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## **Can identity be created ?**

### **Project development and culture**

- 1 Creating and changing identities in a multi-cultural world of consumer choice, niche markets and smart technology**
- 2 Successful business creates innovative design for / with the end user**
- 3 Such approaches are being used to design / redesign neighbourhoods: the branding of place products**
- 4 These forces change cities and city planning – but is the city a ‘brand’ or ‘a million touches’**
- 5 Who has power ?**