



Rethinking the Meaning of Place: Conceiving Place in Architecture-Urbanism (Ethnoscapes)

By Lineu Castello

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The spread of newly 'invented' places, such as theme parks, shopping malls and revamped historic areas, necessitates a redefinition of the concept of 'place' from an architectural perspective. In this interdisciplinary work, these invented places are categorized according to the different phenomenological experiences they are able to provide. The book explores how such 'cloning spaces' use placemaking and placemarketing in attempt to replicate the characteristics found in urban spaces traditionally viewed as successful, and how these places can affect society's environmental perception. A range of international empirical studies illustrates how such invented places can be perceived as legitimate urban spaces, and contribute towards the quality of life in today's cities.

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