

Identity Oriented Design of Cities, a Solution to Sustainability Case Study: Mobarekeh Town

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Abstract

Identity is an inevitable attribute which fall on mind user unconsciously. To lead this concept on desirable way is possible by identity design. The positions of city identity matches with social sustainability in three pillars of sustain development. In this paper design of identity according to city opportunities was analyzed and then applied on Mobarakeh town. Perceptual mapping was the tool for this study. Then we determined different definitions in this area and chose a definition of city identity designing. Finding opportunities, determining main components, positioning & definition of strategy and adopting Instructions had done in order to achieve centered-identity designing. Finally design of identity according to city potentials model had presented at the end.

Keywords: *Identity oriented design, Perceptual mapping, Sustainability, Mobareke town.*