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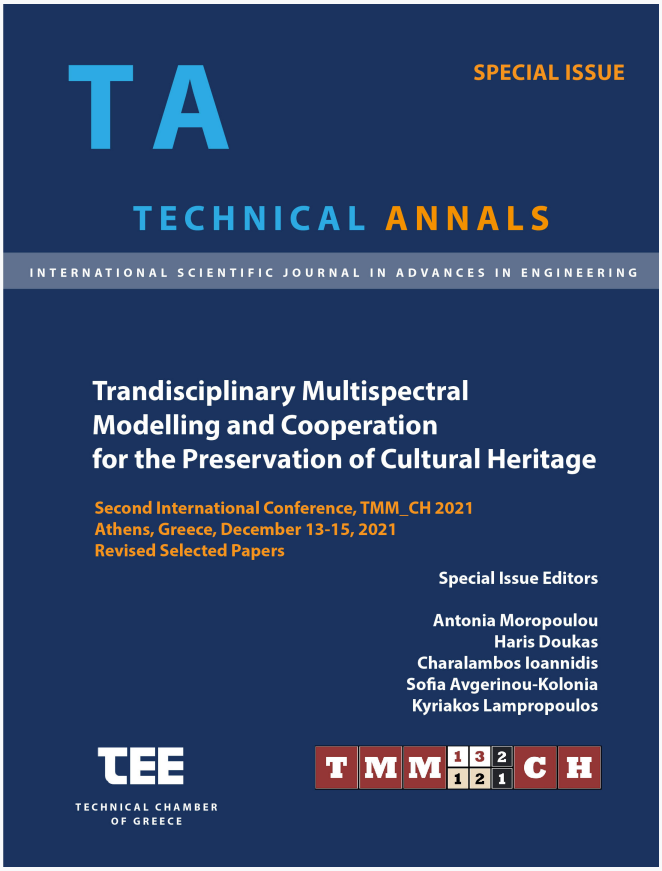

Rebranding the World with SPHINX

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Abstract. This work presents a part of the researcher's postdoctoral work, which extends the results of the doctoral dissertation by creating a digital database (SPHINX). This database will function as a website showcasing (projecting) the existing tangible and intangible networks of the landscape so that the user understands and experiences it holistically. The adopted methodology will be implemented as a pilot in the area of Boeotia. The main purpose is to reconstitute and highlight the cultural identity of the field of application but also of any other area -various spatial/urban global scale- where the digital system SPHINX will be applied. In the case under study the adopted methodology aims to reveal the cultural identity of an area in Boeotia considering a field of research. The landscape, with any cultural production that emerges from it -as an element of its definition- constitutes an anthropological structure (anthropology of space). At the same time the landscape constitutes the expression of its inner meaning through a strong symbolic system.23

Key words: SPHINX, Palimpsest, Networks, Boeotia, Culture Heritage, Sustainability

1. Introduction

Examining the place one realizes its multilevel structure and composition, with other words the three levels of its existence (real, emotional, spiritual), while analyzing the landscape one is confronted with the result of the overall and collective perception of the physiognomy of a place. The place, after all, as an entity with special

[23] It is worth noting that in support of the author's doctoral dissertation, the seven-member examination committee considered the *sphinx system to be innovative*. In this article the term *innovative* will be adopted based on the critique of this committee

characteristics, has Myth and Reason. Therefore, it becomes clear that the process of perception and assessment of the landscape is a particularly complex phenomenon. This is because it involves not only quantitative quantities but the combination of material resources, collective mental and ideological potential as well as the relationships between them (network). It is a fact that the approaches of the place so far through the landscape of the total and collective perception that it offers, have been limited to material elements and elements of lived experience (eg fragrant landscape). They contain or testify to the existence of inner wealth for a place, but without constituting wealth in itself.

This paper is framed by the conceptual version that the landscape as a total reference of place and culture, as a cultural landscape, is the overall receptor on which many individual cultural or cultural indications are projected. This is true both in terms of structured historical references and those of popular tradition. The latter is the one that, as a rule, strengthens and continues the evolution of the myth of the place, that is, the possibility of developing its emotional intelligence.

Under the framework of the Doctoral Thesis of Dr. Dimitra Paraskeva (National Technical University of Athens), attempted to create an innovative system of management of tangible and intangible culture with field of research the area of Boeotia, which bears the name SPHINX: System for the Protection of Heritage (Intangible and Natural resources) while X indicates the respective area/field of the implementation of the system (as a mathematical term).

The SPHINX system is a particularly valuable methodological project both for the field of proposed approach and for any other area where SPHINX will be implemented. Of course, the researcher's work revealed a very important aspect of the Boeotian land, its global uniqueness, and in particular its cultural elements. These elements are clearly incomparable in the world with a prominent element the Theban circle (or circle of Lavdakides), one of the two pillars of Greek Mythology and Drama.

In order to create the SPHINX system, **the map tool and the mapping process were chosen**. In particular, twenty-two (22) families of maps were constructed, out of a total of one hundred (100) maps-depicting the numerous qualities of the landscape-which act as capacitors of formations (thickenings, dilutions, vibrations, intensities). **The SPHINX system is based mainly on the interplay of maps and is a constant search for landscapes** (networks of landscapes, events, constantly changing, multiple networks/grids, communications and interfaces of all kinds). These landscapes, as dynamic and timeless fields of recording and manifestation of culture, seek their deepening and reading in the sphere of meanings and symbols. The process of map composition highlights, through the emerging concept of the palimpsest, the constantly pulsating images of the landscape -the Boeotian landscape in this case-. This happens through the complexes of multilevel topographic dynamic systems and networks inscribed on holographic surfaces. In this way he -farm- past functions as a pocket of condensed information, which emerges as a curvature of spacetime in the future.

2. Proposal objectives and challenges

The reason for the elaboration of postdoctoral methodology was the successful elaboration of the doctoral dissertation of the researcher, as mentioned above. In this research was sought and created an system of management of the tangible and intangible cultural elements of an area with scope Boeotia.

The main purpose of the postdoctoral research is the highlighting the cultural identity of any area nationally and globally, where the SPHINX interinformational digital system will be implemented. This will be happen after the substantiated proposal of a method of reading the landscape with the application of the SPHINX system and the conclusions of the dissertation. More analytically, the use of this mechanism will give the guidelines **in order to highlight the cultural heritage and the natural landscape, the areas and landscapes of the continental and island area with natural, historical and cultural interest as well as to promote cultural tourism in conjunction with awareness of ecology, tourism and sustainable development**. In other words, the expected increase in cultural tourism can be achieved in stages over time, through strategic planning/programming. The estimated increase in cultural tourism will be 25% in the first 2 years of system implementation, 40% in the next two years and then rapid growth in the next three years to 100%.

In essence, **this is an project that aims to create appropriate mechanisms for the realization of the landscape** –ecological, cultural, social, political, economic-. Besides, the landscape is **a timeless receiver of concentrated meanings and symbols through its ontological requirements.** Furthermore, the aim of the adopted approach is **to highlight Boeotia (as a field of application) in an area of attraction of cultural tourism -nationally and globally-.** This can be happen not only because Boeotia has a rich, interesting natural landscape and anonymous architecture but mainly because it contains all those mythological and historical elements through which it tries to highlight its cultural version. It is a common place that her culture was decisive for the central composition of Western civilization, as mentioned above. Another **objective of postdoctoral work is the application of the promotion of the cultural identity of the landscape as a lever of sustainable development.** This practice presupposes scientifically substantiated development programs through the organization studies of the proposed uses. This will be prevent he destruction and annihilation of the landscape, after first sealing and stitching the gaps of the intense existing fragmentation, projected by the modern image of the landscape, such as that of Boeotia.

At this point, **the necessity and immediacy of the implementation** of the research proposal for the creation of such a system should be emphasized. The most important reason is the current complete lack of a mechanism, which manages the cultural elements of an area, is obvious and mainly harmful to the landscapes and the users in general. **Therefore, the urgent necessity and immediate implementation of the SPHINX system is understood in order not to completely destroy the witnesses -tangible and intangible- of the cultural heritage** (building stocks, archeological sites, oral testimonies, etc.). In other words, **there is a need to define a holistic management policy as the organization and promotion of an action plan**. This is

called to reshape the existing -incomplete- framework, in which the existing "reality" - or the expected "reality" - and the experience of the landscape by the residents/users are constantly recorded. Regarding the field of study, an insightful look at the area of Boeotia could reveal at present **the latent state of a palpable imprint of traces of tangible and intangible qualities**. In addition, it could be the trigger for the recognition of a world originality and uniqueness, which still contains archetypes, ideas-founders of European thought.

In general, the set of objectives to be achieved of the proposed approach project are: 1)to highlight the uniqueness of SPHINX as a capacitor of the tangible and intangible elements of an area as the respective field of research claims its own uniqueness, **2)**the drawing up of guidelines in order to highlight the cultural heritage, the natural landscape, the areas and landscapes of natural, historical, cultural interest and to promote cultural tourism in combination with the awareness of ecology, education, tourism, sustainable development, **3)**the definition of a -holistic- management policy for the remodeling of the existing incomplete framework, in which the existing "reality" and the experience of the landscape are continuously registered by the users, **4)**the strengthening of the universal use and cooperation of the competent Agencies, in order to achieve the wider impact of the work through the leading Humanistic Science of Architecture, which promotes and evolves Human, **5)**the highlight of the continuous and timeless process of recording the anthropogenic imprint in the space-time continuum as the expression and the spirit of the place (Genius Locci) as well as **6)**the promotion - through the implementation of the digital SPHINX system as a lever of development- of the development planning to ensure the prosperity and sustainability of the landscapes -at national/ global level- for an auspicious future.

2.1 State-of-the-art & Innovation

As for the state-of-the-art of the proposed methodology, it lies, as mentioned above, in the fact that there is no system in the scientific community that manages all the tangible and intangible cultural elements of a landscape. Therefore, the SPHINX system is exactly this one that will highlight the dynamics under area investigation. In particular, the research activities of **Dr. Dimitra Paraskeva will establish a digital database** (maintaining the name SPHINX) which will act as a receiver of information, data. This could be after the necessary their collection, documentation and evaluation. In particular, the database will receive the necessary information and through the process, which has been thoroughly analyzed in the researcher's doctorate, the multiple readings of the landscape will constantly occur.

A dominant innovative idea of the proposed methodology topic is to highlight the uniqueness of the system that will act as a capacitor of the tangible and intangible elements of an area. In this way it will be promoted and highlighted the area's cultural identity, as the respective field of the adopted methodology claims its own uniqueness. The SPHINX system will offer the possibility of complete promotion of each area -nationally and globally- with its immediate application and implementation. With the above adopted approach, a remarkable database will be created fully usable for any area (on a small or very large scale, at the level of City,

Municipality, Region). On this database will be included all the tangible and intangible elements of a landscape (applicable even at country level). According to the above, the work project is called to respond to the scientific/technological peak-with the support of technology- of the management of the cultural heritage of a landscape at national and global level**.**

2.2 Scientific and/or Social Impact

It becomes clear, then, that the research activities of Dr. Dimitra Paraskeva will be a great project with the main objective of extending the results of her doctoral dissertation. The theoretical background of the new database will be governed by the philosophy of the SPHINX system- **which approaches a variety of scientific fields with scientific and social impact.** More specifically, the adopted methodology will focus on the development of -disciplinary- areas. At the same time, it will contribute to the clarification of the work questions posed by the researcher and occupy the School of Architecture of the Technical University of Crete and the scientific community at large. Therefore, **the wider impact of the proposed approach at both scientific and socio-political-economic level** is considered to be particularly important as the scientific fields, related to the present research are multiple such as: architecture, spatial-urban-town planning, archeology, culture, arts, philosophy, history, sociology, development programs, tourism development, etc. In particular, the SPHINX interinformational digital model will enable the immediate and valid information, awareness and familiarization of potential users in general. Moreover, will be able to be updated the local community and the wider region (residents, students, scientists, interested, etc.) in its utilization use (educational- experiential-seminars, workshops, etc.). This could be happen because of **the mentality of transforming knowledge into innovation will be gradually cultivated.** As it is understood **this proposed work is particularly important for the scientific field where it will be applied that is, the leading Humanistic Science of Architecture, promoting and evolving Human.**

In addition, **in terms of impact on the career prospects,** it should be emphasized that this proposed methodology will enhance the potential and future career prospects of all members of the work team. In particular, the adopted methodology will give to the researcher a valuable opportunity: a) to develop the methodology of the SPHINX system, to implement a project of high scientific quality and excellence, b) to increase her mobility between different work units, c) to further expand her scientific interests, d) to create interesting interdisciplinary collaborations as well as to proceed/propose new innovative proposals as an extension of its scientific object. In addition, the technical/scientific staff will seek to deal with a highly interesting and innovative mechanism, that will be created from the bottom (custom made). This mechanism will be based on modern technology but at the same time will give the impetus for the creation of the SPHINX interinformational digital model. This will enhance the work team's potential and future career prospects.

3. Methodology and Implementation

3.1 Research Methodology

Regarding the proposed research, it is pointed out that is framed by **the basic perspectives, perceptual concepts and conceptual approaches,** related to the possibilities and conditions offered by spatial- urban planning. This aims both at stabilizing the development process and at ensuring the qualitative dimension of the landscape. The framework created by the spatial planning sector - an organic part of the respective development process - will give the guarantees for a strategic development planning, that aims at the expected, for each lamdscape, sustainability. Moreover, it is worth noting that the landscape itself -the landscape of Boeotia in this case- is offered for study, research and utilization through the analysis of conceptual approaches - physiognomy, identity, character, entity levels- of the landscapes.

According to the above, **the intention of the postdoctoral work is the search for a new methodology, that will be applied in other landscapes at different spatial/urban scales at national and global level.** The present proposed approach will be **prepared and implemented in a pilot in the area of Boeotia**, as well as in the doctoral dissertation of the researcher. This will give the opportunity to thoroughly investigate th data and the results that emerged in this area. In this way the new methodology will enrich the existing bibliography concerning the management of the -cultural/collective- identity of the landscape. She is also the one and that meets the requirements of spatial/urban planning while at the same time the new methodology must be governed by its conceptual framework. In other words, the methodology that will be sought will function as a cornerstone for the creation of the information database. This will happen with the possibility of direct and/or indirect correlation with the various infrastructures concerning the natural environment, education, the daily life of the Human etc.. Moreover, there will be a connection to the wide range of other -global- sources of information (Educational Institutions, Research Centers, Libraries, Museums, etc.), as will be analyzed below.

For the holistic approach of the landscape - with field of application Boeotia - should be followed, a speicific procedure· **the process through which is discovered, recorded, developed and organized a fully substantiated framework of conception of ideas and plans for the recomposition and promotion of cultural identity of the landscape.** In particular, through the holistic design, the necessary elements are determined, in order to display all the tangible and intangible dimensions of the landscape in order for the users to approach their landscape experientially. This, of course, presupposes a strict methodological framework, which will include: a) -investment-strategies in equipment (eg building infrastructure, drone, camera, tablet, mobile phones), b) frequent project promotion activities (eg organization of events, participation in conferences, publications in scientific journals and conference proceedings), c) in "orgware" (cooperative organizational structures), d) in virtual reality (eg websites, social networking, software, reality capture, symbolic actions), etc.

3.2 Implementation

In terms of the most practical part for the promotion of cultural identity, modern technology is one of the most important tools that can be used by most residents/users/stakeholders in the field of research. After all, **the tangible and intangible network of the area provides all the guarantees to convince people that the area has a rich cultural heritage at all levels, which they can experience using technology.** More specifically, **the -existing and documented- networks of the SPHINX system will be connected to an intangible internet network, which will be activated throughout the individual's visit to the area.** Prerequisite for the operation is a) the existence of wireless networking technology (wireless fidelity or wi-fi or data use), b) the creation and use of a specific application / database (data base /mobile application or app) on the user's mobile phone and (possibly) and c) a laptop screen (tablet or tablet) for greater image clarity. **The most important condition, however, for the operation of the intangible internet network is the transfer of the mapping of the SPHINX system in electronic form. In this way it can be processed and managed at an intangible level.**

More specifically, a multi-level mechanism will be designed, which has as its ultimate objective the increase of traffic in the landscape -with field of application Boeotia- utilizing the elements of the SPHINX system. In other words, **the appropriate conditions should be created** in order for this mechanism to include: a) the creation and implementation of three-dimensional cultural routes, b) the promotion of building reserves-monuments, associated with routes (eg. old paths), c) revival of holidays (religious events, gastronomy events, tasting events, etc.) but also d) educational programs (participation of children inside or outside the school program, eg theatrical performances) with the dynamic participation of Agencies, Associations, Groups, schools and citizens. The three-dimensional paths-routes that come from the evaluation of the recorded data in the system, are to be highlighted, so that the visitor/user/resident/interested is able to holistically perceive the landscape-. The routes, after all, contain all those tangible and intangible elements of the landscape and their promotion is considered necessary. Thus, the individual user/visitor will be able to choose any route in the field of research/exploration and by using the application on his mobile phone he will be able to experience the landscape in all its dimensions - tangible and intangible-. More practically, the user will be able to select a specific route and receive the corresponding information. This will happen with the help of his mobile phone (smart phones or smartphones) or special projection glasses to select any point, landscape, area - either tangible or intangible element-. The process will be achieved by using an application (mobile app) based on virtual and augmented reality. The application will be connected to the SPHINX digital database enriched with documented information (mythological, historical data, images, videos, narratives), which will be provided through multimedia material. After all, this technique of interaction and visualization in augmented spatial reality is the most modern technological means. This one allows the user to interact with the object of exploration projecting at the same time their three-dimensional and embossed illustration. These objects will be building stocks, sanctuaries, theaters, citadels / forts / palaces, frying pans, churches /

monasteries, paths, feasts, songs, flavors, etheric triangles, constellations etc.. Of course, the application (mobile app) will be based on the innovative database (mapping) of the SPHINX system. The main goal is to provide all the networks (at all levels) while the on-site navigation will be carried out by ensuring the geographical location of the user through the global Global Positioning System (GPS).

In addition, another interesting element of the navigation will be **the possibility to select the time period, which the user wishes to be informed, as if he were in a time machine**. At the same time all the information will be visible on a screen of either the mobile phone or the tablet computer. Moreover, the individual user/visitor of the area will be able to connect electronically with libraries, Universities, Research Centers, Art Galleries, Museums, Collections. In this way he could to receive the corresponding information for any point of his route from anywhere in the world in real time. The traveler, visiting the area, will be able a) to locate, for example, a sanctuary - in three-dimensional illustration – b) to perceive its environment (the specific time period), c) at the same time to process the network (in relief form) in which belongs (correlation with other sanctuaries, near or far) and d) associate it with other networks (in relief/three-dimensional form even the local etheric triangles or constellations). He will also be able to receive information about the sanctuary at the same time from multiple points / sources of information in the world. The mechanism, which has just been analyzed, may be available even to users who are remote from the area under investigation in order to receive all of its cultural heritage (eg. researchers from abroad).

Also, **the SPHINX system can provide unlimited possibilities for its use by the Public** (GNTO, Ministries, Regions, Municipalities, Ephorates of Antiquities, and Modern Monuments). Also, it can be used **by private Institutions as it is a tool to promote one area and a model for application in other areas, which aims to increase cultural tourism, sustainability and ultimately the prosperity of each area.** The Public Agencies of the individual areas will be able to continuously supervise all the important -e.g. archeological- sites (pathology and decay of monuments, visitation of monuments/sites/landscapes). In addition, they will be able to take actions to create an integrated social, economic, cultural network between the Institutions, aiming at a) the exchange of know-how and good practices, b) the organization of joint activities and events and c) the best political planning of actions (need for introduction of new use or ban of uses, need for -spatial/urban planning, etc.) in order to have **a practice of cooperation between the Agencies.** Besides, SPHINX provides the possibility to be applied in any region, a fact that allows -finally- the universal application under the partnership, participation and cooperation of more Municipalities and/or Regions.

Therefore, in any case the real-experiential path of the individual can be enriched with all those elements/networks -tangible and intangible-. Moreover, the individual is given the opportunity to experience the landscape holistically, at all levels of its entity. At the same time the Agencies of the respective landscape will have the possibility of total supervision of their area of jurisdiction.

4. Results - Cultural heritage

The proposed approach, as it is understood, focuses on the search for ways of deeper and more efficient extraction and transmission of all those intangible elements, which through the material bodies will function in such a way that the contact of people with the place is transformed from simple acquaintance and relationship into an experience as intense and conscious as possible. It is therefore easy to conclude that the results of the use of the SPHINX system (and in general the positions of the researcher's dissertation) can be fully utilized. At the same time, it is imperative to integrate its objectives into a fully organized political management system with a final in order to highlight the cultural identity of the field of application (Boeotia) and not only. It is also worth noting that the SPHINX system is an innovative tactic and strategy for exploring, reconstructing and promoting -political- identity of the place.

It is thus understood that the SPHINX system is the way of managing material and intangible culture, which is formed through the process of evaluation and synthesis of fragmented and scattered information. The maps capture the ever-pulsating image of the qualities of the landscape, in other words the maps function as information carriers of the signifiers and signifiers of the place, as palimpsests. Therefore, applying the SPHINX system in any area (spatial scale) achieves an innovative management of its material and intangible culture, highlighting its qualities. Therefore, with the proposed system, the subject is given the opportunity to face a different view of space/place/landscape, overcoming the simple and abstract accumulation of knowledge, which corresponds to the existing situation.

5. Thoughts for Discussion

The understanding of space as a generator structure raises important questions, which are answered in the present dissertation. These questions are related a) with the current situation, b) with what the inhabitants of the area have perceived today, c) what one expects from the implementation of the SPHINX system, d) what is offered in the landscape with the present research, e) how one approaches a landscape and f) what a landscape has to do with the place and its deeper content (the Myth and the Word).

It is generally accepted that the process of perceiving and estimating the landscape is a particularly complex phenomenon. This is because it involves not only quantitative quantities, as mentioned above, but a combination of material shells, collective mental and ideological potential as well as interrelationships (network). Regarding the area of modern Boeotia, it is pointed out that its landscapes are characterized by their strong dependence on the socio-economic conditions of the local rural population. At the same time, any deviations in anthropogenic effects on them can be potentially disastrous for the sustainability of these landscapes, jeopardizing the prosperity and sustainability of the region.

Examining in depth all the above -regarding the positions of the dissertation- concludes the possibility of a holistic approach to the landscape of Boeotia through the

management of its rich cultural heritage and the implementation of the SPHINX system. The main purpose is to strengthen the dignity of the inhabitants and self of the specific area and the Greek area as a whole.

Moreover, it becomes clear that the problem, which arises in relation to the proposed approach, concerns the possibility of a people-centered development policy/promotion of landscapes. Therefore the Competent Bodies should be strongly support the landscapes for the holistic promotion of both the Greek space and and any other site globally where the SPHINX system will be implemented.

The intention to use the SPHINX system is based on the statement that the subject matter is historically, culturally and politically unique. This happens because it deals with an area that at the level of cultural, cultural and political evaluation is central to the formation of the western - and global - world. This intention refers to terms of cultural and political identity as opposed to the market term place branding, which manages the values of the landscape as a marketable species. After all, this term (place branding) ignores the cultural and political value that it has for both the residents themselves and the incoming ones. At the same time, it fails to replace the current term tourism with the term tour, which can describe a centrally cultural and political treaty. At this point it is worth emphasizing that in the context of the researcher's work, the deepest and most cultural significance of the -patented- term branding is activated. This proposed approach aims at a more substantial cultural and political purpose and "abolishing" its simplistic appearance. Is place branding misunderstood?

6. Epilogue

Summarizing the above, it is considered that through **the research activities of Dr. Dimitra Paraskeva will emerge the continuous and timeless process of recording the anthropogenic imprint in the continuous space-time as the expression and the spirit of the landscape (Genius Locci). At the same time, the central issue that arises is the correct implementation of the Interinformational digital model of highlighting the tangible and intangible cultural elements of the landscapes. The point is to act as a lever of development both for the field (prefecture of Boeotia) as well as for any -different scale- area.** The material and intangible capacitors of the meanings and meanings of the place reproduce, translate, transform and evolve the memories and space-time continuations of the landscape. The natural environment, as a total recipient of culture, is in a constant and active dialectic with the material and intangible cultural expression of the Human but also his action. At the same time, it composes the whole under the influence, which transforms space and time into a place with Myth and Speech, with signs and symbols, with ideas and values and therefore with culture. After all, it is a common place that without the natural environment which is the local background for all -tangible and intangible- “events” and actions, the term culture and human activity could not exist. However, despite the importance and dynamics of ancient Greek models, modern society has taken a stand of complete indifference and cognitive paraphrase. This results in the incessant decline of modern

Greek morals and the modern Greek state in relation to the management of its historical depth. and in the area of Boeotia.

After all, the implementation of the SPHINX system will enable each landscape to be projected in the present through development planning, in order to achieve the prosperity and sustainability of landscapes -nationally and globally- for an auspicious future.

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