TANGIBLE - INTANGIBLE HERITAGE(S) – DESIGN, SOCIAL AND CULTURAL CRITIQUES ON THE PAST, PRESENT AND THE FUTURE

• Paper / Proposal Title:

Porto Brandscapes – The contemporary metamorphosis on the historical retailing tissue

• Author(s) Name:

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• University or Company Affiliation:

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• Presentation Method. I would like to:

  i. present via pre-recorded film (with a written paper)

• Abstract:

This paper is a critical reflection about the visual evolution of three historical commercial spaces and its relationship with the city of Porto.

Porto, second biggest city in Portugal, is under a profound transformation related to the increase of tourism and to external real estate investment. Elected as best European destination for three consecutive years (2015, 2016 and 2017) by European Consumers Choice, was also enlisted as one of the best places to visit in the world by U.S. News. Furthermore, the City Council adopted a new city brand and is acting more actively on promoting it globally. These phenomena, which has influenced directly (opening of hotels) or indirectly (shift on small business positioning and commercial rental increase), have led to visible changes in the city scenery.

Making use of visual analysis of photos, (i) taken by the researcher between 2013-2016, (ii) from the shop owners archives and from (iii) other sources, it is considered the
alignment with the concept of brandscapes put forward by Klingman. Brandscapes, formed by the triangulation of identity, culture and place is the basis on which is built this paper rationale. With the transposition to the analysis of graphic identity of the company, the culture of the brand and the shop place it is expected to measure the kind of motivations and objectives behind the facade modifications and its connection with the recent trends on cities and retail aesthetics.

In times of substitutions, replacements, and improvements on the city built environment, especially on the historical urban fabric classified as a World Heritage by UNESCO, it is fundamental to step back and overlook this recent development process to inform the near future. Therefore, it is expected to deliver an infographic map which condenses the data analysis and enables a better understanding of the phenomena within the city.

• Author(s) Biography:

Marta Nestor is the founder of Porto Paralelo (2012) - a project to improve the communication of the unnoticed and unknown Porto’s oldest shops - and she is a PhD in Design student (Faculty of Fine Arts, University of Porto) on “Design response to the decharacterization and disappearance of Porto’s historical shops”. She is also working with the Porto City Council to apply a program that recognizes the value of local shops and entities which have historical, cultural or social interest. Previously she was a freelance designer and also worked at the Trade Association in Braga (Portugal) where she participated in the launch of I Shop Braga (an e-shop for local shops). Marta got her degree in Communication Design (Faculty of Fine Arts, University of Porto).