

An Identity Framework and Design of a Historical City in Vietnam

Nguyen Dac Thai¹, Younghwan Pan²

¹Van Lang University, Graphic Design, Art & Design, Hochiminh City, Vietnam, 700000

²Kookmin University, Interaction Design Lab, Graduate School of Techno Design, Seoul, 02707

Corresponding Author

Younghwan Pan

Kookmin University, Interaction Design
Lab, Graduate School of Techno Design,
Seoul, 02707

Email : peterpan@kookmin.ac.kr

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Objective: This study aims to investigate the attributing factors influencing major identity design for the historical city and making a design case with the factors.

Background: Design historical city identity has a wide range of research areas. Diversity of research topic is one of the major strong points of this discipline, especially city branding. Dominant areas among diversity changed from time to time. It is interesting to study the design identity of the historical city of the dominant areas. Nowadays, the challenge for cities to thrive is to compete globally and make a clear difference. In that sense, small developing cities are particularly threatened, their distinctive values blurred by modernization.

Method: Research the combination of the city's specific values and characteristics with the tangible and intangible heritage values in the heritage city branding process. Heritage promotion is also very important in branding, building the city's image based on the morphological and structural values of heritage buildings. Based on several heritage value methodologies, the paper examines these factors' potential role in branding a historical city.

Results: City branding has proven its ability to deliver strategic growth opportunities and attract investment. This article examines the role of identity and the ability to exploit heritage building values in Hue's heritage city's branding process.

Conclusion: Branding a heritage city is a lifelong process based on defined strategic goals and programs to replicate, plan, and executed by the government.

Application: The results of publishing trends analysis can help determine identity methods for many historical cities in Vietnam.

Keywords: City identity framework, Cultural heritage, Design identity, City of vietnam

1. Introduction

Globalization, growth in tourism, and frequent changes in the economy contribute to enhancing cities' competitiveness to become a place of investment and growth potential in the future. In the post-industrial era, cities paid special attention to the city branding campaign as a potential for economic growth and investment attraction. In this process, due to the high competition, attention focuses on distinguishing the uniqueness of a site, especially natural monuments and heritage buildings. The city must have its own unique identity, making it outstandingly attractive and potentially

attracting tourists and investors. In the past, cities often attracted tourists by building amusement parks outside of the city or suburban areas. Now the modern cities usually don't focus on heritage history points "the presence of countless smaller brands in town and city centers presents a challenge for entertainment [...] since they attract as many sightseers as shoppers" (Evans, 2003).

City branding provides a platform for developing a better city image, economic growth, and tourist attraction. On the other hand, it "provides a platform for city dwellers to differentiate themselves from other cities" (Kavaratzis, 2004). Exploiting the potential of the heritage building to attract tourists has been analyzed and studied. A successful brand, cities use tangible and intangible heritage elements as identities. The "active protection of cultural heritage" will bring elements of the heritage to consider and appropriate in the context of the most important branding process. During the branding process, problems will arise as part of the performance. For example, increasing the number of tourists will affect the living environment, buildings, services, modern living needs, and local population due to increased immigration and rising real estate prices. These trends can lead to the degradation of cultural heritage and habitat in urban heritage areas. In that context, the city branding must consider the element of heritage as a resource that must be preserved and planned for development to promote the heritage value foundation.

The article examines the role of tangible historical and cultural heritages in creating Hue city's brand as the inheritance to promote and exploit the heritage potential of Hue city. Besides, the ability to use architectural heritage and the value of cultural heritage space in creating the brand of Hue heritage city will be analyzed. The research focus is on the cultural space characteristic in branding, so the intangible factors contributing to the creation of the city's brand value will be studied in cultural space.

2. Method

"Branding is a social phenomenon based on the perceptions of target audiences - which might or might not be influenced by the physical and communicative aspects of a given city" (Sevin, 2014). There is not an exact definition of branding. However, it can be said that branding is a set of material and psychoso-social attributes, "are distinctive about competition which comprises a unique combination of functional attributes and symbolic values" (Kavaratzis and Ashworth, 2005). Perhaps the more accurate definition of branding includes various actions that will create a positive image of the city among different audience groups through photo effects and domestic and international events. The city will get a competitive advantage over other cities. "Branding is a mode of communication and communication is a two-way process" (Kavaratzis and Ashowrth, 2005) according to some city

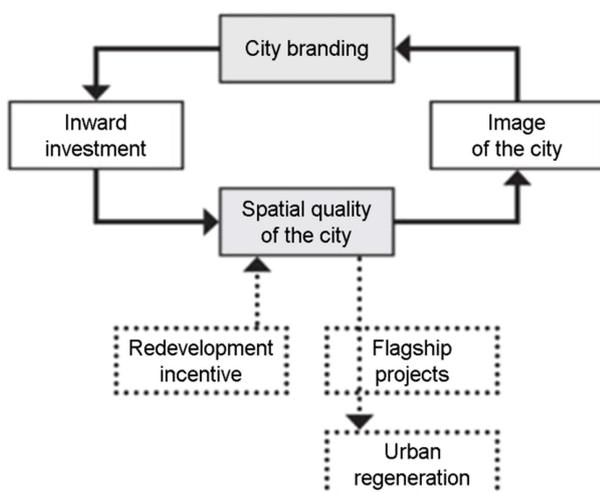


Figure 1. The mutual dependence of quality living space and place branding; the picture is from (Prilenska, 2012)

branding studies, social and emotional value is inaccurate. The image of a city brand-that is the quality of life, the city's attraction to the community, and tourists. "People perceive the city by creating an image, and the best way to influence the people's perception is through the images of the cities" (Ashworth and Kavaratzis, 2009). For cities with a rich history and heritage values, branding needs to rely on inward investment to create a city's spatial quality. From the typical images of typical spaces, it will make up the brand value of the city (Figure 1).

For heritage city branding, professional studies use a method based on three basic types of potential for branding: typical environments, typical human celebrities, and important featured events. As mentioned above, the study focuses on the heritage city's branding space aspect, including heritage environments that harness the potential value of heritage spaces as geographical spaces and cultural spaces (Lynch, 1960). In particular, five physical factors play a role in configuring the image of the people of the city:

- Paths - a path is a direction that the observation used to reach a range and place. They can be traffic axes: streets, footpaths, transfer routes, canals, railways, river roads, waterways can also take a physical approach such as background cultural factors, indigenous historical factors.
- Edge - edges are linear elements used by observers as paths. They are the boundary between the two partition stages, the first contact area between the two areas, creating the first identifying place when approaching the border area: coast, railway cut, development edge, wall. They are the reference side, not the coordinate axis.
- Districts - districts are not very large areas of the city, considered to have a two-way range, where cultural values, spirit, living characteristics of the community recognize inland values and can be realized to have some common characteristics, identity. It is the physical space organization scope, which is limited by the boundaries. To focus on identity, this is the typical cultural space unit, limit space, and scope to identify values.
- Nodes - nodes are points, the strategic spots in a city into which an observer can enter, and the intensive foci and from which a person is traveling.
- Landmark - There is another type of point- reference, but in this case, an observer does not enter within them. They are external. They are usually rather defined as physical objects: building, sign, store, or mountain. Places are the focus of the most condensed values. There is a very high value of indigenous culture. Associated with the historical elements of tradition make up the local version. The place is not identified by historical stories, legends, elements typical of indigenous land.

City branding is a complex process that provides a framework for research, strategy, and operations. While there are no universal rules for city branding, some general branding process steps can be defined. For example, Eran Ketter, in his branding strategy, recognizes three stages of the branding process. They are analysis, planning, and execution (Cvijić and Guzijan, 2013).

An analysis is a systematic process that specifically the potential of architectural heritage and values contributed to the branding process. The analysis is the recording and systematic classification of the potential of architectural heritage. The content and visual values of the legacies contribute to the branding process. Develop strategies to exploit the heritage values by studying data collected from the previous step and performing specific activities foreseen during the planning process.

3. Results

3.1 Hue's cultural and historical heritage as a potential for the branding of the historical city

The importance of cultural heritage has universal value to an individual, the community, and society. Based on the heritage, a concept of local branding demonstrates the city's uniqueness and values, contributing to building the distinctive visual identity for a unique heritage city. City Branding brings attraction to tourists and pride for residents. Some cities in Europe use two systems,

including internal branding for residents and external branding focusing on tourists' values of interest. "Heritage includes different forms of cultural capital (...) whose definition could be identified as the built heritage with cultural and historical dimension justifying their preservation for future generations" (Benhamou, 2011). This paper's cultural heritage analysis focuses on the image of heritage buildings, exploiting services from heritage groups. In Hue city, there are many elements of tangible and intangible cultural heritage space. Paths are very important path elements in space. Hue city has several typical traffic axes creating a certain space. One of the important routes is the Huong River's waterway, connecting the city's heritage sites. Two parallel roads parallel to the Huong riverside banks solving problems of access to space, leading to walk-street areas, Kim Long garden house heritage village and heritage traditional craft villages like wood-cut picture Sinh village, Thien Mu pagoda spiritual area, Dai Noi citadel, Phuoc Tich pottery village.

- The edges are an important factor contributing to the city experience as they represent important communication points, the boundary between two regions, two spaces. The edge is the tourist's first contact before approaching the space inside. Edge will take a typical role in the identity chain of the city. Edge is where the driving focus for the legacy brand story. When the inner populations are expanded, the edge will be enlarged according to the contour role. The royal heritage, customs, and ritual elements, traditional and historical stories are the edges to help visitors access information through contact points around the interior areas, such as the Vân Lâu palace, Castle Kỳ Đài, Cannonball square. A spatial division between the inner court element and the civilian factor outside.
- The district represents a wide range of authentic, wide-ranging spaces. The often refers to historic or preserved core values within the city. District is an important element used to create a brand name with a large space, concentrating many elements combining people and the typical heritage of a region. For example, Hue city has many typical districts, residential areas such as Dai Noi with majestic royal space, Kim Long village as a heritage complex with many traditional garden houses. Historically, this was a place for court officials. The craft village of making copper products, Phuoc Tich pottery village with many craft pottery workshop, produced for the royal court. Nowadays, craft villages are places to introduce features of the city's craft village heritage.
- Nodes are important elements in describing and associating with the concept of the city. Include all typical heritage buildings that are used as points of identification for the locality. These factors can provide significant potential for creating brands based on identity. When it comes to Hue's heritage city is a must mention the citadels Kinh Thành, system tombs of 13 Nguyen Kings, relic spirituality pagoda temples with bold own architectural heritage Hue. Square palaces, monuments, parks on both sides of the Huong River, the memorial square of people who died in the war where many city events occur.
- Landmark represents space in a metropolis. Places act as navigation points. Relating to the surroundings, known as a must-have destination when coming to Hue city, location or architecture, spiritual, historical factors. The examples: the famous place is Khai Dinh Tomb with antiquity Unique architecture, Thien Mu Pagoda has historical and spiritual value is the center of the Buddhist of Hue city, where many major Buddhist festivals take place, Hon Chen Palace, Minh Mang mausoleum, Gia Long mausoleum are the architectural works that are famous for cultural, historical and natural landscapes that attract tourists.

3.2 The highlights make the heritage city identifiable

3.2.1 Heritage spiritual group

Hue city, Thien Mu pagoda is a long-standing spiritual heritage site. This heritage site has many attractive legends that attract tourists. Historically, this is a legendary point associated with the history of Hue City. The oldest pagoda in Hue is Thien Mu Pagoda, whose establishment is associated with the first Nguyen Lord's early actions in Dang Trong (South Vietnam). This legend relates how, when Nguyen Hoang was sent to Thuan Hoa (now Central Vietnam) to rule this area, he surveyed the terrain to choose a site for settling down. As he rode his horse upstream along the Huong Riverside, he saw a small hillock beside the river, whose terrain looked like a dragon turning its head back. This hill was called Ha Khe. The local people told a story that every

night, an old lady in a red blouse and green trousers appeared here saying that a true Lord would come to this place and build a pagoda for the country's prosperity. Thus this place became known as Thien Mu Son (Heavenly Lady Mountain). It seemed that Lord Nguyen Hoang's grand ideas matched the people's desires, so he ordered a pagoda to be built on the hillock, facing the Huong River, and to be named "Thien Mu Tu" (Thien Mu Pagoda). A pagoda of the Champa people had previously stood on this site - a relic mentioned in the book *O Chau Can Luc* was written by Duong Van An in 1553. It was not until 1601 that the pagoda was built following the decision of Lord Nguyen Hoan.

With the development, prosperity, and spread of Buddhism in Dang Trong, the pagoda was rebuilt on a larger scale in Lord Nguyen Phuc Chu (1691-1725). In 1710, this Lord ordered that a big bell with inscribed teaching be cast. Moreover, in 1714, he again had the pagoda renovated, and many great architectural structures added. These new additions included the Thien Vuong, Dai Hung, and Thuyet Phap buildings, Tang Kinh Pavilion, Monks' rooms, and a house for religious meditation. Many of these buildings no longer exist today. Nguyen Phuc Chu himself wrote a narrative description describing the construction of the buildings here, praising the Buddhism philosophy, and relating the merits of the Buddhist monk Thach Liem, who was instrumental in helping Lord Nguyen boost Buddhism in Dang Trong. The inscribed stele was placed on a big stone turtle with simple decorations, which enhanced its beauty.

3.2.2 Group cultural heritage features indigenous life - Garden house

Kim Long village area, typical cultural heritage. The village is mostly home to all the court officials. Kim Long was known for the events in 1636 when Lord Nguyen Phuc Lan moved the capital from Phuoc Yen to Kim Long and built it into an "urban". The first time a Vietnamese town has been built on the banks of the Huong River. Hue garden house system including home garden, pagoda garden, mausoleum garden, a covered garden built on both sides of Huong river, concentrated in Ngoc Ho, Nguyet Bieu, Kim Long, Vy Da. Hue currently has 1,778 garden houses. with an area of 400m² or more, including 675 typical garden houses, with 30 covering areas of 400~800m². There are dozens of famous garden houses belonging to the heritage category, such as the Phu Ngoc Son Princess Palace, An Hien garden house, Vinh Quoc Cong garden house, Lac Tinh Vien garden house.

3.2.3 Group historical heritage and cultural character representation

The process of formation and development of the imperial capital of Hue. With the outstanding image of Hue Citadel, the symbolic image of Hue. The development of Hue city from Thuan Hoa - Phu Xuan is associated with the cause of the Nine Nguyen Lords in Dang Trong. After three centuries since returning to Dai Viet, Thuan Hoa is a war zone for power between Dang Trong and Dang Ngoai. There is little time for peace, so it has not been possible to form crowded residential centers in urban style. Until 1636, when Lord Nguyen Phu Lan moved the palace to Kim Long, the urbanization process in the history of formation and development of Hue city later began. More than a century later, in 1687, Lord Nguyen Phuc Thai moved the government to Thuy Loi village and renamed it Phu Xuan, continued to build and develop Phu Xuan, to become a thriving urban center of Dang Trong. The grandeur of Phu Xuan under Nguyen Phuc Khoat was described by Le Quy Don in "Phu Bien Phu Luc" in 1776 and in "Dai Nam Nhat thong chi" as a prosperous city on the two sides of the Huong River delta. From Kim Long- Duong Xuan to Bao Vinh - Thanh Ha, Phu Xuan was the capital of Dang Trong (1687-1774), then unified Dai's capital Viet under the reign of the Quang Trung King (1788-1801). Finally, Phú Xuân-Hue is the capital of Vietnam for nearly 1.5 centuries under the Nguyen Dynasty (1802-1945), and then became the center of politics and economic, cultural, and artistic importance of the country in that historical times. In 1858, the French-Spanish coalition opened fire to attack Da Nang, opening the French colonial invasion (1858-1945), followed by the US's war (1946-1975). Together with the whole country, Thua Thien Hue's people have experienced two resistance wars against foreign aggression for peace, independence, and unification of the country with many heroic victories and achievements. During the catastrophic flood in 1999, many of Hue City's heritage buildings were damaged or destroyed. Architectural heritage is heavily affected by post-disaster restoration, which has lost some of its original values, and the process

of non-prototype restoration also affects its image and value. With the rapid urbanization of the city's outskirts, the construction of new residential areas is very important. After 1975, Hue city did not act as the administrative center of Vietnam, becoming a relic of ancient capital bearing historical and heritage elements. In the early twenty-first century, there was a need for a full urban reconstruction of the city. Elements of urban traditions and architecture are considered inheritance. The preserved heritage building contributes to protecting the distinctive, recognizable image of the city. A nexus between branding and identity is based on the core values of preserving the heritage building and its historical events and legends. UNESCO has recognized "Hue Heritage City" the values of historical space, cultural space, heritage space as an important reason for branding. "The image of the city is rooted in physical reality and is based on the prejudices, desires, and memories that have long been formed in the collective memory" (Kavaratzis, 2004).

3.2.4 Group of traditional handicraft village heritage

Shown are the typical cultural activities of communities characterized. This period's social orientation, many traditional craft villages, and residential clusters developing handicrafts were formed and developed to this day. The formed unique features informing heritage values that are the main contributor to branding heritage cities. Traditional handmade products are considered to be one of the key identifiers. A new phase of Hue city development begins with the emergence of the French cultural ruling on central Vietnam territory. "The city was developed in the direction of Central European cultural heritage combined with Asian cultural capital elements, and the first elements of urban planning were established" (Milojević, 2005). Some special impressive buildings of the city, such as the railway station, a school for French students, bank house, Grand Hôtel Guérin de Hué hotel, Redemptorist Church - Hue, were established. What is interesting about this period is that the design style has a mix of Western architecture and East Asian culture. This intersection has formed an indigenous resident community with updated Western cultural markers. Especially the languages of architecture, fine arts, decorative painting. Are plentiful and diverse.

In Hue City, a mixture of different cultures and traditions has an important influence on the city. Also, Hue City has a considerable amount of tangible and intangible heritage left from the historical period to the modern period. Nguyen imperial heritage and architectural works during the French and American wars had the most important influence because Hue city developed most strongly.

In the case of heritage Hue city, there should be a general thought: As the heritage city branding, Hue city is built based on spiritual heritages, physical heritages, and other cultural and heritage activities. However, one of the factors affecting the cultural characteristics of Hue city is the natural geographical factor of the Huong River. Huong River as a filter, heritage values are absorbed through this filter to filter out the typical heritage quintessence of Hue heritage city. All of these ideas have been summarized in Figure 2.

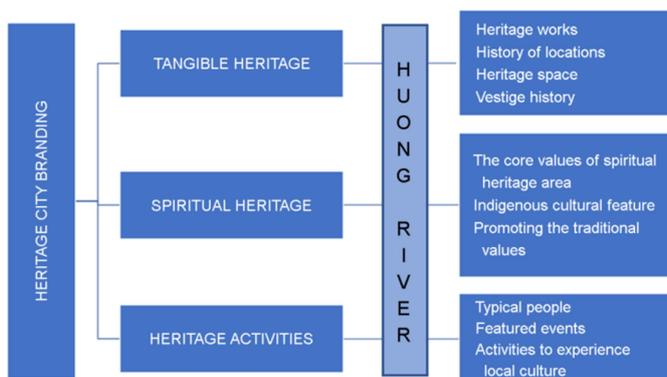


Figure 2. Modeling of building components for the brand identity of the historical city Hue

3.3 Design identity of a historical city - Hue City

- "Landscape strategies" are like a typical representative place - through space and design functions to coordinate the exploitation of heritage values. Develop a plan of activities connecting urban design and public art based on exploiting the city's important and typical historical elements. Activities that take place include the restoration of court music, folk arts in public spaces, conservation and restoration, exploitation of private palaces, and typical cultural activities exploited from the river was built in different phases and actively protected the twentieth century's heritage.
- "Infrastructure project" studies designed to improve the city's infrastructure. The goal is to improve tourists' easy accessibility to all important heritage building objects, public places. In this group of activities, the attention so the visitor's movement must be the receiving process leads the tourists to attract. Exploiting the typical image of the heritage ecosystem of Hue city, paying special attention to the system of Huong river. A typical image that identifies the difference between Hue and other cities.
- "Organizational and administrative structure" researches to improve the city's dominance in terms of structure. Implementing projects related to promoting cultural heritage, developing public-private partnerships, connecting organizations, non-governmental organizations, and local communities. The focus is on cooperation between the city government and indigenous communities, exploiting heritage values in a spirit of cooperation and value co-creation.
- "Behavior of the city" develops the strategic vision and relationship of the city governing body for heritage branding. Calling on stakeholders to participate in campaigns that exploit the tangible and intangible heritage values in various forms. Having preferential policies and creating conditions for local communities to improve and improve the quality of life.

To build a brand-specific to Hue heritage city value platforms must ensure the convergence of all three mandatory elements:

The valuable foundation of a heritage city -> Ancient old kingdom, historical, culture.

Using core cultural and economic values in city life activities.

Huong River is an important connection point in identifying Hue heritage city. As a connection and derivative to create a unique heritage value in the brand identity system of Hue Heritage City.

Focus on four groups of brand image for Hue. For a historic city, the four proposition groups are bound to exploit the maximum value. Connecting local people, preserving and promoting heritage value. Co-creation values hold heritage, local communities, and tourists: Hue heritage city brand is focused on four heritage groups, interacting with each other, co-creating typical girls to identify and exploit heritage resources. Figure 3 will cover this factor.

- Group of Heritage spiritual
- Group cultural heritage features indigenous life - Garden house
- Group historical heritage and cultural character representation
- Group of traditional handicraft village heritage



Figure 3. 4 groups of brand image for Hue

After studying four characteristic groups to build a brand for the historic city. The study identifies five steps to branding for Hue City.

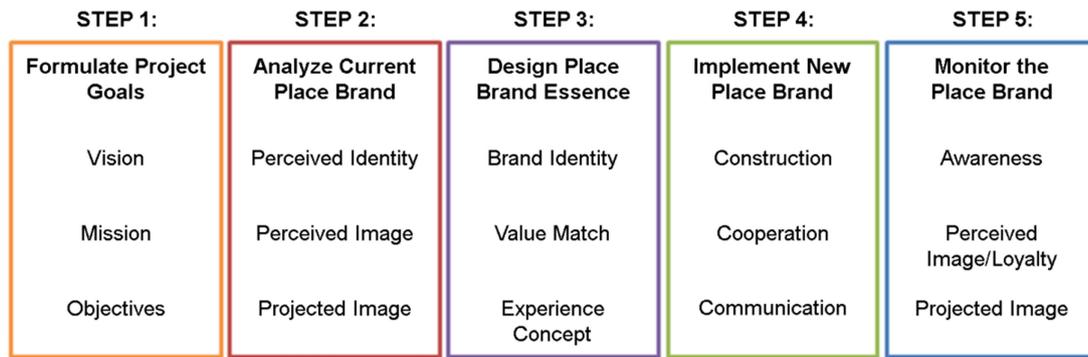


Figure 4. 5 steps design identity for the historical city

Vision: "Hue Heritage City - The Destination of ASIA"

Desire to develop equally to heritage cities in Asia. Hue city develops a tourism economy with its unique heritage values, focusing on tourism with developed countries in Asia.

Mission:

- Building an impressive, inspiring destination image.
- Make the best use of local resources: heritage works, indigenous economic potentials, and spread the local culture.

Message:

Heritage	Harmonious
Unique	United
Emotion	Engaging

Application in design into the case of the visual color design of shaping the brand.

Each group chooses to survey and propose typical images for four areas: Spirited Heritage, Village Heritage, imperial Heritage, traditional handy craft.

Color is an important identifying factor. One of the first components of emotion to physical space. From the color space, it affects the memory of the receiver, creating an impression of recognition. In science, color is determined by the intensity of light that can be measured. Color in natural space will represent the characteristic element of that space. A typical identifier for the identity system used in the logo color system of the city brand (Figure 5). Therefore, color plays an important role in building the identifiable components of a characteristic space. The color of the typical spaces will create a unique identity for a city composed of that space. Hue city has four unique images, creating a unique color system for the city's branding (Figure 6).



Figure 5. The image represents the four heritage spaces of the historic city of Hue



Figure 6. The system of color four groups represents the heritage spaces of the historic city of Hue

4. Conclusion

Branding a heritage city is a long-term process based on defined strategic goals and programs for regeneration, planning, and execution. Branding requires a relationship that integrates economic, social, ecological, and cultural measures at the public and local sector levels. Regardless of the impact of natural disasters, time, war destruction, and heritage buildings, Hue Heritage City is essential to the city's branding process. One task of the branding process is to pay attention to genetic constructs' value and present them by enriching past myths. Hue Heritage City is an ancient capital, rich in cultural heritage in Vietnam, fully converging the elements of a heritage city. Building heritage branding for Hue city needs to combine heritage buildings' value relationships - cultural heritage values from the Huong River through the Huong River water exploitation activities - value tangible and intangible objects in the local community through traditional villages' products. In exploiting the heritage, the royal court and Nguyen dynasty will be one of the standard identifiers. The long-term branding process is that all stakeholders' collaboration is crucial, supporting city dwellers, their cooperation for prosperity to improve the quality of life of the people.

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Author listings

Nguyen Dac Thai: dacthai@gmail.com, thai.nd@vlu.edu.vn

Highest degree: Master of Art, Theory and history of Art, Fine Art Hochiminh University

Position title: Lecturer, Art and Design, Van Lang University, HCMC, Vietnam

Areas of interest: Graphic Design, Branding Communication, Service Design

Younghwan Pan: peterpan@kookmin.ac.kr

Highest degree: PhD, Department of Industrial Engineering, KAIST

Position title: Professor, Graduate School of Techno Design, Kookmin University

Areas of interest: User Experience Strategy, Service Design, Interaction Design