

**Art, Culture and Event Centers that Raise City  
Awareness and Outcome on City Brand: The Case of  
Lüleburgaz**

**Gökberk Meşeli**

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Approval of the Institute of Graduate Studies and Research

---

Prof. Dr. Ali Hakan Ulusoy  
Director

I certify that this thesis satisfies all the requirements as a thesis for the degree of Master of Science in Architecture.

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Prof. Dr. Resmiye Alpar Atun  
Chair, Department of Architecture

We certify that we have read this thesis and that in our opinion it is fully adequate in scope and quality as a thesis for the degree of Master of Science in Architecture.

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Prof. Dr. Resmiye Alpar Atun  
Supervisor

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Examining Committee

1. Prof. Dr. Resmiye Alpar Atun

2. Assoc. Prof. Dr. Payam Mahasti

3. Asst. Prof. Dr. Müge Rıza

## **ABSTRACT**

Many theoretical types of the research argue that art, culture, and event centers have crucial importance on cities for attractiveness and effectiveness. Moreover, it is very evident that art, culture, and event centers play significant roles on the people awareness; developing art, culture, and event centers have the potential to increase the feelings of the personal responsibilities, the awareness of development policies for the cities, and the awareness of the governments to provide current needs of the contemporary city.

The globalizing world enforces cities in a competitive environment. The greater part of the cities is attempting to accomplish in the challenge of urban quality by incorporating non-physical components such as culture, economic, social aspects, and activities through some of the new strategies. “City Branding” is one of the most important approaches to be able to reach for the challenge or hold the current rank of urban quality of the city. Most of the contemporary cities are trying to increase their attractiveness by being a brand city to promote themselves. However, art, culture, and event centers are a vital tool for promoting the city. In this sense, the main aim of this study is to measure the effectiveness of art, culture and event centers on city awareness and determining the outcomes on city branding.

This study firstly explains the theoretical reviews on the effectiveness of art, culture, and event centers on city awareness by presenting the definitions and showing the examples. Moreover, this thesis evaluates the outcomes of art, culture, and event centers on branding the city while defining the city branding, its process, evolution,

and application procedures. After these reviews, the importance of art, culture, and event centers on city awareness and the impact of city branding will be clearly understood. This study argues that the proper attitude for developing cities is to focus on the incensement of qualities of art, culture, and event centers to attract the locals and tourists and create feelings of the personal responsibilities, the awareness of development policies for the cities, and the awareness of the governments to provide current needs of the contemporary city. Besides, it will become clear that city branding is a necessity for today's developing cities. In the light of the data gained from literature, the level of city brand of Lüleburgaz is criticized according to the effectiveness of its art, culture, and event centers as a strategy on creating city awareness. Lastly, the founded components of the centers that directly affect the city awareness have been evaluated at the art, culture, event centers of Lüleburgaz to determine the effectiveness level of the public place, the awareness level of its users, and the possible outcomes for being the branded city.

**Keywords:** Art, Culture and Event Centers, City Awareness, City Branding, Lüleburgaz

## ÖZ

Pek çok teorik araştırma, sanat, kültür ve etkinlik merkezlerinin çekicilik ve etkinlik açısından şehirler üzerinde çok önemli olduğunu savunuyor. Dahası, sanat, kültür ve etkinlik merkezlerinin insan bilinci üzerinde önemli rol oynadığı çok açıktır. Gelişen sanat, kültür ve etkinlik merkezleri, çağdaş kentin güncel ihtiyaçlarını karşılamak için kişisel sorumluluk duygularını, kentlere yönelik kalkınma politikaları konusundaki farkındalığı ve hükümetlerin farkındalığını artırma potansiyeline sahiptir.

Küreselleşen dünya, şehirleri rekabetçi bir ortama zorlamaktadır. Şehirlerin büyük bir kısmı, bazı yeni stratejiler aracılığıyla kültür, ekonomik, sosyal yönler ve faaliyetler gibi fiziksel olmayan bileşenleri dahil ederek kentsel kalite sorununu başarmaya çalışıyor. “Şehir Markalaşması”, bu rekabete ulaşabilmek veya şehrin kentsel kalitesini, rekabette mevcut konumunu koruyabilmek için en önemli yaklaşımlardan biridir. Çağdaş şehirlerin çoğu, kendilerini tanıtmak için bir marka şehir olarak çekiciliğini artırmaya çalışıyor. Bununla birlikte, sanat, kültür ve etkinlik merkezleri kenti tanıtmak için hayati bir araçtır. Bu bağlamda, çalışmanın temel amacı, sanat, kültür ve etkinlik merkezlerinin şehir farkındalığı üzerindeki etkinliğini ölçmek ve kent markalaşmasına ilişkin sonuçlarını belirlemektir.

Çalışma ilk olarak, tanımları sunarak ve örnekleri göstererek sanat, kültür ve etkinlik merkezlerinin kentlinin bilinci üzerindeki etkinliği üzerine teorik incelemeleri açıklamaktadır. Ayrıca bu tez, şehir markalaşmasını, sürecini, evrimini ve uygulama prosedürlerini tanımlarken sanat, kültür ve etkinlik merkezleri ile kenti markalaştırmanın sonuçlarını değerlendirmektedir. Bu incelemelerden sonra sanat,

kültür ve etkinlik merkezlerinin şehir farkındalığı ve kent markalaşmasının etkisi üzerindeki önemi açıkça anlaşılacaktır. Bu çalışma, gelişmekte olan şehirler için uygun tavrın, yerel halkı ve turistleri çekmek ve kişisel sorumluluk duyguları oluşturmak için sanat, kültür ve etkinlik merkezlerinin niteliklerini arttırmaya odaklanmak olduğunu, şehirler için kalkınma politikalarının farkındalığını ve çağdaş şehrin mevcut ihtiyaçlarını karşılama konusunda hükümetlerin farkındalığını açıklar niteliktedir. Ayrıca, şehir markalaşmasının günümüzün gelişmiş şehirleri için bir ihtiyaç olduğu anlaşılacaktır. Literatürden elde edilen veriler ışığında, Lüleburgaz, şehir markası düzeyi, şehir farkındalığı yaratma stratejisi olarak sanat, kültür ve etkinlik merkezlerinin yetkinliğine göre değerlendirilecektir. Son olarak, şehir farkındalığını doğrudan etkileyen merkezlerin bileşenleri, Lüleburgaz'ın sanat, kültür, etkinlik merkezlerinde sorgulanarak kamusal alanın etkinlik düzeyini, kullanıcılarının farkındalık düzeyini ve şehir makasına olan olası katkılarını belirlemek için değerlendirilmiştir.

**Anahtar Kelimeler:** Sanat, Kültür ve Etkinlik Merkezleri, Şehir Farkındalığı, Kent Markalaşması, Lüleburgaz

*To my family and the people of Lüleburgaz*

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## **LIST OF ABBREVIATIONS**

ACE	Art, Culture, and Event
LYBGA	The Stars of Lüleburgaz, Innovation and Garage Academy
LYFA	The Stars of Lüleburgaz, Football Academy
LYKA	The Stars of Lüleburgaz, Women Academy
LYLA	The Stars of Lüleburgaz, Taste Academy
LYMBA	The Stars of Lüleburgaz, Motorcycle and Bicycle Academy
LYSA	The Stars of Lüleburgaz, Art Academy
LYYA	The Stars of Lüleburgaz, Swimming Academy
NGO	Non-governmental organizations

# Chapter 1

## INTRODUCTION

Contemporary cities compete with each other to attract more visitors for economic improvement. In this sense, it is very crucial today to promote city identity and image with art, culture and event centers, cultural activities like festivals, exhibitions, performing arts, handicraft workshops, etc.

Art, culture, and event (ACE) centers are the wonderful platform of human-being to socialize. They give the city a promotion opportunity to its identity and to reflect its features such as socio-cultural and economic level, vision, and especially the branding. The advancement of development has changed the physical condition and that gets the change of the picture of a place. Each public place has a different symbol for the city itself. The quality of ACE centers expresses the urban quality of the cities and these places are motivating the awareness of citizens. ACE centers are constructed to raise urban quality and they have an impact on awareness of the public to advertise the city values to the whole nation.

It is very obvious that the users of more properly developed cities have more responsive habits for their environments, the city governors feel more responsible to protect the city identity and improve the city image. Moreover, the enlightened people and creative class feel more motivated to produce advanced ideas for their cities. It is

very evident that the awareness level of the people is important to promote the city and creating as a brand city (Colomb, 2012).

## **1.1 Problem Definition**

Only a few studies are focusing on the impact of ACE centers and the relation of these places with city awareness and city branding. In fact, the awareness levels of the users and governors play important roles in city branding. The contemporary cities have more focus on the current development attitudes like city branding, creative city, and upgraded awareness to be more competitive with the other cities. On the other hand, some of the authorities are not aware of contemporary development approaches. This is caused economically, politically, culturally faults for those cities.

This study claims that there would be a clearer determination for the effectiveness of ACE centers on city awareness and positive impacts on the branding of the city.

The emphasis of this thesis is to clarify the effect of ACE centers and the creation of city awareness and then the outcomes on the branding of the city with evaluating the chosen cases in Lüleburgaz, Turkey. Lüleburgaz is mentioned as a leading example of the developing city as it is believed that the city has more potential to be branded with its adequate ACE centers, attractive public image, and the high range of enlightening people populations. Lüleburgaz is one of the cities in the Thrace Region of Turkey with a population of 137,872 people. The city has great potential to promote the city as a brand: industrial and agricultural sectors, sports centers, and ACE centers. These features help to promote the physical, social, cultural, and economic situation of the city. However, it can be said that Lüleburgaz has the potentials to be branded with its numerous features with increasing awareness.

## **1.2 Aims, Objectives and Research Questions**

This thesis aims to clarify the effectiveness of Art, culture, and event (ACE) centers on city awareness and measuring the impact on city branding.

In this sense, the sub aims are:

- Determining the effectiveness of ACE centers on city awareness
- Exploring the ACE centers and classifying them
- Understanding the importance of city branding in developing cities

This thesis is consisting of three main components: the effectiveness of ACE centers, city awareness, and city branding.

Accordingly, the main research question can be classified into two bases: the theory base and case base:

- Theory base: What is the effectiveness level of ACE centers on city awareness, and what are the outcomes for city branding?
- Case base: What are the evaluation results of founded literature-based components on the city of Lüleburgaz?

In this sense, the sub-questions are:

- What are the impacts of ACE centers on city identity?
- What are the types of ACE centers?
- How city awareness can be created with ACE centers?
- What are the roles of city awareness on city branding?

### 1.3 Research Methodology

The study claims with both qualitative and quantitative research methods. First, a literature survey is done to collect information about the subject. Then the questionnaire and interview surveys were done with related user groups. Inventory forms are prepared and the analyses are completed at the site.

Accordingly, the methodology is shaped by two main bases (Table 1);

Table 1: Method of the Thesis

1. THEORETICAL FRAMEWORK
<ul style="list-style-type: none"><li>• Literature Review on effectiveness study of ACE centers, city awareness, and city branding,</li><li>• Giving examples for adequate ACE centers and clarifying their features,</li><li>• Development of the inventory form to determine the effectiveness of public spaces on city awareness and the outcomes on city branding</li></ul>
2. CASE STUDY
<ul style="list-style-type: none"><li>• Evaluating the inventory form on Lüleburgaz,</li><li>• Asking the questionnaires to the relevant user groups and Analyzing them,</li><li>• Recommending suggestions for further developments of Lüleburgaz.</li></ul>

### 1.4 Limitations

The effectiveness of public places of the cities can be classified but, in this study, the effectiveness will be classified for only ACE centers. Because these centers are important for promoting the city and creating high awareness. Moreover, the awareness quality of people will be checked and the impact on city branding will be evaluated.

Accordingly, the discussion will be continued with the focuses on the cases of ACE centers of Lüleburgaz. The discussion will be limited with the evaluation of the case with only theoretically developed inventory form.

## **1.5 Thesis Structure**

The thesis will be shaped with four parts (Figure 1):

The first chapter will introduce the problem definition, aim, objective, research question, methodology, and limitation.

The second chapter will provide a literature review on effectiveness studies of Art, culture, and event (ACE) centers, the impact on city awareness, and the city branding.

The third chapter will explain the overall information about the selected case, the reason for selection, the methodology of the analysis, and the evaluation of the selected case in terms of the created literature-based inventory form.

The last chapter will conclude the study by explaining the founded answers on research questions, literature-based findings, and recommendations for the future of selected cases.

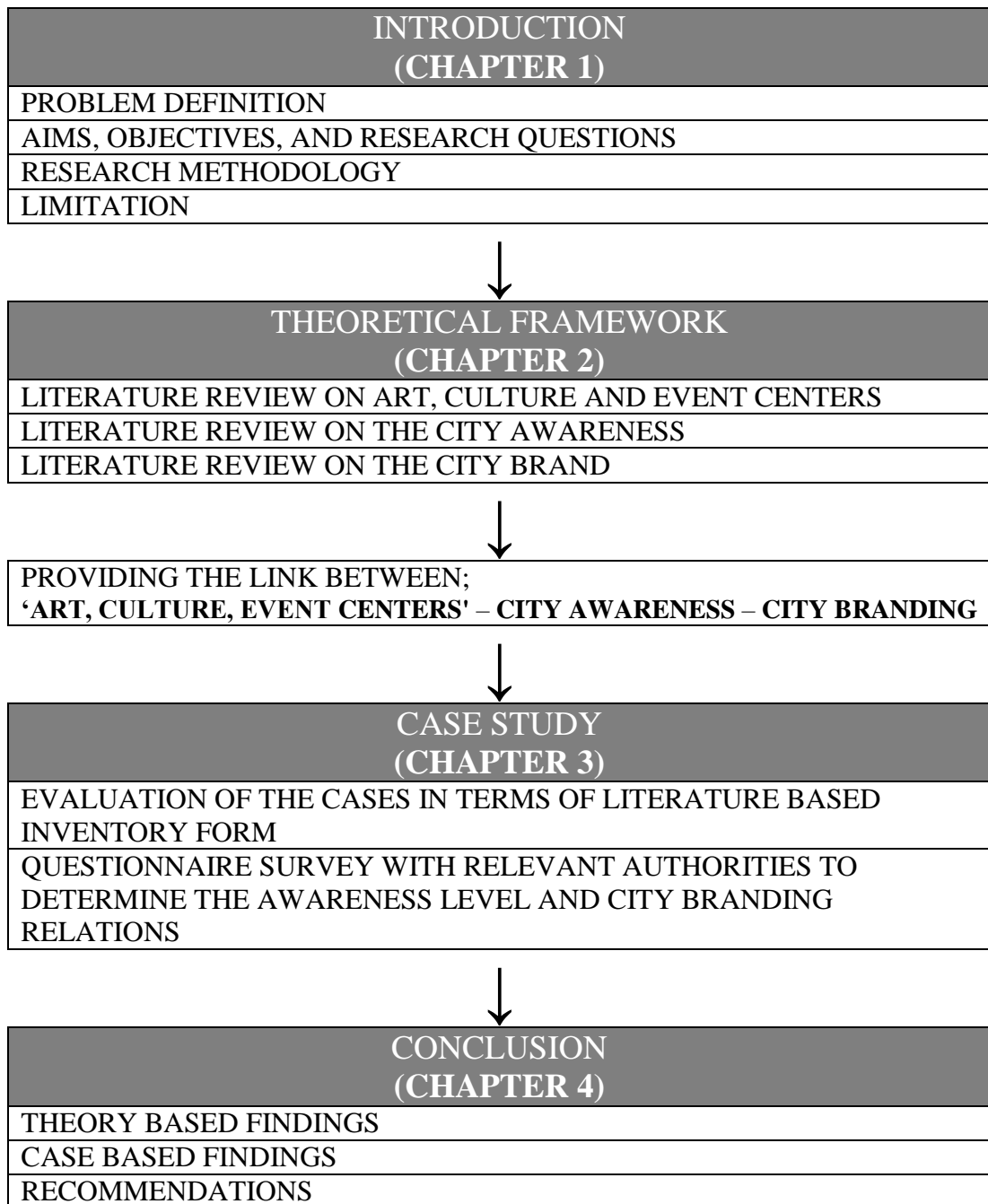


Figure 1: Structure of the Thesis

## **Chapter 2**

# **ART, CULTURE, AND EVENT CENTERS THAT RAISE CITY AWARENESS AND THE OUTCOME ON CITY BRANDING: DEFINITIONS AND OVERVIEWS**

### **2.1 The Link between Art, Culture and Event (ACE) Centers, City Awareness and City Branding**

In this chapter, theoretical information will be gathered about the ACE centers, city awareness, and city branding. The literature review will provide the material about the types of ACE centers, classifications and definitions of city awareness, and the features of city branding. Then after the understanding of each keyword, the link between the mentioned items will be clarified.

#### **2.1.1 Art, Culture and Event (ACE) Centers**

It is very obvious that art, culture, and event centers have crucial importance on the city awareness in terms of productivity, social responsibilities, sports centers, environment friendly approaches, uniqueness and promoting the cultural richness of the cities, innovation, democratic and compromiser community (Zaidel, 2018). The mentioned centers which have a strong effect on the city awareness can be classified as educational, sportive, art, social development, environmentally friendly transportation, culinary art, and innovation centers (Jureniene, 2012). The museums, live performance institutions, libraries, and community cultural centers can be defined as an art and cultural institutions (OMC, Working Group of EU Member States



Experts, 2014). Cultural centers are the combination of cultural features of arts and discover the social importance of art culture. In history, the aims of the performances of the arts were the combination of music, dance, and imitation or acting for spiritual, social, educational, and entertaining purposes (Lee, 2002).

Table 2: General Types and Features of Art, Culture and Event Centers that Raise the City Awareness (Author)

General Types and Features of art, culture and event centers that Raise the City Awareness	
Facility Types	Features
<ul style="list-style-type: none"> <li>- <b>Educational</b> (Jureniene, 2012 (Arslan, 2014))</li> <li>- <b>Sport</b> (Ruiz, 2004; Funk &amp; J.Bruun, 2007; Hinch &amp; Higham, 2005; Ottevanger, 2007)</li> <li>- <b>Art</b> (Zaidel, 2018; Lee, 2002)</li> <li>- <b>Social Responsibility</b> (Bucur, Moica, Ardelean, &amp; Oel, 2019),</li> <li>- <b>Environmental Friendly Transportation Awareness</b> (Stjernborg &amp; Mattisson, 2016; Hasan, Abbas, Kwayu, &amp; Oh, 2019)</li> <li>- <b>Cultural Art</b> (Jureniene, 2012; OMC, Working Group of EU Member States Experts, 2014),</li> <li>- <b>Innovation</b> (Florida R. , 2002; Ucar, 2018)</li> </ul>	<ul style="list-style-type: none"> <li>- <b>Increasing the education level</b> (Arslan, 2014; Shuqin, 2012)</li> <li>- <b>Awareness on personal healthy life, and a healthy city</b> (Ruiz, 2004; Hinch &amp; Higham, 2005)</li> <li>- <b>Entertainment Attractivity level</b> (Jureniene, 2012; Zaidel, 2018; Hinch &amp; Higham, 2005; Lee, 2002),</li> <li>- <b>Recreational variety</b> (Assari, Gorji, Nejad, &amp; Mousavinik, 2018; Hinch &amp; Higham, 2005),</li> <li>- <b>Attracting Art activities and fascinating the artists to produce artworks</b> (Zaidel, 2018; Lee, 2002; Arslan, 2014),</li> <li>- <b>Social development has increased responsive awareness. Such as the equality of genders, the importance of the environmentally friendly approaches</b> (Hinch &amp; Higham, 2005; Arslan, 2014; Bucur, Moica, Ardelean, &amp; Oel, 2019),</li> <li>- <b>Attracting all age groups</b> (Jureniene, 2012; Arslan, 2014),</li> <li>- <b>Awareness of cycling and pedestrian-friendly city</b> (Stjernborg &amp; Mattisson, 2016; Hasan, Abbas, Kwayu, &amp; Oh, 2019),</li> <li>- <b>Cultural awareness in terms of culinary, heritage buildings, beliefs, art centers</b> (OMC, Working Group of EU Member States Experts, 2014; Arslan, 2014; Shuqin, 2012).</li> <li>- <b>Attracting cultural events like congress, seminars, exhibition, competitions, etc.</b> (Jureniene, 2012; OMC, Working Group of EU Member States Experts, 2014),</li> <li>- <b>Attracting the realization of innovative and technologic ideas</b> (OMC, Working Group of EU Member States Experts, 2014, p. 16; Florida R. , 2002; Ucar, 2018).</li> </ul>

### **2.1.1.1 Educational Centers**

Public buildings that Raise City Awareness has increased Educational activities by providing various centers for academic purposes. This kind of educational center can be determined like socially responsive areas that educate the people. Handcraft academy, sculpture, and painting ateliers, and folk-dance academy R&D centers, are examples of educational centers. Besides, art education places encourage the creative class of the society to produce Imagination conceives invention, economic benefits, scientific discoveries, technology upgrading, preferable management, employment opportunities, and a balanced society (Shuqin, 2012). These spaces have the potential for increasing the education level of society.

The educational centers are providing social interaction areas (Figure 2). These spaces can also be offering a collaborative area with different cultures, ages, occupations, and genders that it is very important for adequate city life with different societies (Arslan, 2014).

These places have also offered an awareness of the city identity, local richness, social structures, and cultural distinctiveness. In this sense, this area can provide a solution to social problems and offering an owning to the city (Arslan, 2014).



	<b>Name of the Building;</b> Utopia Library and Academy for Performing Arts.
Image From Exterior (URL 1, n. d.)	<b>Location;</b> Aalst, Belgium
	<b>Completed Year;</b> 2018
Image From Interior (URL 1, n. d.)	<b>Functions;</b> - Library, - Music lessons and play’s rehearsals, - Performance hall, - Common discussion, socializing area.
	<b>Architect;</b> KAAN Architecten
	<b>Award/s;</b> - FRAME Awards 2019 people's vote as Best Governmental Interior of the Year.

Figure 2: Example of Educational Center; Utopia Library and Academy of Performing Arts

### 2.1.1.2 Sport Centers

Sport Centers in the city has also a kind of public space which increasing city awareness. Besides these kinds of spaces are attracting tourists and providing economic gains for the cities (Funk & J.Bruun, 2007; Hinch & Higham, 2005). these centers can be a welcoming area for different age groups. Moreover, these areas have important roles in social interactions and healthy societies. It is very obvious that these centers can be football academies, cycling academies, swimming academies.

Sports centers are the events that offer an attractive atmosphere for both players and watchers. These events are creating common excitement in between the societies (Hinch & Higham, 2005). Furthermore, these centers can provide the city reputation as well.

The effectiveness of culture, art, and sport can be divided into two as social impact and economic impact (Ruiz, 2004; Ottevanger, 2007). social impact has provided to gain gaining of new skills, improve informal and formal learning, increase self-confidence, self-esteem and a feeling of self-worth, improve or create social networks, enhance the quality of life, promote social cohesion, personal and community empowerment, and improve personal and local image, identity and a sense of well-being. It has also positive impacts on physical and mental health (ex; reduced stress levels, reduction in anxiety and blood pressure, reduction in visits to GP, etc.) (Ruiz, 2004).

Additional expenditure, the generation of additional employment, and the potential for long term economic gains are the positive economic impacts of art/culture/sports centers (Ruiz, 2004).



	<p><b>Name of the Building;</b> Maribyrnong Sports Academy</p> <p><b>Location;</b> Melbourne, Australia</p> <p><b>Completed Year;</b> 2010</p> <p><b>Functions;</b></p> <ul style="list-style-type: none"> <li>- Strength and conditioning areas,</li> <li>- Basketball court,</li> <li>- Volleyball court,</li> <li>- A smaller sports facility area; badminton, table tennis, etc.</li> </ul> <p><b>Architect;</b> dwp suters</p> <p><b>Award/s;</b></p>
<p>Image From Exterior (URL 2, 2012)</p>	<ul style="list-style-type: none"> <li>- Victorian State School Design Awards,</li> <li>- Ministerial Award / IDEA Awards,</li> <li>- Public Design Commendation.</li> </ul>
	
<p>Image From Interior (URL 2, 2012)</p>	

Figure 3: Example of Sports Center; Maribyrnong Sports Academy

### 2.1.1.3 Art and Culture Centers

Cultural uniqueness and richness are a very important aspect for all cities. In this sense, art has crucial importance for each city which reflecting the existing cultural richness of the communities and cities. Moreover, art academies can provide interaction, collaboration, and a socializing atmosphere for its participants (Zaidel, 2018).

Painting, Sculpture, Handcrafts, ceramic ateliers, music, and folk-dance academies can be examples of art centers (Jureniene, 2012).



	<p><b>Name of the Building;</b> Heydar Aliyev Center  <b>Location;</b> Baku, Azerbaijan  <b>Completed Year;</b> 2012  <b>Functions;</b>          - Concert hall,          - Conference hall,          - Library,          - Museum,          - Art Gallery, and more.</p>
<p>Image From Exterior (URL 3, n. d.)</p>	<p><b>Architect;</b> Zaha Hadid Architects  <b>Award/s;</b>          - Design of the Year award given by the prestigious London Design Museum 2014,          - Iald Award of Excellence 2014.</p>
	
<p>Image From Interior (URL 3, n. d.)</p>	

Figure 4: Example of Culture and Art Center; Heydar Aliyev Center

The art and culture centers also have the potentials to be a landmark in the city. This kind of buildings may play important roles in inviting tourists and providing economic gains.

The cultural events may promote the city language, history, and culture like in Heydar Aliyev Center (Figure 4).

### 2.1.1.4 Cycling Centers

Nowadays, the transportation is an important aspect that creates urban problems with unhealthy exhausts gases, crowded and non-walkable atmospheres, etc. in this sense, the encouragement of the uses of cycling, walkability, and other environmental-friendly transportation methods are very important issues for both the health of the local community, the health of the city, and the city image (Stjernborg & Mattisson, 2016).

Cycling and walking have to minimize fossil fuel consumption that is very environmentally friendly (Hasan, Abbas, Kwayu, & Oh, 2019). In this sense, promoting cycling and walking with public projects play a crucial role in the health issues of the cities.




<b>Name of the Example;</b> Tiszafüred Cycling Centre	<b>Name of the Example;</b> Denmark Pavilion	<b>Name of the Example;</b> Bicycle highway in Copenhagen
		
<b>Scale;</b> Building	<b>Scale;</b> Building	<b>Scale;</b> Urban
<b>Location;</b> Tiszafüred, Hungary	<b>Location;</b> Shanghai, China	<b>Location;</b> Copenhagen, Denmark
<b>Architect;</b> Ferdinand and Ferdinand Architects	<b>Architect;</b> BIG	<b>Architect;</b> DISSING+WEITLING Architecture
(URL 4, n. d.)	(URL 5, n. d.)	(URL 6, 2016)

Figure 5: Examples of Cycling-friendly Places

Cycling-friendly places can be encouraged with different scales like building and urban scales (Figure 5). These constructions can be attracting the tourists by being a kind of symbol into the city and providing safe transportation.

### 2.1.1.5 Culinary Art Centers

Each city has its own culinary cultures. Increasing the awareness of culinary art is an issue that protects culture by spreading knowledge about traditional cuisine with the new generations.

Moreover, the uniqueness of the local cuisine has the potential to attract tourists, promote the cities richness (Baldwin, 2018). In this sense, the economic gain of this kind of locally, culturally important place plays an important role in economic gain for the cities.



	<p><b>Name of the Building;</b> Ben and Jane Norton Culinary Arts Center, Lorain County Community College (LCCC)</p>
<p>Image From Exterior (URL 7, n. d.)</p>	<p><b>Location;</b> Elyria, OH, US</p>
	<p><b>Completed Year;</b> 2012</p>
	<p><b>Functions;</b></p> <ul style="list-style-type: none"> <li>- Kitchen Lab,</li> <li>- Dining Lab,</li> <li>- Lecture Hall,</li> <li>- Purchasing Lab,</li> <li>- Shops, and more.</li> </ul>
	<p><b>Architect;</b> Bialosky + Partners Architects</p>
	<p><b>Award/s;</b></p>
	<ul style="list-style-type: none"> <li>- IIDA Design Award for Education,</li> <li>- 2013 Honorable Mention Award from the Cleveland Chapter of the American Institute of Architects for Achievement of Excellence in Architectural Design.</li> </ul>
<p>Image From Interior (URL 7, n. d.)</p>	

Figure 6: Example of Culture and Art Center; Heydar Aliyev Center Ben and Jane Norton Culinary Arts Center

### 2.1.1.6 Innovation Centers

Innovation is an important aspect of developing cities. In this sense, the awareness of innovation plays an important role in competitiveness with the other cities. Each city needs to encourage their creative class to make innovative ideas to become real. It is very important to encourage all age groups for creativity to rich the contemporary city necessities (Florida R. , 2002). Creativity plays an important role in innovation activities that the centers, which attract the creative class for innovative activities need to be increased for competitiveness (Ucar, 2018).

Nowadays, 3D designing, web design, robot designs, scientific productions, and software engineering are a crucial contemporary needs of cities.



	<b>Name of the Building;</b> HNI Innovation Center
	<b>Location;</b> Muscatine Iowa, US
<b>Completed Year;</b> 2017	
<b>Functions;</b> <ul style="list-style-type: none"> <li>- LAB's</li> <li>- Work Rooms,</li> <li>- Open-plan Study Areas.</li> </ul>	
<b>Architect;</b> Neumann Monson Architects	
<b>Award/s;</b> <ul style="list-style-type: none"> <li>- AIA IOWA Design Awards, Excellence in Design; Merit Award, 2017</li> </ul>	
	
Image From Exterior (URL 8, n. d.)	
Image From Interior (URL 8, n. d.)	

Figure 7: Example of Innovation Center; HNI Innovation Center



### **2.1.2 Raising the City Awareness; Components**

Awareness can be defined as the activities of others, which provides a context for your activity (Dourish & Bellotti, 1992). Besides, the awareness consists different forms like; *The awareness of activities*, which is related with the past, present, and future of an object; *The awareness of culture*, which is related with individual knowledge's and others cultures, values, beliefs, and perceptions; *The awareness of social*, which is related with social context, the info about the attractiveness of others, movements, etc.; *The awareness of workplace*, which is related with the knowledge of workplace designs and job characteristics; *The awareness of location*, which is representing the information on the physical location of a thing; and *The awareness of knowledge* is related with the known information, skills, and methods of operations (Reinhardt, Mletzko, Sloep, & Drachsler, 2012).

According to the theoretical framework, the components of raising city awareness could be distributed as a social improvement and social responsibilities (Bucur, Moica, Ardelean, & Oțel, 2019), local and governmental awareness on public health, social unity, and interaction possibilities (Cropanzano & Mitchell, 2005; Zaidel, 2018), protection of culture and art activities, motivating the creative class for the realization of innovative ideas, awareness level on the importance of environmental friendly creations (Stjernborg & Mattisson, 2016), increasing the owning level of society for their cities, increasing the tourist attraction and economic level (Baldwin, 2018). In this sense, these components are going to be explained in the following sub-sections.

As a summary, the issue of city awareness can be classified into three components as social, cultural, and economic (Table 3).

Table 3: General Characteristics of Awareness (Author)

Awareness Types	City Awareness Components		
	Social	Cultural	Economic
<p><b>- Activity Awareness</b> (Reinhardt, Mletzko, Sloep, &amp; Drachsler, 2012),</p> <p><b>- Culture Awareness</b> (Reinhardt, Mletzko, Sloep, &amp; Drachsler, 2012),</p> <p><b>- Social Awareness</b> (Reinhardt, Mletzko, Sloep, &amp; Drachsler, 2012),</p> <p><b>- Workplace Awareness</b> (Reinhardt, Mletzko, Sloep, &amp; Drachsler, 2012),</p> <p><b>- Location Awareness</b> (Reinhardt, Mletzko, Sloep, &amp; Drachsler, 2012),</p> <p><b>- Knowledge Awareness</b> (Reinhardt, Mletzko, Sloep, &amp; Drachsler, 2012),</p> <p><b>- Governmental Awareness</b> (Cropanzano &amp; Mitchell, 2005).</p>	<p><b>- Social improvements</b> (Bucur, Moica, Ardelean, &amp; Oțel, 2019),</p> <p><b>- Social Responsibility</b> (Bucur, Moica, Ardelean, &amp; Oțel, 2019),</p> <p><b>- Innovative Achievements</b> (Florida R. , 2002),</p> <p><b>- Consciousness on Social Values</b> (Assari, Gorji, Nejad, &amp; Mousavinik, 2018),</p> <p><b>- Local and Governmental Awareness</b> (Cropanzano &amp; Mitchell, 2005),</p> <p><b>- Attractiveness</b> (Kotler, Asplund, Rein, &amp; Heider, 1999),</p> <p><b>- Interactive spaces</b> (Cropanzano &amp; Mitchell, 2005).</p>	<p><b>- Variety of Activities</b> (Jureniene, 2012),</p> <p><b>- Cultural Promotion</b> (Kavaratzis, 2005).</p>	<p><b>- Pleasant Place</b> (Kotler, Asplund, Rein, &amp; Heider, 1999),</p> <p><b>- Cooperation</b> (Kotler, Asplund, Rein, &amp; Heider, 1999; Ucar, 2018),</p> <p><b>- Tourist attraction</b> (Kotler, Asplund, Rein, &amp; Heider, 1999).</p>

### 2.1.2.1 Social Improvement

Well maintained environments provide well aware societies/users. Aware societies/users provide responsive users. This is very important for the continuous maintenance and consciousness of the places. To make the spaces well maintained and attractive the governors and decision-makers have important roles. The art, culture, event centers are the places that attract the societies, educate the people, protect the culture, provide social cohesion, attract the tourists, and provide economic gain. Social improvement is an issue that plays an important role in city awareness. This kind of center facilitates the participants about the importance of democracy, equality, and justice.

The academy that encourages the women disables, and/or children, or the academies that mentioning the awareness on the problems unhealthy life, or the academies that

educate the participants on the significance of environmental friendly atmospheres are the centers that provide social development that raises the city awareness (Bucur, Moica, Ardelean, & Oțel, 2019).

The field of involvement of companies in Corporate Social Responsibility projects is predominant for activities that include: **human rights, the environment, culture, employment, health, education, and sport** (Figure 8).

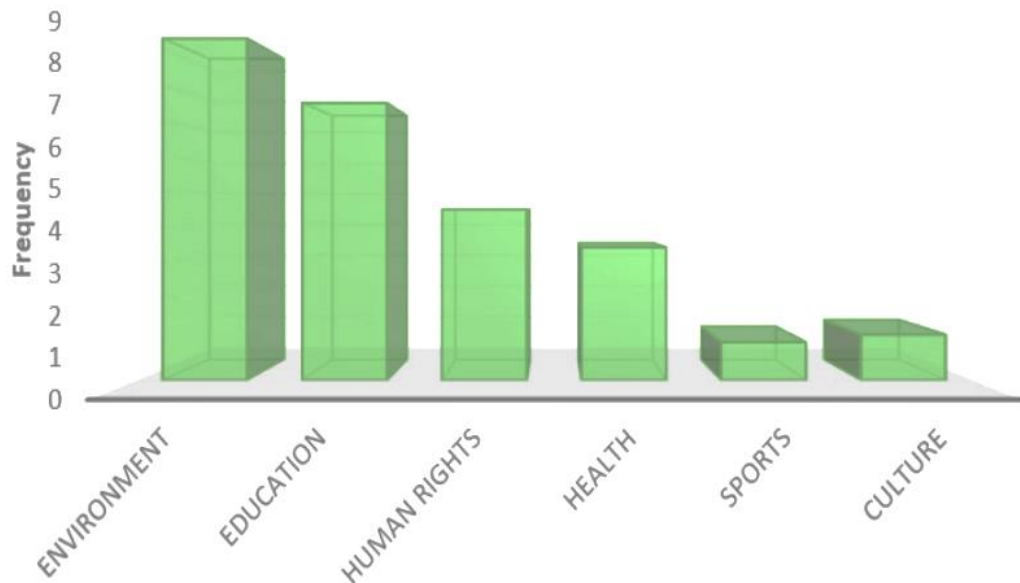


Figure 8: Type of Activities of Corporate Social Responsibility Projects (Bucur, Moica, Ardelean, & Oțel, 2019)

The creative class is the social group that mostly dealing with productivity. In this sense, the improvement and motivation for this social group of the community provide the realizations of innovative and original achievements. Moreover, the existence of innovative/technologic environments provides competitiveness with the other developing cities. Contemporary city approaches focus on innovation and technology by motivating R&D centers, creative classes, and innovative ideas.

Art, literature, music, and painting are cultural aspects of the communities that force them to understand their cities' history, economy, social context, and more other traditional and contemporary values (Assari, Gorji, Nejad, & Mousavinik, 2018, p. 104). This awareness has a strong impact on the responsive feel of the communities; if the place has properly designed and has reflected the culture of the community, may motivate them to keep the place clean and maintained.

Local and governmental authorities are a social group of the public which deal with the managerial aspects of the communities in this sense the awareness of this group has crucial importance to attract the producer group of the social group and attraction level of the places. Moreover, public health is a crucial aspect of many developing cities that this authority plays important roles to provides proper rules and regulations.

The centers that attract sports activities and/or motivate people for environmentally-friendly acts play crucial roles in being a healthy society and a healthy city. In this sense, the rules and regulations needed to be developed to increase the awareness of public health and the created facilities needed to be developed according to the sense of healthiness issues.

There is a global problem of the cities/countries, which is about dirty air, and climate change. In this sense, the societies needed to be motivated to act according to environmentally friendly approaches. The societies can be motivated by the governors/decision-makers by properly arranged rules and regulations and creations of centers that are related to sports facilities, healthy life, healthy transportation, etc.

The art / cultural centers provide social interaction by creating a large number of behaviors like an exchange, competition, cooperation, conflict, and cohesion (Cropanzano & Mitchell, 2005). Cultural / Art / Performance Centers help the people and artists to increase social interaction, moreover, the public spaces like lobbies, cafes, and restaurants, meeting place, attractive and diverse spaces, safety and security, use of natural elements, common pathways, treatment station, open space and silence spaces in front of the cultural / art/performance centers are providing a platform for many events for social interaction (Assari, Gorji, Nejad, & Mousavinik, 2018).

### **2.1.2.2 Cultural Protection and Improvement**

Culture and art activities are issues that express the identity characteristics of the city and society. The ACE centers are the places that provide to promote the city identity, characteristics, and features. In this sense, the cultural and artistic events/activities needed to be increased and related authorities needed to be motivated to protect and promote the culture and develop it according to the contemporary necessities of developing cities.

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### **2.1.2.3 Economic Aspects**

ACE centers are creating awareness. The awareness is creating branding, and the branding has to invite/attracting/welcoming the tourists. Besides, the increased tourist

attraction is creating an economic gain for the cities. In this sense, related authorities needed to be motivated for more properly applied attractive environments, which creating social cohesion, interaction, and cooperation.

### **2.1.3 Raising the City Branding; Components**

The brand is the memory and eventual fate of the item. The brand is the provision of the attraction on the product or business with inspiring the users (Chapman & Handley, 2012; Kapferer, 1997). In terms of place branding, the branding is successful when a place continually delivers an attendant present-day of place life. The thought is in accordance with Gilmore (2002) that the country persistently expanded to the modern style, branding working to benefit. Ashworth and Kavaratzis (2005) said that branding focuses on individuals' decisions and the vision of the products. Around the globe, place branding is freely rehearsed (Ashworth & Kavaratzis, 2005). The city branding which is brought by place branding is an imaginative viewpoint on correspondence and builds up the promoting picture of the city in a decent variety of styles to change the visible picture and the brand picture (Rahan, 2014). Ritchie and Ritchie (1998) depicted a place brand by concentrating on the segments and capacities. It merges and develops pleasurable considerations of the place activity (Ritchie & Ritchie, 1998). The place branding joins the decent variety of the issues and issues to the study in city management (Assche & Lo, 2011). The expert is a gathering of dealing with the heading, and it isn't just confined to the authority. it was the social and spatial strategies purposefully orchestrated in purposes of reliance (Jessop, 1997).

In this sense, the features/components of city branding can be summarized as; Creating memorial places, Promoting the art, culture, and sports activities and providing a network with other cities, forming an attractive, and welcoming environment for its

users, producing inspirational places for the creative class, Promoting the place/city to be more competitive with other cities, Generating a variety in Activity, Producing improvement in city management for city branding, Creating development on the rules and regulations for reliance purposes. Therefore, these items are explained with the following subtitles as physical, functional, social, cultural, and economic aspects of city branding.

As a summary, the issue of city branding can be classified into five components as physical, functional, social, cultural, and economic (Table 4).

Table 4: General Characteristics of City Branding (Author)

City Branding Types	City Branding Components				
	Physical	Functional	Social	Cultural	Economic
<ul style="list-style-type: none"> <li>- <b>Geographical branding</b> (Kavaratzis, 2005),</li> <li>- <b>Product-place branding</b> (Ashworth &amp; Kavaratzis, 2005),</li> <li>- <b>Destination branding</b> (Assche &amp; Lo, 2011),</li> <li>- <b>Place branding</b> (Assche &amp; Lo, 2011).</li> </ul>	<ul style="list-style-type: none"> <li>- <b>Protection of natural resources</b> (Ashworth &amp; Kavaratzis, 2005),</li> <li>- <b>City image improvement</b> (Lang, 2011; Rahan, 2014),</li> <li>- <b>Promoting city identity</b> (Anholt, 2011),</li> <li>- <b>Improving physical competitiveness</b> (Anholt, 2011).</li> </ul>	<ul style="list-style-type: none"> <li>- <b>Variety of function</b> (Hankinson, 2004),</li> <li>- <b>Different experience opportunities</b> (Ritchie &amp; Ritchie, 1998).</li> </ul>	<ul style="list-style-type: none"> <li>- <b>Variety of different social group</b> (Florida R. , 2002),</li> <li>- <b>Social interaction</b> (Florida R. , 2002),</li> <li>- <b>Social memorial places</b> (Chapman &amp; Handley, 2012),</li> <li>- <b>The motivation for productivity</b> (Chapman &amp; Handley, 2012).</li> </ul>	<ul style="list-style-type: none"> <li>- <b>Promoting cultural values</b> (Jensen, 2007),</li> <li>- <b>Providing entertainment activities like festivals</b> (Kavaratzis, 2005).</li> </ul>	<ul style="list-style-type: none"> <li>- <b>Tourist attraction</b> (Kotler, Asplund, Rein, &amp; Heider, 1999),</li> <li>- <b>Investment</b> (Kotler, Asplund, Rein, &amp; Heider, 1999),</li> <li>- <b>Productivity</b> (Goksin &amp; Muderrisoglu, 2005),</li> <li>- <b>Employment</b> (Goksin &amp; Muderrisoglu, 2005),</li> <li>- <b>Innovation and technological achievements</b> (Florida R. , 2003).</li> </ul>

### **2.1.3.1 Physical Aspects**

The protection of natural places has importance to promote the existing unique city values (Ashworth & Kavaratzis, 2005). Moreover, the protection of the existing image and improving the quality of it has also provided a positive impact on city branding (Lang, 2011; Rahan, 2014).

Besides, the quality of city identity has strong effects on the adequacy of city and/or destination branding. All these aspects are also affecting the adequacy of the physical competitiveness of the city (Anholt, 2011).

### **2.1.3.2 Functional Aspects**

A variety of functions are positive impacts on the promotion of the city like theme restaurants, art galleries, museums, theatres (Hankinson, 2004; Ritchie & Ritchie, 1998) The functional variety of the city is providing an opportunity for its users for different experiences. In this sense, the users may enjoy visiting the city and/or destination again for different experiences.

### **2.1.3.3 Social Aspects**

The branded city is welcoming different cultures, beliefs, social groups, etc. in this sense, it may help to increase the interaction competence with different social groups of the community. Moreover, different social groups mean different experiences. And different experience means different memories; the properly adapted branding strategies may provide social memorial places into the city.

It is argued by many studies that branding has also motivating productivity by attracting creative class (Florida R. , 2002; Chapman & Handley, 2012). As it is very obvious that the creative class is the productive group of society.



#### **2.1.3.4 Cultural Aspects**

Promoting cultural values is a very strong basis for branding strategies. Each city has its unique characteristics and attitudes. In this sense, this is one of the very strong sources of the city culture and identity, which may attract visitors (Kavaratzis, 2005; Jensen, 2007).

Providing entertainment activities like festivals, art activities, sports activities is also a powerful aspect of city branding (Kavaratzis, 2005). As it is mentioned that these aspects are attracting the different social groups and inviting them into the city.

#### **2.1.3.5 Economic Aspects**

Well branded city means more tourists and investors. And more tourist and investors means more economic gains for the city (Kotler, Asplund, Rein, & Heider, 1999). It is very obvious that more economic gains mean more employment opportunities.

Properly branded cities are motivating the creative class, and motivated creative class is achieving innovative successes (Goksin & Muderrisoglu, 2005; Carta, 2007). In this sense, innovative and original achievements are important for promoting the city and inviting more visitors.

### **2.2 The Link Between City Awareness and City Branding**

When the awareness has created into the cities/places, it is a positive impact on city branding by promoting the city and inviting more people that create attractive usage.

According to the theoretical framework, creative awareness needed a great combination of the related authorities, which are combined with the regular users of the places, city governor's / decision-makers, and creative class. In this sense, the role of these related authorities has been briefly explained in the subtitles below.

### **2.2.1 Regular Users**

Properly arranged/adapted and applied ACE centers have positive impacts on its users by creating awareness. The users of well-maintained and adequate centers are adoptive and responsive feelings for their cities and environments. The variety of these spaces has to create city awareness as well.

### **2.2.2 City Governors and Decision-makers**

As it is mentioned before that properly adapted art/culture/event centers have positive effects on its users. In this sense, the governors/decision-makers have a serious mission to create such kind of building and motivate the creative class for a productive atmosphere.

### **2.2.3 Creative Class**

The cities needed to attract their creative societies by attracting them with their attractive art/culture/event centers, open public spaces, natural areas, etc. to motivate them for the realization of innovative, original, novelty productivities.

The creative class can be divided into two parts; The super-creative core and creative professionals (Florida R. , 2003).

The super-creative cores are; scientists, engineers, university professors, poets, novelists, artists, entertainers, actors, designers, architects, nonfiction writers, editors, cultural figures, think-tank researchers, analysts, and other opinion-makers (Florida R. , 2002; Florida R. , 2003).

And the creative professionals are; Knowledge-based occupations in high-tech sectors, financial services, the legal and health-care professions, and business management (Florida R. , 2002; Florida R. , 2003).

“The chief function of the city is to convert power into form, energy into culture, dead matter into the living symbols of art, biological reproduction into social creativity.” (Mumford, 2008).

The benefits of the creative class can be listed as below;

- Creations of corporate communities,
- Economic gains by growing the creative industry,
- Realization of the technologic and innovative ideas,
- Diversified society,
- Talent – tolerance – technology attractions,
- Growth / improved city, and community,
- Social interactions,
- Social memorial spaces,
- Cooperation between different cores, disciplines, and decision-makers,
- Creative hubs.

When the authorities provide proper combination with each other, they can produce continuous endless productive process; when the manager (governors) produce adequate place, the producer (creative class) is motivating and producing innovative and novelty idea. Moreover, when the creative class produces their ideas, and the governors create pleasing places, the users feeling adopted and responsible for their places and cities. When the users are owning their places and using efficiently to the place, the governors are motivating again to produce more (Figure 9).

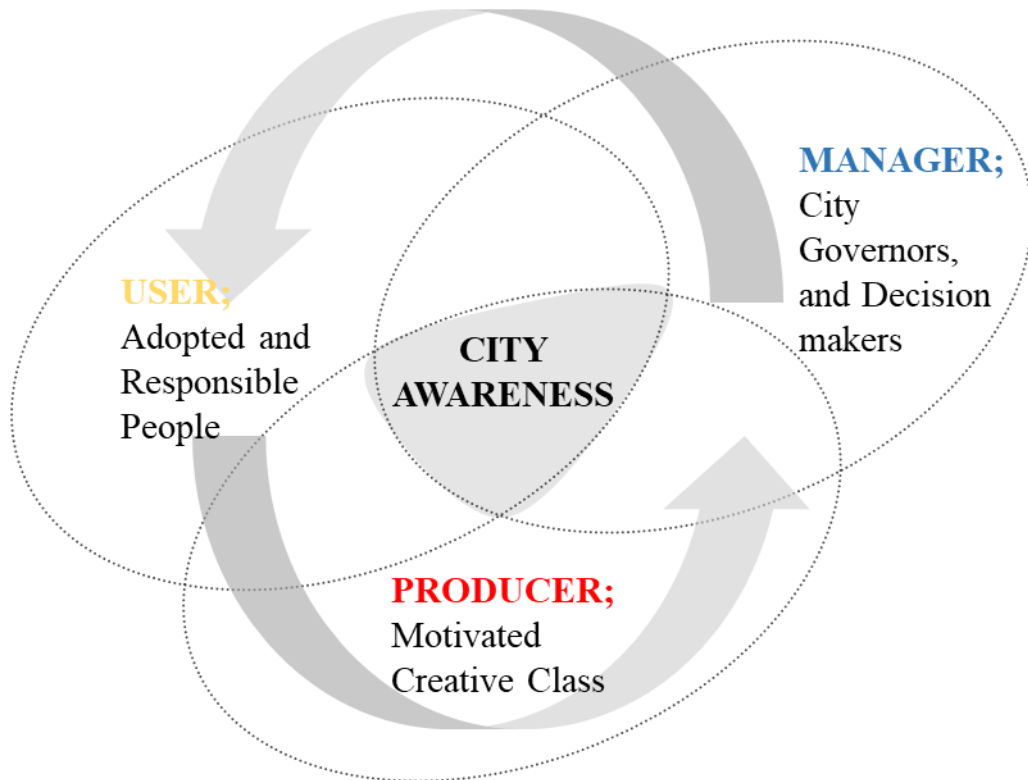
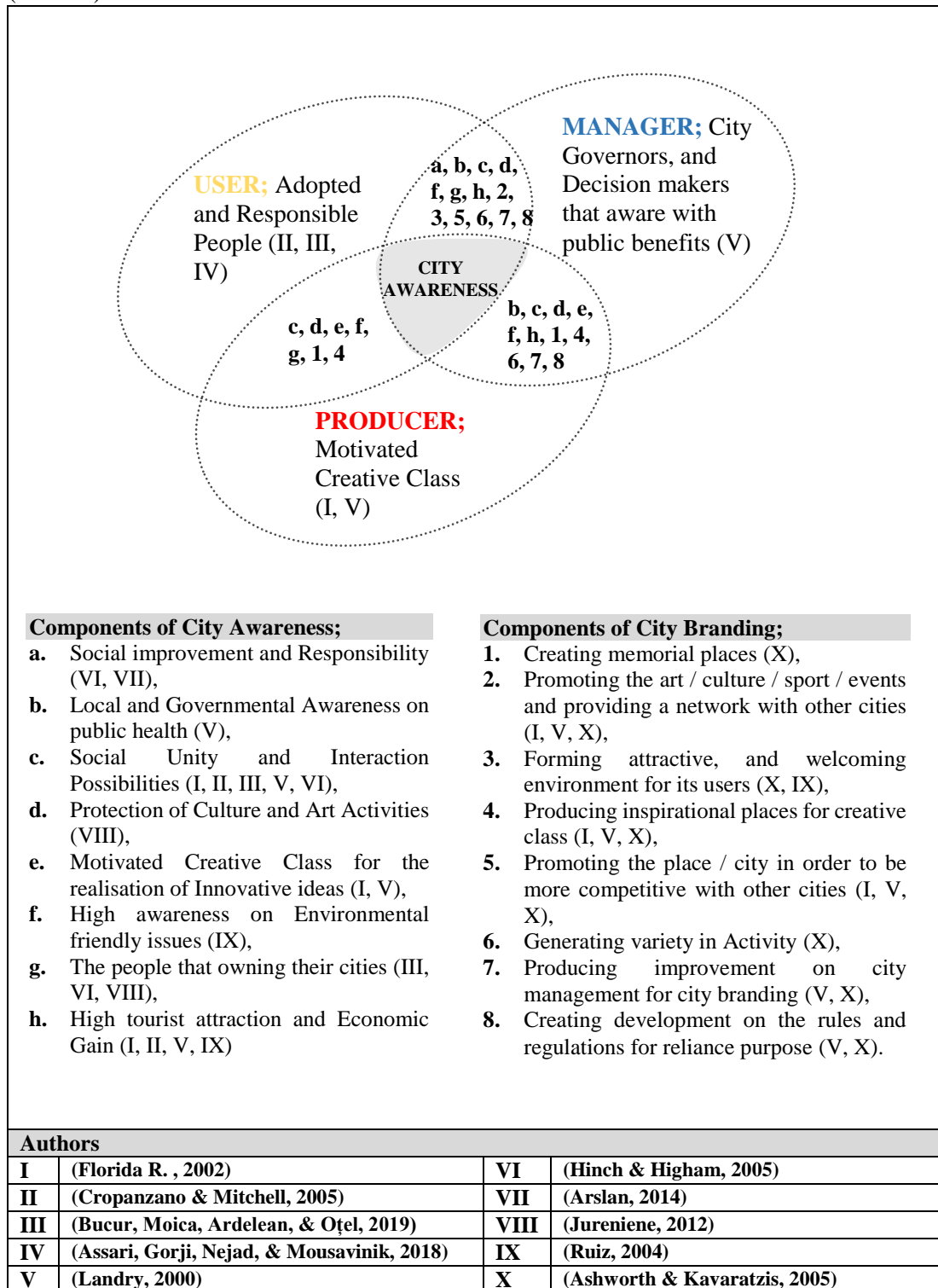


Figure 9: Continuous Relation Between *Producer, Creator, and User* (Author)

In this sense, the properly settled continuous relation of the social groups of communities; “**User** (with responsive attitudes), **Manager** (governors and/or decision-makers), and **Producer** (creative class of the society)” has increased the adequacy of city awareness. Moreover, an adequate level of city awareness improving the competence of city branding.

The link between the social groups, city awareness, and city branding has been explained in detail at the following table (Table 5).

Table 5: The Link Between Social Groups, City Awareness and City Branding (Author)



## Chapter 3

# EVALUATION OF THE CASE: ART, CULTURE AND EVENT CENTERS OF LULEBURGAZ

### 3.1 Method of the Analysis

Qualitative and quantitative analysis techniques are provided for analyzing the case areas. Inventory forms are handled to reflect the data collected from the site survey. The photographs of the case buildings are taken, and proper visualization is provided. A total of 210 number of questionnaires were distributed (in August 2020) by using the distributing and collecting method. The questionnaire was distributed for each social group of users of the case areas “**User** (with responsive attitudes), **Manager** (governors and/or decision-makers), and **Producer** (creative class of the society)”. The questionnaire for each group of society has prepared according to the components of the city awareness and city branding (Table 6 and 7). Out of 210, 110 was distributed to **users**, 82 was distributed to **producers**; creative class, and 7 **managers**; the mayor, and important decision-making authorities. These numbers were arranged according to the characteristics user profile of the ACE centers of Lüleburgaz.

- Questionnaires for the “**users**” were distributed to define the social context, determine the satisfaction level, and measuring their awareness and responsive feelings levels.

- Questionnaires for the “**managers**” were distributed to learn about knowhow, measure their awareness level, learn their aims with the project, and learn their future goals.
- Questionnaires for the “**producers**” were distributed to understand their motivation level of productivity.

To understand the city awareness, the questions are arranged to understand social improvement and responsibility, local and governmental awareness, social unity and interaction opportunities, protection of cultural and artistic works, the motivation level of the creative class, adequacy of innovative works, the competence of environmental friendly acts, adequacy of owning level of the users to their cities, the level of tourist attraction and economic gain (Table 6).

Table 6: Method of the Analysis of Case Buildings in terms of City Awareness (Author)

COMPONENTS		ASSESSMENT CRITERIA	DATA COLLECTION METHOD
City Awareness	Social Improvement and Responsibility	The Users with High Education Level	Physical analysis through observation and site survey with mapping and taking photographs  Social analysis through questionnaire and interview surveys with a related social group of users (regular users, governors, and creative classes)
		The Existence of Proper Interaction Spaces	
		Well Preserved Areas	
	Local and Governmental Awareness	Well Maintained Places	
		Properly Arranged Rules and Regulations	
		Adequate Facilities and Uses	
	Social Unity and Interaction	Cooperative Atmosphere	
		Diverse Spaces	
		Safe and Secure Environment	
	Protection of Culture and Art Activities	The Existence of Art Works	
		Reflection of Culture	
		Reflection of City Characteristics	
	Motivated Creative Class	The Existence of Creative Works	
		The Existence of Creative Class	
		Interaction Areas for Creative Society	
	Realization of Innovative Ideas	The Existence of Innovative Works	
		The Existence of Technologic equipment	
New Achievement Opportunities			
Awareness of Environmental Friendly Issues	Motivation on Environmental Fri. Acts		
	Proper Rules for Environmental Fri. Acts		
	Promotion of Environmental Friendly Acts		
The people that Owning their Cities	High Level of Awareness on City Culture		
	High Level of Awareness on Social Context		
	Awareness of Contemporary Approaches		
High tourist attraction and Economic Gain	High Tourist Interest		
	High Economic Gain From Tourists		
	The Atmosphere with Socializing Peoples		

Moreover, intending to understand the adequacy of city branding, the questionnaire includes the questions that are related with the quality of memorial spaces, promotion competence of art, culture, and sports events, adequacy of network with different nations and associations, the quality of Attractivity, motivation quality for the creative class, adequacy if competitiveness, activity opportunities, adequacy managerial aspects on city branding, the competence of the rules and regulations (Table 7).

Table 7: Method of the Analysis of Case Buildings in terms of City Branding (Author)

COMPONENTS		ASSESSMENT CRITERIA	DATA COLLECTION METHOD
<b>City Branding</b>	Creating Memorial Places	More Users that Suggest the Place to Others	Physical analysis through observation and site survey with mapping and taking photographs  Social analysis through questionnaire and interview surveys with a related social group of users (regular users, governors, and creative classes)
		More Users that Inviting the Others	
		More Users that Thinking About the Place	
	Promoting the Art / Culture / Sport events	Proper Events Realization	
		Adequate Promotion of the Place	
		High Recognizability Level	
	Provide network between other cities	Strong Relation with National Cities	
		Strong Network with International Cities	
		Strong Network with Related Associations	
	Attractive and welcome places	High Attractivity Level of Locals	
		High Attractivity Level of Foreign	
		High Level of Satisfaction	
	Inspirational areas for the creative class	Creative Studios / Hubs	
		Interactive Areas for Creative Society	
		High Productivity Level	
	Increasing the Competitiveness	Strong Image of the Place / City	
Height Income Level			
Well Promoted and Attractive Environment			
Variety of Activity	Artistic Usages		
	Cultural Usages		
	Performing Usages		
Improved City Management for City Branding	Brand Name and Image		
	Regulations for Promoting the City as Brand		
	High Level of Mindfulness		
Improved Rules and Regulations for reliance Purpose	High Level of Self-Advocacy		
	Proper Rules for Security Issues		
	Feeling of Safety		

### 3.2 An Overview on Lüleburgaz

Lüleburgaz is one of the developing cities of Turkey in the Thrace region. The City of Lüleburgaz has importance in reflecting contemporary development applications. Therefore, there are a lot of applications following the strategies of city branding, focal city concepts, and culture city concepts. In (Figure 10) the location of the city of Lüleburgaz can be seen. Besides, the buildings which have a brand name as the ‘Stars



of Lüleburgaz' are selected as a case for the art, culture, and event centers of Lüleburgaz. Because it is believed that these buildings are reflecting the city awareness level of the users, governors, and creative class of the city and the impact on city branding in a strong way.



Figure 10: Location of the city of Lüleburgaz

One of the other reasons to select Lüleburgaz as a case study is the lack of academic research on new development models of cities in Turkey.

Situated toward the south of the region of Kırklareli, Lüleburgaz is encompassed by the Saray and Çorlu regions of the Tekirdağ province toward the east, Babaeski district of the Kırklareli area toward the west, Pınarhisar region toward the north, and Hayrabolu and Muratlı districts of the Tekirdağ province toward the south.

“Concerning these boundaries, the Lüleburgaz district is situated between the northern latitudes of 41;12;30 most southern point and the 41;32;30 most northern point and between the east longitudes of 25;13;10 most eastern point and 24;47;0 western points.” (Özkan, Özcan, Özcan, & Akyol, 2018).

As indicated by the demographic structure, Çorlu area was observed to be the most populated focus, henceforth Lüleburgaz positioned fifth with a bigger populace than

the focal point of the Kırklareli region (Ministry of Environment and Urban Planning,2009).

### **3.2.1 “Culture” as The Surname of City**

Due to the rapidly increasing migration to cities due to the developments imposed by the global economy and politics, culture and art have become the basic elements of urban policies in terms of adaptation of people from different cultures to the city and gaining a sense of belonging. In this context, Lüleburgaz Municipality aims to bring people together on common ground and build their own culture in line with local values and universal trends with this motto “Lüleburgaz where the culture is the surname”. In all circumstances, Lüleburgaz Municipality uses the word “Culture” in its vision and under the influence of culture towards urbanization. Another slogan is defined by the municipality as:

“Lüleburgaz where the culture is surname, where everything starts with love, economic and social expectations are met, individuals, develop themselves, they will be happy to live with air, nature, and cleanliness of the city.”

### **3.2.2 Thematic Years & “Lüleburgaz Stars” Movement in The City**

The city aims to bring people together on common ground and to build their own culture in line with local values and universal trends. With this understanding, it has implemented various projects that have an impact both locally and globally.

“Lüleburgaz Stars” movement is the trigger of the “Thematic Years”. The municipality started to create awareness of the public by determining social lacks in the city. Then, they provided public places according to their social need and deficiency. The series of academies of “Lüleburgaz Stars” is the most important impact as a starting point of “Thematic Years”. Each year which has a theme defined by the public space that is created by the social need.

To create new city values and culture, the municipality sets different themes every year and carries out studies in this direction (Figure 11). Municipality set 2016 as “Woman Year”, 2017 as “Bicycle Year”, 2018 as “Innovation and Design Year” and continued to raise awareness on a regional and global scale. Also, in 2019 they promote the year as “Understanding, Explaining Atatürk and Youth Year” which aimed to celebrate the 100th anniversary of 19 May 1919 that the starting date of the Turkish Republic’s independence. The year 2020 is promoted as “National Sovereignty and Children's Year” to celebrate the 100th anniversary of 23 April 1920 that is the opening day of the Turkish Grand National Assembly that is dedicated to all children in the world by M. Kemal Atatürk. All these acts show that Lüleburgaz Municipality provides awareness on women's participation, cultural values, art, science, and the environment.

				
2016 – Woman Year	2017 – Bicycle Year	2018 – Innovation and Design Year	2019 – The Year of Understanding Atatürk	2020 – National Sovereignty and Children’s Year

Figure 11: Logos of the themes in different years of Lüleburgaz

### 3.3 Evaluation of the Art, Culture and Event Centers of Lüleburgaz in terms of Literature-Based Inventory Form

The art, culture, and event centers of Lüleburgaz which reflect the city awareness level and impact on city branding in a more reflective way can be listed as; The Stars of Lüleburgaz Football Academy (LYFA), The Stars of Lüleburgaz Art Academy (LYSA), The Stars of Lüleburgaz Women Academy (LYKA), The Stars of Lüleburgaz Motorcycle and Bicycle Academy (LYMBA), The Stars of Lüleburgaz Taste

Academy (LYLA), The Stars of Lüleburgaz Swimming Academy (LYYA), and The Stars of Lüleburgaz Innovation and Garage Academy (LYBGA).

These centers have a common authentic logo, which creates an image articulation to the city (Figure 12). In this sense, this appearing as a brand appearance and helps to promote the city. It is very valuable to mention that, these buildings have been selected with national/international level competitions with the aims of branding and increasing the global level competitiveness.

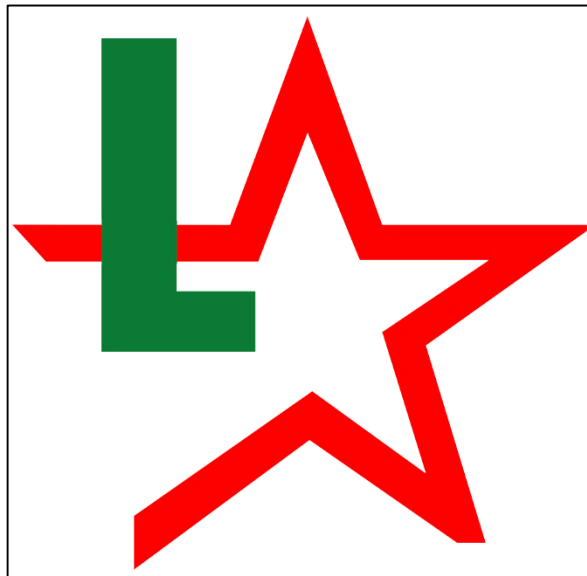


Figure 12: Logo of The Stars of Lüleburgaz as ACE centers

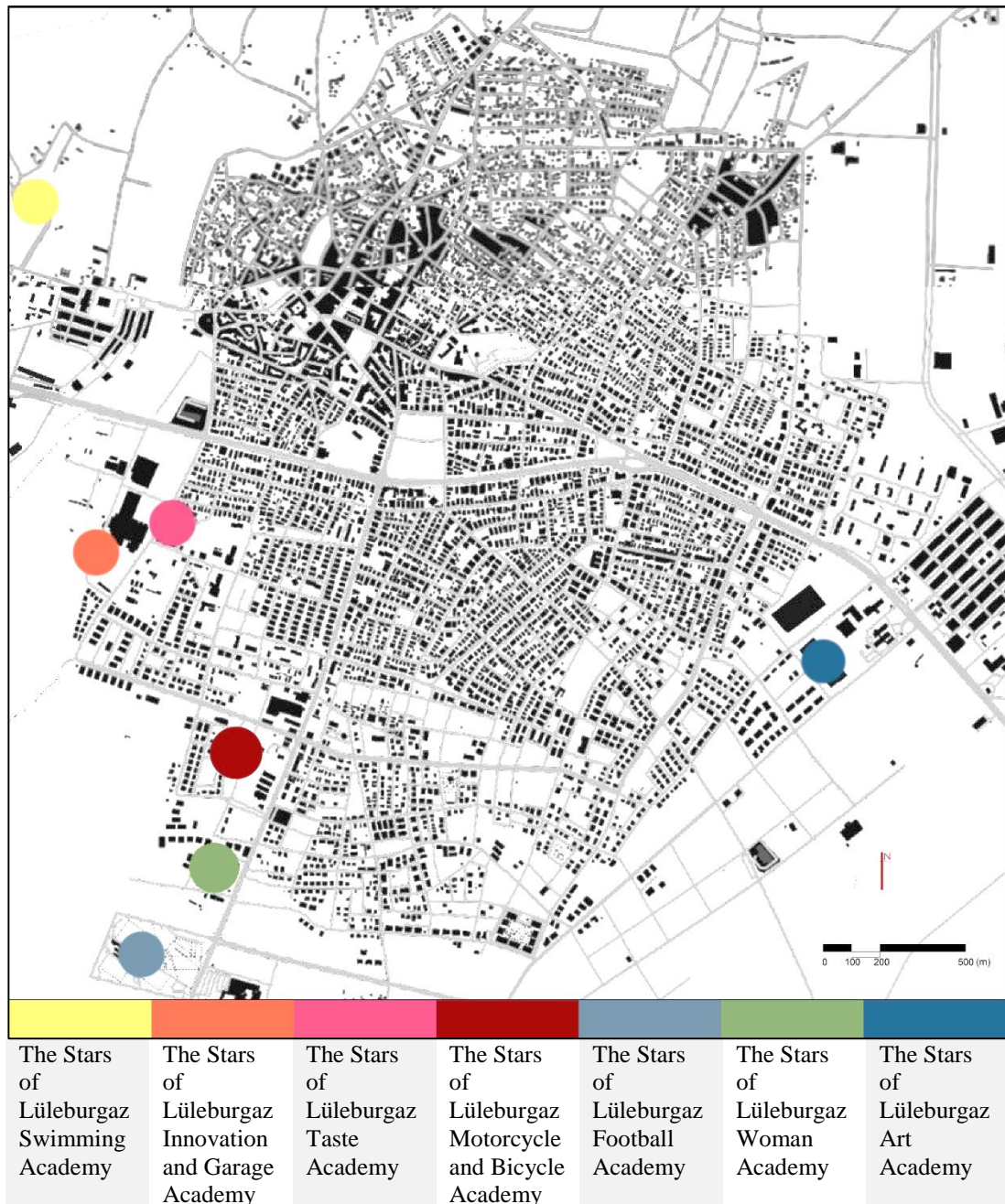


Figure 13: Location of the Stars Academy Buildings of Lüleburgaz

### 3.3.1 The Stars of Lüleburgaz Football Academy (LYFA)

This facility with a focus on football and children as an educational project has not been just tended for the utilization of youthful ones; it is additionally considered as an inside where different exercises can be held for families, locals, and the groups of friends to visit. Also, the facility has been nominated for the 2019 Aga Khan Award for Architecture (APPENDIX D).



Figure 14: Location of The Stars of Lüleburgaz Football Academy (LYFA)

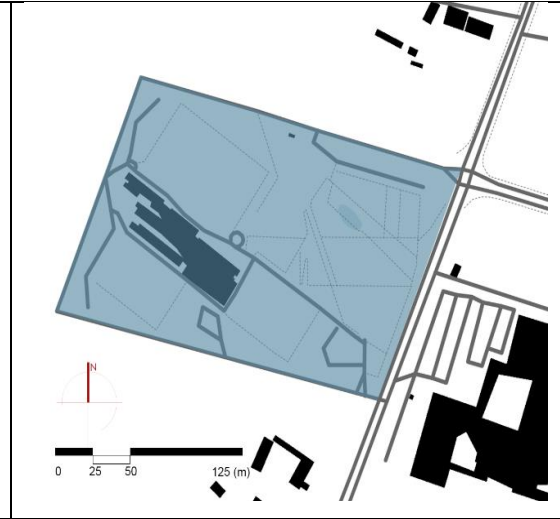


Figure 15: Local Map of The Stars of Lüleburgaz Football Academy (LYFA)

***A) Effects on City Awareness;***

**- Social Improvement and Responsibility;** The education level of users generally consists of high school and university students. The interaction spaces are adequately arranged into the places. Open-air cinemas are also shown in the place. This place is well maintained, even the users are very sensitive to keep their environments clean and safe.

**- Local and Governmental Awareness;** The governmental authorities and NGOs are keeping the place maintenance. The rules and regulations are satisfied with their users. The users are feeling safe in the area with the existing rules and regulations for the place. Besides the football court, the facility has a basketball court, open-air activity area, cafeteria, children playgrounds, music atelier, skateboard, and greenery park areas. These functional opportunities are satisfied with their users.



Figure 16: Entrance view of LYFA

- **Social Unity and Interaction;** This place is inviting different age groups and people with the interest of different sports fields. Moreover, the place offers common ground for all these user groups, which is creating a cooperative atmosphere. All the users are satisfied with the safety of the place.

- **Protection of Culture and Art Activities;** There are few monuments in the area. On the other hand, the survey result indicates that this place is like the place, which can be built in every context. Because it has not any reflection of city characteristics.

- **Motivated Creative Class;** This place is providing a ground for sport and music facilities for different age groups. In this sense, this is motivating the creative classes, which are dealing with these fields. Moreover, this place is providing discussions and interaction places for these classes.



Figure 17: View from the inner courtyard of LYFA

- **Realization of Innovative Ideas;** Energy efficiency has been considered during the construction process by arranging the mechanic system to work with the automation system. The climate condition has been considered during the design process and the building has located, to get more natural sunlight. The HVAC system has arranged properly by considering the level of oxygen, and heating condition.

- **Awareness of Environmental Friendly Issues;** Sports facilities and music facilities, which motivating the users with different age groups are inspiring to have respect for their environments and act accordingly. The arranged rules are also adequate for users to protect the place and act friendly for their surroundings.

- **The people that Owning their Cities;** Survey results indicate that all ACE centers of Lüleburgaz and as well as the LYFA have improved the city culture by adding healthier habits for its users.



- **High tourist attraction and Economic Gain;** Generally, the locals and residence are preferring to visit and use the facilities of the place. Some occurred international organizations on special days welcomes foreign users. But the foreigners only visit the place for only special days.

***B) Effects on City Branding;***

- **Creating Memorial Places;** Survey results indicate that all users are suggesting this place to their parents, friends, and foreign. The users are also inviting others to join the activities that happen in the facility. Moreover, users also care about the facility.

- **Promoting the Art / Culture / Sport events;** The events at the place are satisfying its users. National and international promotions are existing for the place to invite locals and foreigners into the place. Everybody in the community is aware of the existence of the facility and realized events there.

- **Provide network between other cities;** The international standards for sports fields have considered during the construction process but there is no network with other cities, and/or associations.

- **Attractive and welcome places;** Survey results indicate that the place is very attractive that welcome for all age groups. The foreigners only prefer to visit the place for special organization days. The users are satisfied with the uses and functional opportunities of the place.

- **Inspirational areas for the creative class;** The place motivates the creative class by providing different sport and art facilities. The facility offers common discussion

ground to discuss their ideas. But the place mainly focuses on sport facilities. In this sense, there is no productivity in the facility.

- **Increasing the Competitiveness;** The movement (The Stars of Lüleburgaz) for all these ACE centers in Lüleburgaz creates a branding opportunity by being unique in the region and country. This is creating an image for the whole city and helps to promote the city.

- **Variety of Activity;** The place has mainly been constructed for sports facilities. Besides, it also offers a basketball court, open-air activity area, cafeteria, children playgrounds, music atelier, skateboard, and greenery park areas.

- **Improved City Management for City Branding;** As it was mentioned that the movement (The Stars of Lüleburgaz) for all these ACE centers in Lüleburgaz has created a branding opportunity by being unique in the region and country. This is creating an image for the whole city and helps to promote the city.

- **Improved Rules and Regulations for reliance Purpose;** The survey result shows that the users of LYFA are proud to have this building into their cities. The rules and regulations are protecting them and they feel safe into the area.

Table 8: Evaluation of the Stars of Lüleburgaz Football Academy (LYFA)

PATTERNS		ASSESSMENT CRITERIA	GOOD	AVERAGE	POOR
City Awareness	Social Improvement and Responsibility	The Users with High Education Level	*		
		The Existence of Proper Interaction Spaces	*		
		Well Preserved Areas	*		
	Local and Governmental Awareness	Well Maintained Places	*		
		Properly Arranged Rules and Regulations	*		
		Adequate Facilities and Uses	*		
	Social Unity and Interaction	Cooperative Atmosphere	*		
		Diverse Spaces	*		
		Safe and Secure Environment	*		
	Protection of Culture and Art Activities	The Existence of Art Works		*	
		Reflection of Culture			*
		Reflection of City Characteristics			*
	Motivated Creative Class	The Existence of Creative Works		*	
		The Existence of Creative Class	*		
		Interaction Areas for Creative Society	*		
	Realization of Innovative Ideas	The Existence of Innovative Works		*	
		The Existence of Technologic equipment		*	
		New Achievement Opportunities		*	
	Awareness of Environmental Friendly Issues	Motivation on Environmental Fri. Acts	*		
		Proper Rules for Environmental Fri. Acts	*		
Promotion of Environmental Friendly Acts		*			
The people that Owning their Cities	High Level of Awareness on City Culture		*		
	High Level of Awareness on Social Context		*		
	Awareness of Contemporary Approaches	*			
High tourist attraction and Economic Gain	High Tourist Interest		*		
	High Economic Gain From Tourists		*		
	The Atmosphere with Socializing Peoples		*		
City Branding	Creating Memorial Places	More Users that Suggest the Place to Others	*		
		More Users that Inviting the Others	*		
		More Users that Thinking About the Place	*		
	Promoting the Art / Culture / Sport events	Proper Events Realization	*		
		Adequate Promotion of the Place	*		
		High Recognizability Level	*		
	Provide network between other cities	Strong Relation with National Cities			*
		Strong Network with International Cities			*
		Strong Network with Related Associations			*
	Attractive and welcome places	High Attractivity Level of Locals	*		
		High Attractivity Level of Foreign		*	
		High Level of Satisfaction	*		
	Inspirational areas for the creative class	Creative Studios / Hubs	*		
		Interactive Areas for Creative Society	*		
		High Productivity Level	*		
	Increasing the Competitiveness	Strong Image of the Place / City	*		
		Height Income Level	*		
		Well Promoted and Attractive Environment	*		
	Variety of Activity	Artistic Usages		*	
		Cultural Usages		*	
		Performing Usages	*		
	Improved City Management for City Branding	Brand Name and Image	*		
		Regulations for Promoting the City as Brand	*		
		High Level of Mindfulness	*		
	Improved Rules and Regulations for reliance Purpose	High Level of Self-Advocacy	*		
		Proper Rules for Security Issues	*		
		Feeling of Safety	*		

### 3.3.2 The Stars of Lüleburgaz Art Academy (LYSA)

This building of The Stars of Lüleburgaz Art Academy (LYSA) has not been opened yet. In this sense, the relevant analyses could not be possible to adapt to this facility.

Because it was not possible to find any user at the site.

The richness of a socially and environmentally oriented citizen of Lüleburgaz, the municipality is working with the understanding of the management of the wealth and quality of the city, the physical environment of this city, and the contents of the spatial level of the city were considered.

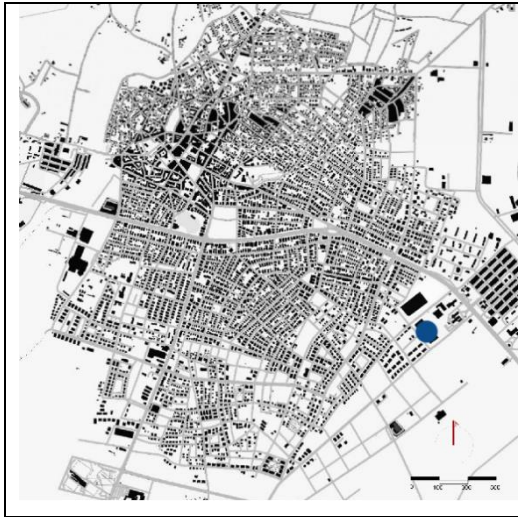


Figure 18: Location of The Stars of Lüleburgaz Art Academy (LYSA)



Figure 19: Local Map of the Stars of Lüleburgaz Art Centre (LYSA)

The location of this facility is one of the most important points of the city to reflect the cultural values, social context, and artistic approaches of the city and citizens.



Figure 20: The view from the entrance of LYSA



Figure 21: The view from the inner courtyard of LYSA

### 3.3.3 The Stars of Lüleburgaz Women Academy (LYKA)

The project is encouraging fine arts, a structure aimed at solving and supporting women's participation in social life, production, and other familial problems. It is considered as an academy where children and women can communicate with experts and participate in activities in the sense of development and production and produce solutions with the participation of the public in various congresses and seminars (APPENDIX E).

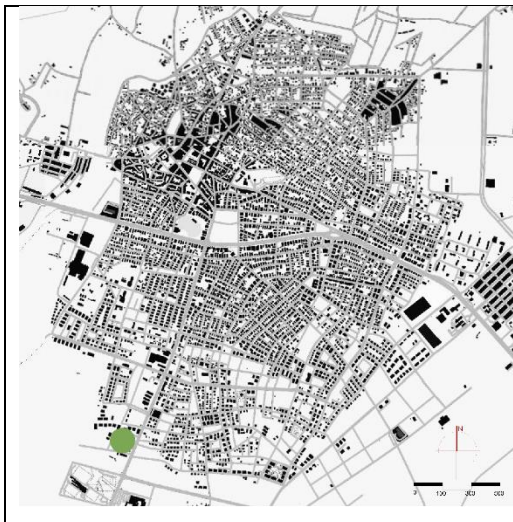


Figure 22: Location of The Stars of Lüleburgaz Women Academy (LYKA)

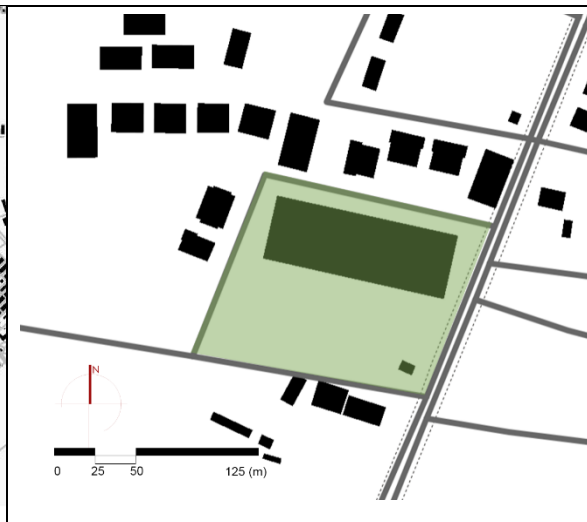


Figure 23: Local Map of the Stars of Lüleburgaz Women Academy (LYKA)

#### *A) Effects on City Awareness;*

- **Social Improvement and Responsibility;** The education level of users generally consists of high school and university students. The interaction spaces are adequately arranged into the places. Hobby gardens are also shown in the place. This place is well maintained, even the users are very sensitive to keep their environments clean and safe.

- **Local and Governmental Awareness;** The governmental authorities and NGOs are keeping the place maintenance. The rules and regulations are satisfied with their users.

The users are feeling safe in the area with the existing rules and regulations for the place. Besides to the workshop areas, the facility is also providing a day-care house, children club, cafeteria, exhibition hall, conference hall, library, reading hall, performing hall, law office, psychological counselling unit, women's counselling and solidarity unit, Club rooms for women's non-governmental organizations, halls for women's leadership, education halls for preparation for motherhood, pre-school and contribution to home economics, an extensive handcrafted kitchen, resting areas, park, and hobby gardens. These functional opportunities are satisfied with their users, handcraft shops.



Figure 24: The view from the entrance of LYKA

**- Social Unity and Interaction;** This place is inviting different age groups and people with the interest of different fields. Moreover, the place is offering a common ground

for all these user groups, which is creating a cooperative atmosphere. All the users are satisfied with the safety of the place.

- **Protection of Culture and Art Activities;** There are a few monuments and figures that are exhibited in the area. The users are also producing some local artworks and finding an opportunity to exhibiting them into the area. The culture has been strongly presented and promoted with artworks, figures, and monuments.

- **Motivated Creative Class;** This place is providing a ground for art facilities for different age groups. In this sense, this is motivating the creative classes, which are dealing with these fields. Moreover, this place is providing discussions and interaction places for these classes. The opportunities to exhibit the produced artworks into the area motivate the users to produce more.

- **Realization of Innovative Ideas;** Openable and closable covers in open areas contribute to functions such as watering the hobby gardens and lighting the garden with their functionality such as collecting rainwater and holding solar energy according to climate changes.

- **Awareness of Environmental Friendly Issues;** day-care house, children club, cafeteria, exhibition hall, conference hall, library, reading hall, performing hall, law office, psychological counselling unit, women's counselling and solidarity unit, Club rooms for women's non-governmental organizations, halls for women's leadership, education halls for preparation for motherhood, pre-school and contribution to home economics, an extensive handcrafted kitchen, resting areas, park, and hobby gardens are the facilities of the building, which motivating the users with different age groups

are inspiring to have respect for their environments and act accordingly. The arranged rules are also adequate for users to protect the place and act friendly for their surroundings.

- **The people that Owing their Cities;** Survey results indicate that all ACE centers of Lüleburgaz and as well as the LYKA improves the city culture by adding healthier, and productive habits for its users.

- **High tourist attraction and Economic Gain;** Generally, the locals and residence are preferring to visit and use the facilities of the place. Some occurred international organizations on special days' welcomes foreign users. But the foreign are only visiting the place for only those special days.



Figure 25: The view from the inner courtyard of LYKA

***B) Effects on City Branding;***



- **Creating Memorial Places;** Survey results indicate that all users are suggesting this place to their parents, friends, and foreign. The users are also inviting others to join the activities that happen in the building. Moreover, users are also caring about this building. It is a low-rise building typology with courtyards, creating surprising spaces with the inner streets that are formed, offering the chance to be in contact with nature and activity in its courtyards.

- **Promoting the Art / Culture / Sport events;** The events at the place are satisfying to its users. National and international promotions are existing for the place to invite locals and foreigners into the place. Everybody in the community is aware of the existence of the building and realized events in the facility.

- **Provide network between other cities;** there is a network connection with other cities, and associations like National Women Cooperatives, and Turkish Women Association.

- **Attractive and welcome places;** Survey results indicate that the place is very attractive that welcome for all age groups. The foreigners only prefer to visit the place for special organization days. The users are satisfied with the uses and functional opportunities of the place.

- **Inspirational areas for the creative class;** The place motivates the creative class by providing different art, culture, and sports facilities. The facility is also offering common discussion ground to discuss their ideas. But this building mainly focuses on art and cultural facilities that provide woman participation. In this sense, the facility is productive.

- **Increasing the Competitiveness;** The movement (The Stars of Lüleburgaz) for all these ACE centers in Lüleburgaz creates a branding opportunity by being unique in the region and country. This is creating an image for the whole city and helps to promote the city.

- **Variety of Activity;** The place is mainly constructed for art, and culture facilities. Besides, it is also offering a tennis court, day-care house, children club, cafeteria, exhibition hall, conference hall, library, reading hall, performing hall, law office, psychological counseling unit, women's counseling and solidarity unit, Club rooms for women's non-governmental organizations, halls for women's leadership, education halls for preparation for motherhood, pre-school and contribution to home economics, an extensive handcrafted kitchen, resting areas, park, and hobby gardens.

- **Improved City Management for City Branding;** As it was mentioned that the movement (The Stars of Lüleburgaz) for all these ACE centers in Lüleburgaz creates a branding opportunity by being unique in the region and country.

This is creating an image for the whole city and helps to promote the city. Besides, the organizations of this center are also promoting the place and as well as the city.

- **Improved Rules and Regulations for reliance Purpose;** The survey result shows that the users of LYKA are proud to have this building into their cities. The rules and regulations are protecting them and they feel safe into the area.

Table 9: Evaluation of the Stars of Lüleburgaz Women Academy (LYKA)

PATTERNS		ASSESSMENT CRITERIA	GOOD	AVERAGE	POOR
City Awareness	Social Improvement and Responsibility	The Users with High Education Level	*		
		The Existence of Proper Interaction Spaces	*		
		Well Preserved Areas	*		
	Local and Governmental Awareness	Well Maintained Places	*		
		Properly Arranged Rules and Regulations	*		
		Adequate Facilities and Uses	*		
	Social Unity and Interaction	Cooperative Atmosphere	*		
		Diverse Spaces	*		
		Safe and Secure Environment	*		
	Protection of Culture and Art Activities	The Existence of Art Works	*		
		Reflection of Culture	*		
		Reflection of City Characteristics	*		
	Motivated Creative Class	The Existence of Creative Works	*		
		The Existence of Creative Class	*		
		Interaction Areas for Creative Society	*		
	Realization of Innovative Ideas	The Existence of Innovative Works	*		
		The Existence of Technologic equipment	*		
		New Achievement Opportunities	*		
	Awareness of Environmental Friendly Issues	Motivation on Environmental Fri. Acts	*		
		Proper Rules for Environmental Fri. Acts	*		
Promotion of Environmental Friendly Acts		*			
The people that Owning their Cities	High Level of Awareness on City Culture	*			
	High Level of Awareness on Social Context	*			
	Awareness of Contemporary Approaches	*			
High tourist attraction and Economic Gain	High Tourist Interest		*		
	High Economic Gain From Tourists	*			
	The Atmosphere with Socializing Peoples	*			
City Branding	Creating Memorial Places	More Users that Suggest the Place to Others	*		
		More Users that Inviting the Others	*		
		More Users that Thinking About the Place	*		
	Promoting the Art / Culture / Sport events	Proper Events Realization	*		
		Adequate Promotion of the Place	*		
		High Recognizability Level	*		
	Provide network between other cities	Strong Relation with National Cities	*		
		Strong Network with International Cities		*	
		Strong Network with Related Associations	*		
	Attractive and welcome places	High Attractivity Level of Locals	*		
		High Attractivity Level of Foreign		*	
		High Level of Satisfaction	*		
	Inspirational areas for the creative class	Creative Studios / Hubs	*		
		Interactive Areas for Creative Society	*		
		High Productivity Level	*		
	Increasing the Competitiveness	Strong Image of the Place / City	*		
		Height Income Level	*		
		Well Promoted and Attractive Environment	*		
	Variety of Activity	Artistic Usages	*		
		Cultural Usages	*		
Performing Usages		*			
Improved City Management for City Branding	Brand Name and Image	*			
	Regulations for Promoting the City as Brand	*			
	High Level of Mindfulness	*			
Improved Rules and Regulations for reliance Purpose	High Level of Self-Advocacy	*			
	Proper Rules for Security Issues	*			
	Feeling of Safety	*			

### 3.3.4 The Stars of Lüleburgaz Motorcycle and Bicycle Academy (LYMBA)

This academy, which is thought to be a macro measure for the traffic problem of the city by encouraging the use of bicycles, aims to make the public prefer cleaner and

more conscious means of transportation considering the environmental sustainability principle (APPENDIX F).

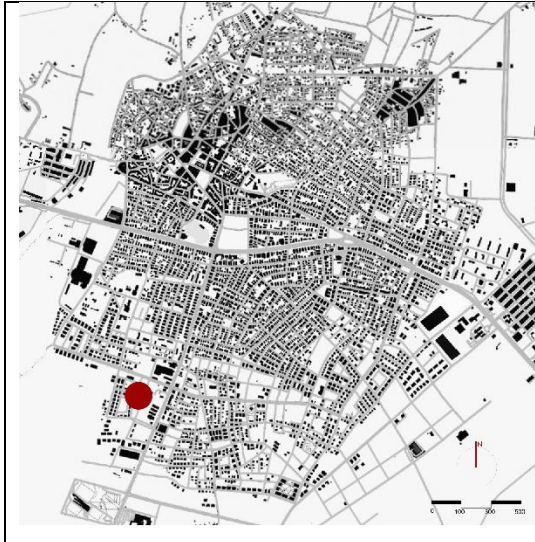


Figure 26: Location of The Stars of Lüleburgaz Motorcycle and Bicycle Academy (LYMBA)



Figure 27: Local Map of the Stars of Lüleburgaz Motorcycle and Bicycle Academy (LYMBA)

#### *A) Effects on City Awareness;*

- **Social Improvement and Responsibility;** The education level of users generally consists of high school and university students. The interaction spaces are adequately arranged into the places. Cafeterias and training rooms are also located in the place. This place is well maintained, even the users are very sensitive to keep their environments clean and safe.

- **Local and Governmental Awareness;** The governmental authorities and NGOs are keeping the place maintenance. The rules and regulations are satisfied with their users. The users are feeling safe in the area with the existing rules and regulations for the place. Besides the bicycle and motorcycle riding areas, the facility is also providing a guesthouse with a bathroom, kitchen, dormitory, laundry, cafeteria, training rooms,

and repair shops. These functional opportunities are satisfied with their users, handcraft shops.

- **Social Unity and Interaction;** This place is inviting different nations and age groups, and the people with the interest of different fields. Moreover, the place is offering a common ground for all these user groups, which is creating a cooperative atmosphere. All the users are satisfied with the safety of the place.

- **Protection of Culture and Art Activities;** There are a few monuments and figures in the facility. The use of the space mainly focusses on cyclin facilities. The art and cultural works are less.

- **Motivated Creative Class;** This place is mainly for cycling purposes. In this sense, this is motivating the cyclists, who are dealing with this field. Moreover, this place is providing discussions and interaction places for cyclists.



Figure 28: The view of the entrance of LYMBA

- **Realization of Innovative Ideas;** Climate conditions of the location has considered during the design process of the building to get more natural daylight.

- **Awareness of Environmental Friendly Issues;** It encourages the public to use bicycles and motorcycles. In this context, this academy, which is considered as a macro measure for the traffic problem of the city, has taken into account the principle of environmental sustainability. It enables the public to prefer cleaner and more conscious vehicles.

- **The people that Owning their Cities;** Survey results indicate that all ACE centers of Lüleburgaz and as well as the LYMBA improves the city culture by adding healthier habits for its users.



Figure 29: The view from the inner courtyard of LYMBA

- **High tourist attraction and Economic Gain;** Generally, the locals and residence are preferring to visit and use the facilities of the place. Some occurred international

organizations on special days welcomes foreign users. The foreigners are visiting the place for special days.

***B) Effects on City Branding;***

- **Creating Memorial Places;** Survey results indicate that all users are suggesting this place to their parents, friends, and foreign. The users are also inviting others to join the activities that happen in the building. Moreover, users are also caring about this building.

- **Promoting the Art / Culture / Sport events;** The events at the place are satisfying to its users. National and international promotions are existing for the place to invite locals and foreigners into the place. Everybody in the community is aware of the existence of the building and realized events in the facility.

- **Provide network between other cities;** there is a network connection with other cities, and associations.

- **Attractive and welcome places;** Survey results indicate that the place is very attractive that welcome for all age groups. The foreign are also preferring to visit the place for special organization days. The users are satisfied with the uses and functional opportunities of the place. The place hosted the 70 cyclists from 21 countries in 2019. Cyclists generally follow the Silk Road from Europe to China and use the facility as an accommodation and recreation area.

- **Inspirational areas for the creative class;** The place has motivating especially the people, which interest in sports facilities. In this sense, the place motivating healthier acts into society.

- **Increasing the Competitiveness;** The movement (The Stars of Lüleburgaz) for all these ACE centers in Lüleburgaz has to create a branding opportunity by being unique in the region and country. This is creating an image for the whole city and helps to promote the city.

- **Variety of Activity;** The place has mainly been constructed for cycling facilities. Besides, it is also offering bicycle and motorcycle riding areas, the facility is also providing a guesthouse with a bathroom, kitchen, dormitory, laundry, cafeteria, training rooms, and repair shops.

- **Improved City Management for City Branding;** As it was mentioned that the movement (The Stars of Lüleburgaz) for all these ACE centers in Lüleburgaz creates a branding opportunity by being unique in the region and nation. This is creating an image for the whole region and helps to promote the city identity. The interviews with the mayor and decision-making authorities indicate that there are more plans for this building to attract more tourists and welcoming them into the city. Besides, they believed that it will be a good economic source for the city.

- **Improved Rules and Regulations for reliance Purpose;** The survey result shows that the users of LYMBA are proud to have this building into their cities. The rules and regulations are protecting them and they feel safe into the area.



Table 10: Evaluation of the Stars of Lüleburgaz Motorcycle and Bicycle Academy (LYMBA)

PATTERNS		ASSESSMENT CRITERIA	GOOD	AVERAGE	POOR
City Awareness	Social Improvement and Responsibility	The Users with High Education Level	*		
		The Existence of Proper Interaction Spaces	*		
		Well Preserved Areas	*		
	Local and Governmental Awareness	Well Maintained Places	*		
		Properly Arranged Rules and Regulations	*		
		Adequate Facilities and Uses	*		
	Social Unity and Interaction	Cooperative Atmosphere	*		
		Diverse Spaces	*		
		Safe and Secure Environment	*		
	Protection of Culture and Art Activities	The Existence of Art Works			*
		Reflection of Culture			*
		Reflection of City Characteristics			*
	Motivated Creative Class	The Existence of Creative Works			*
		The Existence of Creative Class		*	
		Interaction Areas for Creative Society			*
	Realization of Innovative Ideas	The Existence of Innovative Works		*	
		The Existence of Technologic equipment		*	
		New Achievement Opportunities		*	
	Awareness of Environmental Friendly Issues	Motivation on Environmental Fri. Acts	*		
		Proper Rules for Environmental Fri. Acts	*		
Promotion of Environmental Friendly Acts		*			
The people that Owning their Cities	High Level of Awareness on City Culture		*		
	High Level of Awareness on Social Context		*		
	Awareness of Contemporary Approaches	*			
High tourist attraction and Economic Gain	High Tourist Interest	*			
	High Economic Gain From Tourists	*			
	The Atmosphere with Socializing Peoples	*			
City Branding	Creating Memorial Places	More Users that Suggest the Place to Others	*		
		More Users that Inviting the Others	*		
		More Users that Thinking About the Place	*		
	Promoting the Art / Culture / Sport events	Proper Events Realization	*		
		Adequate Promotion of the Place	*		
		High Recognizability Level	*		
	Provide network between other cities	Strong Relation with National Cities	*		
		Strong Network with International Cities	*		
		Strong Network with Related Associations	*		
	Attractive and welcome places	High Attractivity Level of Locals	*		
		High Attractivity Level of Foreign	*		
		High Level of Satisfaction	*		
	Inspirational areas for the creative class	Creative Studios / Hubs			*
		Interactive Areas for Creative Society			*
		High Productivity Level		*	
	Increasing the Competitiveness	Strong Image of the Place / City	*		
		Height Income Level	*		
		Well Promoted and Attractive Environment	*		
	Variety of Activity	Artistic Usages		*	
		Cultural Usages		*	
Performing Usages			*		
Improved City Management for City Branding	Brand Name and Image	*			
	Regulations for Promoting the City as Brand	*			
	High Level of Mindfulness		*		
Improved Rules and Regulations for reliance Purpose	High Level of Self-Advocacy		*		
	Proper Rules for Security Issues	*			
	Feeling of Safety	*			

### 3.3.5 The Stars of Lüleburgaz Taste Academy (LYLA)

One of the methods of increasing the brand value of the city is gastronomy. Within the scope of Thrace Tourism Master Plan 2013-2023 prepared by the Thrace Development

Agency, an action plan was developed for the development of regional tourism, and 62 priority tourism products were identified (Trakya Development Agency, 2020) (APPENDIX G).

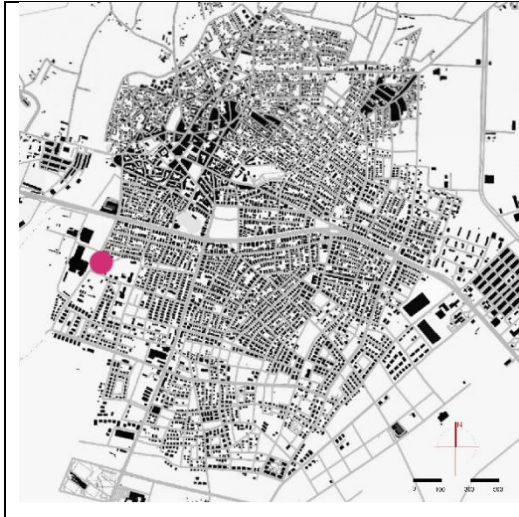


Figure 30: Location of The Stars of Lüleburgaz Taste Academy (LYLA)



Figure 31: Local Map of The Stars of Lüleburgaz Taste Academy (LYLA)

#### *A) Effects on City Awareness;*

- **Social Improvement and Responsibility;** The education level of users generally consists of high school and university students. The interaction spaces are adequately arranged into the places. Training rooms are also located in the place. This place is well maintained, even the users are very sensitive to keep their environments clean and safe.

- **Local and Governmental Awareness;** The governmental authorities and NGOs are keeping the place maintenance. The rules and regulations are satisfied with their users. The users are feeling safe in the area with the existing rules and regulations for the place. To enable creativity to emerge by teaching basic information in the field of gastronomy; To raise awareness of food and beverage culture and manners, this

includes pieces of training such as choosing the right and economical products, menu arrangement, service, and presentation subtleties.

**- Social Unity and Interaction;** This place is inviting different nations and age groups, and the people with the interest of these fields. Moreover, the place is offering a common ground for all these user groups, which is creating a cooperative atmosphere. All the users are satisfied with the safety of the place.

**- Protection of Culture and Art Activities;** There are a few monuments and figures in the facility. The use of the space mainly focusses on culinary facilities. The art and cultural works are strongly supported by teaching Turkish cuisine.



Figure 32: The view from the entrance of LYLA

**- Motivated Creative Class;** This place is mainly for gastronomy purposes. In this sense, this is motivating the attendees, who are dealing with this field. Moreover, this place is providing discussions and interaction places for attendees.

- **Realization of Innovative Ideas;** Used equipment of the kitchen was arranged according to international standards.

- **Awareness of Environmental Friendly Issues;** It encourages the public for productivity. In this context, this academy provides awareness on food and beverage culture and manners.

- **The people that Owning their Cities;** Survey results indicate that all ACE centers of Lüleburgaz and as well as the LYLA improves the city culture by adding healthier and productive habits for its users.

- **High tourist attraction and Economic Gain;** Generally, the locals and residence are preferring to visit and use the facilities of the place. Some occurred international organizations on special days welcomes foreign users. The foreigners visit the place sometimes to learn Turkish cuisine.

***B) Effects on City Branding;***

- **Creating Memorial Places;** Survey results indicate that all users are suggesting this place to their parents, friends, and foreign. The users are also inviting others to join the activities that happen in the building. Moreover, users are also caring about this building.

- **Promoting the Art / Culture / Sport events;** The events at the place are satisfying to its users. National and international promotions are existing for the place to invite locals and foreigners into the place. Everybody in the community is aware of the existence of the building and realized events in the facility.



Figure 33: The view from the inner garden of LYLA

- **Provide network between other cities;** there is a network connection with other cities and associations like the public education center.

- **Attractive and welcome places;** Survey results indicate that the place is very attractive that welcome for all age groups. The foreign are also preferring to visit the place for special organization days. The users are satisfied with the uses and functional opportunities of the place.

- **Inspirational areas for the creative class;** The place has motivating especially the people, which interest in culinary facilities. In this sense, the place motivating healthier acts into society. Besides, it is motivating productivity as well.

- **Increasing the Competitiveness;** The movement (The Stars of Lüleburgaz) for all these ACE centers in Lüleburgaz creates a branding opportunity by being unique in

the region and country. This is creating an image for the city and helps to promote the city and increasing competitiveness.

- **Variety of Activity;** The place has mainly been constructed for culinary facilities. Besides, it is also offering pieces of training such as choosing the right and economical products, menu arrangement, service, and presentation subtleties.

The facility provides to gain profession and improve the attendees with such training activities like cooking, pastry, service, presentation, and similar courses. Besides, the survey indicates that the users are increasing their awareness level on the importance of economic usages of products in the kitchen.

- **Improved City Management for City Branding;** As it was mentioned that the movement (The Stars of Lüleburgaz) for all these ACE centers in Lüleburgaz creates a branding opportunity by being unique in the region and nation. This is creating an image for the whole region and helps to promote the city identity. Besides, an interview with the mayor indicates that this building will be improved to attract more visitors by providing more connections, different relatives.

- **Improved Rules and Regulations for reliance Purpose;** The survey result shows that the users of LYLA are proud to have this building into their cities. The rules and regulations are protecting them and they feel safe into the area.

Table 11: Evaluation of The Stars of Lüleburgaz Taste Academy (LYLA)

PATTERNS		ASSESSMENT CRITERIA	GOOD	AVERAGE	POOR
City Awareness	Social Improvement and Responsibility	The Users with High Education Level	*		
		The Existence of Proper Interaction Spaces	*		
		Well Preserved Areas	*		
	Local and Governmental Awareness	Well Maintained Places	*		
		Properly Arranged Rules and Regulations	*		
		Adequate Facilities and Uses	*		
	Social Unity and Interaction	Cooperative Atmosphere	*		
		Diverse Spaces	*		
		Safe and Secure Environment	*		
	Protection of Culture and Art Activities	The Existence of Art Works		*	
		Reflection of Culture	*		
		Reflection of City Characteristics		*	
	Motivated Creative Class	The Existence of Creative Works	*		
		The Existence of Creative Class	*		
		Interaction Areas for Creative Society	*		
	Realization of Innovative Ideas	The Existence of Innovative Works			*
		The Existence of Technologic equipment		*	
		New Achievement Opportunities	*		
	Awareness of Environmental Friendly Issues	Motivation on Environmental Fri. Acts	*		
		Proper Rules for Environmental Fri. Acts	*		
Promotion of Environmental Friendly Acts		*			
The people that Owning their Cities	High Level of Awareness on City Culture	*			
	High Level of Awareness on Social Context	*			
	Awareness of Contemporary Approaches	*			
High tourist attraction and Economic Gain	High Tourist Interest		*		
	High Economic Gain From Tourists		*		
	The Atmosphere with Socializing Peoples	*			
City Branding	Creating Memorial Places	More Users that Suggest the Place to Others	*		
		More Users that Inviting the Others	*		
		More Users that Thinking About the Place	*		
	Promoting the Art / Culture / Sport events	Proper Events Realization	*		
		Adequate Promotion of the Place	*		
		High Recognizability Level	*		
	Provide network between other cities	Strong Relation with National Cities		*	
		Strong Network with International Cities			*
		Strong Network with Related Associations		*	
	Attractive and welcome places	High Attractivity Level of Locals	*		
		High Attractivity Level of Foreign		*	
		High Level of Satisfaction	*		
	Inspirational areas for the creative class	Creative Studios / Hubs	*		
		Interactive Areas for Creative Society	*		
		High Productivity Level	*		
	Increasing the Competitiveness	Strong Image of the Place / City	*		
		Height Income Level	*		
		Well Promoted and Attractive Environment	*		
	Variety of Activity	Artistic Usages	*		
		Cultural Usages	*		
Performing Usages		*			
Improved City Management for City Branding	Brand Name and Image	*			
	Regulations for Promoting the City as Brand	*			
	High Level of Mindfulness	*			
Improved Rules and Regulations for reliance Purpose	High Level of Self-Advocacy	*			
	Proper Rules for Security Issues	*			
	Feeling of Safety	*			

### 3.3.6 The Stars of Lüleburgaz Swimming Academy (LYYA)

This building of The Stars of Lüleburgaz Swimming Academy (LYYA) has not been completed yet. In this sense, the relevant analyses could not be possible to adapt to this building. Because it was not possible to find any user at the site.

The Swimming Academy was planned as an exemplary model to adapt the sports activities to education and recreation areas as part of daily life and adapt to city life. The primary objective of the academy is to bring different users together in common areas and to create common and unique spaces with sports activities as well as education, and recreation areas. Swimming Academy will increase the reputation of the city and will be a center for sports education and competitions.



Figure 34: Location of The Stars of Lüleburgaz Swimming Academy (LYYA)

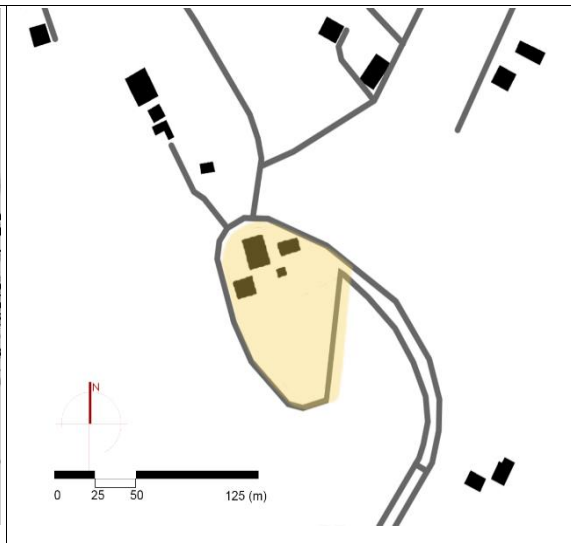


Figure 35: Local Map of the Stars of Lüleburgaz Swimming Academy (LYYA)

The Academy, which will also host swimming competitions, will represent Lüleburgaz in the national and international milieu.

### 3.3.7 The Stars of Lüleburgaz Innovation and Garage Academy (LYBGA)

The building has aimed to motivate the age group, which is in between 7 and 16, to teach coding, 3D designing, web designing, robot designing, and education about innovative entrepreneurship. This is the first in the world that this age group was finding the opportunity to be aware of innovative and technological achievements through long-distance education. the users become aware that the tools are not only



for entertaining and/or gaming purposes, these tools also provide an opportunity to problem-solving, and designing the dreams (APPENDIX H).

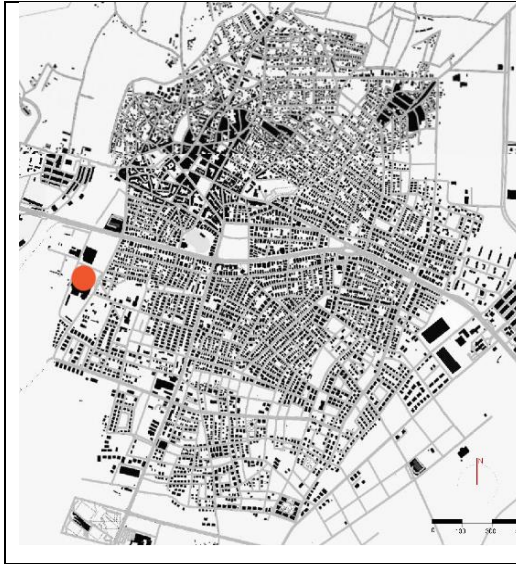


Figure 36: Location of The Stars of Lüleburgaz Innovation and Garage Academy (LYBGA)



Figure 37: Local Map of the Stars of Lüleburgaz Innovation and Garage Academy (LYBGA)

*A) Effects on City Awareness;*

- **Social Improvement and Responsibility;** The education level of users generally consists of high school and university students. The interaction spaces are adequately arranged into the places. Training rooms are also located in the place. This place is well maintained, even the users are very sensitive to keep their environments clean and safe.

- **Local and Governmental Awareness;** The governmental authorities and NGOs are keeping the place maintenance. The rules and regulations are satisfied with their users. The users are feeling safe in the area with the existing rules and regulations for the place. To enable creativity to emerge by teaching basic information in the field of

technology; coding, 3d design, web design, robot design, and informatics entrepreneurship pieces of training are also provided.

- **Social Unity and Interaction;** This place is inviting different nations and age groups, and the people with the interest of these fields. Moreover, the place is offering a common ground for all these user groups, which is creating a cooperative atmosphere. All the users are satisfied with the safety of the place.

- **Protection of Culture and Art Activities;** The place motivates its attendees for contemporary productivity. The use of the space mainly focusses on innovative facilities. The technological works are strongly supported by motivating the attendees for producing novelty ideas.

- **Motivated Creative Class;** This place is mainly for innovation purposes. In this sense, this is motivating the attendees, who are dealing with this field. Moreover, this place is providing discussions and interaction places for attendees. This is an adequate platform for the creative class to making their original ideas to coming true.

- **Realization of Innovative Ideas;** The place has built for motivating the creative class for the realization of innovative ideas. in this sense, all technical opportunities, and equipment are provided to its attendees. Participants, who gain important knowledge and skills in the fields of smart device design and entrepreneurship, gain the ability to evaluate the technologies they use in their daily lives from the perspective of a manufacturer, not a consumer. Children and young people who acquire critical thinking and scientific solutions are equipped to step into the entrepreneurship world. Thus, young people will be able to shape the future by taking part in the existence of

technology. The municipality sets out with the vision of bringing 21st-century competencies to young people and preparing them for a successful future, continues to carry out valuable studies to bring young people into the entrepreneurship ecosystem.

- **Awareness of Environmental Friendly Issues;** It encourages the public for productivity. In this context, this academy provides awareness of contemporary technological culture and manners.



Figure 38: The view from the inner courtyard of LYBGA

- **The people that Owning their Cities;** Survey results indicate that all ACE centers of Lüleburgaz and as well as the LYBGA improves the city culture by adding productive habits for its users. The attendees are gaining; the perspective of producing scientific solutions to problems, systematic thinking, to be able to see the cause and effect relationships between events, the self-confidence of developing own products on the computer, they will take an important step towards gaining knowledge and skills

that are very important in today's social and business life, such as creative and critical thinking.

- **High tourist attraction and Economic Gain;** Generally, the locals and residence are preferring to visit and use the facilities of the place. Some occurred international organizations in special days are welcoming foreign users.

***B) Effects on City Branding;***

- **Creating Memorial Places;** Survey results indicate that all users are suggesting this place to their parents, friends, and foreign. The users are also inviting others to join the activities that happen in the building. Moreover, users are also caring about this building.

- **Promoting the Art / Culture / Sport events;** The events at the place are satisfying to its creative users. National and international promotions are existing for the place to invite the locals into the place. Everybody in the community is aware of the existence of the building and realized events in the facility.

- **Provide network between other cities;** there is network connection with other cities, and associations like Lüleburgaz Public Education Directorate, Thrace Development Agency, and Kırklareli University

- **Attractive and welcome places;** Survey results indicate that the place is very attractive that welcome for all age groups. The foreign are also preferring to visit the place for special organization days. The users are satisfied with the uses and functional opportunities of the place.

- **Inspirational areas for the creative class;** The place motivates especially the people who interest in innovative and technological fields. In this sense, the place motivating productive acts in society. Besides, it is motivating the novelty as well.

- **Increasing the Competitiveness;** The movement (The Stars of Lüleburgaz) for all these ACE centers in Lüleburgaz creates a branding opportunity by being unique in the region and country. This is creating an image for the whole city and helps to promote the city and increasing competitiveness.

- **Variety of Activity;** The place has mainly been constructed for motivating innovation and technological facilities. Besides, it is also offering software coding, 3d design, web design, robot design, and informatics entrepreneurship pieces of training.

- **Improved City Management for City Branding;** As it was mentioned that the movement (The Stars of Lüleburgaz) for all these ACE centers in Lüleburgaz creates a branding opportunity by being unique in the region and nation. This is creating an image for the whole region and helps to promote the city identity.

- **Improved Rules and Regulations for reliance Purpose;** The survey result shows that the users of LYBGA are proud to have this building into their cities. The rules and regulations are protecting them and they feel safe into the area.

Table 12: Evaluation of the Stars of Lüleburgaz Innovation and Garage Academy (LYBGA)

PATTERNS		ASSESSMENT CRITERIA	GOOD	AVERAGE	POOR
City Awareness	Social Improvement and Responsibility	The Users with High Education Level	*		
		The Existence of Proper Interaction Spaces	*		
		Well Preserved Areas	*		
	Local and Governmental Awareness	Well Maintained Places	*		
		Properly Arranged Rules and Regulations	*		
		Adequate Facilities and Uses	*		
	Social Unity and Interaction	Cooperative Atmosphere	*		
		Diverse Spaces	*		
		Safe and Secure Environment	*		
	Protection of Culture and Art Activities	The Existence of Art Works		*	
		Reflection of Culture			*
		Reflection of City Characteristics			*
	Motivated Creative Class	The Existence of Creative Works	*		
		The Existence of Creative Class	*		
		Interaction Areas for Creative Society	*		
	Realization of Innovative Ideas	The Existence of Innovative Works	*		
		The Existence of Technologic equipment	*		
		New Achievement Opportunities	*		
	Awareness of Environmental Friendly Issues	Motivation on Environmental Fri. Acts	*		
		Proper Rules for Environmental Fri. Acts	*		
Promotion of Environmental Friendly Acts		*			
The people that Owning their Cities	High Level of Awareness on City Culture		*		
	High Level of Awareness on Social Context		*		
	Awareness of Contemporary Approaches	*			
High tourist attraction and Economic Gain	High Tourist Interest		*		
	High Economic Gain From Tourists		*		
	The Atmosphere with Socializing Peoples	*			
City Branding	Creating Memorial Places	More Users that Suggest the Place to Others	*		
		More Users that Inviting the Others	*		
		More Users that Thinking About the Place	*		
	Promoting the Art / Culture / Sport events	Proper Events Realization	*		
		Adequate Promotion of the Place		*	
		High Recognizability Level	*		
	Provide network between other cities	Strong Relation with National Cities	*		
		Strong Network with International Cities			*
		Strong Network with Related Associations	*		
	Attractive and welcome places	High Attractivity Level of Locals	*		
		High Attractivity Level of Foreign			*
		High Level of Satisfaction		*	
	Inspirational areas for the creative class	Creative Studios / Hubs	*		
		Interactive Areas for Creative Society	*		
		High Productivity Level	*		
	Increasing the Competitiveness	Strong Image of the Place / City	*		
		Height Income Level		*	
		Well Promoted and Attractive Environment		*	
	Variety of Activity	Artistic Usages	*		
		Cultural Usages			*
Performing Usages				*	
Improved City Management for City Branding	Brand Name and Image	*			
	Regulations for Promoting the City as Brand	*			
	High Level of Mindfulness	*			
Improved Rules and Regulations for reliance Purpose	High Level of Self-Advocacy	*			
	Proper Rules for Security Issues	*			
	Feeling of Safety	*			

## Chapter 4

### CONCLUSION AND RECOMMENDATION

Art, culture, and event (ACE) centers are the common ground for different social groups of communities. The basic social groups of the communities can be described into three clusters; **User** (with responsive attitudes), **Manager** (governors and/or decision-makers), and **Producer** (creative class of the society). Moreover, this kind of constructions has an opportunity for improving community awareness and city branding as well. The mentioned social groups of communities, the issues of city awareness, and the issues of city branding are creating a link between different dimensions. In this sense, the ACE centers have importance for the cities in terms of social, cultural, economic, physical, and functional points of view. The research is clarifying the link between the mentioned aspects by discussing their components, and features. Research focuses mainly on case study analyses while discovering the impacts of city awareness and branding.

The main emphasis of this thesis is to understand the types of ACE centers, to clarify the basic components of city awareness, to clarify the main gears of city branding. Moreover, this study has explained the link between these three aspects between each other.

This thesis consists of four parts. In the first chapter, an introduction is given by explaining the problem definition, aims, objectives and research questions, research

methodology, limitation, and structure of the thesis. The second chapter is a literature survey on the topics of ACE centers, city awareness, and city branding. Additionally, this chapter is also clarifying the link between these three topics. Thus, in chapter three, the achieved dimensions are used to evaluate the selected cases in the city of Lüleburgaz. The conclusion chapter is a summary of the whole study and explanations of findings. Besides, it is ending with recommendations for further studies.

#### **4.1 Theory-based findings**

This research has to explain the literature reviews on the types of ACE centers, city awareness, and city branding. The types of ACE centers can be classified with six types;

- *Educational centers*; libraries, performing art centers, etc.
- *Sports centers*; football, swimming, etc.
- *Art and cultural centers*; painting, handcraft, folk dance, etc.
- *Cycling centers*; motorcycling, bicycle, etc.
- *Culinary arts*; local and/or global cousins
- *Innovation centers*; R&D centers, web designing labs, robot design labs, software engineering labs, etc.

The components of the city awareness classified with three aspects;

- *Social Improvement*; responsibility attitude, innovative productivity, etc.
- *Cultural Protection and Improvement*; a variety of activities, cultural production, etc.
- *Economic Aspects*; tourist attraction, pleasant place for entrepreneurs, etc.

The components of the city branding classified with five aspects:



- *Physical Aspects*; protection of natural resources, city image improvement, promoting city identity, etc.
- *Functional Aspects*; Functional variety, different experience opportunities, etc.
- *Social Aspects*; a variety of different social groups, interaction ground, memorial spaces, productivity, etc.
- *Cultural Aspects*; promoting cultural values, entertainment activities like festivals, etc.
- *Economic Aspects*; tourist attraction, investment opportunities, employment opportunities, innovative achievements, etc.

Moreover, the social groups of communities can be classified with three groups;

- *Users*; regular users of the places and/or buildings.
- *Managers*; governors and/or decision-makers.
- *Producer*; creative class of the society (city planners, architects, etc.).

This study has achieved that Art, Culture, and Event centers create awareness by providing proper relations with three important social groups of society. these are user groups, which represent the regular users. the second one is managers, which represent the governors and other decision-makers, and the third one is the creative class, which is producing new ideas (architects, urban designers, city planners, engineers, etc.). Moreover, this study achieves that the adequate relation of these three social groups has provided continuous improvement. For example; when the manager has providing proper rules and regulations, the creative class motivating to produce more innovative ideas. and when the creative class producing innovative and novelty ideas, the users are attracting to visit the place more. when the users are increasing into the city, the

authorities are motivating to provide more facilities. It can be seen by this study that the ACE centers also have positive impacts on city branding, within the synthesis of many studies, the relation has been provided (Table 5).

## **4.2 Case-based findings**

This thesis tried to investigate the link between the ACE centers, city awareness, and city branding. Moreover, the study tried to analyse the ACE centers in Lüleburgaz as a case to understand the existing situation of these centers and understanding their impacts on the city and provide appropriate recommendations for further development attempts.

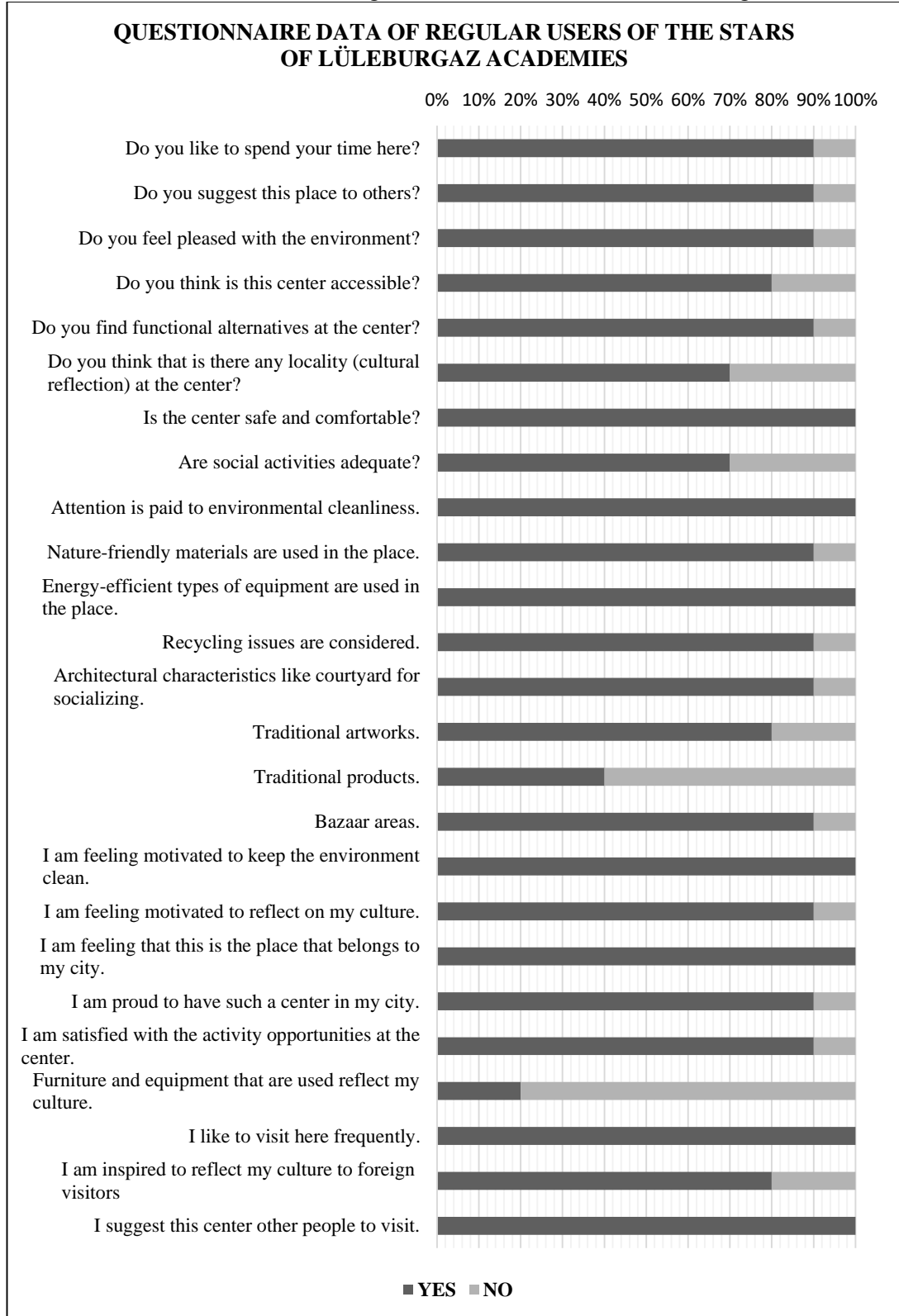
The analyses were done by observation to understand the physical situation, functional aspects, and adequacy of attraction. Besides, interviews and questionnaires were done to understand the social competence of communities, adequacy of cultural activities, and satisfaction level of the users. The questionnaires are provided as yes or no types of questions and the chart has provided by calculating the numbers of the answers. Mapping is also provided to summarize the findings and presenting the results. Required photographs are also taken to express the physical situations and architectural values of the buildings.

In general, the ACE centers of Lüleburgaz have positive impacts on the city by increasing awareness. On the other hand, the reflection of culture is generally insufficient. The city has very valuable unique characteristics. The city authorities needed to focus to promote the contextual, cultural, and social values to promote the city. The survey results are also indicating that each building is not adequate with the representation of city culture. The buildings have not contextual and cultural

integration into the city (Appendix D, E, F, G, H). However, each facility has selected to be built by competitions and the aim of each construction is also related to the architectural qualities of the buildings. Physical, functional, and architectural dimensions were evaluated during the selection process. As it is observed that the buildings are bringing a contemporary image and developing the identity of the city. Each building creates the potential to be brand into the city and attracting more visitors by its various values.

*Users;* a wide range of users are happy to spend their time in the ACE centers. They are suggesting this place to others and motivating their parents to join the activities, which occur in these places. Survey results indicate that the users finding these places easily, which means that the adequacy of accessibility is very qualified. Functional opportunities of ACE centers of Lüleburgaz are satisfying its users. They are finding the activities adequate for the city. On the other hand, the reflection of the culture in terms of architectural perspective is not strong enough. Moreover, there is no clue that these buildings are located in Lüleburgaz; architecturally, the buildings can have built everywhere in the world. Environmental friendly approaches to the facilities are satisfied with its users. The positive impacts of the building that it motivates its users to act more responsive; they are feeling that the building is like their home (Table 13).

Table 13: Questionnaire data of regular users of The Stars of Lüleburgaz Academies

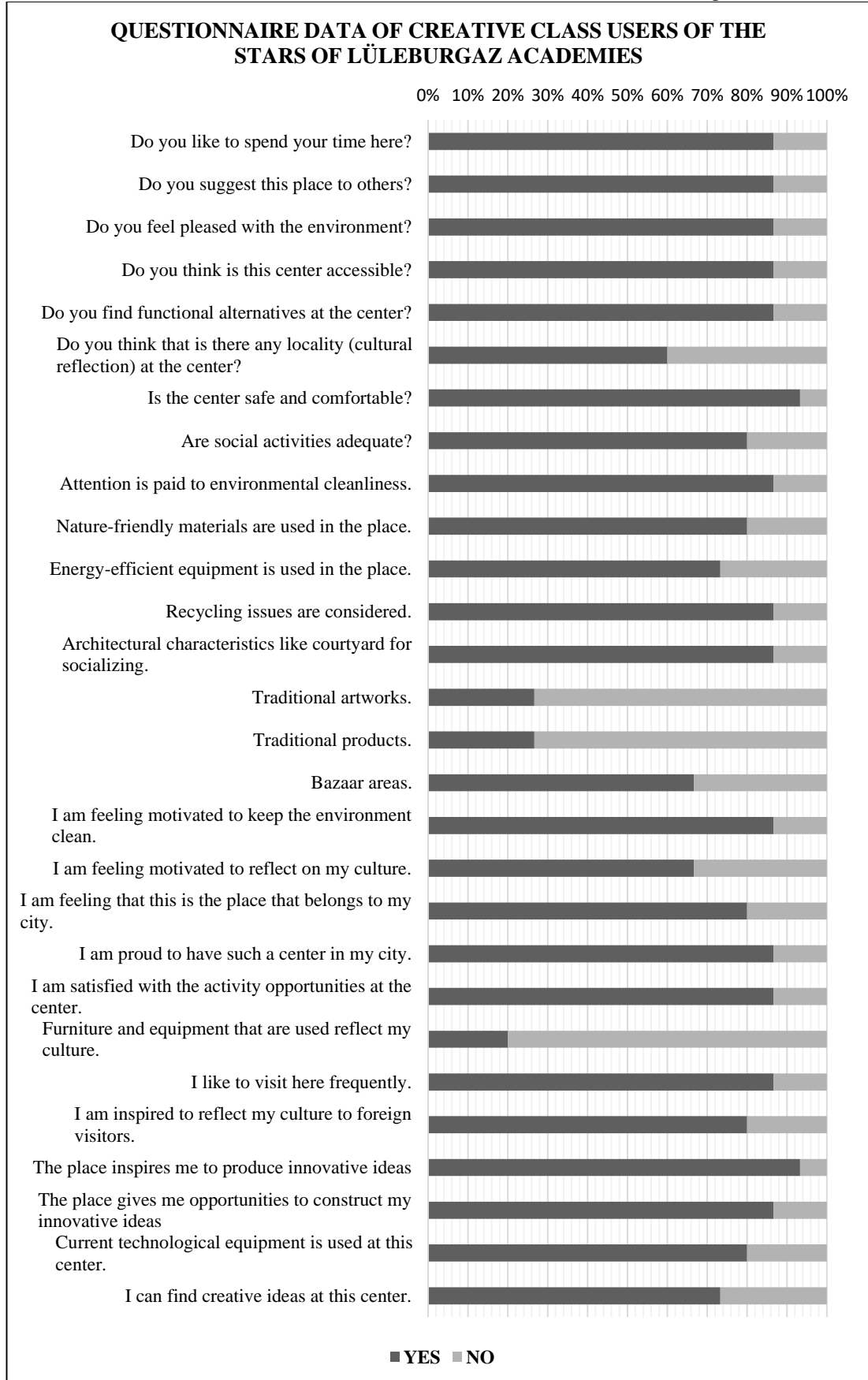


**Producers (Creative Class);** a wide range of creative classes are happy to spend their time in the ACE centers. They are suggesting this place to others and motivating their

parents to join the activities, which occur in these places. Like in the results of the regular users, survey results indicate that the creative class also finds these places easily, which means that the competence of accessibility is very qualified. Functional opportunities of ACE centers of Lüleburgaz are satisfying its users. Centers are well-maintained, clean, and safe. Technology has been used in the architectural process by applying energy efficiency into the buildings; this is an issue that effecting all users by increasing their respect for their environment. They are finding the activities adequate for the city. On the other hand, the creative class thinks that the reflection of the culture in terms of architectural perspective as poor. Environmental friendly approaches to the facilities are satisfied with its users.

The positive impacts of the building have motivation for the creative class to act more responsive. The creative class feels motivated to produce innovative and novelty ideas. They are thinking that the city governors and decision-makers are providing proper ground for producing. The used technology is contemporary and sufficient. The creative class is inspired to achieve new ideas. Centers are providing good opportunities to productive class to socialize, cooperate, and collaborate with other users, cultures, ethnicities, and authorities. They can find stakeholders that interested their novelty ideas easily (Table 14).

Table 14: Questionnaire data of creative class of The Stars of Lüleburgaz Academies



*Managers (Mayor and decision-makers);* Lüleburgaz Municipality and other departments where the meeting was held are doing their best to raise awareness of the city.

“To create Lüleburgaz where individuals develop themselves and will be happy to live with its air, nature, and cleanliness, in line with a management approach that can bridge between local values and universal trends and guided by smart world principles, and in line with value-creating plans.

Horizontal architecture is preferred. While planning the future of the city according to the habitable cities criteria, we also preserve our historical texture. We attach importance to technological investments, starting from our facilities.”

**Ahmet Cem Sain- Manager of Private Secretary (from the interview of Author, 2020)**

It is clear from the answers given to the questions in the interviews that they are working in a planned way to create a city brand and increase awareness (Appendix I).

“The Stars of Lüleburgaz Academies are urban values brought to life through architectural project competitions. I am responsible for the maintenance and repair of the academies and the physical preparation of the areas for social, cultural, educational, and sports activities within them. New academies will be added to our existing academies. We will continue to take all human, physical, and hardware measures.

Being a city that is a star with its facilities is one of the goals of Lüleburgaz Municipality. All projects and organizations promoting our academies by supporting the branding of the city are supported by institution managers.”

**Cemile Şeniz Gedemen- Manager of Facilities (from the interview of Author, 2020)**

Opinions on the management, maintenance, and operation of The Stars of Lüleburgaz Academies satisfy the manager groups as a result of the surveys (Appendix I).

“With the innovation center (LIMER) established in the Stars of Lüleburgaz Women Academy, we offer training programs that develop creative, entrepreneurial, and start-up groups in the city. By establishing women's cooperatives, we strengthen the labour of women in society.”

**Reşide Candan- Manager of Cultural Affairs (from the interview of Author, 2020)**

Although the modern and sustainable building model does not reflect the regional culture, this is not a situation that can be complained about by the public. Lüleburgaz Municipality is working to add new ones to existing facilities (Appendix I).

“The most important values in the branding of the city, the location estimation, zoning plans, and the distribution of the academies in the city were carried out by the Directorate of Zoning and Urbanization.

The "Cities Combining Art" project, realized nationally in 2019, was implemented. In the local sense, the LÜBİFEST Lüleburgaz Bicycle Festival is held annually within the scope of the "Bicycle Year" within the scope of the bicycle year, helping to promote both the urban and The Stars of Lüleburgaz Motorcycle and Bicycle Academy (LYBMA).”

**Anıl Sülçen-, Manager of Zoning and Urbanization (from the interview of Author, 2020).**

To increase the awareness of the city, the people who govern the city and the units they manage should be made up of people with awareness (Appendix I).

### **4.3 Final Remarks for Future Studies**

This research is done to describe the current situation of the art, culture, and event centers of Lüleburgaz in terms of city awareness and city branding components. The cases are evaluated according to findings from the literature review, and a review of well-designed and suitable examples. The recommendations for the Art, Culture, and Event Centers of Lüleburgaz are provided.

This research can also be used by both government and local authorities to improve the quality of Art, Culture, and Event Centers of their cities. Moreover, researchers in similar subjects can get benefit from this study.



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## **APPENDICES**



## Appendix A: Research Questionnaire for Regular Users

This questionnaire survey has prepared by Gökberk Meşeli, Master Candidate of Ms. In Architecture program, in the Eastern Mediterranean University, Faculty of Architecture, Department of Architecture, Famagusta, North Cyprus. He is doing this research at the Art / Culture / Event Centers of Lüleburgaz. This study aimed to define the social context, determine the satisfaction level, and measuring the user's awareness and responsive feelings levels. This master study is under supervision by Prof.Dr. Resmiye Alpar Atun. In this sense, Gökberk Meşeli will analyze all composed data under the guidance of Prof.Dr. Resmiye Alpar Atun.

It is for scientific purposes only; you are not requested to write your name. Thank you very much in advance for your participation.

### Direction

Put a check (√) to your corresponding answer. (If you have more than one option please mention)

### Consent

Do you agree with the following statements? Use the following scale and sign the related box with “√” please.

**5. Totally      4. Yes      3. Neutral      2. Not much      1. Certainly not**

	5	4	3	2	1
I am not under pressure to fill in this questionnaire form					
I am free to give any answer to all questions.					
I know that my name will not be seen in the results of this questionnaire					
I know that I may stop filling in this questionnaire any time I wish.					

**\* Please Do Not Continue Answering the Questionnaire, If You Have Signed 1 Or 2 For The Above Statements.**

## 1. Personal Information

What is your Nationality?

Turkish	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Other 'Please Specify'		

Gender		Age				Employment					Education					
Male	Female	10 - 20	21 - 39	40 - 65	65 - ...	Working	University Student	School Student	Retired	Unemployed	Housewife	Never Attended School	Primary / Secondary	High School	University	Post Grad. – Master –

You are;

Tourist	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Local	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Residents	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Other 'Please Specify'		

## 2. Satisfaction Level of the Users

How often do you visit here?

Everyday	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Weakly	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Monthly	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Seasonal	Yes <input type="checkbox"/>	No <input type="checkbox"/>

Do you like to spend your time here?	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Do you suggest this place to others?	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Do you feel pleased with the environment?	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Do you think is this center accessible?	Yes <input type="checkbox"/>	No <input type="checkbox"/>

**Which features are motivating you to visit here?**

Do you find functional alternatives at the center?	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Do you think that is there any locality (cultural reflection) at the center?	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Is the center safe and comfortable?	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Are social activities adequate?	Yes <input type="checkbox"/>	No <input type="checkbox"/>

**3. Users Awareness level and Responsibility Feelings**

**How do you evaluate the environmentally friendly act of the place?**

Attention is paid to environmental cleanliness.	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Nature-friendly materials are used in the place.	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Energy-efficient types of equipment are used in the place.	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Recycling issues are considered.	Yes <input type="checkbox"/>	No <input type="checkbox"/>

**Which cultural and social values have you presented in the building?**

Architectural characteristics like courtyard for socializing.	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Traditional artworks.	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Traditional products.	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Bazaar areas.	Yes <input type="checkbox"/>	No <input type="checkbox"/>

I am feeling motivated to keep the environment clean.	Yes <input type="checkbox"/>	No <input type="checkbox"/>
I am feeling motivated to reflect on my culture.	Yes <input type="checkbox"/>	No <input type="checkbox"/>
I am feeling that this is the place that belongs to my city.	Yes <input type="checkbox"/>	No <input type="checkbox"/>
I am proud to have such a center in my city.	Yes <input type="checkbox"/>	No <input type="checkbox"/>
I am satisfied with the activity opportunities at the center.	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Furniture and equipment that are used reflect my culture.	Yes <input type="checkbox"/>	No <input type="checkbox"/>
I like to visit here frequently.	Yes <input type="checkbox"/>	No <input type="checkbox"/>
I am inspired to reflect my culture to foreign visitors	Yes <input type="checkbox"/>	No <input type="checkbox"/>
I suggest this center other people to visit.	Yes <input type="checkbox"/>	No <input type="checkbox"/>

## Appendix B: Research Questionnaire for Creative Class

This questionnaire survey has prepared by Gökberk Meşeli, Master Candidate of Ms. In Architecture program, in the Eastern Mediterranean University, Faculty of Architecture, Department of Architecture, Famagusta, North Cyprus. He is doing this research at the Art / Culture / Event Centers of Lüleburgaz. This study aimed to define the social context, determine the satisfaction level, and measuring the user's awareness and responsive feelings levels. This master study is under supervision by Prof.Dr. Resmiye Alpar Atun. In this sense, Gökberk Meşeli will analyze all composed data under the guidance of Prof.Dr. Resmiye Alpar Atun.

It is for scientific purposes only; you are not requested to write your name. Thank you very much in advance for your participation.

### Direction

Put a check (√) to your corresponding answer. (If you have more than one option please mention)

### Consent

Do you agree with the following statements? Use the following scale and sign the related box with “√” please.

**5. Totally      4. Yes      3. Neutral      2. Not much      1. Certainly not**

	5	4	3	2	1
I am not under pressure to fill in this questionnaire form					
I am free to give any answer to all questions.					
I know that my name will not be seen in the results of this questionnaire					
I know that I may stop filling in this questionnaire any time I wish.					

**\* Please Do Not Continue Answering the Questionnaire, If You Have Signed 1 Or 2 For The Above Statements.**

## 1. Personal Information

What is your Nationality?

Turkish	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Other 'Please Specify'		

What is your Profession?	
--------------------------	--

Gender		Age				Employment					Education					
Male	Female	10 - 20	21 - 39	40 - 65	65 - ...	Working	University Student	School Student	Retired	Unemployed	Housewife	Never Attended School	Primary / Secondary	High School	University	Post Grad. – Master – PhD.

You are;

Tourist	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Local	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Residents	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Other 'Please Specify'		

## 2. Motivation level of the Creative Class

How often do you visit here?

Everyday	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Weakly	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Monthly	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Seasonally	Yes <input type="checkbox"/>	No <input type="checkbox"/>

Do you like to spend your time here?	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Do you suggest this place to others?	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Do you feel pleased with the environment?	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Do you think is this center accessible?	Yes <input type="checkbox"/>	No <input type="checkbox"/>

**Which features are motivating you to visit here?**

Do you find functional alternatives at the center?	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Do you think that is there any locality (cultural reflection) at the center?	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Is the center safe and comfortable?	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Are social activities adequate?	Yes <input type="checkbox"/>	No <input type="checkbox"/>

**How do you evaluate the environmentally friendly act of the place?**

Attention is paid to environmental cleanliness.	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Nature-friendly materials are used in the place.	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Energy-efficient equipment is used in the place.	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Recycling issues are considered.	Yes <input type="checkbox"/>	No <input type="checkbox"/>

**Which cultural and social values have you presented in the building?**

Architectural characteristics like courtyard for socializing.	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Traditional artworks.	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Traditional products.	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Bazaar areas.	Yes <input type="checkbox"/>	No <input type="checkbox"/>

I am feeling motivated to keep the environment clean.	Yes <input type="checkbox"/>	No <input type="checkbox"/>
I am feeling motivated to reflect on my culture.	Yes <input type="checkbox"/>	No <input type="checkbox"/>
I am feeling that this is the place that belongs to my city.	Yes <input type="checkbox"/>	No <input type="checkbox"/>
I am proud to have such a center in my city.	Yes <input type="checkbox"/>	No <input type="checkbox"/>
I am satisfied with the activity opportunities at the center.	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Furniture and equipment that are used reflect my culture.	Yes <input type="checkbox"/>	No <input type="checkbox"/>
I like to visit here frequently.	Yes <input type="checkbox"/>	No <input type="checkbox"/>
I am inspired to reflect my culture to foreign visitors.	Yes <input type="checkbox"/>	No <input type="checkbox"/>
The place inspires me to produce innovative ideas	Yes <input type="checkbox"/>	No <input type="checkbox"/>
The place gives me opportunities to construct my innovative ideas	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Current technological equipment is used at this center.	Yes <input type="checkbox"/>	No <input type="checkbox"/>
I can find creative ideas at this center.	Yes <input type="checkbox"/>	No <input type="checkbox"/>

## **Appendix C: Research Questionnaire for City Governors and Decision Makers**

This questionnaire survey has prepared by Gökberk Meşeli, Master Candidate of Ms. In Architecture program, in the Eastern Mediterranean University, Faculty of Architecture, Department of Architecture, Famagusta, North Cyprus. He is doing this research at the Art / Culture / Event Centers of Lüleburgaz. This study aimed to define the social context, determine the satisfaction level, and measuring the user's awareness and responsive feelings levels. This master study is under supervision by Prof.Dr. Resmiye Alpar Atun. In this sense, Gökberk Meşeli will analyze all composed data under the guidance of Prof.Dr. Resmiye Alpar Atun.

It is for scientific purposes only. Thank you very much in advance for your participation.

### **Direction**

Answer the questions below.

### **Consent**

Do you agree with the following statements? Use the following scale and sign the related box with “√” please.

**5. Totally      4. Yes      3. Neutral      2. Not much      1. Certainly not**

	<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>
I am not under pressure to fill in this questionnaire form					
I am free to give any answer to all questions.					
I know that I may stop filling in this questionnaire any time I wish.					

**\* Please Do Not Continue Answering the Questionnaire, If You Have Signed 1 Or 2 For The Above Statements.**

What is your name?	
What is your position?	
What is your education level?	

**1- What is your plan for city development?**

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**2- What is your contribution to the city, for the stars' buildings, and what is your plan to develop the mentioned projects?**

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**3- Do you have projects about innovative, technologic, and contemporary approaches for the city scale and building scale? Please describe them.**

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**4- How do you motivate the creative class to encourage them to produce their creative ideas and engage better with the existing projects?**

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**5- How do you evaluate the projects to support the future creation of city branding for Lüleburgaz?**

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**a. Do you have any contribution to creating a city brand for Lüleburgaz?**

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**b. Do you have any contribution in attracting the local and international users for the existing projects of Lüleburgaz?**


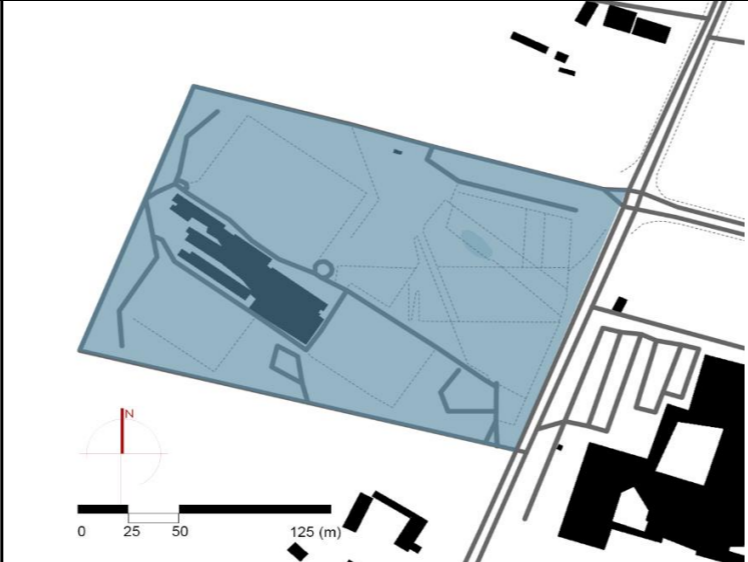
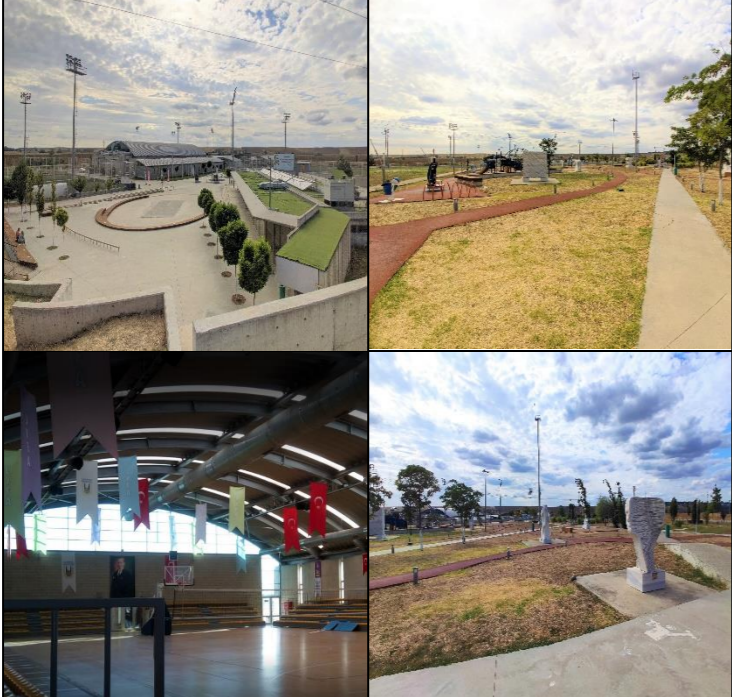
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**Appendix D: Inventory Form of the Analysis of the Stars of Lüleburgaz Football Academy (LYFA)**

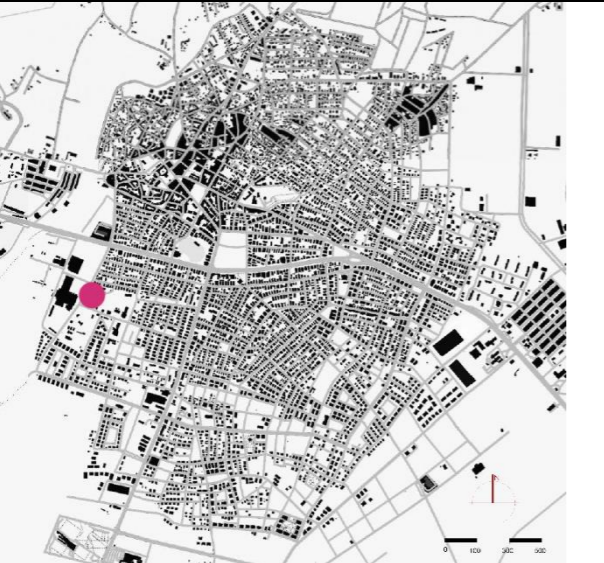
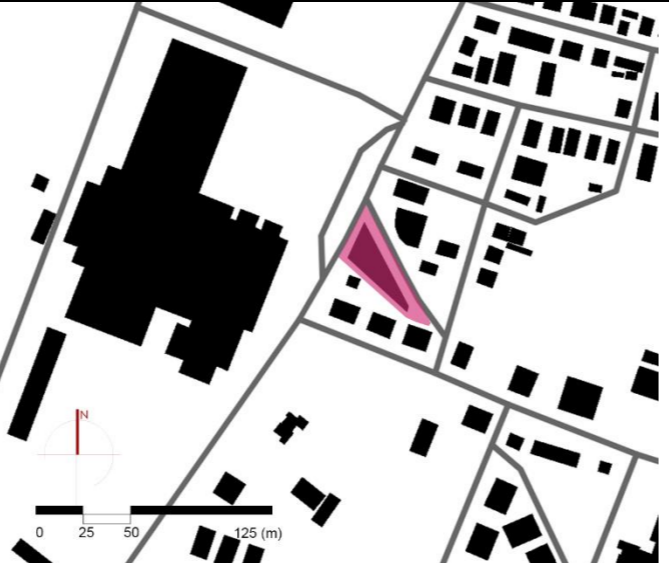


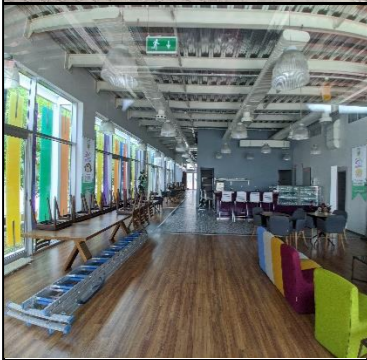
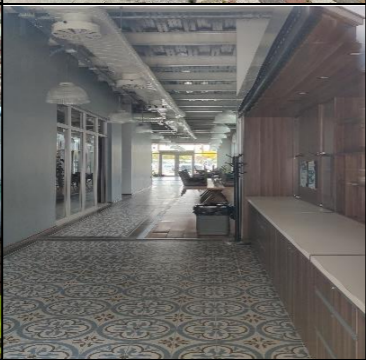
BUILDING 1	Analyzing the Art/ Culture and Event Centers of Lüleburgaz to Understand the Awareness Level and The Impact on City Branding		Related Authorities	Components	Check List	Evaluation			
	The Stars of Lüleburgaz Football Academy (LYFA)	Sport Centre				Satisfied	Average	Poor	
<b>Map's</b>									
									
<b>Images</b>		<b>General Explanation</b>							
		<p>This facility with a focus on football and children as an educational project has not been just tended for the utilization of youthful ones; it is additionally considered as an inside where different exercises can be held for families, locals, and the groups of friends to visit. Also, the facility has been nominated for the 2019 Aga Khan Award for Architecture.</p>							
<p>Analyzed by Gökberk Meşeli, M.Sc. in Architecture Program, Faculty of Architecture, Department of Architecture, Eastern Mediterranean University, 2020.</p>		<p>Authorities</p> <ul style="list-style-type: none"> <li><span style="color: yellow;">■</span> Users with Responsibility</li> <li><span style="color: blue;">■</span> City Governors</li> <li><span style="color: red;">■</span> Creative Class</li> </ul>							
				City Awareness	Social Improvement and Responsibility <ul style="list-style-type: none"> <li>* The Users with High Education Level</li> <li>* The Existence of Proper Interaction Spaces</li> </ul>	*			
					Local and Governmental Awareness <ul style="list-style-type: none"> <li>* Well Preserved Areas</li> <li>* Well Maintained Places</li> <li>* Properly Arranged Rules and Regulations</li> <li>* Adequate Facilities and Uses</li> </ul>	*			
						Social Unity and Interaction <ul style="list-style-type: none"> <li>* Cooperative Atmosphere</li> <li>* Diverse Spaces</li> <li>* Safe and Secure Environment</li> </ul>	*		
					Protection of Culture and Art Activities <ul style="list-style-type: none"> <li>* The Existence of Art Works</li> <li>* Reflection of Culture</li> <li>* Reflection of City Characteristics</li> </ul>				*
						Motivated Creative Class <ul style="list-style-type: none"> <li>* The Existence of Creative Works</li> <li>* The Existence of Creative Class</li> <li>* Interaction Areas for Creative Society</li> </ul>		*	
							Realization of Innovative Ideas <ul style="list-style-type: none"> <li>* The Existence of Innovative Works</li> <li>* The Existence of Technologic Equipment's</li> <li>* New Achievement Opportunities</li> </ul>		*
					Awareness of Environmental Friendly Issues <ul style="list-style-type: none"> <li>* Motivation on Environmental Fri. Acts</li> <li>* Proper Rules for Environmental Fri. Acts</li> <li>* Promotion of Environmental Friendly Acts</li> </ul>	*			
						The people that Owning their Cities <ul style="list-style-type: none"> <li>* High Level of Awareness on City Culture</li> <li>* High Level of Awareness on Social Context</li> <li>* Awareness of Contemporary Approaches</li> </ul>		*	
							High tourist attraction and Economic Gain <ul style="list-style-type: none"> <li>* High Tourist Interest</li> <li>* High Economic Gain From Tourists</li> <li>* The Atmosphere with Socializing Peoples</li> </ul>		*
					Creating Memorial Places <ul style="list-style-type: none"> <li>* More Users that Suggest the Place to Others</li> <li>* More Users that Inviting the Others</li> <li>* More Users that Thinking About the Place</li> </ul>			*	
						Promoting the Art / Culture / Sport events <ul style="list-style-type: none"> <li>* Proper Events Realization</li> <li>* Adequate Promotion of the Place</li> <li>* High Recognizability Level</li> </ul>		*	
							Provide network between other cities <ul style="list-style-type: none"> <li>* Strong Relation with National Cities</li> <li>* Strong Network with International Cities</li> <li>* Strong Network with Related Associations</li> </ul>		
					Attractive and welcome places <ul style="list-style-type: none"> <li>* High Attractivity Level of Locals</li> <li>* High Attractivity Level of Foreign</li> <li>* High Level of Satisfaction</li> </ul>			*	
						Inspirational areas for the creative class <ul style="list-style-type: none"> <li>* Creative Studios / Hubs</li> <li>* Interactive Areas for Creative Society</li> <li>* High Productivity Level</li> </ul>		*	
							Increasing the Competitiveness <ul style="list-style-type: none"> <li>* Strong Image of the Place / City</li> <li>* Height Income Level</li> <li>* Well Promoted and Attractive Environments</li> </ul>	*	
				Variety of Activity <ul style="list-style-type: none"> <li>* Artistic Usages</li> <li>* Cultural Usages</li> <li>* Performing Usages</li> </ul>				*	
					Improved City Management for City Branding <ul style="list-style-type: none"> <li>* Brand Name and Image</li> <li>* Regulations for Promoting the City as Brand</li> <li>* High Level of Mindfulness</li> </ul>	*			
						Improved Rules and Regulations for reliance Purpose <ul style="list-style-type: none"> <li>* High Level of Self-Advocacy</li> <li>* Proper Rules for Security Issues</li> <li>* Feeling of Safety</li> </ul>	*		

**Appendix E: Inventory Form of the Analysis of the Stars of Lüleburgaz Women Academy (LYKA)**

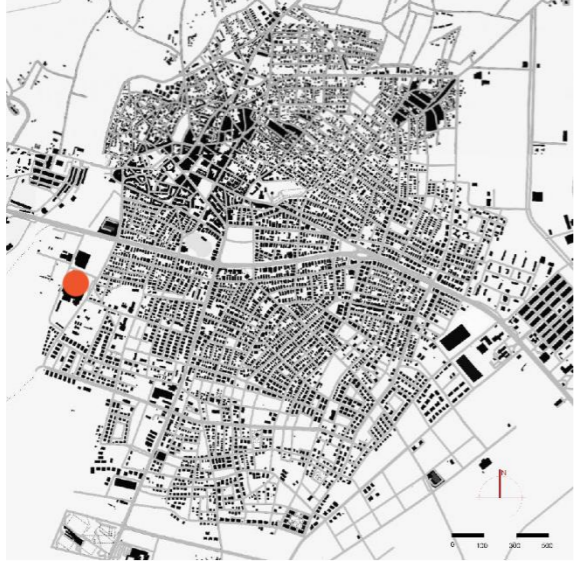



BUILDING 2	Analyzing the Art/ Culture and Event Centers of Lüleburgaz to Understand the Awareness Level and The Impact on City Branding		Related Authorities	Components	Check List	Evaluation				
	The Stars of Lüleburgaz Women Academy (LYKA)	Social Responsibility and Development Center				Satisfied	Average	Poor		
<b>Map's</b>										
										
Location of the Building 2		Overall View of Building 2								
<b>Images</b>										
										
										
<b>General Explanation</b>										
<p>The project is encouraging fine arts, a structure aimed at solving and supporting women's participation in social life, production, and other familial problems. It is considered as an academy where children and women can communicate with experts and participate in activities in the sense of development and production and produce solutions with the participation of the public in various congresses and seminars.</p>										
<p>Analyzed by Gökberk Meşeli, M.Sc. in Architecture Program, Faculty of Architecture, Department of Architecture, Eastern Mediterranean University, 2020.</p>										
<p>Authorities</p> <ul style="list-style-type: none"> <li><span style="color: yellow;">■</span> Users with Responsibility</li> <li><span style="color: blue;">■</span> City Governors</li> <li><span style="color: red;">■</span> Creative Class</li> </ul>										
				City Awareness	Social Improvement and Responsibility	<ul style="list-style-type: none"> <li>* The Users with High Education Level</li> <li>* The Existence of Proper Interaction Spaces</li> <li>* Well Preserved Areas</li> </ul>	*			
					Local and Governmental Awareness	<ul style="list-style-type: none"> <li>* Well Maintained Places</li> <li>* Properly Arranged Rules and Regulations</li> <li>* Adequate Facilities and Uses</li> </ul>	*			
					Social Unity and Interaction	<ul style="list-style-type: none"> <li>* Cooperative Atmosphere</li> <li>* Diverse Spaces</li> <li>* Safe and Secure Environment</li> </ul>	*			
					Protection of Culture and Art Activities	<ul style="list-style-type: none"> <li>* The Existence of Art Works</li> <li>* Reflection of Culture</li> <li>* Reflection of City Characteristics</li> </ul>	*			
					Motivated Creative Class	<ul style="list-style-type: none"> <li>* The Existence of Creative Works</li> <li>* The Existence of Creative Class</li> <li>* Interaction Areas for Creative Society</li> </ul>	*			
					Realization of Innovative Ideas	<ul style="list-style-type: none"> <li>* The Existence of Innovative Works</li> <li>* The Existence of Technologic Equipment's</li> <li>* New Achievement Opportunities</li> </ul>	*			
					Awareness of Environmental Friendly Issues	<ul style="list-style-type: none"> <li>* Motivation on Environmental Fri. Acts</li> <li>* Proper Rules for Environmental Fri. Acts</li> <li>* Promotion of Environmental Friendly Acts</li> </ul>	*			
					The people that Owning their Cities	<ul style="list-style-type: none"> <li>* High Level of Awareness on City Culture</li> <li>* High Level of Awareness on Social Context</li> <li>* Awareness of Contemporary Approaches</li> </ul>	*			
					High tourist attraction and Economic Gain	<ul style="list-style-type: none"> <li>* High Tourist Interest</li> <li>* High Economic Gain From Tourists</li> <li>* The Atmosphere with Socializing Peoples</li> </ul>	*			
					City Branding	Creating Memorial Places	<ul style="list-style-type: none"> <li>* More Users that Suggest the Place to Others</li> <li>* More Users that Inviting the Others</li> <li>* More Users that Thinking About the Place</li> </ul>	*		
						Promoting the Art / Culture / Sport events	<ul style="list-style-type: none"> <li>* Proper Events Realization</li> <li>* Adequate Promotion of the Place</li> <li>* High Recognizability Level</li> </ul>	*		
						Provide network between other cities	<ul style="list-style-type: none"> <li>* Strong Relation with National Cities</li> <li>* Strong Network with International Cities</li> <li>* Strong Network with Related Associations</li> </ul>	*		
						Attractive and welcome places	<ul style="list-style-type: none"> <li>* High Attractivity Level of Locals</li> <li>* High Attractivity Level of Foreign</li> <li>* High Level of Satisfaction</li> </ul>	*		
						Inspirational areas for the creative class	<ul style="list-style-type: none"> <li>* Creative Studios / Hubs</li> <li>* Interactive Areas for Creative Society</li> <li>* High Productivity Level</li> </ul>	*		
						Increasing the Competitiveness	<ul style="list-style-type: none"> <li>* Strong Image of the Place / City</li> <li>* Height Income Level</li> <li>* Well Promoted and Attractive Environments</li> </ul>	*		
						Variety of Activity	<ul style="list-style-type: none"> <li>* Artistic Usages</li> <li>* Cultural Usages</li> <li>* Performing Usages</li> </ul>	*		
						Improved City Management for City Branding	<ul style="list-style-type: none"> <li>* Brand Name and Image</li> <li>* Regulations for Promoting the City as Brand</li> <li>* High Level of Mindfulness</li> </ul>	*		
						Improved Rules and Regulations for reliance Purpose	<ul style="list-style-type: none"> <li>* High Level of Self-Advocacy</li> <li>* Proper Rules for Security Issues</li> <li>* Feeling of Safety</li> </ul>	*		



**Appendix G: Inventory Form of the Analysis of the Stars of Lüleburgaz Taste Academy (LYLA)**

BUILDING 4	Analyzing the Art/ Culture and Event Centers of Lüleburgaz to Understand the Awareness Level and The Impact on City Branding		Related Authorities	Components	Check List	Evaluation				
	The Stars of Lüleburgaz Taste Academy (LYLA)	Culture Centers				Satisfied	Average	Poor		
<b>Map's</b>										
										
Location of the Building 5		Overall View of Building 5								
<b>Images</b>										
										
										
<b>General Explanation</b>										
<p>One of the methods of increasing the brand value of the city is gastronomy. Within the scope of Thrace Tourism Master Plan 2013-2023 prepared by the Thrace Development Agency, an action plan was developed for the development of regional tourism, and 62 priority tourism products were identified.</p>										
<p>Analyzed by Gökberk Meşeli, M.Sc. in Architecture Program, Faculty of Architecture, Department of Architecture, Eastern Mediterranean University, 2020.</p>										
<p>Authorities</p> <ul style="list-style-type: none"> <li><span style="color: yellow;">■</span> Users with Responsibility</li> <li><span style="color: blue;">■</span> City Governors</li> <li><span style="color: red;">■</span> Creative Class</li> </ul>										
				City Awareness	Social Improvement and Responsibility	* The Users with High Education Level * The Existence of Proper Interaction Spaces * Well Preserved Areas	*			
					Local and Governmental Awareness	* Well Maintained Places * Properly Arranged Rules and Regulations * Adequate Facilities and Uses	*			
						Social Unity and Interaction	* Cooperative Atmosphere * Diverse Spaces * Safe and Secure Environment	*		
							Protection of Culture and Art Activities	* The Existence of Art Works * Reflection of Culture * Reflection of City Characteristics		*
					Motivated Creative Class	* The Existence of Creative Works * The Existence of Creative Class * Interaction Areas for Creative Society		*		
						Realization of Innovative Ideas		* The Existence of Innovative Works * The Existence of Technologic Equipment's * New Achievement Opportunities	*	
							Awareness of Environmental Friendly Issues	* Motivation on Environmental Fri. Acts * Proper Rules for Environmental Fri. Acts * Promotion of Environmental Friendly Acts	*	
					The people that Owning their Cities			* High Level of Awareness on City Culture * High Level of Awareness on Social Context * Awareness of Contemporary Approaches	*	
						High tourist attraction and Economic Gain		* High Tourist Interest * High Economic Gain From Tourists * The Atmosphere with Socializing Peoples		*
							Creating Memorial Places	* More Users that Suggest the Place to Others * More Users that Inviting the Others * More Users that Thinking About the Place	*	
					Promoting the Art / Culture / Sport events			* Proper Events Realization * Adequate Promotion of the Place * High Recognizability Level	*	
						Provide network between other cities		* Strong Relation with National Cities * Strong Network with International Cities * Strong Network with Related Associations		*
							Attractive and welcome places	* High Attractivity Level of Locals * High Attractivity Level of Foreign * High Level of Satisfaction	*	
					Inspirational areas for the creative class			* Creative Studios / Hubs * Interactive Areas for Creative Society * High Productivity Level	*	
						Increasing the Competitiveness		* Strong Image of the Place / City * Height Income Level * Well Promoted and Attractive Environments	*	
				Variety of Activity			* Artistic Usages * Cultural Usages * Performing Usages	*		
					Improved City Management for City Branding		* Brand Name and Image * Regulations for Promoting the City as Brand	*		
						Improved Rules and Regulations for reliance Purpose	* High Level of Mindfulness * High Level of Self-Advocacy * Proper Rules for Security Issues * Feeling of Safety	*		

**Appendix H: Inventory Form of the Analysis of the Stars of Lüleburgaz Innovation and Garage Academy (LYBGA)**

BUILDING 5	Analyzing the Art/ Culture and Event Centers of Lüleburgaz to Understand the Awareness Level and The Impact on City Branding		Related Authorities	Components	Check List	Evaluation		
	The Stars of Lüleburgaz Innovation and Garage Academy (LYBGA)	Sport Center				Satisfied	Average	Poor
<b>Map's</b>								
								
Location of the Building 6		Overall View of Building 6						
<b>Images</b>								
								
		<p><b>General Explanation</b></p> <p>The building has aimed to motivate the age group, which is in between 7 and 16, to teach coding, 3D designing, web designing, robot designing, and education about innovative entrepreneurship. This is the first in the world that this age group was finding the opportunity to be aware of innovative and technological achievements through long-distance education. the users become aware that the tools are not only for entertaining and/or gaming purposes, these tools are also providing an opportunity to problem-solving, and designing dreams.</p>						
Analyzed by Gökberk Meşeli, M.Sc. in Architecture Program, Faculty of Architecture, Department of Architecture, Eastern Mediterranean University, 2020.		<p style="text-align: center;">Authorities</p> <ul style="list-style-type: none"> <li><span style="display: inline-block; width: 10px; height: 10px; background-color: yellow; border: 1px solid black;"></span> Users with Responsibility</li> <li><span style="display: inline-block; width: 10px; height: 10px; background-color: blue; border: 1px solid black;"></span> City Governors</li> <li><span style="display: inline-block; width: 10px; height: 10px; background-color: red; border: 1px solid black;"></span> Creative Class</li> </ul>						
				City Awareness	<ul style="list-style-type: none"> <li>* The Users with High Education Level</li> <li>* The Existence of Proper Interaction Spaces</li> <li>* Well Preserved Areas</li> </ul>	*		
					<ul style="list-style-type: none"> <li>* Well Maintained Places</li> <li>* Properly Arranged Rules and Regulations</li> <li>* Adequate Facilities and Uses</li> </ul>	*		
					<ul style="list-style-type: none"> <li>* Cooperative Atmosphere</li> <li>* Diverse Spaces</li> <li>* Safe and Secure Environment</li> </ul>	*		
					<ul style="list-style-type: none"> <li>* The Existence of Art Works</li> <li>* Reflection of Culture</li> <li>* Reflection of City Characteristics</li> </ul>			*
					<ul style="list-style-type: none"> <li>* The Existence of Creative Works</li> <li>* The Existence of Creative Class</li> <li>* Interaction Areas for Creative Society</li> </ul>	*		
					<ul style="list-style-type: none"> <li>* The Existence of Innovative Works</li> <li>* The Existence of Technologic Equipment's</li> <li>* New Achievement Opportunities</li> </ul>	*		
					<ul style="list-style-type: none"> <li>* Motivation on Environmental Fri. Acts</li> <li>* Proper Rules for Environmental Fri. Acts</li> <li>* Promotion of Environmental Friendly Acts</li> </ul>	*		
					<ul style="list-style-type: none"> <li>* High Level of Awareness on City Culture</li> <li>* High Level of Awareness on Social Context</li> <li>* Awareness of Contemporary Approaches</li> </ul>		*	
					<ul style="list-style-type: none"> <li>* High Tourist Interest</li> <li>* High Economic Gain From Tourists</li> <li>* The Atmosphere with Socializing Peoples</li> </ul>		*	
					<ul style="list-style-type: none"> <li>* More Users that Suggest the Place to Others</li> <li>* More Users that Inviting the Others</li> <li>* More Users that Thinking About the Place</li> </ul>	*		
					<ul style="list-style-type: none"> <li>* Proper Events Realization</li> <li>* Adequate Promotion of the Place</li> <li>* High Recognizability Level</li> </ul>	*		
					<ul style="list-style-type: none"> <li>* Strong Relation with National Cities</li> <li>* Strong Network with International Cities</li> <li>* Strong Network with Related Associations</li> </ul>	*		
					<ul style="list-style-type: none"> <li>* High Attractivity Level of Locals</li> <li>* High Attractivity Level of Foreign</li> <li>* High Level of Satisfaction</li> </ul>		*	
					<ul style="list-style-type: none"> <li>* Creative Studios / Hubs</li> <li>* Interactive Areas for Creative Society</li> <li>* High Productivity Level</li> </ul>	*		
					<ul style="list-style-type: none"> <li>* Strong Image of the Place / City</li> <li>* Height Income Level</li> <li>* Well Promoted and Attractive Environments</li> </ul>	*		
					<ul style="list-style-type: none"> <li>* Artistic Usages</li> <li>* Cultural Usages</li> <li>* Performing Usages</li> </ul>	*		
					<ul style="list-style-type: none"> <li>* Brand Name and Image</li> <li>* Regulations for Promoting the City as Brand</li> <li>* High Level of Mindfulness</li> </ul>	*		
					<ul style="list-style-type: none"> <li>* High Level of Self-Advocacy</li> <li>* Proper Rules for Security Issues</li> <li>* Feeling of Safety</li> </ul>	*		

## Appendix I: Responses of Interviews with City Governors and Decision-makers

Adınız-soyadınız?	Erol Özpınar
Pozisyonunuz?	Bel. Bşl. Yard.
Eğitim durumunuz?	Mak. M.Şh.

1- Şehir gelişimi için gelecekteki planınız nedir?

Temiz çevre

Temiz enerji

Mutlu insan

2- Şehre, Lüleburgaz Yıldızları Akademileri'ne katkınız nedir ve söz konusu projeleri geliştirme planınız nedir?

Tanıtım, geliştirme, planlama ve uygulama aşamasında katkı sunuyorum

Bölgesel ve uluslararası tanıtım yaparak geniş katılımlı ve sürdürülebilir faaliyet içinde olmaları planlanmaktadır.

3- Kent ölçeğine ve bina ölçeğine yönelik yenilikçi, teknolojik ve çağdaş yaklaşımlarla ilgili projeleriniz var mı? Lütfen tanımlayın.

Daha ileri iş işe akıllı teknolojik yapılaşma.

4- Yaratıcı sınıfı, yaratıcı fikirlerini üretmeye teşvik etmek için nasıl yönlendiriyorsunuz?

Özper birej, özper toplum  
soruların, araştıran ve gelişime  
aşık bir genç nesil.

5- Lüleburgaz için gelecekte şehir markalaşması oluşumunu destekleyecek projeleri nasıl değerlendiriyorsunuz?

İnsanların çevresi, depası ve ekonomik  
yapısı güçlüs bir ortamda hayatlarını  
sürdürebilmeleri için süreli bir deprem  
ve gelişime ihtiyaç vardır.

a. Lüleburgaz için şehir markası yaratılmasına katkınız var mı?

Var.

b. Lüleburgaz'ın mevcut projelerine yerel ve uluslararası kullanıcıları çekmede bir katkınız var mı?

Var.



Adınız-soyadınız?	Ahmed Cem SAİN
Pozisyonunuz?	Özel Kalem Müdür V./Bosn Yayıncılık ve Halkla İlişkiler Md.
Eğitim durumunuz?	Yüksek Lisans

1- Şehir gelişimi için gelecekteki planınız nedir?

Yeni değerler ile evrensel eğitimler arasında köprü kurularak ve Akıllı dünya ilkelerini kılavuz edinmiş bir üretim anlayışıyla değer yaratmak odaklı planlamalar doğrultusunda bireylerin kendini geliştirdikleri, havalı, dışarı ve temizliği ile yaşamadıkları mutlu olabilecek Lüleburgaz'ı üretmek

2- Şehre, Lüleburgaz Yıldızları Akademileri'ne katkınız nedir ve söz konusu

projeleri geliştirme planınız nedir?

Akademiler serisi, Lüleburgaz'ın sadece <sup>mekansal</sup> ~~spatial~~ değil, sosyal yapılarını kurmaya yönelik bir projedir. Akademiler Serisi ile kent hayatının içine sanat, eğitim, üretim ve paylaşma alanlarının etkinliklerle zenginleştirilmesi için kurumsal yapılar inşa etmek ~~katın~~ <sup>Kent</sup> yaşamının dışına taşınması hedeflenmektedir.

3- Kent ölçeğine ve bina ölçeğine yönelik yenilikçi, teknolojik ve çağdaş

yaklaşımlarla ilgili projeleriniz var mı? Lütfen tanımlayın.

Yeni mimariyi tercih ediyoruz. Yaşanabilir kentler kriterlerine göre şehrin geleceğin planlarken aynı zamanda tarihi dokularımızı koruyoruz. Kendi beşeriyetimizden başlayarak teknolojik yapımlara önemle sunuyoruz

4- Yaratıcı sınıfı, yaratıcı fikirlerini üretmeye teşvik etmek için nasıl yönlendiriyorsunuz?

Çeşitli proje ve uygulamalarla hedef kitleye ulaşıyoruz. 2018 yılını tasarım ve inovasyon yılı ilan ederek farkındalık yaradık. Geleceğin yulez girişimcileri vb. projelerle desteklenme ve geliştirme teknik atlatıp, fikir ve pazar imkanı yaratarak girişimcilerle teşvik ediyoruz. Aynı zamanda 3D teknoloji ile kodlama eğitimleri verecek geleceğin dünyasında yer alması adına mentorlik yapıyoruz.

5- Lüleburgaz için gelecekte şehir markalaşması oluşumunu destekleyecek

projeleri nasıl değerlendiriyorsunuz?

Tarihî değerler kent merkezine kılınması olması nedeniyle akademiyle sersisi ile kentin dört bir yanına mekansal yapılar inşa edilecek yapılar için yazan alanların kent genelinde yayılıyor. Yılda 250'lerin üzerinde kültür sanat etkinlikleri düzenleyen bir kent olarak kültür sanat alanında Türkiye'nin kalbi olma yolunda emin adımlarla ilerliyoruz.

a. Lüleburgaz için şehir markası yaratılmasına katkınız var mı?

Lüleburgaz Belediyemizin vizyonu ve stratejik planı doğrultusunda şehir markalaşması ve girişimcilerle ilgili çalışmalarımız devam etmektedir.

b. Lüleburgaz'ın mevcut projelerine yerel ve uluslararası kullanıcıları çekmede bir katkınız var mı?

Projebirliklerimizin tamamına yakını ile ilgili uluslararası birleştirilme mevcuttur. Ayrıca inçes ve Örnek belediye olarak bir çok etkinlik ve proje uluslararası işbirliklerinden gelmektedir. Basın Yayın ve halkla ilişkiler müd. olarak gönüllük faaliyetleri tarafımızca yapılmaktadır.

Adınız-soyadınız?	Cevile Feriye Gediken
Pozisyonunuz?	Resisler Müdür V.
Eğitim durumunuz?	Lisans

1- Şehir gelişimi için gelecekteki planınız nedir?

Şehir gelişimi, hem fiziksel, mekansal hem de sosyal, kültürel ve ekonomik anlamda bütüncül yaklaşımın temel amacıdır. Şehrin gelişimi için yaşam kalitesi yüksek, sürdürülebilir ve çağdaş bir şehir yaratmak, bu amacı da beklentileri karşılayan sosyal donatı alanları ve fiziksel mekânları hayata geçirerek işletmekle başaracağımızı düşünüyorum.

2- Şehre, Lüleburgaz Yıldızları Akademileri'ne katkınız nedir ve söz konusu

projeleri geliştirme planınız nedir?

Lüleburgaz Yıldızları Akademileri mimari proje yarışmalarıyla hayata geçirilmiş kent değerleridir. Akademilerin bakım ve onarımlarının yapılması ve içlerindeki sosyal, kültürel, eğitimsel, sportif vb. etkinliklerin yapılabilmesi için alanları fiziki olarak hazır hale getirmekte çalışıyoruz. Var olan akademilerimiz yeni akademiler de eklenmektedir. Tüm beşeri, fiziki ve dayanımsal tedbirleri almaya devam edeceğiz.

3- Kent ölçeğine ve bina ölçeğine yönelik yenilikçi, teknolojik ve çağdaş

yaklaşımlarla ilgili projeleriniz var mı? Lütfen tanımlayın.

Akademilerde akademi tanıtım tiyatroları, ödül ziyareti kâğıtları ve anı defterlerinin yapılmasıyla ilgili birtakım teknolojik yenilikler planlıyoruz. Sosyal alanların ve dijital ekran uygulamalarının bir kısmını hayata geçirdik. Mobil uygulamalar, web siteleriyle ilgili de planlarımız var.

4- Yaratıcı sınıfı, yaratıcı fikirlerini üretmeye teşvik etmek için nasıl yönlendiriyorsunuz?

Akademi'de, özellikle Lüleburgaz Yıldızları Kadın Akademisi'nde İnovasyon Merkezimiz var. Yaratıcı fikirleri kulübe merkezimize destekliyoruz. Sanatçı bağlarında yaratıcılığın en iyi teşvikçisi Lüleburgaz Yıldızları Kadın Akademisi'nin hayata geçmesiyle olacak. Mevcutların pratik ve deneysel gücü zaten yaratıcılığı teşvik edecektir.

5- Lüleburgaz için gelecekte şehir markalaşması oluşumunu destekleyecek

projeleri nasıl değerlendiriyorsunuz?

"Akademiyle yıldızlaşan kent olmak" Lüleburgaz Belediyesi'nin amaçlarından biridir. Şehrin markalaşmasını destekleyecek akademilerimizin tanıtımını yapan tüm projeler ve organizasyonlar kurum yöneticileri tarafından desteklenmektedir.

a. Lüleburgaz için şehir markası yaratılmasına katkınız var mı?

Akademi'nin markalaşması için en önemli değerler olduğunu düşünüyorum. Sorumluluk ve dayanışmanın sağlanması için yönetmek ve görev tanımlarında zorluk dışarıya gözetmek ifa etmem durumunda akademilerde planlanarak etkinlik ve organizasyonlara destek vermeye çalışıyorum.

b. Lüleburgaz'ın mevcut projelerine yerel ve uluslararası kullanıcıları çekmede bir katkınız var mı?

2019 yılında gerçekleştirmiş olduğumuz "Sanatla Birleşen Kültür" Projesiyle benzer bir durumu gerçekleştirdik. Proje teknik ekip ayırdım ve Lekonya'nın Belediye Şehiri ile ortaklaşa bir proje yürüttük. Akademilerimize için gerçekleştirmiş olduğumuz bu proje şehrin kültürel hayatına ve akademilere pek çok katkıda bulundu. Bu tip projeleri uygulamaya devam edeceğiz ve gerçekleştirmiş projelerin sürdürülebilirliği için çalışacağız.

Adınız-soyadınız?	RESİME CANDAN
Pozisyonunuz?	KÜLTÜR İŞLERİ MÜDÜRÜ
Eğitim durumunuz?	LİSANS

1- Şehir gelişimi için gelecekteki planınız nedir?

LÜLEBURGAZ Belediyesi beş yıllık Stratejik Planında aktif olarak görev alan Kent Kültürünün gelişmesi, çağdaş etkileşimleri ve gelecekte nesillere aktarılması hususunda aktif yapısalıcı pozisyonunda görevliyim.

2- Şehre, Lüleburgaz Yıldızları Akademileri'ne katkımız nedir ve söz konusu projeleri geliştirme planınız nedir?

Kültür İşleri Müdürlüğü yıllık faaliyet ve projelerini kent için önemli yorum alanları olan Akademilerde gerçekleştirilmektedir. Özellikle Çalıştaylar - Seminerler - Ödül Serisi faaliyetleri mini konser ve film gösterimleri bu alanlarda yapılmaktadır.

3- Kent ölçeğine ve bina ölçeğine yönelik yenilikçi, teknolojik ve çağdaş yaklaşımlarla ilgili projeleriniz var mı? Lütfen tanımlayın.

Akademilerin mekansal işlevleri içerisinde dinamik özelliklere sahip alanlarda film gösterimleri ve ötek kitleye uygun açık alan serileri ve toplantılarımızı gerçekleştirip- firmekteyiz.

4- Yaratıcı sınıfı, yaratıcı fikirlerini üretmeye teşvik etmek için nasıl yönlendiriyorsunuz?

Lüleburgaz Yıldırım Kocin Akademisinde kurulan İncosya Merkezi (CİMER) ile kentteki yaratıcı sivil toplum ve startup nitelikli grupları, festivallerle mekansal ve destekleyici eğitim ve mentorluk programları ile bir araya getiriyoruz. G4G projesi ile İncosya -

5- Lüleburgaz için gelecekte şehir markalaşması oluşumunu destekleyecek projelere destek sağlıyoruz. Kocin Akademisi'nin kurulumunu destekliyoruz. Kocin Akademisi'nin projelerini nasıl değerlendiriyorsunuz?

Lüleburgaz Eğitim ve Hizmetler Vakfı ile ve İncosya Akademisi ile G4G projesi CİMER Merkezi

Demir Güller Uygulanması ile bazarda örnek ve öncülük etmesi konusunda

a. Lüleburgaz için şehir markası yaratılmasına katkımız var mı?

Demir Güller Uygulanması

G4G projesi ve

4 Cinsiyet Eşitliği Akademi ve Kadınlar 4 projesi ile

Ayrıca yerel Demokrasi Haftası Uygulanması

b. Lüleburgaz'ın mevcut projelerine yerel ve uluslararası kullanıcıları çekmede bir katkımız var mı?

Evet.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Adınız-soyadınız?	ANIL SÜLSEN
Pozisyonunuz?	İMAR VE ŞEHİRCİLİK MÜDÜR V.
Eğitim durumunuz?	LİSANS

1- Şehir gelişimi için gelecekteki planınız nedir?

Şehrin gelişimi için sosyal donatı alanlarında iyileştirme ve artırma işlemlerine ağırlık verilmeli ve sürdürülebilirlik için büyük önem verilmelidir. Bu amaç doğrultusunda yapılmış ve yapılacak projelerle devam etmektedir.

2- Şehre, Lüleburgaz Yıldızları Akademileri'ne katkınız nedir ve söz konusu

projeleri geliştirme planınız nedir?

Lüleburgaz Yıldızları Akademileri mimari anlamda proje yarışmalarıyla, kontrollük hizmetleri anlamında ise idarenin kendi imkanlarıyla devam eden sosyal alanlar olarak değerlendirilmektedir. Söz konusu sosyal alanlar daha geniş kitlelere ulaştırılmak üzere, bu amaçla bir dizi kültür ve sanat etkinlikleri yapılmakta ve bu alanlara yenileri eklenmektedir. Yüksek ve orta vadede planlanan projelerdir.

3) Kent ölçeğine ve bina ölçeğine yönelik yenilikçi, teknolojik ve çağdaş

yaklaşımlarla ilgili projeleriniz var mı? Lütfen tanımlayın.

Lüleburgaz Belediyesi bünyesinde kurulan Estetik Kurulunun vasıtasıyla, söz konusu sosyal donatı alanlarında dijital sanatı destekleyecek sanat sergileri, sanat uygulamaları ve sanatsal reklamlar ile ilgili projelerle devam etmektedir.

4- Yaratıcı sınıfı, yaratıcı fikirlerini üretmeye teşvik etmek için nasıl yönlendiriyorsunuz?

Müşke edinilmesine, sosyal hayata katılımı, İpekkale Kentte yaşayan kişilerin üretme katılımı toplantılarında Lüleburgaz Zilidireleri Meclis Akademiünde; sanat (tiyatro, dans ve sahne sanatları vb.) sahalarında ise yukarıda açıklanan Sanat Akademisinde <sup>herkese</sup> hayata geçiriliyor.

5- Lüleburgaz için gelecekte şehir markalaşması oluşumunu destekleyecek projeleri nasıl değerlendiriyorsunuz?

"Yıldızlar Kesti Lüleburgaz" yarışması hem işbirlikleriyle (sosyal devlet denetim yapma, iletişimi), hem de kentimizin kültürel kodlarını yansıtan ve kent kültürüne yön veren nitelikte faaliyetlerde hayata geçirilmeye çalışılmaktadır. Özetle konuyla ilgili faaliyetlerin sürdürülebilirliğinin sağlanması şehrin markalaşmasını gerektirir.

a. Lüleburgaz için şehir markası yaratılmasına katkınız var mı?

Müdürlüğümüzün yaptığımız ~~proje~~ İmar ve Şehircilik Müdürlüğü Şehrin markalaşmasında en önemli değerler olan Akademilerin yerlerini, imar planlarını, kente yayılmasını planlayarak üzerine diğer projeleri üzerine getirmiştir.

b. Lüleburgaz'ın mevcut projelerine yerel ve uluslararası kullanıcıları çekmede bir katkınız var mı?

Ulusal anlamda 2019 yılında gerçekleştirilen "Sanatla Birlikte Kentler" projesiyle hayata geçirilmiştir. Yerel anlamda ise Bisiklet Yılı kapsamında LÜBİFEST (Lüleburgaz Bisiklet Festivali) her yıl düzenlenerek hem kenti hem de Lüleburgaz Yıldızlar Bisiklet ve Motosiklet Akademisinin (LÜMBA) tanıtımını yapma amaçlıdır.