
Creative strategies for dealing with regional identity in contemporary material culture and its potential for conscious tourism in Slovakia

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REGIONAL IDENTITY

research project APVV 16-0567

**IDENTITY SK- common platform of
design, architecture and social sciences**



01

EXPLORING the term and phenomena “IDENTITY”

Setting cooperation with experts and institutions dealing with material folk culture
SL'UK/TLK, SNM, ÚLUV, SAV
Literature and database research
Organizing events

03

STRATEGIES FOR CREATIVE WORK WITH REGIONAL IDENTITY

preserve “in situ”,
collect and to exhibit
Interpret and transform
or ignore

02

FIELD RESEARCH mapping and documenting

of real recognition of regionality or genius loci directly in regions
Alive traditional and modern crafts and craftsmen, SME's and activists

Representative vernacultural buildings, important local buildings, and zones of folk architecture

“examples of good praxis” of dealing with regional identity by product, services and spatial design, reconstructions and new buildings

04

INTERAKTIVE DATABASE

5 areas of interest

architecture

craft and desing

culture

nature and agriculture

www.projektidentita.sk

05

RELATION TO WELLBEING

Testing of database elements

Preferences of traditional and
modern elements

Taste and relation to

06

REGIONAL DEVELOPMENT SUPPORT

searching of effective business
models

Cooperation among local business
and designers

Design concepts for regional
products, services, public spaces
and infractucture

Development of conscious forms of
tourism – agroturism, ecotourism
and ethnotourism

07

ENLIGHTENMENT

Media campaign

Exhibiton pavilion

Main goal to explore regional identity within socio-cultural sustainability and well-being and the possibilities of its transformation and interpretation in a modern society with its built environment and material culture.

The regional/local identity plays very important part in self-identification and personal integrity.



Although there exist many research studies in field of ethnography, cultural anthropology, history and archaeology,

they are very rarely available and understandable for architects, designers, investors, producers and services providers directly in the regions.

**research, respect original,
empathy by adding something new,
use it with the context and telling stories**

**NO (OR LESS) MISINTERPRETATION
AND KITSCH.**

Solution can be found in form of regional concepts for products and services, coming from interdisciplinary literature and field research and storytelling.

wellbeing

The issue of wellbeing is also part of the social sustainability agenda and is related to the sustaining of local identity.

4 issue related to local identity and wellbeing

- attachment to place – building an identity for the self and the social group
- comfort from interaction with “the known” – shared cultural values and signs, archetypes, and stereotypes
- authentic experience
- wellbeing from own hands-on experience and from interaction with professionally crafted objects

wellbeing

Hypothesis that facing the elements having marks of regional identity create positive reaction by users

measurable with objective physiological parameters, observations and mapping and subjectively through interviews and questionnaires.

wellbeing

Field research exploring attachment to place and process of creating local genius having marks of regional identity create positive reaction by users

measurable with objective physiological parameters, observations and mapping and subjectively through interviews and questionnaires.

I. Case studies in 4 localities of Slovakia

Exploring the place attachment and creating the genius loci

Combination of methods of qualitative and quantitative research (questionnaire, interviews, mapping) in collaboration with local activists

approaches, motivation and opinions of old settlers, newcomers (owners of weekend houses or new farmers) and visitors

socio-cultural comfort and wellbeing in the authentic, adapted and new built environment

Nižná a Vyšná Boca /Liptov

Hrušov /Hont

Hriňová /Podpoľanie

Kuchyňa /Záhorie



FORMULÁR PRE POZOROVANIE MIESTA		
MENO A LOKALIZÁCIA MIESTA: VÝŠNÁ A NIŽNÁ BOCA MENO A LOKALIZÁCIA MIESTA: HRUŠOV OHODNOT' Miesto/OBEC		1. Bud'ha konkrétnejší v otázke komfortu priestoru:
KOMFORT A VZHľad Všeobecná atraktivita Pociť bezpečnosti Čistota Pohodlnosť a jednoduchosť prístupu Komentáre a poznámky:	DOBRÉ 1 2 3 4 5 1 2 3 4 5 1 2 3 4 5 1 2 3 4 5	ZLE 1 2 3 4 5 1 2 3 4 5 1 2 3 4 5 1 2 3 4 5
KOMFORT A REKREAČIA Voľnosť a pokoj Kontrast / zmena krajinného obrazu Aktivita a zábava Kontakt s okolím Počasie Komentáre a poznámky:	ÁNO 1 2 3 4 5 1 2 3 4 5 1 2 3 4 5 1 2 3 4 5	NIE 1 2 3 4 5 1 2 3 4 5 1 2 3 4 5 1 2 3 4 5
Funkcie a činnosti Pestrosť obchodov a služieb Počet kultúrnych akcií Celková aktivita a životnosť Úroveň využívania miesta Hospodárska a ekonomická vitalita Komentáre a poznámky:		DOBRÉ 1 2 3 4 5 1 2 3 4 5 1 2 3 4 5 1 2 3 4 5 1 2 3 4 5
SPOLOČENSKÁ HODNOTA Počet ľudí tvoriacich skupiny Viditeľná činnosť dobrovoľníkov Pociť hrdosti a vlastníctva obyvateľov Prítomnosť ľudí a seniorov Viditeľná činnosť predstaviteľov obce Pociť vlastné a cudzie Komentáre a poznámky:		ZLE 1 2 3 4 5 1 2 3 4 5 1 2 3 4 5 1 2 3 4 5 1 2 3 4 5
7. Zmyslí sa naďalej program využívať (rôzne kultúrne, sociálne, ekonomické aktivity) miesta. Vytvorte zoznam 5 aktivít, ktoré by prilákali ľudí a zvýšili atraktivitu priestoru.		



II. Online questionnaire about preferences of tradition or modern elements in design, architecture, gastronomy and tourism

Including association to the products, about their traditionality or modernity

**preferences by purchase behavior
understanding of crafts and “hand made”**



Initial approach to selection of samples,
Products for adding association of respondents

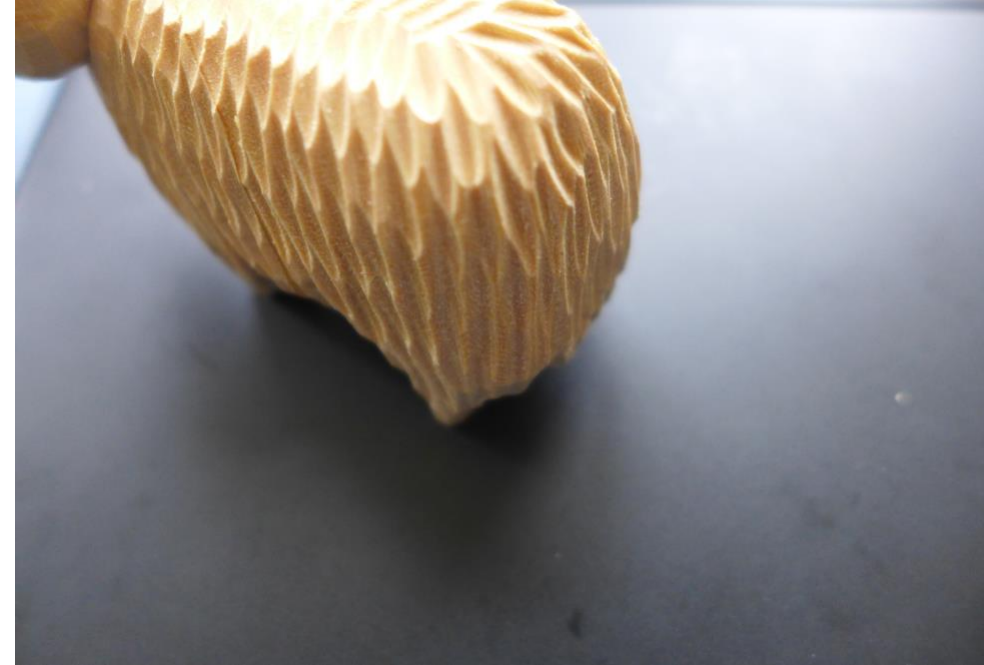






Ručne vyrobené drevené misky a lyžice,
Jozef Hrmo z Kremnice, od 5-25 euro





Zvieratká - drebné rezbárske výrobky z lipy, cena od 5 euro, Cyril Gandžala, Pohorelá

perfection of surface processing

CNC-mashines processing
Is it still traditional?







VRCHNÁKY NA VÍNO, inšpirované hontianskymi štítmi striech
dizajn: Peter Daniel a Táňa Lesajová

Efficiency and competitiveness at the market

In the research we are setting hypothesis that facing the elements having marks of regional identity create positive reaction by users - measurable with objective physiological parameters, observations and mapping and subjectively through interviews and questionnaires.

Testing of reactions to 20 elements by facing photographs (in cooperation with methodology Samolab), with the aim to know the reaction to traditional, modern and exaggerated folk art

Testing of reactions in the real environment in BCDlab in cooperation with experts from FEI STU a LF UK, measurement with EEG sensors used already in our previous research projects

online platform samolab®.

Goal is comparison of implicit and explicit perception of stimuli with traditional and modern design.

Specifica questioning combined with emotional feedback through facial biometry and reaction time of respondents

Samples

20 Mixed traditional and modern elements on white background, in 4 series (consist of 5 pictures with different motives, each picture for 10 seconds)



Products for adding association of respondents

OBJECTIVE PHYSIOLOGICAL MEASUREMENT in BCDlab

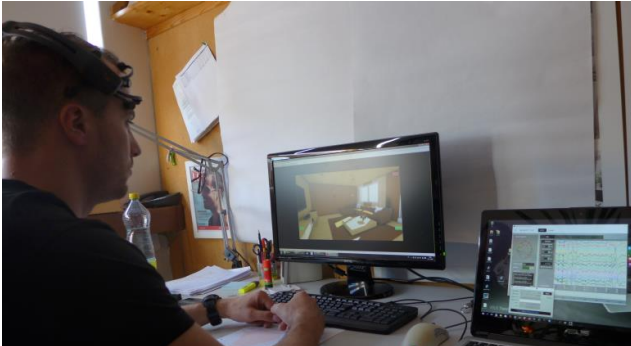
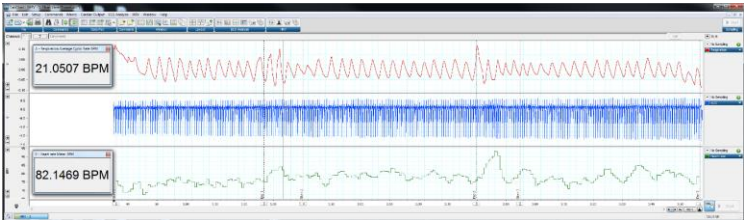


Hardware used for measuring of EEG by respondents: Multifunctional holter from Nanodesing (left) and EEG - Sensor EPOC+ , company Emotiv (right)

Software Labchart used for the evaluation of data

Average values of single signals.

	Respondent 1			Respondent 2			Respondent 3		
	SMR	HRV	RF	SMR	HRV	RF	SMR	HRV	RF
Setting 1 balanced	7.42			5.61	55.7±3.7	19.02	35.2	85±4.7	31.31
Setting 2 balanced less stimulation	7.41	76.3±2.3 variation s:67 to 83	16.8 variations:16 to 19	4.54	47 to 72	18 to 23	37.8	73 to 101	14 to 57
Setting 3 misbalance d too much stimulating	6.96	78.1±3.2 variation s:71 to 85	17.2 variations:14 to 18	3.16	55.3±4.1 variations:50 to 72	18.1 variations:18 to 19	14.8	85.9±4.5 variation s: 79 to 95	27.2 variation s:18 to 56



Physiology parameters by different body positions by work in BCDlab / FA STU in Bratislava, testing of physiology responses by different environmental simulation and testing of responses by visual and tactile contact with different materials, EEG-Parameters SMR, HRV, RF and Respiration were measured.

**There will be included same
products as by online
questionnaire,
to have the option to compare
subjective and objective reactions**

**The measure of decorativeness or
simplicity is one of crucial issue**



CREATIVE WORKSHOPS

for regional products
directly in regions







Professional workshop outputs, combination of craft and modern technology, using of traditional materials, and joints, interpretation of them, design: Tatiana Lesajová, Peter Daniel, Martin Mjartan. Marketa Kucerova, Kristina Valickova



Students workshop outputs, combination of craft and modern technology, design: Pavlína Kvaššayová, Tamara Szomolanyi, Dominika Schwartzová





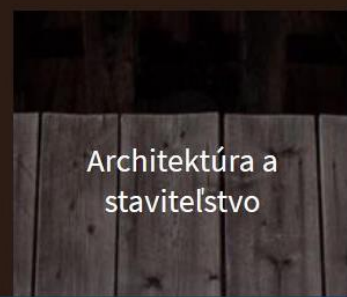
Commode inspired by chest for wheat, design> Veronika Kotradyová

Identita regiónov

Prvá databáza, ktorá prepája architektúru, dizajn a spoločenské vedy v interaktívnej platforme.

Databáza

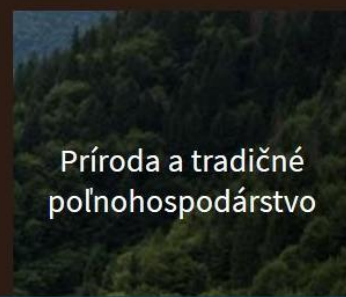
Oblasti záujmu



Architektúra a
staviteľstvo



Kultúra



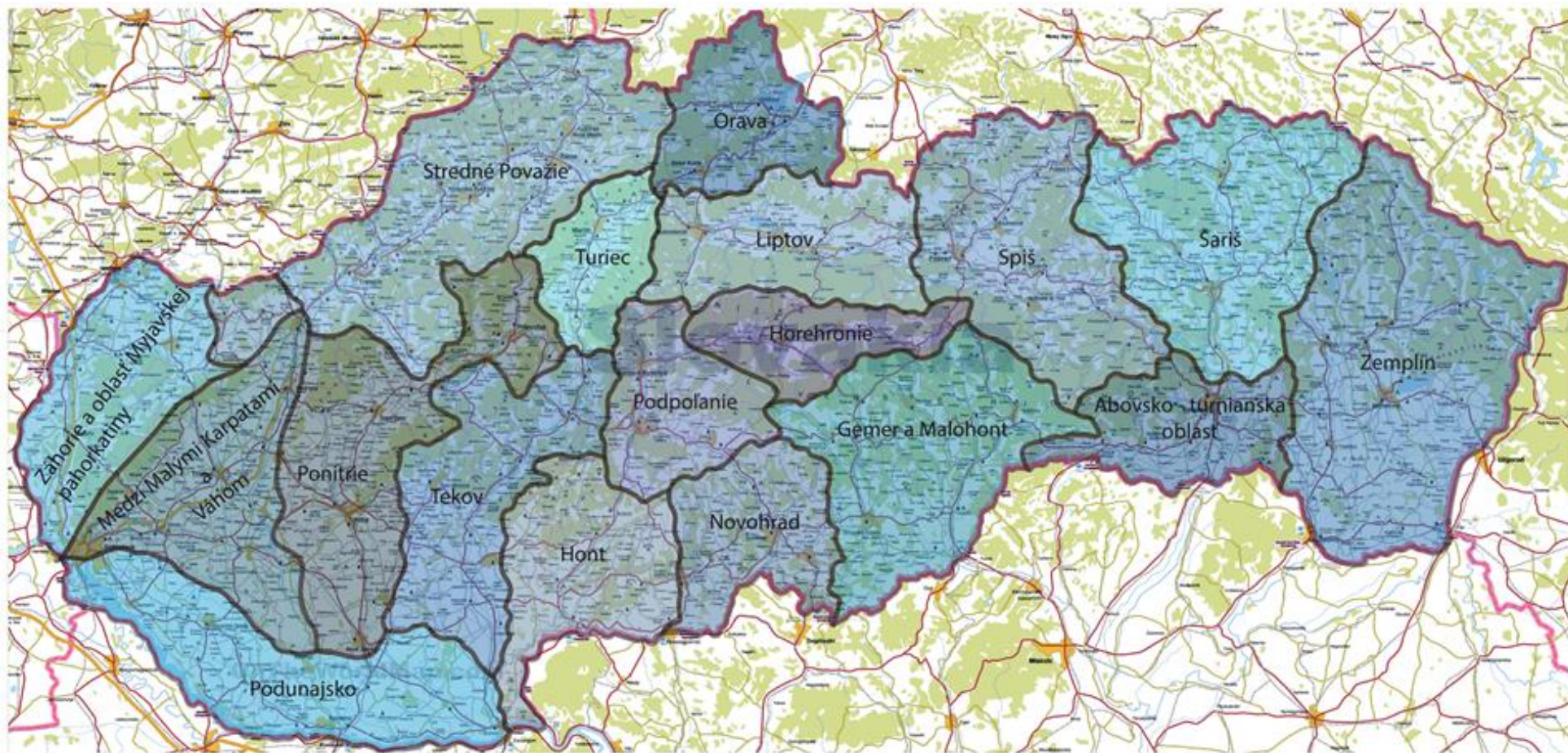
Príroda a tradičné
poľnohospodárstvo



Remeslo,
zamestnanie a dizajn



Stravovanie a tradičná
kuchyňa



*Updated regionalization of Slovakia, used for the database
www.projektidentita.sk, in cooperation with Prof. Zuzana Beňušková*



Salaš u Franka, Stará Ľubovňa



Viecha u Sedliaka, Bratislava



Dobrá krajinka

Interiors of restaurants with regional identity



Čičmany....

<https://www.pekne.net/stranka/pekne-galeria>



Trstenská keramika (oravský fenomén) s čičmanským vzorom

.....Regional identity is a construct....
..... and is in eternal development...



Tamás Smidt, social housing, based on tradition urbanism and typology,
Svodín, okr. Nové Zámky



Veličná, Orava, conversion of old barn into the modern family house. there is an insayed passive house made of





Addition to house in areal of previous brickwork factory in Čachtice. architect Pavol Panak

Database records and the objects that are being developed in the workshop will be further explored and tested regarding the preferences of respondents

Maintaining and creating local identity in the built environment and in the life style means

to bring back local principles, concepts, materials, stories into material culture – architecture, housing, habits/rituals performance in daily life, connected with using of products.

And to create infrastructure and services for new forms of tourism

REGIONAL DEVELOPMENT



FOSTERING THE SOCIAL AND
CULTURAL SUSTAINABILITY

Thank you for your attention...

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BCDLA3
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