



Parallel Session 5 – Station Design 2

# Passenger terminals and city branding, (Tehran Railway Station)



**UIC next station**  
TEHRAN 2019

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# What is city branding?

- **Every phenomenon in the world has a name and a memory.**
- **The memory of each place in the mind of people sets the amount and kind of attitude to that place.**
- **Urban place branding is one of the place branding items.**
- **City branding is an important process that is create over the time.**
- **The memories and meanings which associate with hearing or reading the history of city, have financial, political and social value.**
- **City branding focuses on the city potential, such as: physical, economical, visual symbols and aspects that makes difference between a city from other cities.**
- **Three things that show the city image: 1) Human Construction area 2) important events and 3) famous people**



# Benefits of city Branding:

Makes it attractive for visitors and tourists.

**Boosting image, tourism and economic development**

Make Urban  
Beautification

**Create  
competitive  
cities**

Identify the  
civilization  
to the world

Saving a  
memory in  
the mind

Keeping  
environment

**Guaranteed  
economy**

# 5 important physical factors in shaping the image of a city “Kevin Lynch”:



Routes



Stations and terminals as a forehead and the first place where tourists face with it, create a positive or negative image of a city or country in the tourist's mind.



Intersections



Obvious signs



# HOW STATION CREAT A BRAND IN THE CITY?!



## Leipzig railway station

Leipzig's Central Station is, in terms of area, the largest terminus in Europe.

The station **opened in 1915** (built from 1909 to 1915) , at which time it was one of the largest railway stations in the world. During the **1990s, Central Station was completely renovated and modernized.**



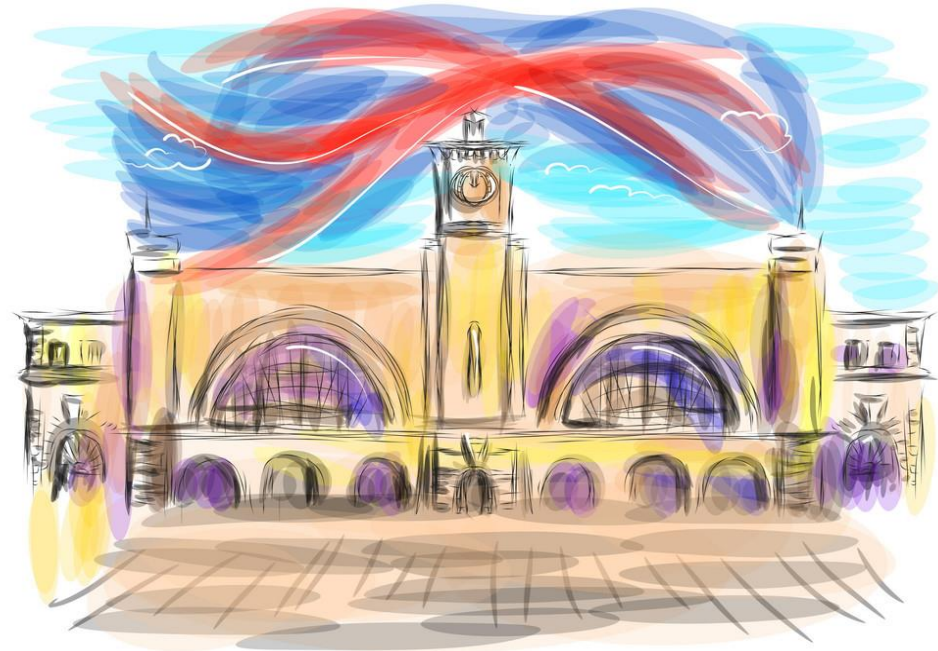
# HOW STATION CREAT A BRAND IN THE CITY?!



## Grand Central, New York, USA

Grand Central took shape more than **100 years ago**. Today, Grand Central is one of Manhattan's most famous landmarks and the heart of New York City. Grand Central has transformed into a venue for public events and has become an example of a successful project that gave new life to a historic building that would have otherwise been destroyed

# HOW STATION CREAT A BRAND IN THE CITY?!



## King's Cross Station, London:

King's Cross Station was built as the London hub of the Great Northern Railway. The first temporary passenger station **opened in 1850**.

King's Cross Station has been transformed with new entrances, more space and better facilities **in 2007**



# HOW STATION CREAT A BRAND IN THE CITY?!



## Atocha, Madrid:

Madrid Atocha's beautiful original train shed opened **in 1892**. A hundred years later, it had its tracks removed in 1992 and is now a lovely tropical garden complete with turtle pool.



# Tehran railway station

## History:

- (1927-1935) 1306- 1314
- Architectural method: European Neoclassical
- From the end of 19<sup>th</sup> century until the first decade of the 20<sup>th</sup> century, it Attracted the attraction of Germany scientific and architectural foundations.
- The areas around railway stations are wonderful places to build office buildings, shopping malls and cultural centres.
- Construction of fountains, symbolic statues in the center of squares and the landscaping design were also features of the urban planning of that era, which were used in Rah Ahan square.
- This station and the square were designed by Kampsax Consortium in 1927 which was further implemented by German engineers.

Chief architected: Vladislav Vladislavooich Gorodetsky.







# Tehran railway station potential in city branding

1. Rich identity
2. construction with historical and cultural value
3. National symbol
4. Located at the heart of the city and historical area
5. Connected by public transportation and car access
6. A masterpiece of engineering and architecture
7. Extensive financial, political and social value
8. Green space around the station
9. Reclaiming Citizenship, Human Identity and Urban Identity

- How much did we notice?
- Is Tehran railway station a brand as a contemporary masterpieces?!
- How many national or international people know there, as a tourist, photographer, citizen and other person?!

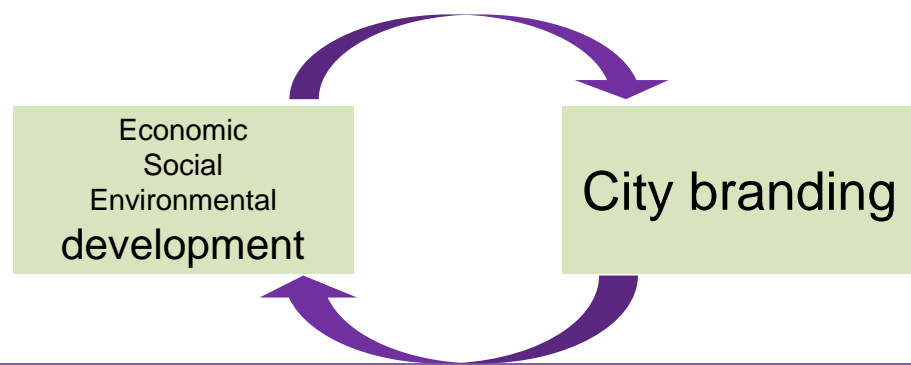




# 5-step approach to place branding :



# offers



## Categories

## Offers

### economic

- Retail income
- Attract investor
- Increase land use value
- Attract tourist

- Preparing area for retail and other attractive land use
- Making souvenir by Tehran railway station design
- Publishing card postal and others...

### Social

- Create human oriented area
- Transferring culture
- Reclaiming Citizenship, Human Identity and Urban Identity
- Reduction of social acs in the region
- Make Urban Beautification

- Holding local, urban and national events in the station area
- Using special urban furniture and others
- Holding Street music near area
- Urban lighting

### environment

- Reduce air pollution by using bicycle and walking
- Develop green area

- Improve green area of station
- Locating Bick station near station
- Managing and reforming taxi line

**Thank you**  
for your kind attention

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