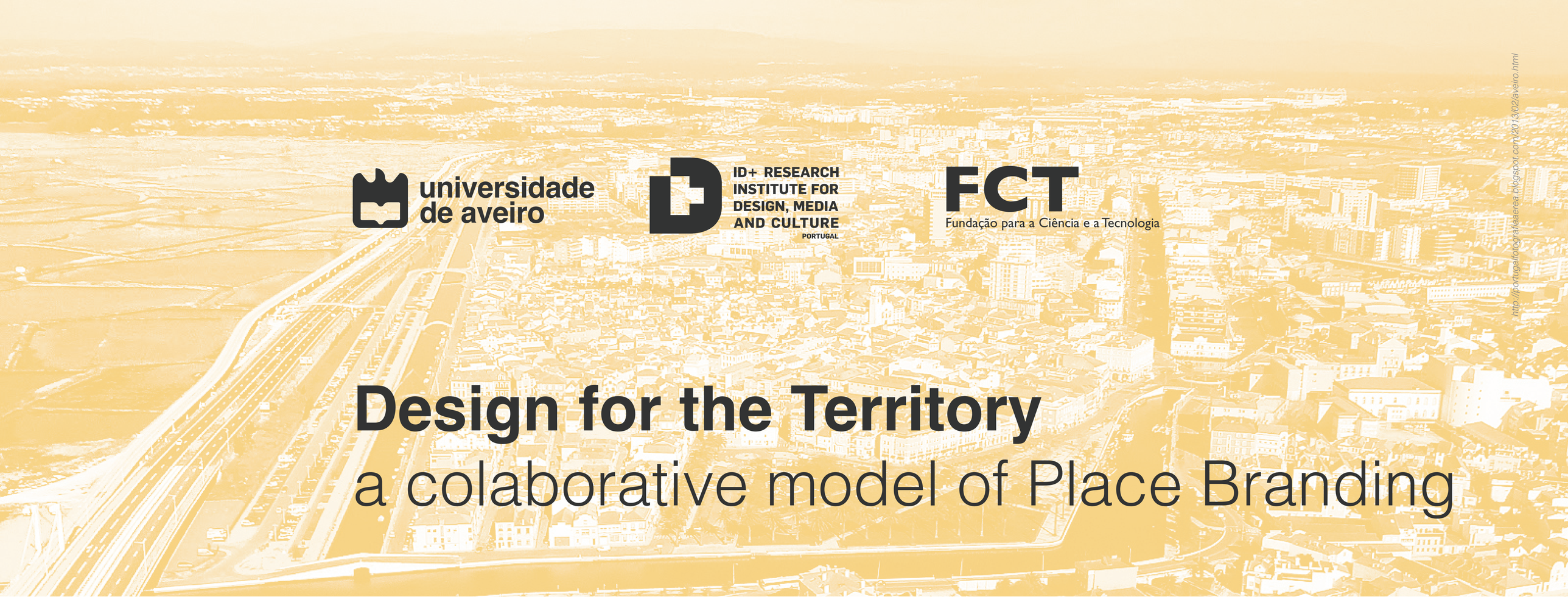

http://portugalfotografiaaerea.blogspot.com/2013/02/aveiro.html

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# Design for the Territory
## a colaborative model of Place Branding


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**Abstract**

Design makes visible, the invisibility of the *Genius Loci* through the brand, which can be the visual representation of the inheritance or the ambition (political decision of strategic positioning of the territory, now subject to the competitive presuppositions of the global market). Integrating the local agents (University, Local Authorities and Industry) in the construction of the brand, Design acts as mediator and by Design Management (attribution of holistic coherence) is an instrument to support decision making.



**Keywords**

Design for the Territory; Colaborative Model; Place Branding; Design as Cultural Mediator; Design Management.


**Research Framework**

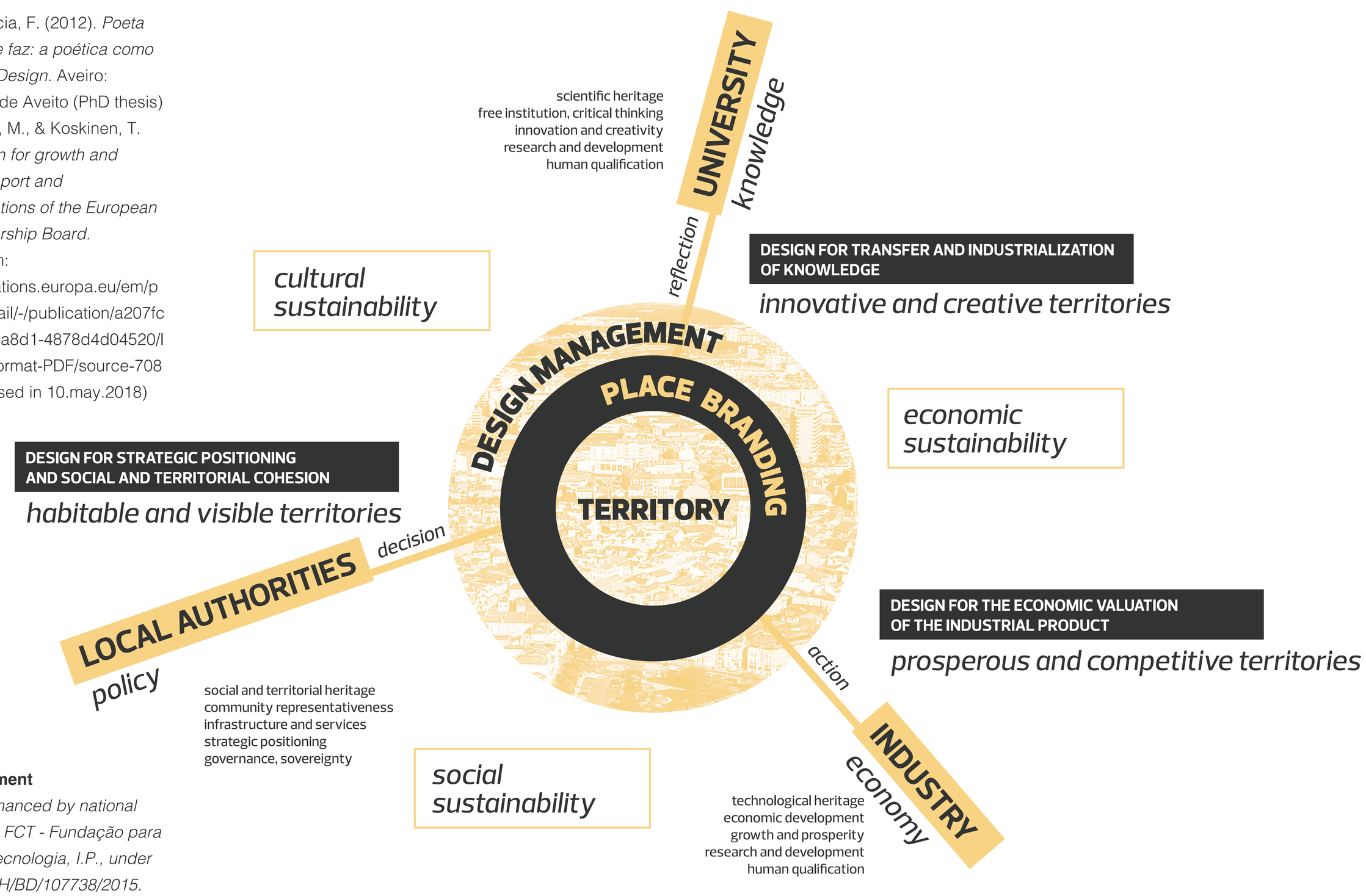
Territory management is political, but Design has the eloquence of conforming the common place and communicating it in a memorable way. It is through the conformation (attribution of form, limits) that Design is mediator and it is through communication (put in common, making known) that can make form, memorable.

Design as a cultural mediator (through artefacts, devices and services) between the past and the future, between companies and people, between people and others, or even between things is the proposal of the ontological framework of the discipline that Providência [01] presents and that is tested in this research. Proposed to constitute a thesis in the field of Place Branding, the research is designed from the centrality of the territory (territorial geography and human geography) from which, is developed a triangular model of relations (unilateral, bilateral and trilateral), between the axes University (Knowledge - reflection), Local Authorities (Policy - decision) and Industry (Economy - action) identified as strategic in European Design-based policies and recommendations for growth and prosperity [02]. It is through the mediation of these three axes and their relations of dependence and independence with the territory that Design Management (a system of holistic coherence, declining the idea at all levels) assumes vital importance in Place Branding.


**References**

[01] Providência, F. (2012). *Poeta ou aquele que faz: a poética como inovação em Design.* Aveiro: Universidade de Aveito (PhD thesis)

[02] Thomson, M., & Koskinen, T. (2012). *Design for growth and prosperity: Report and Recommendations of the European Design Leadership Board.* Retrieved from: https://publications.europa.eu/em/publication-detail/-/publication/a207fc64-d4ef-4923-a8d1-4878d4d04520/language-en/format-PDF/source-70882978 (accessed in 10.may.2018)



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