

Model of urban identity of a Russian city through the example of Samara

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Abstract. The paper touches upon the issue of designing something unique in a contemporary Russian city formed in the Soviet and post-Soviet period and with typical construction characteristics of those periods are dominant. The so-called "typicality" is the greatest problem of post-Soviet cities, which today need to redefine their significance and their material realization. A new urban identity can only be based on purposeful development and accentuation of the unique aspects existing in the space-time continuum. What we need here first is a holistic approach that can capture the complex urban structure in all its manifestations. In this research the authors introduce a model of urban identity, developed on the basis of five main contexts: geographical, functional, morphological, social and cultural. The paper analyses this model application to the specifics of the city of Samara which is a large Russian regional center. The choice of Samara is determined by its rich history and importance in the system of economic development of Russia. The proposed approach makes it possible to compare heterogeneous values and terms and synthesize the results. The superposition of contexts demonstrates overlaps, intersections, and divergences that make the potential for designing something unique. The obtained results make it possible for the researchers to highlight potential capacities of their solution and put forward recommendations on designing a historical city new identity.

1. Introduction

The special character of cities is strongly emphasized nowadays which is a consequence of globalization. The uniformity of business centres, transformations of historical districts into tourist attractions, the monotony of residential development have determined the need for awareness of urban identity in both theory and practice of urban planning [1]. Urban identity is closely related to such concepts as "character of place", "sense of place" and "spirit of place". Urban identity is inseparable from the territory which makes it possible to consider it a tool that can resist globalization [2]. Redevelopment and revitalization of urban areas has recently become a core subject of many scientific works but a general theory of designing the identity of the city has not yet been produced [3].

At the heart of any identity there is a paradox. Identity is aimed to demonstrate what an object is. It can be done only by establishing identity with a particular community, and, at the same time, identity establishes the distinction by which this object stands out from a number of others. Thus, identity is built on the fusion of two meanings; that is a unique internal content manifested in the external, and the typical form that allows placing this object within the boundaries of existing definitions. Urban identity epitomizes this duality to even a greater extent. Any city can be characterized as belonging to



a certain context, and at the same time it strives for its own identification, because the necessary guarantee of its sustainability lies. The balance between these components is changeable. Uniqueness and typicality are characteristic for each city from the moment of its birth. As an object that changes over time, whether evolving or fading, the city is subject to uncontrollable influence of external forces that can either enhance its uniqueness or weaken it. Urban identity is seen as an attempt to define constants in a changing world [4].

On the one hand, the identity of a city is a vertical stratification of traces of identities formed by different eras, and on the other hand, it is a horizontal mosaic of urban fragments identities. As any present-day city is multi-layer, fragmentary and subject to changes, it causes a problem of identification. At the same time, the strength and resilience of the city is confirmed by its complex composite identity which is impossible to determine once and for all, but it is quite possible to control and direct the process of identifying, correcting it through managing the balance between unique and typical. Thus, identity is also seen as a dynamic and constantly changing structure [5]. There is a realization that urban identity should be considered together with the context evolution [6]. The architecture of the city makes it possible to see the material representation of identity shifts, which becomes the basis for research [7]. From the definition of urban identity, the vector of research has shifted to the search for methods of construction, which, in its turn, requires studying conceptual framework [8]. Papers 9 and 10 propose a strategy including urban identity as a strategy of urban design [9, 10]. A key role in the development of such strategies belongs to culture, since cultural resources constitute the symbolic capital of the city [11]. Cultural features become a factor of stability in the processes of urban regeneration [12]. Accordingly, urban identity itself is a cultural intention [13]. Cultural context allows cities to construct their new identity in this post-industrial era [14, 15].

For Eastern Europe, the problem of urban identity became particularly relevant after 1989. The change of policy and integration into the world economy system challenged cities and made them adapt to this new reality. Globalization, in its turn, put iconic signs on the map of cities, but mass typical building development still dominated in the capitals and regional centres. The search for a new urban identity became decisive in the concepts of redevelopment in all countries of the former Eastern bloc [16, 17]. Each city needed to rethink its role and history. Urban planning strategies were based and still continue now to be designed in the frames of the urban identity concept [18, 19, 20].

In Russia, urban identity is one of the most crucial issues. Regardless of their location, Russian cities were all set in only way of development, written by a centrally planned economy throughout the century of total urbanization. This becomes obvious if we turn to the morphology of Russian cities. There is a historical centre, constructivism, Stalinist buildings, Khrushchev- and Brezhnev-era apartments, represented by a limited number of series, in almost every city. Soviet cities differed from foreign ones by mass typicality of their morphological structure it was this typicality which formed a special type of Soviet identity was based on the landscape. It added colours to the colourless picture of monotonous grey buildings [21]. Among the vast expanses of neighbourhoods there were historical centres preserved in cities that were not ruined during the Second World War. City blocks, mostly eclectic in their architecture, retained their uniqueness, but their former inhabitants had long disappeared, and new residents did not identify themselves with the so-called "spirit of the place". Soviet urban reality itself contained contradictions that posed problems for defining identity.

The process of urban transformation which took place the last quarter of the previous century changed the history of all Russian cities. Introduction of free market economy in the former Soviet Union resulted in abandoned and later rebuilt industrial zones, demolished historical monuments and, as a consequence, the erosion of the historic centre, new areas of high-rise and high-density buildings coming up in the outskirts of the cities, cottage developments in the former public recreational areas. A new post-Soviet fragmentation was added to the fragmentary structure characteristic of Soviet cities. Migration changed society, and free market economy brought inequality and social stratification to a formerly more or less homogeneous urban community. These changes were radical and rapid. Shopping centres and office skyscrapers became the most prominent urban signs of the new market reality. They strengthened the features of typicality. With few exceptions, the identity of a

contemporary Russian city is based on an irrational mixture of typical Soviet and post-Soviet morphotypes, chaotically scattered by spontaneous market forces and deindustrialization in still beautiful and diverse landscapes. The predominance of eclecticism in historical centres, determined by the specifics of pre-revolutionary urban and architectural development, enhances the diversity of the overall picture of the Russian city.

Quasi-fragmentarity, structural and visual chaos, dissonances and contradictions of the modern Russian city are no less an obstacle to the construction of urban identity than the impersonality, monotony and uniformity of neutral buildings that dominated a Soviet city. It is clear that there is a need to develop approaches that can help to overcome urban disorganization and identify priorities in the identification process. Uniqueness is the first key to identifying priorities, since the overabundance of typical is the main problem of the identity of the contemporary Russian city.

The purpose of this paper is to provide a hypothetical model summarizing all various aspects of urban identity, to project this model to the specific urban conditions of a certain Russian city, to identify grounds and potential for the subsequent construction of the unique in the conditions of predominance of the typical.

2. Methods and materials

The identity of any city is constructed under the influence of different contexts, generating a variety of meanings, inclusions and layers. We can highlight the following main ones: geographical, functional, morphological, social and cultural. These contexts are responsible for the perception of the elements that ultimately determine the representation of urban identity.

The geographical context is the basic and defines the original meaning of the city. The landscape in which urban history unfolds remains virtually unchanged and represents a major natural resource for defining uniqueness. However, the territory perceived on a larger scale leads to a certain generalization as the Volga cities are different from the Ural ones. Geography gives rise to history, and history is written by economics and politics.

Functional context leads to the understanding of the role of a city in the economic system, whether it is a local or a global market. The representation of this role is expressed in the spatial structure of the city, which plays a major role in the complex identity. More roles mean more complex identity. At the level of the urban grid, there is a characteristic pattern which, with all changes, has constancy and the ability to reproduce.

The representation of the morphological context is realized in the character of urban fabric and buildings. The density of the fabric, its gaps or sparseness indicate traces of history, and the building itself bears the imprint of the life of social groups and communities that make up urban population. The diversity and typicality of urban blocks indicate the composition of urban society. The changes in society are reflected in building development, in which such parameters as contrast or homogeneity underline the difference in social status, and such parameters as the state and quality show the level of welfare. The urban block has much to say about urban identity, just as the spread of the same building pattern conveys a message about the presence of the urban individual and urban collective character.

Considering the city through the focus of the social context, we can get an idea of its demography, the intensity of migration flows and see the manifestations of self-identification of citizens in local toponymy and metaphors in the designation of the city in certain periods. The mentality of citizens is expressed in the designation of places that make up the map of the city, regardless of administrative boundaries. Each place has its own symbolic binding, which represents the identity of the fragments of the city collection. The stability of such identification is largely preserved in toponymic names, fixing urban meanings regardless of changes in urban morphology.

The cultural context allows determining the identity of the city, which can be presented to an external observer or tourist. Culture is born in the city, formed by the urban community and following the function, morphology and demography, it becomes the first representation in the identification process. Only culture is able to create the architecture of the city, its visual image, consisting of urban monuments and public spaces. These urban signs and open spaces form a uniqueness that is a desired

result of identification. Architecture enters into a dialogue with landscape and history, bringing together the two greatest strengths of urban identity. The more diverse in time the architecture of the city, the more complex and unique will be its identity. The more important the architecture of a particular city is in history, the more significant were and are its functional roles in the world economy and politics.

Thus, a model of urban identity can be constructed on the basis of five contexts overlay. The unique features determined by the landscape, the role of the city in the national economy, the grid, the ratio of morphotypes, demography and regional culture, manifested through these contexts overlay, become the basis for the subsequent construction of urban identity with a balanced content of the unique and the typical (Figure 1).

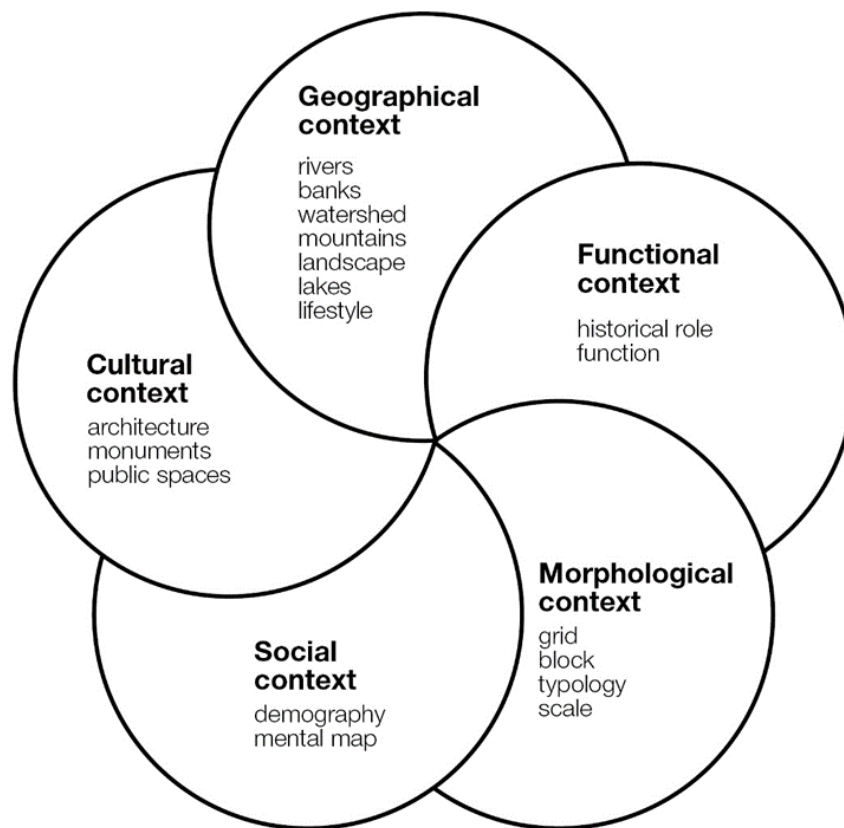


Figure 1. Model of urban identity

The object of this study is the city of Samara, one of 10 Russian cities with a population of more than a million. Samara is a regional centre, which is located on the banks of the Volga River. Samara contains all the characteristics typical for the model of Russian urban identity.

3. Research and Discussion

The geographical context is important for all aspects of the development, formation and current state of the urban structure of Samara. The main elements of this context are the Volga River and the Samarskaya Luka, which historically attracted people for settlement and development of the region. The very "shape" of Samara is unique: the city is located between two rivers, from the river junction in the South, where the Samara River flows into the Volga, up to the Sokol Mountains in the North. The "triangle" of the city, which itself is the two rivers junction, has one characteristic feature: the watershed line which is a natural bisector that divides the city into the slopes of the banks of two

different rivers. The bank of the Volga opens the vast expanse of the Samarskaya Luka, the Zhiguli Mountains and vast water surface. The bank of the Samara River is out-of-reach due to the railway and industrial zones, but behind them there is a view of meadows, lakes and backwaters of the Samara river outlet.

Such geography made this territory a part of the Volga trade route; of merchant Samara as a center of trade, of shipping and grain business and of industrial Samara as an energy and industry stakeholder. The city street pattern was influenced by the landscape. All streets lie perpendicular or parallel to the banks of the Volga and the Samara rivers. The key public spaces of the city, forming its uniqueness and image, are the promenades stretching along the Volga River. These promenades are the main brand and pride of Samara residents. The landscape defined also the city residents' lifestyles. Leisure and recreation of Samara citizens is living on the isles which is literally and figuratively "across the Volga", going for "the-Zhiguli-round-voyages" on kayaks, fishing, boating, hiking in picturesque places, playing water sports. Today, when the Soviet camp sites and tent camps have become a thing of the past, there are new cottage villages, yacht clubs, entertainment and recreational natural locations. The landscape and the geography of the city are the basis of the city identity. They influence all spheres of the city life that is economy, city functions, structure, culture, society (Figure 2).

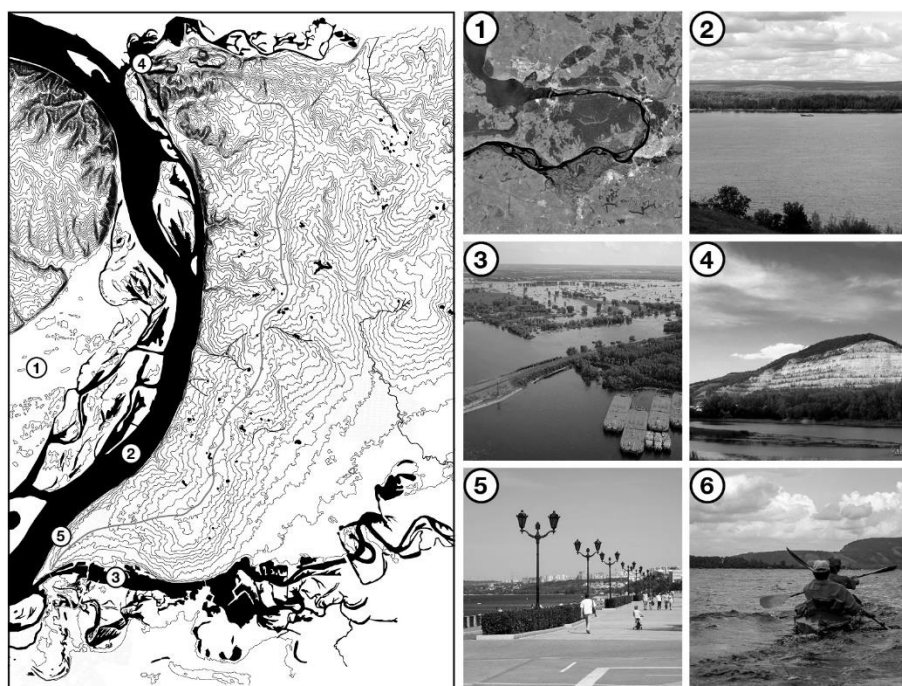


Figure 2. Geographical context of Samara identity: 1 – Samarskaya Luka; 2 – Volga river; 3 – Samara river; 4 – Sokol Mountains; 5 – Volga river promenade; 6 – "the-Zhiguli-round-voyage" route.

The functional context can be traced through the historical role and function of the city as well as through its significance in history. The main stages that determined the functional context of Samara identity are as follows: the early history of the city since its foundation in 1586 until the mid-19th century; the history of the city as a center of trade and grain production since the mid-19th century to 1917; the period of industrialization and war time in the 1920s-1940s; the era of Samara as "the space capital," in 1960-80s.; present-day Samara from the 1990s up to now.

The initial role of the city and its foundation were associated with the strategic task of defending the "Great-Volga-Water-Way", Russian lands protection from nomad raids and fights against the Cossack "outlaws". The territory of the first and second fortresses of Samara, the Samara and the Volga rivers junction are connected with this period of the city development.

The function of Samara as an agricultural and then trade center was the mirror of the process of the Samara region economic growth in the XIX century. This is a period of rapid growth and prosperity of Samara, when the main trends in the development of urban fabric were formed. The historical environment of the city center brings back the memory of Samara as a center of grain trade and industry. This role corresponds to the structure of the historical district of Samara with the main public monuments and spaces, industrial enterprises, typical residential buildings.

In the period of industrialization Samara became a major industrial and administrative center. This function materialized in the launch of factories, the construction of large administrative buildings of a new type, the formation of ensembles and squares of the Soviet city. The largest industrial area was the area of Bezmyanka station. During the Second World War, many enterprises of Central Russia were evacuated to the territory of this district. Powerful production was launched, residential quarters were built. The Bezmyanka district is the most striking material embodiment of the city role as a war-time capital and a major industrial center during the war years.

The function of the "space capital" is associated with the development of high technology, aviation and rocket-and-space industry. This role was fulfilled by architecture and urban planning in the form of large social and business ensembles of the city center, the creation of the Volga river promenades, the construction of areas of mass housing, the introduction of new industrial sites.

It is difficult to define the role of Samara in the modern era. The market economy in 1990-2010s redesigned the city. Many industrial factories and plants closed, and production sites were rebuilt to become shopping areas or fell into disrepair. Infill business centers sprang up all over the city. Now, Samara tries to adopt the roles of an innovative technologies city, a resort city, a tourist center. With the exception of the latter, the map of the city does not show any visible changes. The 2018 FIFA World Cup proved how interesting Samara is to both tourists and citizens. During the championship, most public spaces of the city gained new life, new points of attraction and interest appeared. The historical environment of the city, where the main events of fans festival were held, became relevant and valuable (Figure 3).

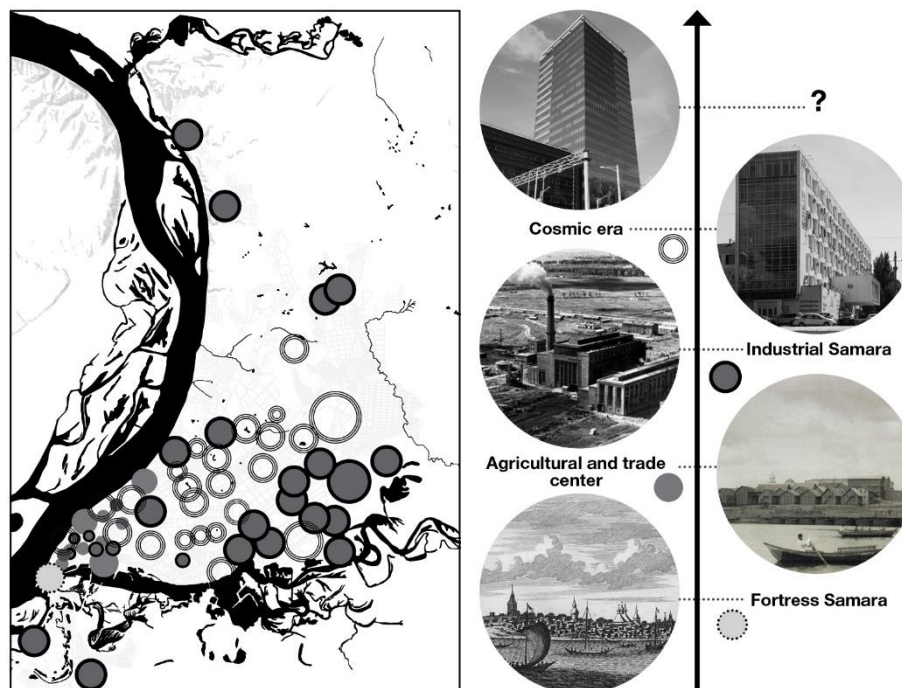


Figure 3. Functional context of Samara identity.

The morphological context of Samara's identity is represented by a set of characteristic city layout patterns and building developments. These patterns were set in the course of historical development and are nowadays represented by the following morphotypes: the pre-regular layout (formed in 1586-1782), the historical Samara residential block (since 1782), the perimeter quarters of Stalin-era building development (1930-1950s), the morphotype of micro-district residential building developments (1960-1980s), present-day types of building development – medium-rise buildings on the fringes and high-rise buildings in the center of the city (1990-2010s), individual building blocks with homesteads.

The pre-regular layout structure can hardly be traced on the city map at the moment. Currently, the only back trace of this era is the streets structure around the Khlebnaya square. Once upon a time there was the second fortress of Samara located at this site. This morphotype is presented by several irregular quarters and a triangular area. It occupies 0.6% of the territory of the entire city layout structure for non-industrial purposes.

The Samarskiy residential quarter is the basis of the historical center of the city layout. The regular urban map of Samara designed in 1782 laid a rigid rectangular grid of streets with residential blocks being 60x120 sazhen (it is Old Russian measure of distance equal to 2.13 m). There were about 16 similar house estates in such a residential block. The Samarskiy residential quarter of today is divided into households with a size of about 127x265 m (to Ulyanovskaya Street) and 110x250 m (after the planning grid turns at Ulyanovskaya street). The current state of historical quarters is presented by a mixture of different types of building developments. These types are historical building development according to households, perimeter development, infill development, building development of suburban type. The size of a historical planning pattern is 6% of the total residential area.

Quarters of Stalin-era building development cover all areas of the city, but they are most typical for the area of the industrial center, Bezmyanka. Urban development units here are blocks ranging in size from 350x350 m in the area of "Bezmyanka" metro station to 125x270m in the North-Eastern part of the district. In this part of the city, the types of building development vary from two-store blocks of wooden houses, five-store groups and ensembles of Pobeda street in the Stalin's Empire style to buildings of the period of mass housing construction of 1960s and other types. The planning pattern characteristic of Stalinist architecture makes up 12% of the area of the entire residential zone.

The morphotype of micro-district residential building developments can be divided into early (with perimeter groups and medium-rise buildings) and later (with free planning and multi-store buildings) morphotypes. The experience of the first micro-districts construction presents a district in the middle of the city, which is a reflection of urban planning practices of the 1960s, with the beginning of new housing construction within free territories. This area is made up of typical five-store residential buildings and objects of infrastructure. There are also public facilities located along Gagarin Street. Within this planning structure, there are both neighborhoods built on a quarterly basis, and free layout neighborhoods. Planning units here range from 250x250 m to 600x600 m and more. This morphotype makes up 9% of the residential zone total area.

The territory of free layout micro-district development (tern residential area) belonging to the period of mass housing construction was designed and built gradually up in 1964 and later. The building development is formed on the free layout principle. The size of town-planning units is about 1000x1000 m and the living environment is planned within the boundaries of inter-main territories. This planning pattern makes up 15% of the residential zone total area.

Modern building patterns are represented by two main types. They are located in the new territories and within the structure of the city. New city districts present line buildings and perimeter residential groups in peripheral and suburban neighborhoods. Residential developments in the structure of the city combine features of free layout and perimeter planning. Typological diversity of buildings is represented only at the level of number of stores which vary from three-store sections outside the city to 24-storey towers in the structure of the existing buildings. Modern building patterns cannot be considered as an independent structural morphotype as they are either single islands of building

development outside the urban structure, or a high-rise addition to the existing micro-district morphology.

The morphotype of individual residential development, represented by regular 50-70 m wide and 150-300 m long blocks, occupies a significant territory of the city. The morphotype of regular development of individual houses with homesteads makes up 27% of the residential area of the city, and another 30.4% is irregular individual development, formed spontaneously under the influence of the landscape and other factors.

In different part of the city, areas of super-dense buildings appeared as a result of speculation at the real estate market. Many historic neighborhoods lost their former identity while new residential complexes destroyed the structure of pre-revolutionary households. Hybrids, consisting of the perimeter of both one- and two-storey buildings and high-rise dominants in the center of city blocks, are now characteristic signs of market economy which ruled in the absence of strategic planning and regulations in the city.

The morphological context of Samara identity is quite diverse and reflects the entire path of the city structure, all the transformations characteristic of Russian and Soviet cities. Urban development units range from small blocks of 50-70 m wide and 150-300 m long with narrow residential streets and low-rise buildings, to neighborhoods of about 1000x1000 m with 9-14-floor buildings separated by highways. The modern stage did not form a separate structural urban morphotype which is the carrier of spatial representation of the city life (Figure 4).

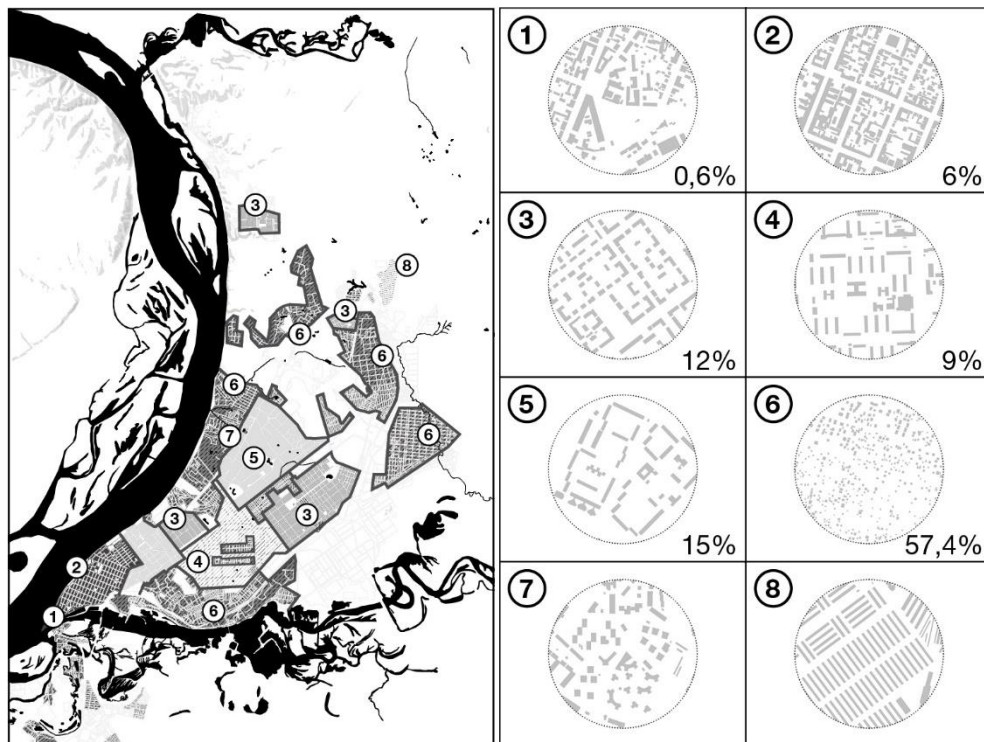


Figure 4. Morphological context of Samara identity: 1 – pre-regular lay-out (1586-1782); 2 – historical Samara residential block (since 1782); 3 – perimeter quarters of Stalin-era building development (1930 – 1950s); 4 – morphotype of the first micro-districts (1960s); 5 – morphotype of mass micro-districts (1970-1980-ies); 6 – residential blocks of individual buildings; 7 – present-day high-rise buildings (1990-2010s); 8 – medium-rise buildings on the fringes (1990-2010s).

The social context of Samara identity reacts to the changing role of the city and is in the process of transformation. At the peak of its pre-revolutionary growth, Samara was a multi-ethnic city with different religious denomination and national diasporas, which is reflected in the construction of churches and cathedrals, a Roman catholic church, a Protestant church, mosques and synagogues, as well as in the eclectic development of the city historic core. In Soviet times, the demography of the city underwent radical changes. In the period of post-revolutionary urbanization, the city population increased due to the influx of rural population, as elsewhere in Russia.

Modern Samara is a city of over one million, the capital of the region, a major administrative, industrial and cultural center. At the same time, the demography of Samara is changing rapidly. Both the city and in the whole region there is no natural population growth. Natural population decline in 2017 amounted to 2398 people, which is 5.7 times more than in 2016 (418 people). Natural population growth is registered in only Krasnoglinsky, Kuibyshevsky and Oktyabrsky districts of the city, where there is a rapid build-up of housing and young families come to live there, while in the old areas (Samarsky, Leninsky, Zheleznodorozhniy districts) natural population decline is on its peak. Migration decline in population is also significant (3,933 people in 2017). Migratory influx from CIS and other countries does not stop the flow of those leaving the Samara region for other regions and countries.

One of the reasons for migration loss is the reduction of opportunities for higher professional education. A characteristic trend in the social life of the Samara region is a decrease in the number of students of higher educational institutions. In 10 years (from 2006/2007 to 2016/2017 academic years) the number of students enrolled in bachelor, specialist and master programs decreased by 42.1%, from 177.5 to 102.8 thousand students. Another important reason for the decline is the lack of employment places of intellectual professions. The city is rapidly losing its intellectual staff who migrate to Moscow and St. Petersburg.

The age structure of the urban population of the Samara region reflects the trend of population ageing with a predominance of women over men. As at the beginning of 2017, men and women of unemployable age (0-15 years) make up 9% and 8% of the urban population of the region, respectively; working-age population (men from 16 to 59 years, women from 16 to 54 years) – 29% and 28%; age of retirement (men from 60 years, women from 55 years) – 7% and 19%. The largest group of the population is women and men aged 30-34 years; in the second place there are women of 55-59 years; in the third place there are women aged 60-64 years.

Samara citizens' self-identification development can be traced in the allocation of certain places as mental areas in the structure of the city. These are the places that form centers of attraction, fragments of urban fabric, which are united by a common character and function. These centers of attraction are Khlebnaya and Revolution Squares, Leningradskaya St., Kuibysheva and Samara Square, the Railway station, "Lady "and Osipenko Str., "Aquarium" shopping center, "Zvezda" entertainment centre, "Aurora" bus station, Gagarin and Pobeda Str., "Metallurg", Zagorodniy Park, Botanical garden and Central Bus Station, Yu. Gagarin part, "Samolet", "Cosmoport" shopping center. Almost all of these places except the last appeared on the mental map before 1980. In addition to areas that tend to some centers and objects of identification, there are separate settlements and areas of the peripheral zone of the city, which themselves describe the territory on the mental map of citizens: Mezhzavod settlement, Upravlehcheskiy settlement, Krasnaya Glinka, Zubchaninovka, Krutiye Klutchi, New Samara, Yuzhniy town, Kryazh, Volgar and others.

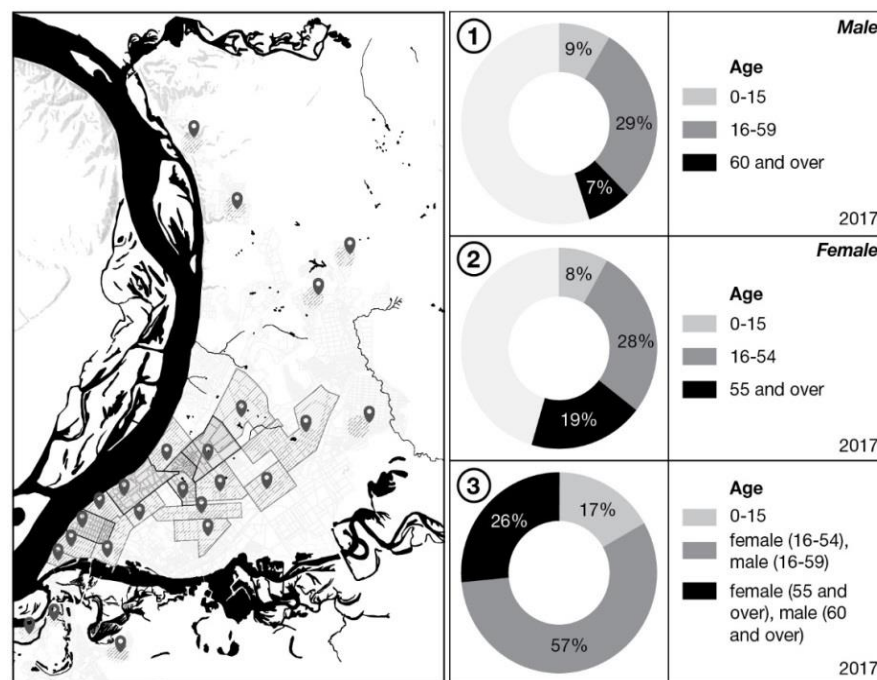


Figure 5. Social context of Samara identity: 1 – percentage of men according to age of the total population of Samara; 2 – percentage of women according to age of the total population of Samara; 3 – age composition of the population of Samara.

Many centers of attraction, the objects of identification, the density of toponymic landmarks decrease in proportion to the distance from the historical part of the city. It is possible to allocate at least five large areas of identification (areas of Khlebnaya square, Revolution square and Leningradskaya St., Kuibyshev square, Samara square, the Railway station) in the structure of historical building developments. However, at the territory of present-day mass residential developments it is only "Samolet" and the area of Yu. Gagarin park which can be named as objects of identification. The density of the environment identifiers is in reverse proportion to the percentage of the territory occupied by the morphotype of the building development in the planning structure of the city. The image of the city in the eyes of Samara society is concentrated in a small number of identification landmarks, among which no new place names have appeared over the past 25 years (except for the "Cosmoport" shopping center). There have been no qualitative changes that could bring the city districts to a new level (Figure 5).

The cultural context of Samara is expressed in architectural layers, city monuments and public spaces. The architectural history of Samara is determined by the specifics of historical development and can be divided into the following periods: "merchant city" (before 1917), the era of constructivism (1920-1930-s.), the era of post-constructivism and Soviet Neoclassicism (1940-1950s.), Soviet modernism (1960-1980s.), the present-day era (1990-2010s.).

The strongest visual image of the "merchant city" was formed during the rapid cultural development of Provincial Samara (1851-1917). When mercantile, Samara was full of people of different nationalities and different occupations, marked by high entrepreneurial and business culture. This was the time of ethnic and cultural diversity, when religious buildings of different faiths appeared in the structure of the city. a synagogue, a Lutheran Church, a Roman Catholic Church. At the same time, such cultural institutions as Samara City Theater, the "Olymp" theater were also built. There were other business and production building objects unique in their architecture (Grain exchange, factory von Wakano, mills, factories). The urban fabric was filled with mansions, apartment houses,

city estates. The architecture of that time was stylistically diverse and included modern, eclectic, retrospective styles, wooden "folk" architecture.

The architecture of constructivism in Samara was born in the context of a new paradigm of social structure and the new role of the city. From 1928 Samara is considered to be the center of the vast middle Volga region. The task of industrialization had an impact on education. Higher and secondary special educational institutions for the training of new personnel were open in Samara in those days. Avant-garde architecture formed a completely new image of Samara. There were large administrative buildings, multifunctional complexes, departmental, residential, educational institutions built in the city. Avant-garde architecture in Samara manifested itself in a change in the scale of development, in new approaches to the functional, structural, formal organization of architectural objects.

The architecture of Soviet Neoclassicism and post-constructivism has its own monuments and signs. The cultural life of this time was subordinated to the industrial development of the economy. In that period the education system was developed, the amount of so-called "technical intelligentsia" grew rapidly. At this time, the ensemble of the administrative center of the city – Samara square – was formed. In the industrial area of Bezmyanka the urban complex of Pobeda Street with Kirov square were built. The main objects of the new architecture were as follows: cultural centers, administrative buildings, educational institutions, monuments to the leaders, residential developments. The architecture of this period creates a strong visual image, filled with details, decorative elements and sculpture.

The architecture of Soviet modernism was embodied in the image of "Cosmic Kuibyshev". The cultural life of the 1960s and 1970s is the activity of the city youth clubs together with concerts, meetings, exhibitions. This is the period of the rise of the space industry, the influx of educated personnel, engineers, specialists and scientists. The new culture of the 1960s manifested itself in the powerful flow of the author's song, created in 1968. Now we know it as Grushinsky festival, which has become a landmark event in the cultural life of the country. The main ideas of Soviet modernism are presented in the ensembles of Molodogvardeyskaya Street, Polevaya Street, Slava square, the Actor House, Lenin Memorial, Samara circus. The architecture of Soviet modernism in Samara demonstrated both the features of international style and local features associated with the context, image and culture of Samara.

The architecture of the modern era manifested itself in mass residential developments, shopping and office buildings, religious buildings, reconstruction of public spaces. These new facilities reflected the trends of the time which are the emergence of private property and the market, the development of trade and services. The type of shopping mall that moved from the fringes to the center of the city spread everywhere. Freedom of religion has opened the possibility for the construction of many churches in the structure of existing buildings, in new territories, in the ensembles of existing public spaces. It is characteristic that the visual image of new objects does not allow speaking about the formation of local or urban identity.

The attention to the historical heritage, the development of cultural centers in the structure of historical buildings, reconstruction of buildings and public spaces are typical trends of recent years. 2018 FIFA World Cup became the impulse for many events that changed Samara urban environment. At the same time, the architectural interventions of this FIFA World Cup in Samara were limited to the construction of the stadium and its surroundings, all other transformations affected only part of the historical and Soviet heritage. The historic center, with its greater part turned into a fan festival area, became the focal point of the values the city displayed to tourists (Figure 6).



Figure 6. Cultural context of Samara identity: 1 – architecture of merchant Samara; 2 – constructivism; 3 – Stalin-era architecture; 4 – Soviet modernism; 5 – contemporary architecture.

4. Conclusions

Contextual analysis of the city of Samara revealed the potential for creating here a unique model of urban identity (Figure 7, 8).

At the level of geographical context, this potential is the coastline of the Samara River, the Samara and the Volga rivers junction, the territory of Samarskoye Zarechiye, included in the boundaries of the city in Soviet times. Today Samara realizes only the potential of the Volga coastline, while the bank of the Samara River remains a vacant region for redevelopment. The development of this territory will fully materialise the image of the city-triangle, located at the junction of two rivers, which corresponds to the path outlined by the very foundation of the city in the XVI century. The Samara river water-mouth can become a new central district, which should have a symbolic meaning due to its geographical location. Variations from a business high-rise centre to a cultural cluster with a set of many functions are the most preferred in this location. The new centre will ensure the attraction of the territory of Samarskoye Zarechiye, which due to its natural uniqueness can become an outpost of the new building development, designed with account of the symbolic function of the "city on the water". The main built-up areas of the city, in the central, middle and peripheral zones, also have landscape-and-geographical potential. Undisclosed features of the city identity include a network of ravines in the Volga river coastal line, as well as topography forming potential viewpoints, with the main element being the watershed's characteristic line. Ravines should be preserved and used as elements of the structure of the city. First of all, these ravines can be used as utility systems, as well as parts of parks with views on both the river and new unique buildings that can arise on ravine slopes. The watershed line is a ridge of high marks through the city and requires spatial and functional consolidation as well as the formation of centres with dominants and diverse structure. Many areas of the period of mass housing construction have their own landscape identifiers: parks, squares, lakes, ponds. All these local features of the landscape should be emphasized and used as the basis of local identity (Figure 7).

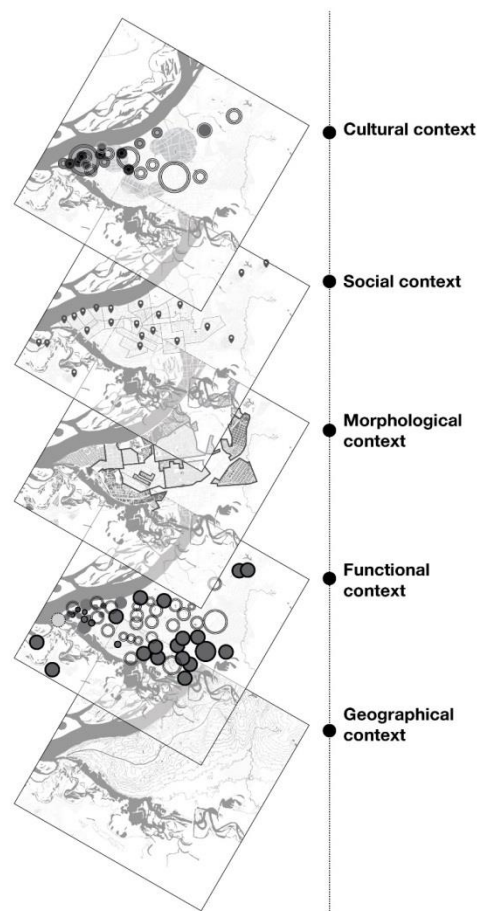


Figure 7. Scheme of superpositions of contextual analysis of Samara.

The functional context of the city needs to be redefined at the present stage of development. Preserving the functions of a commercial and industrial city, Samara should be integrated into the path of post-industrial development, which implies the emergence of an IT cluster, a developed tourist infrastructure and a center of financial and business flows in the system of new communications. Already established as a city of global events and high space technologies, Samara is able to join the global economy. New roles that require materialization will bring high demands on infrastructure, require the construction of such unique architecture objects as congress halls, cultural centers, diplomatic and trade missions as well as and the creation of unique public spaces that harness the potential of landscape and city grid. As Samara already played the role of a war-time capital during the Second World War, the city can be reassembled today as the capital of the region, which means replacing any monofunction by a spectrum of different types of business and cultural activity. It is this diversity of meanings that will become the basis for uniqueness in the constructed identity of the city (Figure 8).

The morphological collection of the city is valuable in terms of its diversity as a reflection of all the historical stages of the city development. The diversity of existing planning grids should be preserved and further diversified both in terms of reconstruction and new construction. The scale of the quarter patterns of Samara, primarily the historical Samara quarter, can be represented on the territory of Samarskoye Zarechiye and implemented in new architectural interpretations, preserving the quality of the picturesque diversity of historical buildings. Morphological patterns of industrial development, both in the historical and in the Soviet districts of the city, can make a new morphotype of redevelopment areas. A new spatial planning structure of the building developments can arise later as

a result of reconstruction. At the same time, the unique historical industrial architecture of Samara can acquire a new functional content of cultural centers, enriching the fabric and structure of the city (Figure 8).

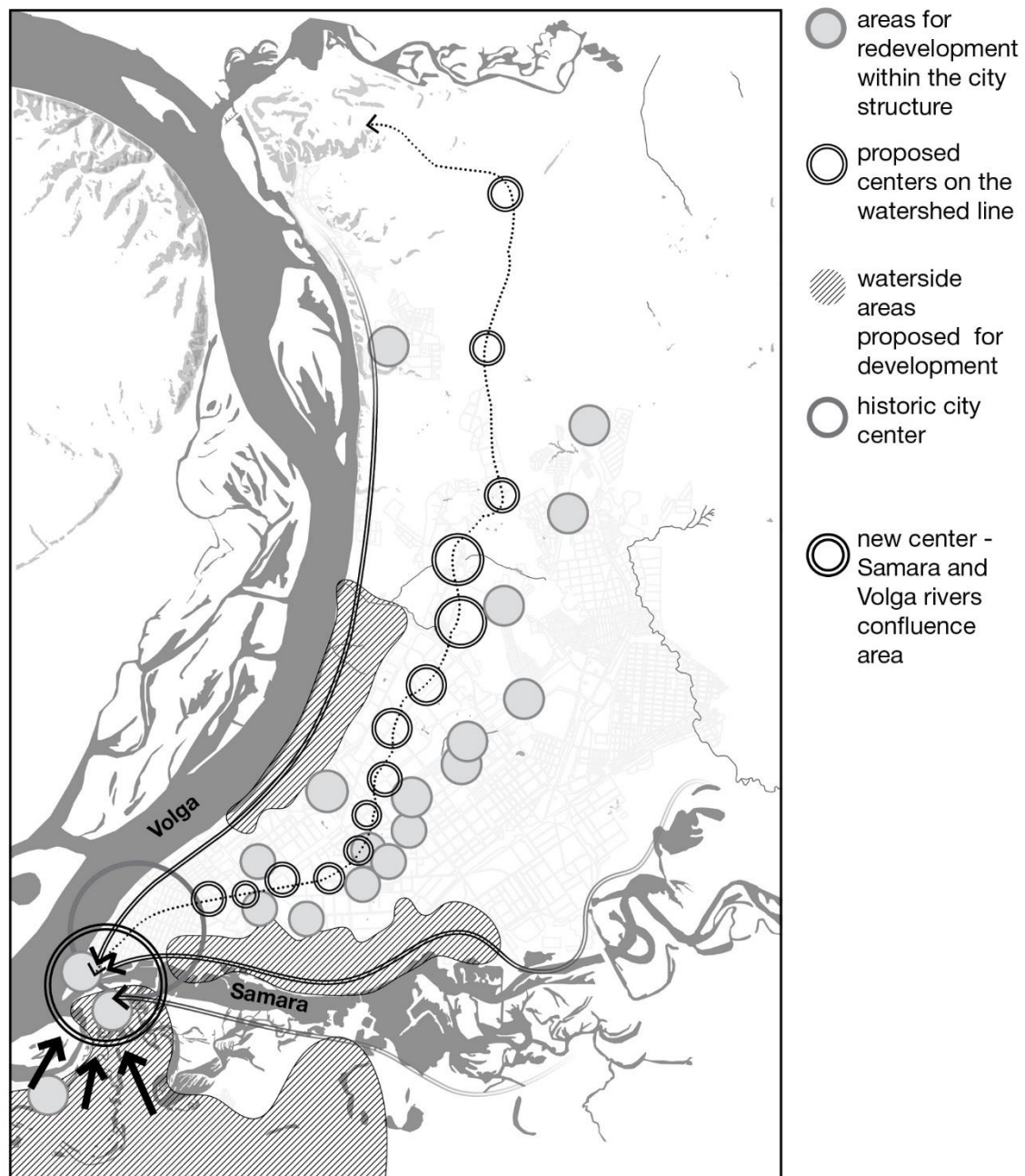


Figure 8. Potential for the formation of a unique model of urban identity in Samara.

The social context of Samara, despite the decline of the population, shows the large number of men and women aged 30-34 years. This means that there is a high need for diversity not only in housing, but also in workplaces, as well as in public facilities and spaces. This is the most mobile, active and working-age population group that needs its representation at the city level. Meeting the requirement of representation of this group will bring a new unique look to the city, which is frozen in its past, as shown on the mental map of Samara. In conditions of the post-industrial economy, with new types of

employment and irregular work and rest periods, new urban environment should provide this active population with public centers of a new format, accumulating places for life, work, education, development and communication. The redevelopment of numerous empty sites of former industrial enterprises, communal and warehouse zones, low-rise suburban areas will allow saturating the existing structure of the city and creating centers of attraction. The demographic picture of the city will help create an inclusive environment that is open and accessible to different categories of citizens. Filling the mental map of the city with new content should take place in the conditions of participatory design, involving city residents in the process of creating this new urban environment (Figure 8).

The cultural context is the architectural realization of all other contexts that provide space, practices and meanings of the city. Architectural and urban planning competitions with public discussion of projects on all significant territories and objects defined by the strategic plan for the development of the city are an opportunity for Samara to construct its uniqueness, and thus gain identity. The cultural context is able to reflect the importance and role of memory in the structure of the city. Historically, the diverse architecture of Samara, reflecting all stages of development of the Russian city, is a key driver for the further development of the city environment. The diversity of styles, forms, structures and approaches should be preserved and further enhanced in the paradigm of modern work with architectural heritage, with account of reinterpretation and within the conception of adaptive reuse.

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