

## CONSIDERATION OF FOCAL LANDMARK POINTS IN THE CENTRAL AREA OF NOVI SAD

Aleksandra Milinković<sup>1</sup>

Dijana Brkljač<sup>2</sup>

Ljiljana Vukajlov<sup>3</sup>

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**Summary:** *The design of areas important for orientation in a city, the formation of the city image and collective identity, which at the same time become gathering places, depends on overlapping of numerous parameters and complex influences. Focal Landmark points can be either built or undeveloped structures that, with their program, content, morphological and ambient characteristics have a strong attraction power. They are a specific category, which, apart from the fact that they stand out in visual terms, have a social character, thus social interaction in the city takes place in them. The position of these focal points in the physical structure of the settlement, as well as their shape and size, influence the possibility and quality of their notion and perception. The research deals with parameters that influence the comprehensiveness of the -focal landmark points in the central area of Novi Sad. It is seen as an area in which numerous complex architectural and urban elements that make up this category are concentrated. The position within the wider context contributes to the highlighting or merging of these important places in the city tissue. This helps to unambiguously define whether a particular structure is a landmark or not. Different factors influence the way of highlighting the focal landmark points, among which are: height, shape, size, materials, color, position, as well as the existence of visual points, which allow them to be perceived. Detected areas will be classified and valued according to the way they stand out, how they are spotted and perceived in the urban tissue, and the influence they have on socializing within the analyzed areas, from the perspective of the users, their number, the time of stay and the frequency of gathering in them. The connection between the quality of the comprehensiveness of the important elements of space and their development into the focal landmark points within the microunit, the historical and cultural center of the city will also be investigated.*

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<sup>1</sup> Aleksandra Milinković, MArch, teaching assistant, University of Novi Sad, Faculty of Technical Sciences, Department of Architecture and Urban Planning, Trg Dositeja Obradovića 6, Novi Sad, Serbia, tel: +381 21 485 2462, e – mail: a.milinkovic@uns.ac.rs

<sup>2</sup> Dijana Brkljač, MArch, teaching assistant, University of Novi Sad, Faculty of Technical Sciences, Department of Architecture and Urban Planning, Trg Dositeja Obradovića 6, Novi Sad, Serbia, tel: +381 21 485 2462, e – mail: dijana.brkljac@uns.ac.rs

Aleksandra Milinković, MArch, teaching assistant, University of Novi Sad, Faculty of Technical Sciences, Department of Architecture and Urban Planning, Trg Dositeja Obradovića 6, Novi Sad, Serbia, tel: +381 21 485 2462, e – mail: a.milinkovic@uns.ac.rs

<sup>3</sup> PhD Ljiljana Vukajlov, BSc. Ing. Arch., associate professor, University of Novi Sad, Faculty of Technical Sciences, Department of Architecture and Urban Planning, Trg Dositeja Obradovića 6, Novi Sad, Serbia, tel: +381 21 485 2465, e – mail: vukajlov@uns.ac.rs

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### 1. INTRODUCTION

Focal landmark points are objects and spaces that are recognized by their morphology and characteristic structure, which serve to gather people and meet their specific needs. As such, these places at the same time represent the landmarks in the city that, in relation to the immediate surroundings, stand out as unique structures. Furthermore, they stand out as focal points, hubs in an area intended for the social concentration of people and gathering for a common motive, an event, a certain need or offer. In accordance with the above, the focal landmark points in the city are prominent landmarks that have great attraction power due to which people visit them in significant numbers. With this in mind the free space surrounding these landmarks is also engaged, becoming a landmark itself, whose origin was initiated due to the interrelation of the aforementioned manifestations in space.

These areas, most often represent a symbiosis of architecture and urban space. They define the strong links between the elements of the physical structure of the city, where the user's unique relationship towards the object and the immediate environment is most often created. Such an appearance of a built environment creates ambiances in which the program of the house starts outside of the house, and the spirit of the immediate surroundings enters the building together with the visitors. Such complex relationships that create a certain place change the perception of people, strengthen the attraction power of the area and add "new layers, meaning and symbolism to the city area" [1]

The described areas have a crucial role in connecting residents, tourists, users or passers-by with the settlement. Focal landmark points mark the sites in the structure of settlement important for people at many levels. On the city map, they become points of recognition, meetings and social activities that are rare or unique, which increases their importance multiple times.

Under the morphological structure of the city, Milan Vresk implies a spatial arrangement and a mutual relationship of morphological elements in the urban area, such as: streets, squares, plots, public areas, blocks, buildings, etc. [2] In such a physical environment, spaces defined as focal landmark points are formed, spontaneously or by planning. Their appearance and layout in the city is influenced by numerous factors of the wider and narrower location, traffic infrastructure, content and program structure of the present typologies. Influence also comes from the quantity, quality and choice of elements that make up the entire micro-ambient.

The spatial disposition of these places in the city contributes to easier orientation in the environment, space identification and the formation of collective identity around points important for social contact and events in the life of the community. Most often, these areas are concentrated in the functional center of the city, an area that includes numerous spatial forms, contents and activities belonging to the collective consciousness of the inhabitants. This helps in creating an unbreakable connection between people and a certain place. „ The city in its full meaning implies a geographical hub, an economic organization, an institutional process, a terrain for social action, and an aesthetic symbol of collective unity “[3] , while the places of social integration and action outlined within

the city are arranged in favor of the stratification and the richness of urban levels. Thanks to well-designed public areas, an attractive city fabric rich in content is obtained, which thus raises the quality of the city image.

Well designed and precisely placed within the urban structure, the focal landmark points become highly functional, easily accessible areas that are both interesting and appealing to various types of users. The existence of such spaces, carefully incorporated into the physical structure of the city, represents the potential for further development on multiple levels, making them very important for the city.

## 2. FACTORS THAT INFLUENCE THE VIEWING OF REPERTOIRE-FOCAL POINTS

There are numerous urbanistic, architectural, as well as social factors that influence the perception of the city area with their combination. Applying these influences and establishing connections between them contribute to a more clear message and reading of specific places. Consideration is the first level of contact with the environment and its design and targeted design helps incorporating it into the human's mental map because "visibility lines are very important. If people can't see an area, they will not even use it".[4] The location is an important factor when it comes to places that are landmarks and focal points. Their first distinction is that they are visible structures, partially or completely above the earth. The reason behind this is that this exact distinction is the criteria of insight in urban space that we refer to for defining a place as a landmark, features, structures that are different in relation to its surroundings. The location may be typical in relation to the position of the site itself regarding the block, road, a sequence of buildings (on the corner, in a row) when it comes to benchmarks, but also in terms of availability, accessibility, capacity when focussing on focal points. So, when it comes to the forms of the focal landmark points, a combination of spatial and socioeconomic factors of the location is needed in order to get in touch with the users. Enabled unhindered visions will contribute to the understanding and storage of the mental image of an individual or a group, as far as it is possible to provide free visual contact. For this reason, the most notable benchmarks are on the areal directions of movement through the urban tissue „because leaving free traffic routes means at the same time a free vision.[5]

Zite also emphasizes: „A freestanding building remains an eternal cake on the tray. From the beginning, it dwisible anyone to a more energetic, organic adaptation to the environment. It is also impossible to cause promising effects, as there is not enough room for dodging. [5] Though, like any other design principle, this has its own positive and negative aspects. On one hand, it denies the environment, disrupts the harmony and urban space. Nevertheless, in terms of viewing it, a freestanding object is the most representative building completely accessible to human senses, although the effect of hiding and revealing visions may be missing.

Different ways of perceiving the specific spatial ambitions of the settlements also condition certain morphological distinctions. Because of them, certain focal landmark points are prominent representatives of social life, and at the same time areal landmarks of the city image. The most important criteria are size and shape, color and texture, structure and rhythm, materialization, accent, number of floors, horizontal or vertical

domination in the space, relation between the built and unbuilt part of the repertoire focal landmark point. According to Brolin „Today, if the building fits too well, it is considered that the architect was not creative“ [6] All of these elements, primarily design, contribute to the duality of this appearance in the area, as well as the location that is defined on one hand by the architectural elements and the principles of their composition, while on the other, the manifested forms formed by the morphological characteristics condition the possibility of forming a social contact.

A significant contribution to the prominent evaluation of the focal landmark points is the content and the exclusivity of the content, programs that are unique in the whole settlement or city area, purposes that are odd or significant for the whole community, contents that can be used indefinitely for external influences, variable content, nurturing the multifunctionality, a systematic and well-designed connection between indoor content and those organized in the open. The layout of content within an architectural structure can affect the capability of the object. This happens because, when storing content on the vertical line of the object, the most significant selection of content on the ground level which are psychological connection with objects in the level of the eye of passersby because "the horizontal sensory apparatus plays a decisive role in how people perceive space". [7]

„There is an interesting attitude and a general impression that "the old towns always look as if they were carefully composed because the spatial relations were not disturbed by the centuries-old introduction of new styles, which were always linked to one another." .” [6] Thus, the impression of a unique, homogeneous unit was achieved as a product of a strategy, where the most frequent areas have the strong spirit of the city, sensational ambient values and great construction achievements. In memory of the visited, seen and experienced, those images formed by the senses have a priority. They visualize the space that is perceived, and there is a large number of factors that influence the sensory receptors and thus draw attention. From what is said above, it is confirmed that the historic cores, the original centers of the settlement and the central structure, are most often perceived as unique units in the observer's mind and become repercussions in the form of a physical structure, and not the individual elements out of which they are formed.

### 3. CASE STUDY

The central area of Novi Sad is a network of public spaces and facilities that combine a large part of the social life in the city. The specific physical structure of the historical core differs from the rest of the city, in terms of orchestration and relations between objects. Most of the urban areas are dominated by individual typologies and a few morphologically distinguished objects that mark the given part of the city. This is not the case with the city center. It belongs to areas that have more homogenous structures and in which the whole space creates a picture on the mental map of the community. In addition, it is a macro unit in which, according to character and design, the connection between built and un-constructed areas is expressed the most. For this reason, focal landmark points are mostly concentrated in the Old Town (*Stari grad*) of Novi Sad.

However, in a similar structure and context that is unique and comprehensive, very strong points from the aforementioned typology are highlighted. In the observed network

of public areas and buildings, we can precisely identify certain related forms. Intertwining directions and marks on them contributes to the attractiveness, ambiance and the content of the central area, either by plan or by random layout within the core. This area represents a unique landmark in the city, although it does not always emphasize morphologically strong elements, while on the other hand, the sociological importance of this part of the city is overpowering all other elements. This is why the highest concentration of a complex form, such as benchmark-focal points, is possible in this area.

The parameters examined in the previous chapter indicate the characteristics that are important and stand out when it comes to designing the investigated form. For this reason, certain freely defined areal and program elements have been distinguished. Their co-existence makes the whole unit more dynamic and allows constant flows of life in the city:

- **Public buildings** of different purpose (theaters, shopping centers, cultural and educational facilities, catering and service activities, etc.) in the city center are directly connected with the immediate surroundings and public space of the city. Life takes place continuously within these buildings and in public areas around them;
- **Urban elements** (streets, squares, blocks, parks, plateaus, etc.) which are the framework for everyday events, meetings and contact. They are complemented and highlighted by the organization of thematic events of different character, bringing in art into the urban area and creating a direct connection between people who use it and linking those with similar interests in the process;
- **Spatial details** (urban mobilier, monuments and sculptures, natural elements, artistic and light installations, technological innovations, etc.) around which the possibility of a certain social action representing the driving force of everyday life is created, and which gathers visitors around themselves, due to their uniqueness.

#### 4. CONCLUSION

The focal landmark points in the city represent a specific and complex form, which forms the city's life at various levels. These places help activating social contact and, in different circumstances, gather interest groups or the whole community. They mostly contribute to a more dynamic social integration of people in the city because they provide activities and contents in a specific spatial framework. Merging social and spatial factors into one unit creates an environment that is, as a whole, recognizable in the conscience of the community. Therefore, they play a significant role in designing the image of the city and should be a carefully planned topic of city politics.

The central area of Novi Sad is a unique unit, in which the majority of the focal landmark points of various characters are located. It is perceived and experienced most notably through such micro-ambients, where the landmark and focal point receive a very layered meaning. A diverse range of typology, program, activity, and spatial framework

is networked into one dynamic unit. This unit enriches the city space and provides a wide range of opportunities for its users. For this reason, researching and demonstrating the significance of these sites is an important priority when it comes to creating the city image.

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## САГЛЕДАВАЊЕ РЕПЕРНО-ЖИЖНИХ ТАЧАКА У ЦЕНТРАЛНОЈ ЗОНИ НОВОГ САДА

*Резиме:* Обликовање простора у граду значајних за оријентацију, формирање слике града, колективног идентитета, која уједно постају и места окупљања зависи од преклапања бројних параметара и сложених утицаја. Реперно-жижне тачке могу бити изграђене или неизграђене структуре које својим програмским, садржајним, морфолошким и амбијенталним карактеристикама имају јаку привлачну моћ. Оне су специфична категорија, које осим што се истичу у визуелном смислу, имају социјални карактер и у њима се одвија друштвена интеракција у граду. Положај ових тачака у физичкој структури насеља као и њихов облик и величина утичу на могућност и квалитет њиховог уочавања и сагледавања. Истаживање се бави параметрима који утичу на сагледивост реперно-жижних тачака у централној зони Новог Сада, као простору у ком су концентрисани бројни сложени архитектонски и урбанистички елементи који чине ову категорију. Позиција у оквиру ширег контекста доприноси истицању или утапању ових значајних места у ткиво града, чиме се једнозначно дефинише да ли

*је одређена структура репер или није. Различити чиниоци утичу на начин истицања реперно-жизних тачака, међу којима су: висина, облик, величина, материјали, боја, положај, као и постојање визуелних тачака, које омогућавају њихово сагледавање. Детектовани простори биће класификовани и валоризовани према начину на који се истичу, уочавају и сагледавају у урбаном ткиву, као и према утицају који имају на социјализацију у оквиру анализираних простора, из угла \ корисника, њихове бројности, времена задржавања и учесталости окупљања у њима. Провериће се веза између квалитета сагледивости значајних елемената простора и њиховог развијања у реперно-жизне тачке у оквиру микроцелине, историјског и културног центра града.*

**Кључне речи:** *јавни објекти, реперно-жизне тачке, сагледивост, социјализација, Нови Сад*