

Branding City by Night in the World Heritage Cities: the Case of Lyon, France

Edna Hernandez Gonzales

Institut Français d'Urbanisme, Paris VIII/Laboratoire Théorie des Mutations Urbaines
4, rue Alfred Nobel
Cité Descartes
Champs-sur-Marne 77420
France

Tel: +33 06 86 06 90 15
Email: andemsl@yahoo.fr

ABSTRACT

The benefits that a city can obtain thanks to the label of World Heritage City, they are numerous. Nevertheless, the success of a good management gets to combine the policy of heritage cultural conservation and their promotion. It is intimately related to the innovation and the implantation of new consensus mechanisms for the branding city.

Until last few years the heritage cities was seen like attractive tourist over all in day (diurnal), at this time we attend to the promotion opening of the heritage cities in nocturnal schedules. This is translated in an increase of the cultural offering, v., gr.: the prolongation of the museums schedules towards the nocturnal ones, historical monument's illumination, tourist routes, and cultural activities during the night, among others. All of this, with the objective to seduce the user (tourist, inhabitant) to practice and to appreciate the heritage city from another perspective. These activities are indicators of the new dynamics of branding city that it is developed in a great number of cities, at different speeds and with different impacts.

This paper aims to analyze the state of the art in the promotion of the heritage city in a nocturnal schedule, according to branding the distinctive city such as Lyon in France.

Key Words: design light, heritage city, branding city