

# Postmodern urbanism

Lecture 5

# Introduction

- postmodernist planning' s central principles has been a celebration of traditional urban form and social and cultural heterogeneity.



Disney Epcot Center

# Background

- In postmodern period the structural change in the economy, **from mass production for a mass society to flexible production for a fragmented society** brought about a new interest in the built environment.



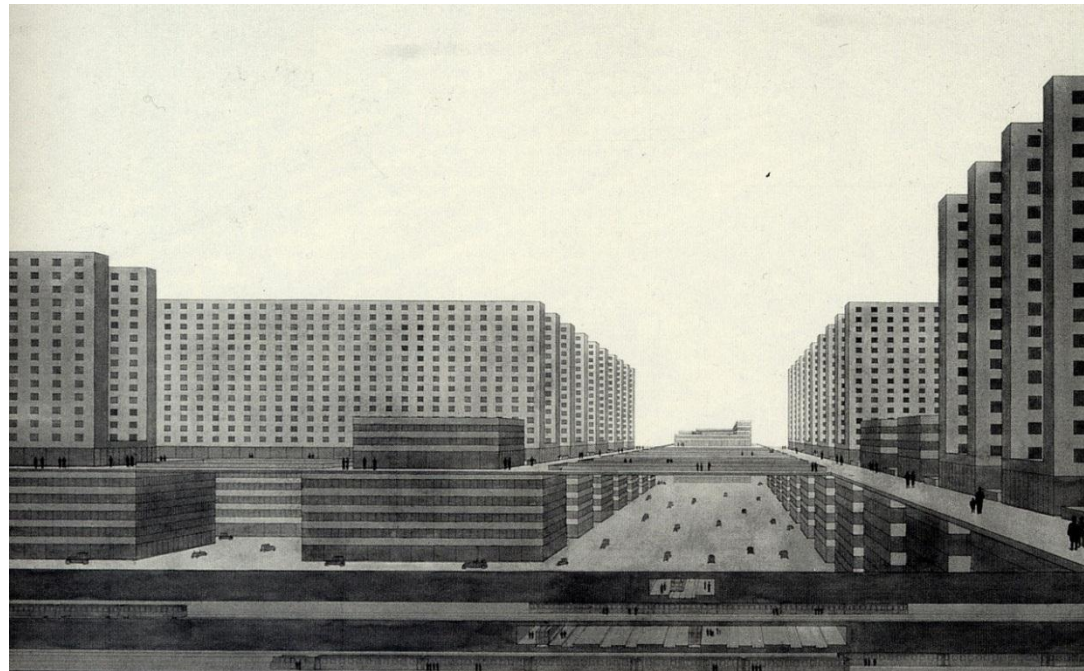
Jakriborg post urban

# Modern movement urbanization

- ❑ Modernism inclined urban planning to treat **buildings and developments as isolated, unrelated parts of the overall urban ecosystems** created fragmented, isolated, and homogeneous urban landscapes.
  
- ❑ The Modern movement sought to design and plan cities which followed **the logic of the new model of industrial mass production;**
  - reverting to large-scale solutions
  - aesthetic standardization
  - prefabricated design solutions

# Problem of Modernist-style of planning

- ❑ the death of suburban sidewalks and the city's grid system.
- ❑ the disregard of resident or public opinion, planning being forced upon the majority by a minority consisting of affluent professionals.



# Urban structure

## **Modernist**

- **homogeneous functional zoning**
- **Dominate commercial center**
- **Steady decline in land values away from center**

## **postmodernist**

- **Chaotic multimodal structure**
- **Highly spectacular centers**
- **High- tech corridors**
- **Post –suburban development**

# postmodern city

David Harvey defines the postmodern city with the rise of;

- ❑ **historical eclecticism**, (as inventing tradition by imitating the older forms)
- ❑ **multiculturalism**, (reference with the locality and ethnicity)
- ❑ **spectacle** , (a theater scene, commercialization of built environment)

Las Vegas





An example of historical eclecticism: Piazza D'Italia by Charles Moore



City of Spectacle: Euro-Disney Hotel, France: Disneyism is perfect model for commercial theme parks attracting large number of visitors.

# Postmodern urban sensibility

- ❑ directed towards “pluralism,
- ❑ a search for character,
- ❑ urban identity, unique features,
- ❑ visual references,
- ❑ creation of landmarks”,
- ❑ provides a basis to design innovative



New York-New York Hotel  
and Casino

# Elements of Post modern townscapes

Post modern townscapes are more detailed, handcrafted ,and intricate . their element are;

1. **Quaint space** (a deliberate cutness)
2. **Textured facades** (for pedestrians ,rich in detail , often with an “aged” appearance),
3. **Stylishness**(appealing to the fashionable, chic and affluent),
4. **Reconnection with the local** (involving deliberate historical/geographical reconstruction),and
5. **Pedestrian automobile split** (to redress the modernist bias toward the car)



Toronto

# values of postmodern urbanism

The rising values and fields of postmodern urbanism are ;

- **community participation** (based on pluralism and regionalism),
- **mixed use** (associated with ecological approaches),
- **pedestrian friendly design** (addresses the vitality and livability)
- **urban design** (maintained mainly by historic preservation and environmentalism).

## Manhattan-US



Manhattan -us

# Aims of Postmodern planning

- ❑ To create **diversity**, and it exalts uncertainty, flexibility and change.
- ❑ To accept pluralism and heighten awareness of social differences in order **to accept and bring to light the claims of minority and disadvantaged groups.**
- ❑ The postmodern vision of the city as “**place of images**”, that are designed to project the city in **competition with other cities.**



Florida

THANK YOU