

# IPBA 2019

---

The International Place Branding Association's 4th annual conference  
November 27-29th 2019, Volos (Greece)

## Branding Landscapes: Land, Place and Identity

Thomas Doxiadis  
*Architect, Principal at doxiadis+*

### Abstract

Landscape is both the physical and the conceptual locus of much of Greece's locations. Both as a natural and as cultural space, it contains and organizes the characteristic elements of many locations (the sights, destinations, buildings, views, leisure areas, agricultural produce etc). Landscape can in itself be a destination and a brand if it is correctly managed and communicated. Certain examples point to the common ground between landscape and the identity of a location, and how this can be mediated through landscape design.

On the hills surrounding the Acropolis, Dimitris Pikionis and his collaborators created in the 1950's a truly astounding work. It is a system of paths to access the Acropolis and to experience the landscape, set out in such a way that they create a subconscious historical narrative. It is a subtle and crucial addition to the experience of the visitors and to the place identity of Athens. On Antiparos, the historic landscape has been the result of culture and nature interacting over millennia, with agriculture and pasturage the main activities. Tourism is now the dominant economy, destroying the very landscape that it is selling. Developing a different paradigm, doxiadis+ have effectuated a landscape of symbiosis, where new uses meld into instead of replacing what exists. As a result, Antiparos Design Properties has developed a strong and distinctive brand. On Milos, the important ancient city is still mostly unexcavated. Lying under a beautiful landscape of agricultural terraces which developed over millennia, the ancient forms are difficult to make out. doxiadis+ has worked with the Ministry of Culture to plan the Milos Archeological Park, making the layers of the past visible and adding a crucial missing element to the place identity of the island. In all three cases, the landscape is recognized as a valuable component of place identity and handled in a sensitive and creative way to enhance this identity.

**Keywords:** *location branding, destination brand, place making, local identity, natural and cultural landscape, designing for symbiosis, Pikionis Acropolis paths, Antiparos, Milos Archeological Park*