

WORLD HISTORICAL CITIES



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Suwon
Tabriz
Taichung
Tainan
Tashkent
Termez
Tunis
Ulan Bator
Varanasi
Veliko Turnovo
Venice
Vienna
Vigan
Wuxi
Xian
Yangon
Yangzhou
Yazd
Yogyakarta
Zagreb
Zhengzhou

117 cities from 65 countries and regions
(As of March, 2019)



Kyoto City Kyo-machiya Revitalization Plan

“Kyo-machiya,” a traditional Japanese wooden townhouse in Kyoto, is a symbol of living culture that coexist with Kyoto’s beautiful townscape which has been refined in a long history of over a thousand years, traditional culture known for such as tea ceremony and flower arrangements, seasonal beauty of nature and local communities. It is a treasure not only for Japan but also for the world.

For example, the tea ceremony developed by Sen no Rikyu became popular among people in Kyoto who got rich in Edo period (1603-1867) because of a new housing style of Kyo-machiya having a room equipped with *Tokonoma* (a built-in recessed space). In addition, the essence of the Gion Festival, which continues for more than a thousand years, is inherited to Kyo-machiya where the festival is still staged along and ornaments of Yama-hoko floats and folding screens are displayed during the festival. Likewise, Kyo-machiya continuously keeps the aesthetic living styles which Japanese highly valued, philosophy of living, and sophisticated sense of beauty that have been handed down from generation to generation. Therefore, when we plan to preserve and succeed it to our next generations, it is important not only to preserve those buildings but also to pass on Kyoto’s traditional living culture.

After the World War II, the economic activities involved mass-production, mass-consumption, and mass-disposal, and many Kyo-machiya were pulled down and our beautiful townscapes and our living culture with a long history were being lost. We adapted the Kyo-machiya Revitalization Plan in 2000 as our administrative countermeasure and we have developed various initiatives collaborating with related parties, but about 800 (5% per annum) out of total 40,000 Kyo-machiya are disappearing every year and the number of vacant houses is still increasing. The factors behind the phenomenon include difficulty in succeeding the houses for children or relatives due to a rapid aging and decreasing population, and owners’ decision to pull down without considering of preservation and succession due to having themselves confronted with this matter only by themselves etc.

If this tendency continues, Kyoto will not be our Kyoto anymore. Under such critical pressure, we have enacted “Kyoto City Ordinance for Preserving and Succeeding Kyo-machiya” in November 2017 to have its owners consult with us before deciding to demolish them so that their townhouses can be transferred to a person who appreciate values and the living culture fostered by Kyo-machiya.

The ordinance has introduced an advance notification system targeted for all Kyo-machiya owners so that we can obtain information of demolition in advance and try to work for its



A tea ceremony held in a Japanese-style room of Kyo-machiya



A hoko float in front of a local meeting space for Gion Festival



An integrated townscape is still maintained at present

preservation and succession. As to the Kyo-machiya of special importance in particular, the ordinance requires its owner to notify us one year prior to a demolition. We have also actively used real estate market and established a matching system valued in utilizing Kyo-machiya townhouse and succeeding its culture. In concrete, we give the Kyo-machiya owners who have submitted notification advice for renovation or propose them some re-use plans by collaborating with business groups in architecture and real estate, and civic groups. In case an owner has to release Kyo-machiya, we will propose matching a person who can succeed the building as well as its culture not only within Japan but also in the world.

The issues related to Kyo-machiya have much in common with those of the cities in the world with historical sites, therefore, it is crucial to enhance mutual cooperation and exchange with the historical cities in the field of city planning more than ever to resolve those issues. We will promote initiatives in order to realize a sustainable society in harmony with environment by mutually collaborating with the historical cities and passing down Kyo-machiya, which have succeeded a spirit of living harmoniously with nature and local communities over generations, into the future.

Innovative heritage: new tools for engaging with the historic city of Ballarat

Mayor, Cr Samantha McIntosh

League of Historical Cities 16th World Conference. Bursa, Turkey. Subtheme 3: Efforts of historical cities in using new communication tools including social media in a global society

Ballarat is a thriving regional city of over 100,000 people in the west of Victoria in Australia. Our city is surrounded by rural landscapes in the iconic Central Victorian Goldfields region, providing an envied relaxed lifestyle in one of Australia's most intact 19th century gold rush cities.

Our city has a culturally diverse and changing community. Since the global migration to Ballarat during the 19th century goldrush, our community continues to be made up of people from all around the world. Working in participatory ways with our diverse local communities is an expectation. Understanding the range of local community values, viewpoints and aspirations and working with local citizens to co-create the future of their city is of utmost importance.

Our community has told us that 'without people, heritage has no meaning to the future'. It's because of their feedback that we've committed to telling our collective stories, celebrating our diverse heritage and engaging in meaningful ways.

- We've developed new Virtual Reality experiences as part of our exciting annual Heritage Weekend event that over 14,000 people attend. Called *Ballarat Up and Under*, visitors engage with a virtual tour of Ballarat from below and above ground. It's harnessed the latest in virtual technology experiences with thousands of people seeing our city in a completely new way (Image 1).



Image 1: Virtual 3D experiences showcasing Ballarat's above and underground heritage captivated audiences over the city's annual Heritage Weekend.

- Each year our city hosts an open data hackathon in Australia called *GovHack*, focusing on unlocking value in open data published by Government. For Ballarat, it is an exciting competition in which we see some of the regions brightest take our data and create clever solutions such as digital applications, data analysis and storytelling. One winning entry took existing values data from our residents and developed *TimeCapsule Ballarat*, an online mapping portal for our community to ‘pin’ all the things that they value and admire. We have put this tool into action, using it to inform our planning decisions about how change can occur in our city to ensure we respect local cultural values.
- We have recently completed several digital projects to give greater access to our Town Hall and its historic collection. A complete 3D tour of the Ballarat Town Hall is available online, showing people areas not usually open to the public. We've also made a series of videos and 3D scans for some of the items in our historic collection. These have been downloaded and viewed thousands of times, and some of the 3D objects have even been used in video games!
- The *Memory Atlas* provides a Wikipedia-style web platform that brings together all the many people, places and stories that make up Ballarat's collective memory. The stories it contains are pinned to places on a map, showing real memories as another layer in a complex landscape that reaches all corners of the world.
- Our online community engagement tool called *mySay* enables us to undertake community surveys, reviews and consultation. Acting as a hub for our key projects, users subscribe to projects of interest and are notified of milestones or events. A standout project on *mySay* was *Right to the Night*. Using the mapping technology, women were encouraged to place pins on a map where they felt safe/unsafe. The pins helped to paint a picture of safety in our city.
- We've partnered with leading researchers to push the boundaries of technology as part of our role as a leading international pilot city for UNESCO's Historic Urban Landscape (HUL) approach. We have developed new online tools such as 3D mapping and a growing knowledgebase about our culturally vibrant city. This technology ensures that we can make better decisions about projects and planning by making sure we keep the things that our community values and finds appealing (Image 2).
- One of our most spectacular events is *White Night Ballarat*. Combining public art with the latest in technology, it brings over 60,000 visitors to our city over one night (Image 3). It captivates audiences by showcasing high-tech art installations draped over our beautiful heritage buildings.

I encourage you to explore Ballarat's vast array of digital tools at:

- ballarat.vic.gov.au
- hulballarat.org.au
- visualisingballarat.org.au
- memoryatlas.com.au

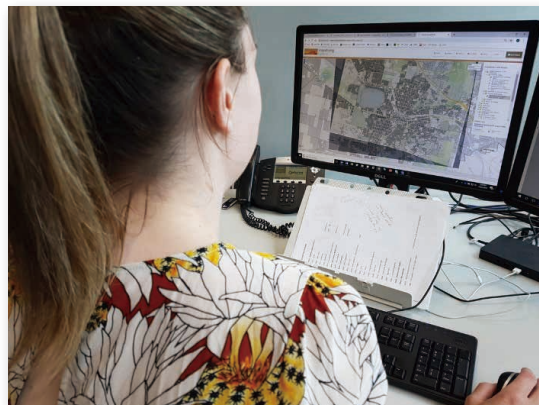


Image 2: 'Visualising Ballarat' is a research project that brings together historic, social, cultural and city planning data using UNESCO's Historic Urban Landscape (HUL) approach. It aims to help guide better city development outcomes. See www.visualisingballarat.org.au



Image 3: *White Night Ballarat* showcased the city's heritage buildings like never before, captivating over sixty thousand visitors and locals over one night.

GAME – ICONIUM -A game developed for tourism in Konya utilizing Facebook

Tuğba KABAKÇI

Selim Yücel GÜLEÇ



Social media, a new trend of globalizing world and a modern means of communication, is preferred by many users especially in trade and tourism sectors. The interest in this field has been increasing because the users prefer social media in expanding their target groups and marketing their products.

Social media is actively used in various aspects in tourism for promoting cities and places. Konya Metropolitan Municipality, of which smart city applications are designed to raise standards of a city life and make it a livable city have been awarded many times, does not only aim to reveal the richness of historical and cultural sites nor to increase the awareness of Konya citizens and tourists about these works, but also helps to increase its recognition in the field of tourism with them to establish an integrated link between the history and the present. In this sense, Konya Metropolitan Municipality has cooperated with Necmeddin Erbakan University for European Union Project in analyzing the use of

social media in the field of tourism in the world and using it more effectively. Within the scope of the project, a game was developed with the application of "Gamification" via social media for Konya. The concept of gamification has been rapidly introduced to adults through brands. With this concept of creating an interactive environment by integrating game dynamics into a brand, a business, or a specific destination, smartphones have made it possible for millions of people to join a playful digital world. Playing practices is also very important in terms of establishing an emotional connection between tourists and destinations, and of creating loyalty. In this project, it has been emphasized that the cities can be transformed into more attractive places to visit, which will appeal to tourists of all ages and increase their recognition of the city with various applications that will be enjoyed in the city.

The game called "Game - Iconium", developed for Konya, is based on a social network Facebook. Users can play the game only through Facebook. Firstly, a story was written and adjusted to the game. There are three different types of excursion routes including Konya's attractions and there are tasks that have to be performed by each user on every route. These tasks are to visit specific destinations in the city, to photograph specific points and to share them with hashtags such as #konya, #gameiconium, #mevlanamüzesi etc. and to complete routes by giving the correct answers to questions related to the destinations. People who complete the routes fastest and correctly are rewarded.

The Game Mission

- ▶ Players can discover similarities and differences of old buildings and new buildings and realize the continuity of city's architecture.



Introduction of Semnan City



Imam Mosque

Semnan is one of the major cities in Iran, located in the south of the Alborz mountains and north of Iran's central desert plain. Desert, forests, mountains, arid and desert regions, lush green areas and all kinds of nature can be seen altogether within an area of 20 square kilometers in Semnan.

It is a city of the brilliant sun and its paved road which is a memorial to the past and the historical Silk Road. The connection between deserts and mountains can be seen here.

If you intend to experience a different journey, see the desert and clouds, observe stars, and see the monuments etc., a trip to Semnan is an appropriate option. Semnan with its dual climate, has always been a paradise for tourists who like to see the different nature of the desert and the mountains together.

In Semnan, it is possible to see all the historical elements with a journey through the history including mosques and Takaya, shrines, tombs, houses and monasteries, Arg Gates, historical buildings, forts and castles, caravansaries, water cisterns and baths, roof markets, ancient hills, water mills, natural iceboxes and museums that tell you about the precious history of this land.



Arg Gate



Semnan Bazaar