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MUNICIPAL SYMBOLISM AS THE BASIS FOR VISUAL STRATEGIES OF A MODERN CITY

The specific character of municipal symbolism as basis of visual strategies of modern city is considered in the article. It shows the heraldic component of the corporate identity of the city. The necessity of the innovation models of visual municipal strategies implementation is proved in this article.

Key words: *heraldry, National Emblem, flag, municipal symbols, visual strategies, corporate identity of the city.*

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У статті розглянуто специфіку муніципальної символіки як основи візуальної стратегії сучасного міста. Висвітлена геральдична складова фірмового стилю міста. Обґрунтовано необхідність впровадження інноваційних моделей візуальних муніципальних стратегій.

Ключові слова: *геральдика, герб, прапор, муніципальна символіка, візуальна стратегія, фірмовий стиль міста.*

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В статье рассмотрена специфика мунципальной символики как основа визуальной стратегии современного города. Освящена геральдическая составляющая фирменного стиля города. Обоснована необходимость внедрения инновационных моделей визуальных мунципальных стратегий.

Ключевые слова: *геральдика, герб, флаг, мунципальная символика, визуальная стратегия, фирменный стиль города.*

✎ In the history of any country the transformation of a systemic nature always reflected in changes in the symbolic sphere of society. Typically, the first indicator of change becomes official symbols. Thus, the Ukrainian heraldry and tradition of flag using often suffered from exposure to foreign domination or ideological experiments.

Independence and statehood opened a new page in history of domestic symbol-making. In the early 1990s Verkhovna Rada of Ukraine approved the State Flag of Ukraine [1] and the Small National Emblem of Ukraine [2]. The issue of state symbols was in the epicenter of a constitutional debate. Although the results of the national parliamentary debate and fierce battles became the revival of national symbols of statehood (Article 20 of the Constitution of Ukraine in 1996) [3], the debate around symbolic attribution of the State continues even today.

The difficulties and contradictions found that the process of formation of state symbols (in particular Ukraine still lives without Great National Emblem) fully affected National Emblem- and Flag-making field. Large-scale movement of the review and approval of new territorial and municipal symbolism originated in Western Ukraine is gradually engulfed the whole territory of the country.

✎ The interest of the public and politicians to the revival of historical national tradition symbolic attribution affected intensify research in this direction. The classic work of V. Lukomsky and V. Modzalevsky «Malorossiiskii herbovnik» returned to the scientific turnover. The foundation of national heraldry and vexillology was already formed in early 1990s. Today the origins of National

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Emblem- and Flag-making in Ukraine are researched by V. Bolgov, A. Grechylo, Y. Savchuk, I. Svarnyk, V. Chepak, G. Chepak etc. The modern National Emblem-making process as part of the revival of national heraldic traditions in independent Ukraine is observed in the publications of V. Buzalo, J. Dashkevich, I. Sytyj, O. Slipetskyi, M. Starodubtsev, Y. Cvilykh etc. A. Grechylo, Y. Ishchenko, O. Lysnychenko, P. Stetsyuk etc. research not only problems which are connected with modern state of territorial and municipal symbols of Ukraine but also tried to outline trends and prospects of development of domestic National Emblem-making. A separate group consists of works devoted to identify genetic link between ancient and modern territorial and municipal symbols (A. Grechylo, V. Kryvenko, O. Kimenko, Y. Savchuk, V. Sybircev, Y. Terlecky, O. Khavariivsky etc.). The valuable materials for studying the specific formation of new heraldic tradition in Ukraine are included in publication of Lviv and other cities. Analysis of the material suggests that the vast majority of symbol-making process works considered from the standpoint of auxiliary historical disciplines: heraldry, vexillology, sigillography etc. Modern tendencies of national territorial and municipal symbolism development are often analyzed in the context of its conformity to the canons of classical attribution.

Виділення невирішених раніше частин загальної проблеми

However, the symbolism is not only the attribute of the territory. Symbols can be viewed as an important component of resource support of the regional development. This is the so-called visual technologies. Inclusion in the list of priority areas of municipal policy issues affecting the development and implementation of visual strategy of the city, creating its corporate identity, has become a worldwide practice. However, in Ukraine we still meet with the preconceived attitude of the domestic elites to the questions of the visual representation of the territory. Given the fact that in the increasingly global trend visualization of social relations in the national political discourse are still dominated by traditional heraldic and rhetorical techniques relevance of studying the fundamentals of visual policy and development of mechanisms for its implementation is undeniable.

Мета

This article is the attempt of specific research potential detection of the municipal symbols as the basis for visual strategies of modern city.

Виклад основного матеріалу

Based on the heraldic tradition, which gradually formed the Ukrainian lands during the XIII - XX centuries, today we used to allocate a separate category of territorial (symbols of regions and districts) and municipal or city (local self-governing communities symbols) symbols. Similar trends have developed in the modern heraldic practice of the European countries which operate a system of territorial and municipal symbols. [4, p.5]

The official symbols of the city constitute the emblem, the flag and the anthem. Currently there is no generally accepted procedure that determines the hierarchy of these symbols. In addition, it is known that historically the first in a symbolic official turnover includes flags and emblems. Accordingly, the anthem is a younger symbol. This chronological sequence suggests that the flag outlines and notes territory; National Emblem legally approve it, and solemn hymn eulogize and glorify it. [5, p.5]. However, despite the fact that all three symbols

are complemented and strengthened by each other in municipal symbolism, in our opinion, a National Emblem and a flag occupy a decisive position. Indeed, as the text that describes the territory with the sign language, the National Emblem on the symbolic level represents a specific idea of the city and together with the flag is the basis of visual (graphic and a color) representation of the city. Thus, the development of visual strategies heraldic city becomes part of its basic components.

Growth of theoretical and practical interest in the possibilities of visual policy is caused by several reasons. The restructuring globally traditional hierarchical system of socio-political relations and enhance the process of creation and functioning of economic, political and cultural factors imaging networks take a prominent place among them. Not accidentally, contemporary observers noted that the increase of influence of visual images in social and informational sphere, which replaced the textual, gives the reasons to speak about the beginning of the «era of visual policy» [6, p.2]. Today the situation which we call «the end of the history» when the ideological (verbal) discourse is rapidly losing the dominant position in the social management toolkit technologies, yielding advertising technology, no one can not be forced «to listen the authority». Individual, group, community can be involved only in visual act of «consumption». Thus, a complementary tool support policy and management practices becomes as a factor to ensure their implementation. It is gradually becoming in municipal administration visual strategy. Today, all over the civilized world visual equipment is effectively used as a management tool. More than that among experts a warning is sounded: if the meanings produced in the result of a territorial strategy (of material conditions and social infrastructure to the ideas of territorial identity and patriotism) will not be reflected in the visual plane, the society could face a loss of competitiveness in material and symbolic production.

In the arsenal of modern visual strategies of public administration «corporate identity» occupies a central place. The concept of corporate identity is borrowed from theorists and practitioners of public administration from the field of advertising. Just as in manufacturing, the symbolic capital of the company, its image, brand, reputation, prestige, etc., often play more important role than its material assets in municipal politics identity of the city, expressed visually, as graphic images, signs, symbols. This is an important resource for solving the problems of the community and the city.

In politics, corporate identity is a combination of verbal and graphic elements (logos, emblems, font colors, idioms etc.) used in information strategies through various means of communication for the purpose of identification of visual representation of the subject by subject and recognition among the other political institutions with which it cooperates or competes.

So, corporate style which is well developed, equipped with a wide network of communication tools is the main condition for visual city policy effectiveness.

Typically, the development of corporate identity of the city lays the grounds of municipal heraldry. In our opinion, the introduction of elements of city emblems and flags in the fabric of corporate identity is caused by an attempt to emphasize the role of cities in national life and strengthen

its administrative status display by means of charts the history of its origin, formation and development.

Along with this, the symbols of the city can be seen as its brand, as the best element of municipal marketing. Speaking as a «brand», the emblem and flag actually is able to strengthen the image and attractiveness of the city. As part of the marketing symbols can operate outside the community, presenting the city for investors and tourists, and within the community itself as an element of culture and traditions of government that revived or just emerging in Ukraine.

Today, corporate identity territorial entity put forward a number of requirements. Thus, corporate identity is a complex phenomenon. Along with corporate unit, which is integrated basis for his visual solution, it provides a wide use of public-relations, availability of web-representation online; distribution of printed materials and souvenirs and so on. In addition, corporate identity has been universal, and its individual elements easily associated with a subject (in our case - the content), regardless of how relay. It is important that the color and graphics solution takes into account the corporate identity of the city heraldic tradition as national and international standards of visual representation.

✎ Regarding heraldic component of corporate identity of the city, we offer the following recommendations. First, the development of corporate identity of the city is considered local historical tradition of using emblems and flags. This is especially useful for places where there is a problem of competition between the symbols of pre-Soviet and Soviet periods today. Finally, taking into account the historical traditions is one of the hallmarks of civilization. That is why the corporate identity of the city shouldn't include personal preference, political ambition and other reasons. Stylistic decision should serve as a consolidation and do not disassociate the community. Second, visual corporate identity must be unique, unique and able to identify the city from other cities, regions and so on. Thirdly, the development of corporate identity should prevent the use of symbols of other states. Fourth corporate identity should be aesthetically appealing in view of the trend of increasing interest to unconventional policy designers for visual communication official receptions.

Along with the fact that municipal symbols are the main attributes of the city and are the legacy (it means they should be treated with respect and reverence), this does not exclude possibilities to update the symbols of the modern city. In Europe there is a tendency, when the old city symbols can inspire the creation of new modern city emblems, logos and other graphic forms, etc., which plays a crucial role in the formation and implementation of visual strategy of the city.

So all the arsenal of marketing, design and psychological means of influencing on the audience should be taken into account during the process of the development of visual municipal strategies.

Experience of implementing visual strategies of many large and small places of the world demonstrates that corporate identity is based on the methodology of marketing. It is a functional tool for public administration and an effective means of strengthening of the symbolic capital city in the country and the world.

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