

CREATIVITY IN THE PERCEPTION OF SENSORY LANDSCAPES AND THEIR ROLE IN PLACE BRANDING: THE CASE OF THE REGIONAL UNIT OF MAGNESIA, GREECE

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ABSTRACT

Creativity has a significant impact on the perception of the landscape, and hence, on the sensory perception of a place. In this paper, the expressions of creativity, sensory landscape, place marketing and place branding in the Regional Unit of Magnesia in Greece are all analysed, in order to identify the unique sensory landscapes that derive from the interaction between the landscape and the creative characteristics/activities that exist/occur in the region.

The research was conducted in the settlements of the old village of Alonissos Island, Agios Lavrentios and Anavra, and the urban centre of Volos. The aim of this paper is to investigate how creative activities can contribute to the sensory perception of a landscape and how the interaction, between sensory landscapes and creative activities can be used advantageously in the promotion of a place's identity. The research focuses on three senses: vision, hearing and smell. The methodology used during the field research differs between the settlements and the urban centre of Volos, incorporates the relevant literature and combines observational analysis and semi-structured/narrative interviews from the selected landscapes, as well as questionnaires and sensory walks in Volos.

KEYWORDS: *Creativity, Sensory Landscape, Place Marketing, Place Branding, Regional Unit of Magnesia, Greece*

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