

Apkaimes identitāte un tās stiprināšana. **SARKANDAUGAVAS** piemērs

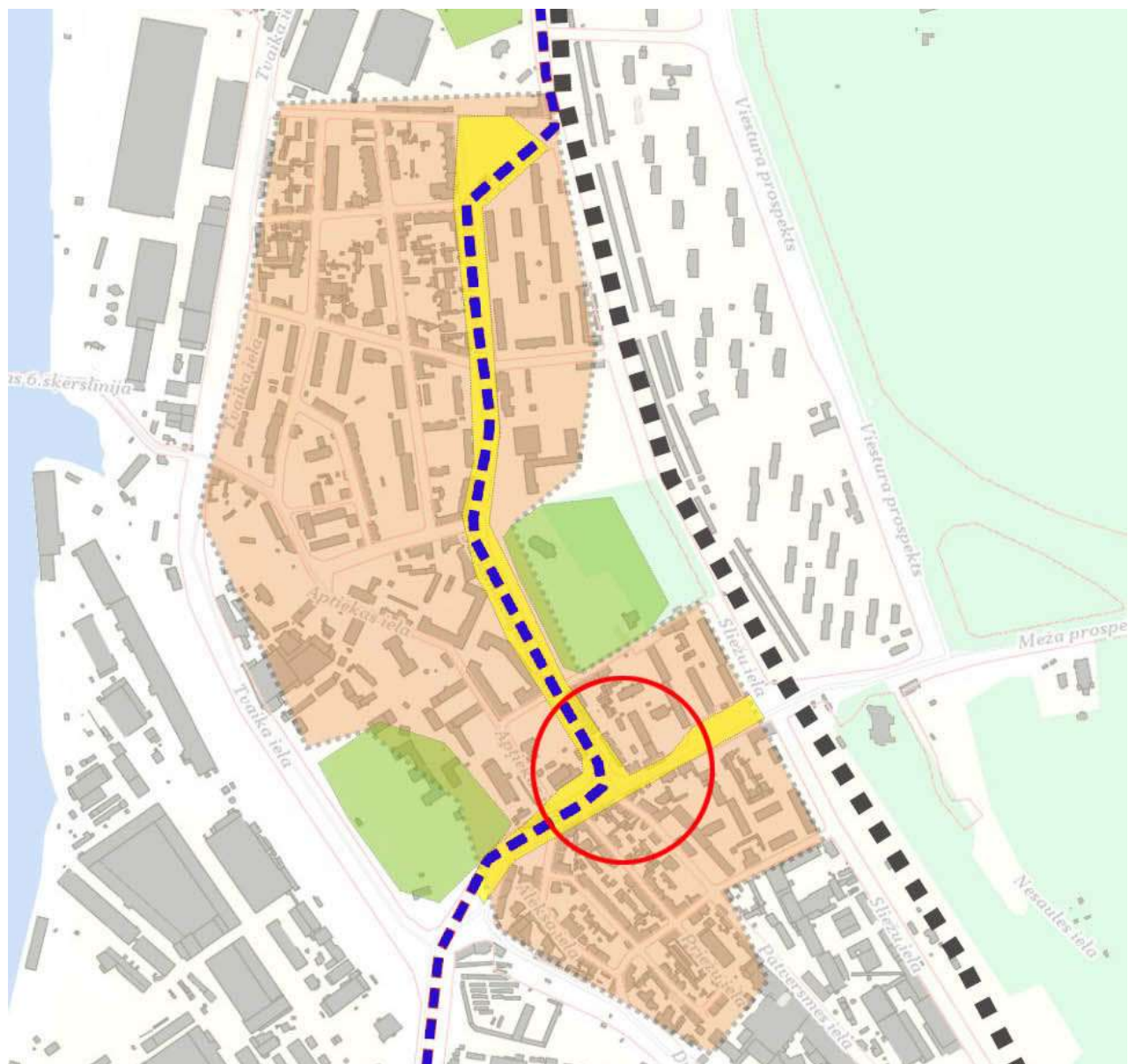


Referāts izveidots, balstoties uz idejām, kas radās un attīstījās piedaloties Urban Institute Riga un LU Ģeogrāfijas un zemes zinātņu fakultātes Pilsētas un plānošanas studiju programmā 2012. gada pavasarī

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THE CENTRE OF SARKANDAUGAVA



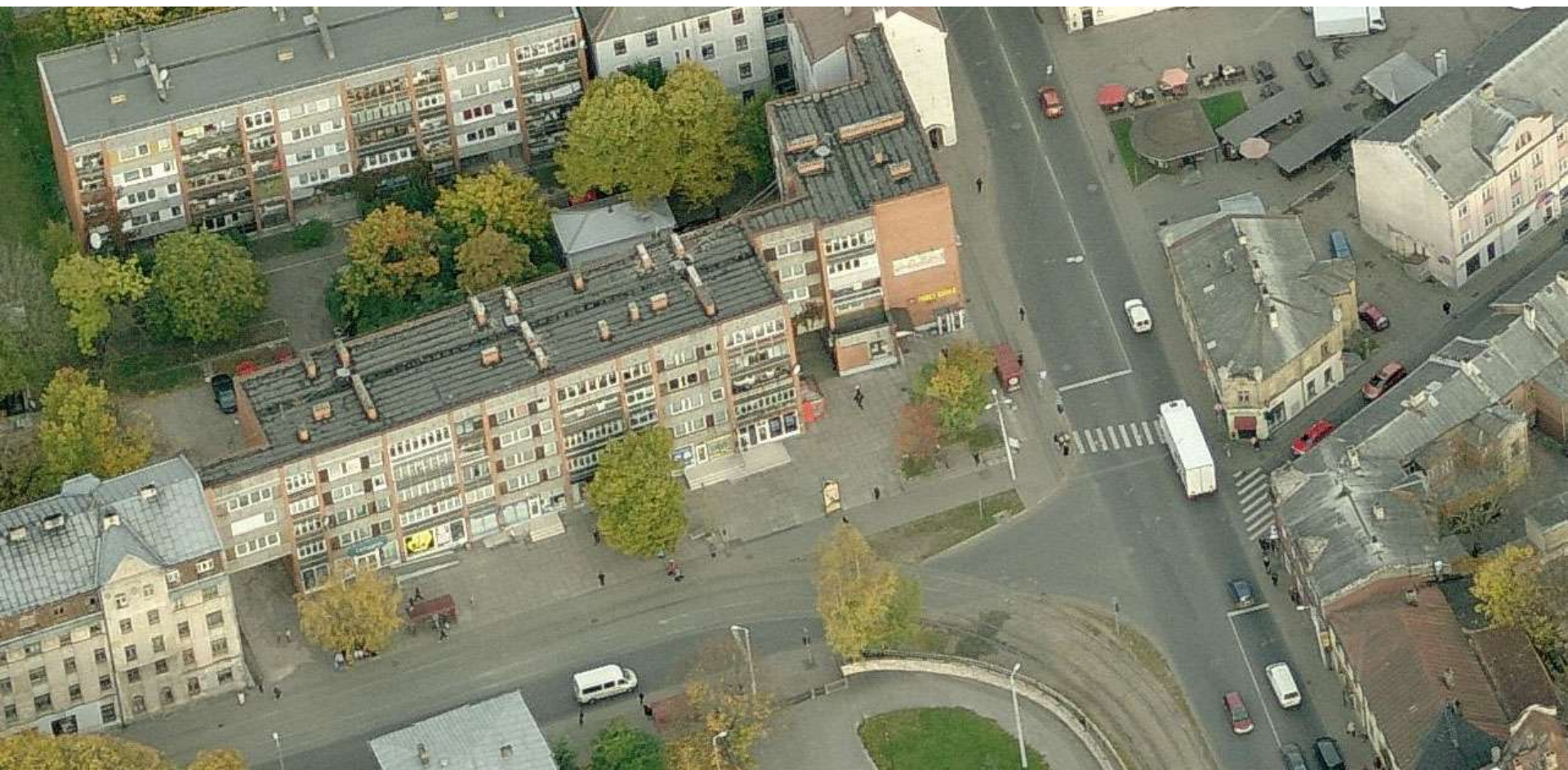


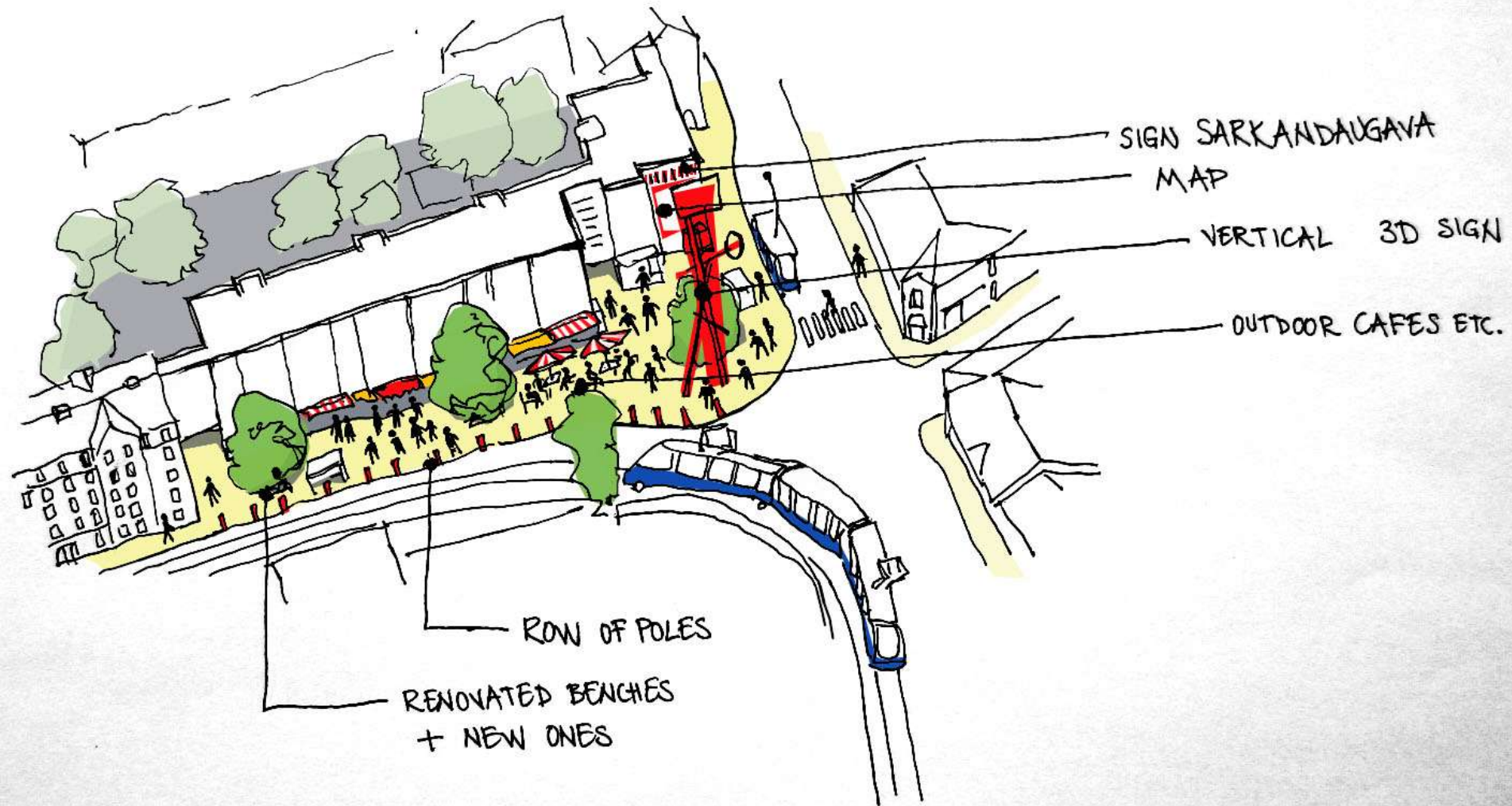














identitāte?

Outsiders may have a certain powerful image of a neighborhood in their minds, and **residents** of that neighborhood **may hold conflicting images of that same neighborhood. Those various perceptions of the neighborhood, taken together, are part of a neighborhood's "identity."**

Some scholars and policy makers speak of neighborhoods with a **"strong identity"** as those in which community members tend to participate actively in civic life and share a common vision for the future of the community. This aspect of identity is tied less directly to perceptions of the neighborhood, although high levels of participation in civic life are likely to correlate with positive perceptions of a neighborhood, at least among community residents.

*The Center for Creative Community Development
(C³D)*

Three layers which form the IMAGE OF THE PLACE



1. Physical space

geography + built environment +
infrastructure – most visible layer

Three layers which form the IMAGE OF THE PLACE



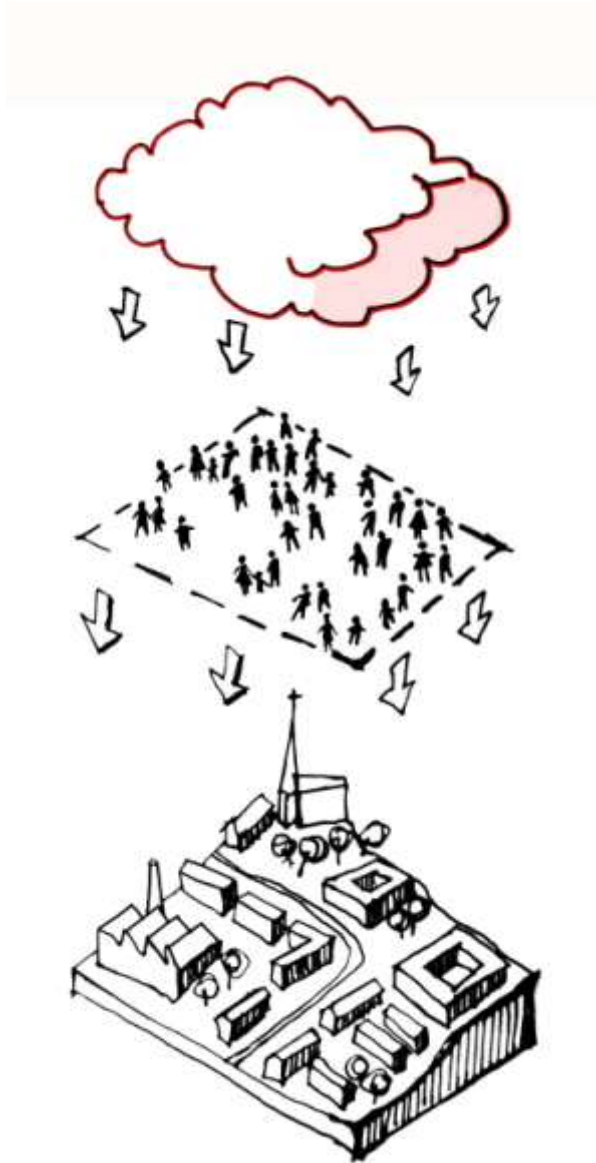
2. Social space

community and cultural life

1. Physical space

geography + built environment +
infrastructure
– most visible layer

Three layers which form the IMAGE OF THE PLACE



3. Mental space

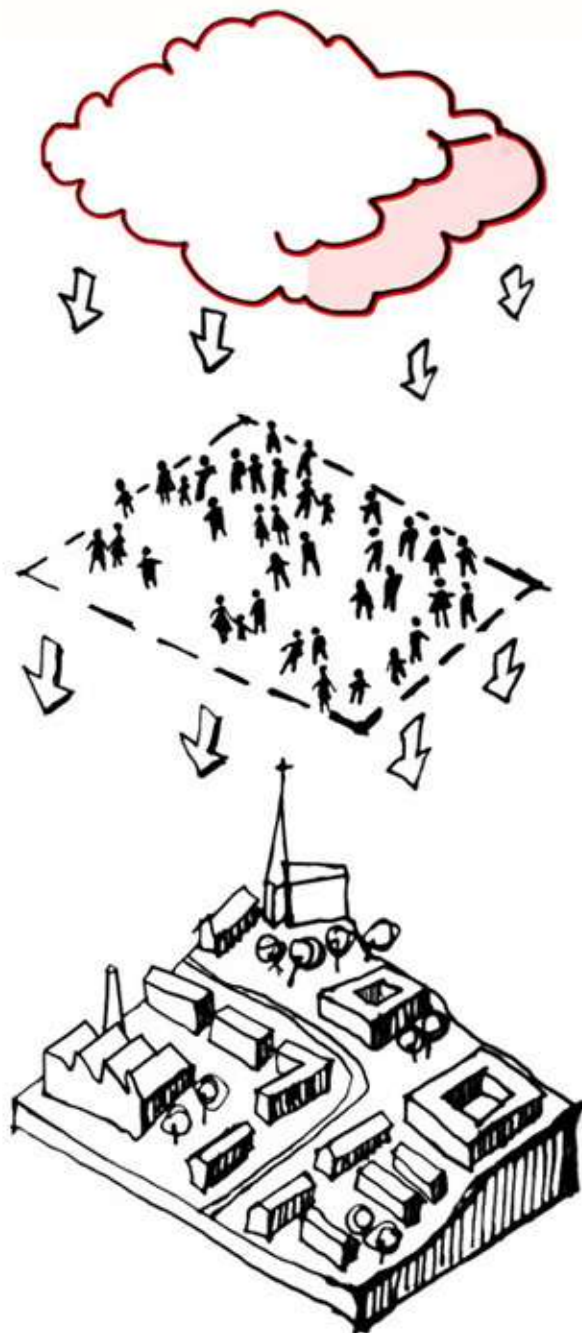
history and mythology of the neighborhood,
collective memory, sense of place
– most intangible, subtle layer, but same
time – powerful and important.

2. Social space

community and cultural life

1. Physical space

geography + built environment +
infrastructure
– most visible layer



3) MENTĀLĀ TELPA :

apkaimes vēsture un mitoloģija,
atmiņas, vietas sajūta, kopīgas
vērtības

visnetveramākais no šiem
slāņiem, bet vienlaikus –
nozīmīgs un spēcīgs

2) SOCIĀLĀ TELPA:

kopiena,
kultūras un sociālā dzīve,
kopīgas aktivitātes

1) FIZISKĀ TELPA:

vietas ģeogrāfiskie apstākļi +
apbūvētā vide +
infrastruktūra

redzamākais no trim slāņiem

**What are the things to
do for Sarkandaugava's
regeneration?**

It is **not** that **easy** to start with first two of those layers – **to change existing physical and social conditions.**

But it is possible to start with **changing an attitude.**

It doesn't need that much money as investments in "hard" infrastructure.

All neighborhoods have a character, but when local architecture is remodeled, street plans redesigned, and new faces arrive, that character changes and the neighborhood's history is often forgotten. **A strong neighborhood identity can accommodate changes**, without being rewritten to push aside long-term residents and their voices. **Arts and cultural organizations help build an identity** through programs that celebrate the history and character of the community through art, theatre, murals, etc. They empower and maintain that neighborhood's voice on a city and regional level.

Partners for Livable Communities

**How to foster and develop (positive)
identity of Sarkandaugava by
keeping continuation with it's rich and
legendary past?**

Reviving and rebranding identity

Monuments and other topographical features are central in the formation of a collective memory and identity in the modern world.

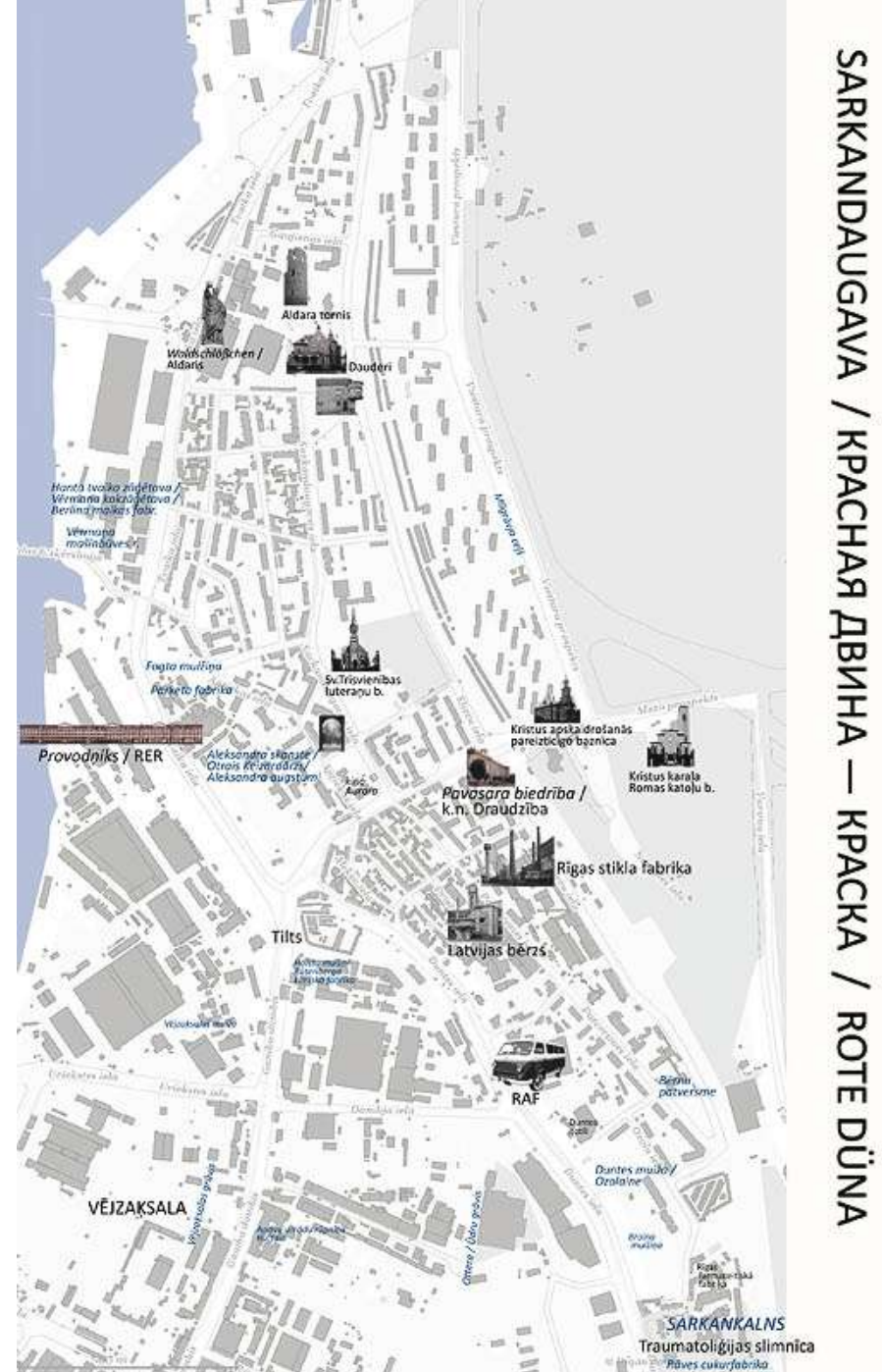
Maurice Halbwachs, 1992, one of the most influential philosophers on collective memory,

Neighborhood identity, too, is shaped and defined by the past. A district develops according to the whims and actions of its inhabitants, and the actions and influence of outside players (banks, industries, governments). These actors inscribe their intentions on the locality (state, region, city, neighborhood) in various ways, but the most lasting and telling act of inscription is building. An act of building is inherently local - the building is “placed”, “located” in its site; once located, the building participates in the life of the community, changing its identity while contributing to the act of defining it.

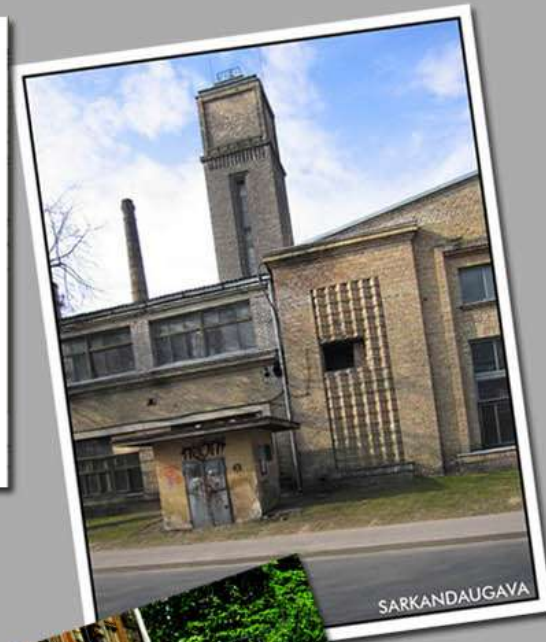
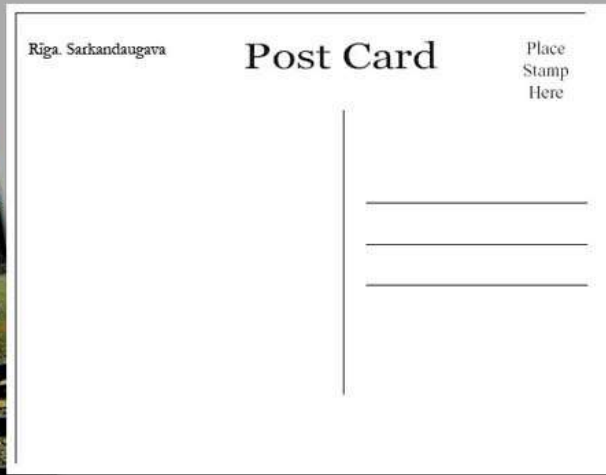
David Lipe, 2007

learning of local lore

- excursions
- maps, booklets
- public lectures
- promotion campaigns
- local festival
- Photovoice,
- Community YouthMapping



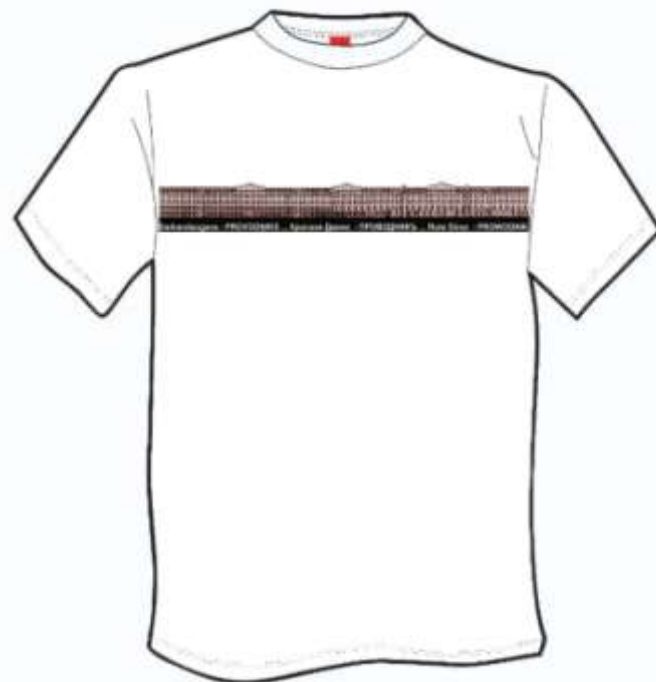
Products. Postcards



Products. Souvenirs



RAF



PROVODNIKS



Sarkandaugava - PROVODNIKS ... Красная Двина - ПРОВОДНИКЪ ... Rote Düna - PROWODNIK

Products.The Drink

made by **Aldaris**

The product referred to Sarkandaugava, product which could shape new, positive identity of Sarkandaugava.



Sarkandaugava beer? ...

or -

nonalcoholic drink



RED – color code of Sarkandaugava



PALDIES

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