«Genius Loci» as a resource for the development of historical areas of the city

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Abstract. The article discusses the transformation of the concept of «genius loci», in the context of the reorganization of urban areas in the historical center of the city, reveals its tangible and intangible aspects. The concept of the brand of the territory is considered as an element of preservation and development of the identity of the urban environment. Territory, selected for the study, was the Admiralty settlement of Kazan, has a rich history and demands of reorganization. The conducted complex of studies revealed the problems and resources of the territory. The results of the study are a set of recommendations, taking into account the preservation of «genius loci» and the formation of the urban environment identity, tested on the territory of the Admiralty settlement. Recommendations include the functional saturation of the territory and the development of social service facilities, reconstruction and formation of a new living environment, the preservation of cultural heritage and the industrial areas reorganization with the formation in their place of modern cultural and creative quarters, forming a common landscape and recreational frame, and cultural brand of a territory.

Keywords: genius loci, cultural brand of territory, cultural creative quarter, historical urban landscape.

1 Introduction

1.1 The relevance of research

Nowadays, many Russian cities face a number of challenges related to increasing the comfort level of urban environment, the development of cultural and business activity, the increase of investment attractiveness. Search for the local identity of the urban environment through the prism of preserving «genius loci» is one of the key tasks in the framework of renovation and reorganization of urban environment. Sergey Kuznetsov, a chief architect of Moscow, has repeatedly noted the importance of developing urban areas in the context of maintaining and enhancing the city self-identity.

Loss of originality of the urban environment is the result of a disparaging attitude to «genius loci». A key task in the modern architect’s work is to find a way to preserve the memory and spirit of a place. They are essential elements in maintaining the integrity of the territory and the formation of individuality of the urban environment. Professionals need understanding of the history and tradition of the place. This idea is confirmed by such a curious fact as the award of the Pritzker Prize in March 2020 to the Irish architectural bureau Grafton Architects, headed by Yvone Fawvel (Yvone Farrel) and Shelly McNamara (Shelly McNamara). As the jury noted: one of the unique features of the bureau is accurate reflection of «genius loci» in its architectural solutions. The official statement of the jury is as follows: "for their ability to be cosmopolitan and at the same time to take into account the uniqueness of each place where they work. "Shelley McNamara describes the principles of the bureau as follows: “Whatever the project is, we always try to find an opportunity to realize such basic human values as humanism, craft, generosity, cultural connection with the place and context where we work” [1].

In addition, it should be noted that every year a number of tourists who want to learn the culture and history of the city (countries) where they travel, to feel its "spirit of place", increases. Moreover, the growth of tourist flow directly affects the development of the local economy. Preservation of the urban environment of intangible components is important not only for tourists but also for locals. In the context of globalization processes, knowledge of one’s history and inclusion to the heritage of one’s people helps a person to identify himself / herself with the territories, establishing a link between
generations. The quality of life also depends on the atmosphere of the place. In order to make the urban environment comfortable and attractive for people, an atmosphere reflecting the spirit of a given place / space is needed, which contributes to the adaptation of a person. The emotions that arise in such an environment help to see the city as it is and to form impressions about it. The unique appearance of the city is formed due to the emotional and artistic characteristics of historical events of various time periods, transmitted through the nature of space-planning decisions of the urban environment.

In order to preserve «genius loci» of the urban environment in Russian cities a great lot of measures have been taken - entire historical complexes are being created or designed, as well as museums reserves, ethnographic parks. Such decisions are based on the regeneration of the environment in the form of revitalization, museumification or reconstruction of entire neighbourhoods, streets or fragments of the urban environment with the presence of historical buildings in terms of architecture. Similar projects appear or are being designed in various regions of Russia (the “130th quarter” in Irkutsk, the “Museum quarter” in Tula, the “Makarievskaya fair” in Nizhny Novgorod, and “Klyuchevskogo Street” in Penza).

Today, Kazan and other Russian cities face the urgent need to preserve their history and search for their own cultural identity. It is important since there lies the key to the city successful development. One of the unique areas of the city of Kazan, which has a rich history and demands rethinking and reorganization is Admiralty settlement. Due to the unique landscape, geographical and labor reserve, the settlement influenced the development of the city for about three centuries, but at the moment the probability of the loss of identity of the territory is high. A significant part of the Admiralty settlement is occupied by the territories of industrial enterprises, some of which are not working at full capacity, while the rest have ceased to operate. Global experience with industrial areas shows a trend of conservation of the past of the territory, its "genetic code", recorded both in tangible and intangible elements. The reorganization of the territories of former industrial enterprises with the preservation of one of the key elements of the «genius loci» - the industrial heritage ensures the continuity and preservation of the identity of the urban environment [2, 3, 4].

1.2 Analysis of native and foreign literature

Let's consider the concept of "genius loci" in more detail. In ancient mythology, "genius loci" is a generalized representation of man about an animistic creature that lives in a particular place. Nature was perceived as a manifestation of his will. Earlier in the ancient Egypt forces of nature belonged to certain gods and temples were built according to the natural properties.

In the 18th century, the mythological image of "genius loci" became a metaphor in literature and poetry (Alexander Pope, Vernon Lee, Christopher Tilly). A separate series of works by Vernon Lee is devoted to the theme of artistic and philosophical techniques using mythical images to convey the immediacy of the aesthetic experience associated with the perception of the place. According to Vernon Lee, the forms of manifestation of “genius loci” are diverse: incarnations can be visible (the city as a whole, landscape, street, etc.), audible (the sound of water, bells, forges, etc.) smelling (aromas characteristic of terrain, etc.) In general, the concept of this period is characterized by the importance of the relationship of a person with his place of residence and recognition of the influence of space on a person. Vernon Lee’s reflection was based on the thesis of the direct influence of a place on a person, his world view. David G. Lawrence also wrote that “each country or continent has its own identity, forming the inhabitants of this country” [5]. The meaning and value of "genius loci" is still at the centre of the scientific interests of many contemporary philosophical, cultural and architectural works. In different periods of time, the concept of "genius loci" was worked by: Norberg-Schulz K., Day K., Symonds, K. Lynch. Designated authors are characterized by a common set of elements of the concept of the spirit of a place: landscape, architecture, function, and man. Of course, each of the authors interprets the set of these elements in their own way, sometimes expanding it - Norberg-Schulz K. adds “meeting places” and the city pulse to this list. In all studies, the fundamental component of “genius loci” is the landscape, as an element that affects a person’s view of the place. The next
component is architecture, reflecting the regional and cultural characteristics of the place, and affecting human behaviour. Also important components are the function of the place and the historical context that permeates all the above components. The last and most mobile component is man. Architecture and urban space as a whole develop and form due to human activities [6].

Iqbal T., Rani W.N.M.W.M., Wahab M.H. consider the relationship “genius loci”, the sense of place and place of attachment as attributes of the recreation of the identity of historically significant territories [7]. Warnaby, G., Christou, PA, Farmaki, A., Saveriades, A., Spanou, E., Volgger, M. consider the concepts of “genius loci” in terms of the marketing potential of historical urban areas that contribute to the preservation of cultural heritage and the creation of urban identity. Spatial and symbolic uniqueness are critical components for creating an attractive urban environment [8, 9, 10]. Katarzyna Ujma-Wasowicz and Anna Sulimowska-Ociepka also define "genius loci" as an inseparable attribute of identity. Identity is a representation that identifies a person with a certain place - a representation based on cultural models, traditions and history, as well as the physical form of this place [4].

The ICECOS Quebec Declaration on the Protection of the “genius loci”, adopted in 2008, defined “genius loci” as the unity of the tangible and intangible components of the urban environment, forming the uniqueness of the place. This principle also underlies the UNESCO Recommendations for the Protection of the Historic Urban Landscape (HUL), which were adopted in 2011. In accordance with the Charter of Burra (1979-2013), the role of both tangible and intangible components (the relationship between society and nature) is recognized [11]. The UNESCO Recommendations proposed a landscape approach for identifying, preserving and managing historical areas in their wider urban context by considering the interconnections of objects, their spatial organization and connection with the rest of the city, features of the relief, as well as social, cultural and economic values. Knowledge and planning tools should help protect the integrity and authenticity of the attributes of urban heritage [12]. One of the key distinguishing features of the HUL approach is its emphasis on the diversity and plurality of historical layers (old and new), heritage values (natural, cultural, tangible and intangible), as well as an emphasis on civic activism beyond the historical core. Therefore, it is extremely important to look deeper than those that lie on the surface and in wider associations. Traditional knowledge and management systems, which are on the verge of oblivion, but form the basis of urban form and planning, await further attention, complementing modern planning practice [13]. Vecco M. also defines "genius loci" as the intangible quality of a tangible place, perceived both physically and spiritually [14]. Thus, the value of cultural heritage, associated for a long time only with objects of the tangible environment (objects of architecture, artifacts, etc.), should be supplemented by elements of the intangible environment (customs, traditional knowledge and skills, etc.) that are so important for understanding and preserving the history of the city.

In domestic practice, the concept of "genius loci" is devoted to research: O.A. Avramchenko A., Plastova A., IvanovA., Polyakova I.. In the work “The concept of the spirit of a place in architecture” Plastova A. singles out as the constituent elements of the spirit of the place: the tangible cultural content of the place (including architecture), natural landscape features and the event-historical envelope [15].

There are several architectural concepts and design approaches associated with the embodiment of the "genius loci": organic architecture, regionalism, traditionalism, etc. But in real practice, they all acquired a superficial-stylistic character. According to Plastov A., the optimal approach should be based on a combination of innovations and principles of local identity. Ivanov A. emphasizes the conservation of the "genius loci" (the soul of the place) as the "cornerstone" of the strategy for the conservation of urban development heritage. In his opinion, work on the territory should begin with studying and taking into account the spirit of this place [16].

Based on the experience studied, the authors of the article distinguish a number of components of the “genius loci” phenomenon: the tangible cultural content of the place (including architecture), natural-landscape features, event-historical envelope and components representing the principles of
local originality (cultural code) and novelties (design code), which are mandatory components when working with historical territories.

One of the ways to popularize and develop the unique tangible and intangible characteristics of the territory that contribute to the formation of its positive image in the perception of residents and tourists is its branding. Branding territories is a relatively new area of research. However, today it already has a fairly wide circle of followers both in foreign and domestic practice. The issue of branding territories is considered in the works of Anholt [17-23], Becker [24], Bickford-Smith [25], Dinnie [26], Kotler, Asplund, Rhine and Haider. Among Russian scientists, it is worth noting the studies of Bagieva G., Zherdeva O., Meshcheryakova T., Pankrukhina A., Savchuk T., Yuldasheva O. et al. [27]. According to E. N. Kukin, branding of territories should reflect the identity of the place, its enduring values, unique original consumer characteristics, which have gained wide popularity and public recognition among consumers. Among the key parameters of branding of territories, one can single out its uniqueness, ideology, and the validity of factors [28]. The presence of a branding of territories is becoming one of the key criteria for its effective development. The branding of the territory is designed to reveal the characteristics inherent only to this place, playing the role of its original business card. The branding of territories is its unique face, incomparable with others. Therefore, the result of branding of territories is the product of identifying and developing the unique nature of the territory [29].

Today, a marketing approach to branding territories is widespread, considering the territory and its content as a kind of competitive product on the market [30]. With the marketing approach, the key parameter of brand effectiveness is a positive assessment of the product, its positive perception by the consumer. However, for the successful branding of territories, both economic, social and cultural aspects have an equally strong influence [31].

1.3 Goals and objectives of the study
The purpose of this article was to develop recommendations for the revitalization of the Admiralty settlement (Kazan, Republic of Tatarstan, Russian Federation) in modern social, cultural and economic conditions. The following were identified as the main tasks: the study of the historical aspects of the formation of the concept of “genius loci”; the identification of modern global trends and approaches to the reorganization of former industrial territories located in historical areas; definition of the components of the “genius loci” of the Admiralty settlement; study of the methods of branding of territories in the aspect of the concept of “genius loci”.

2 Materials and methods
1. General scientific methods: theoretical comparative analysis, classification, logical modeling, which made it possible to systematize the data, identify current trends in the conservation of "genius loci" when working with historical urban landscapes, territories of former industrial enterprises, approaches to branding and revitalization of territories, trends in the formation of creative industries.
2. To assess the current state of the territory of the Admiralty settlement, such methods of field studies as photographic fixation were used.
3. The method of interdisciplinary synthesis, including a sociological survey of local residents, experts in the field of urban development, made it possible to obtain data on the preferred directions for the development of the territory.
4. A retrospective analysis aimed at identifying key stages in the development of the Admiralty settlement consisted in the collection, systematization and synthesis of historical data. It revealed the tangible and intangible components of the "genius loci" of the territory.
5. Demographic analysis revealed gender and age composition, population density in the Kirov and Moscow districts of Kazan, in the territory of which the Admiralty settlement is located.
6. Urban planning analysis made it possible to obtain data on the current percentage of various functional zones, the area of development of the territory, the number of cultural and business institutions, and social services, the connectedness of the Admiralty settlement with the rest of the city.
7. The landscape-visual analysis of city-wide panoramas and species disclosures revealed the links of the Zilant monastery with the Kazan Kremlin, a UNESCO cultural heritage site, with the waters of the Kazanka river, with the Kirov dam and with major transport highways.

3 Results

3.1. The historical significance of the territory of the Admiralty settlement

In the development of the Admiralty settlement, one can distinguish several of the most important periods. The first known settlement, which appeared back in the period of Khan Kazan, was located in the south-west of the modern Admiralty settlement and was called Bish-Balta («Five Axes»). This name is associated with the type of activity of the main part of the population - logging, carpentry and shipbuilding.

One of the fateful decisions for the territory was the decree of Peter I of 1718 on the establishment of the Kazan Admiralty, which turned Kazan into one of the leading industrial cities of the Russian Empire, and the Admiralty settlement into the business center of Kazan. The construction of the shipyard in many respects determined the subsequent development of the Admiralty settlement. This event gave an impetus to the active growth of factory and manufactory-craft industries on the territory of both the settlement itself and in the immediate vicinity of it.

After almost half a century, the decree of Catherine II begins the construction of state-owned powder production in the immediate vicinity of the shipyard, which contributed to the emergence to the northwest of the shipyard Porokhovaya settlement. Despite the abolition of the shipyard in 1836, the Admiralty settlement continued to play a significant role in the life of the city, being a commercial and industrial district of the city with an active socio-cultural environment. It is worth noting the unique ethnic feature of the settlement - both Russian and Tatar people lived here [32].

Despite the change in political regime, the vector of development of the Admiralty settlement in the Soviet period was also focused on increasing production capacity. At the beginning of the 20th century, in the course of the development of industrialization in order to provide housing for workers, the first «Sotsgorod» was built in accordance with current urban planning concepts - the only one in Kazan built in the style of constructivism. The period of World War II and the evacuation of industrial production also contributed to an increase in the number of enterprises in the territory. The late 20th century became fatal in the development of the Admiralty settlement, many manufacturing enterprises located on the territory were closed, the population was left without jobs, which led to the migration of local residents to other areas of the city and a gradual decline in the development of the territory.

On the settlement date, which was three centuries of industrial life of Kazan city center, it is in a state of stagnation. The authors hope that the negotiations in the Conference "Reconstruction of large territorial urban fragments" research area and recommendations for its reconsideration in the future will contribute to the return of the territory of the Admiralty settlement of lost prestige.

3.2. Problems of the territory and resources of the Admiralty settlement

As part of the study, the following boundaries of the study area were adopted: in the south, the territory is limited by the Volga river, in the east by Krasnokokshayskaya Street, in the north by Bolotnikova Street, in the west along Maya and Lazareva Streets.

Based on a comprehensive study the following main problems of the territory were identified (Figure 1.):
- Low transport connectivity of the study area with the central core of the city;
- A significant number of unexploited industrial facilities and abandoned territories;
- Destruction of historical and cultural monuments;
- Significant physical deterioration of the building, a large number of dilapidated and emergency facilities;
- Low supply and demand for housing construction in the area of the Admiralty settlement;
- Low population density;
- Lack of equipment of the territory with public transport;
- Low intensity of pedestrian traffic in the territory;
- Low level of land improvement;
- Lack of a unified system of public spaces and recreational framework.

These problems seriously affect not only the quality of the urban environment, but also the level of social safety of the area.

**Figure 1.** The scheme of territory problems.

By the resources of the territory, contributing to the development can be attributed (Figure 2):
- A large landscape-recreational fragment of the urban environment - the territory of the "Old Channel";
- Reserves of the territory of former industrial enterprises scheduled for withdrawal from the territory of the Admiralty settlement;
- The length of the coastline of the Volga and Kazanka rivers;
- Formation of the silhouette and panorama of the city from the water area;
- Visual connection between the territory of the Admiralty settlement and the main historical attraction of the city - a UNESCO World Heritage Site - the Kazan Kremlin;
- The presence of identified cultural heritage sites and historically valuable buildings that are potentially attractive for inclusion in tourist routes;
- Street exits to the coastline have been preserved;
- The presence of various types of transport infrastructure, which are the basis for forming the connection between the territory of the Admiralty settlement and the rest of the city of Kazan.
3.3. Key recommendations for development of the territory of the Admiralty settlement

In the view of the authors, the concept of urban development of the territory of the Admiralty settlement should be formed in a way to preserve and develop the historical authenticity and continuity, a tourist attraction and recreate the spirit of the place territory. On the basis of the study, resource potential and the elements of the genetic code of the Admiralty settlement were identified, key recommendations for development of the territory were formulated: **Functional saturation of the territory and formation of social services.** Functional saturation of the territory requires special attention. A diverse functional saturation is a prerequisite for economic efficiency and self-sufficiency of the territory. The development of the Admiralty settlement policy in the key industrial area, implemented in the Soviet period, led to monofunctional territory and its subsequent stagnation in the period of industrial stagnation. The territory urgently needs to be saturated with new modern functions. However, it is necessary to act tactfully. The development of the urban environment should be based on already existing morphological types of construction, and the creation of new territorial systems should be carried out taking into account the compositional dominants and visual communications.
Formation of a new residential development and reconstruction of residential development. In order to attract a new social stratum of the population, it is necessary to reconstruct and create a new residential development. Due to the limited number of territorial resources, it is proposed to consider the territory of the Helicopter plant and the territory of the so-called "Sandy Cape" for reorganization. The formation of a new development is necessary in accordance with spatial-compositional and morphological patterns, as well as with the developed design code of the territory that forms the identity of the place. The use of sizes typical of historically developed blocks in the design, the use of local materials, elements, colors, shapes and traditional decor in the architecture and landscaping, fixed by traditions, will help to create an environment that was previously inherent in the Admiralty settlement, as well as strengthen the sense of patriotism of the residents.

To maintain the "genius loci", it is necessary to preserve the existing street exits to the water area of the Volga river, both in the structure of existing buildings and in the structure of newly formed complexes, including the "Sandy Cape".

The reconstruction of the first socialist city is also planned. It is necessary to provide for individual and collective participation of the owners of this housing in the process, which will strengthen the sense of belonging and form a "sense of place" for residents [33, 34].

Preservation of cultural heritage objects and reorganization of industrial territories with the formation on their territories of modern cultural and creative quarters / clusters. In recent decades, revitalization of the degraded post-industrial areas located in the historical areas of cities has been especially popular in Western European cities. In this case, there are two main approaches to the transformation of these areas to turn them into innovative commercial or cultural investment platforms:
- the combination of science with industry, the formation of an innovative environment;
- an increase in cultural potential based on the «genius loci».

«Respecting the “genius loci” does not mean copying old models. This means determining the identity of the place and interpreting it in new ways» [4].

One of the forms of architectural space in the key decisions of these approaches is the formation of cultural and creative blocks. The author offers the following architectural planning and design techniques:
- change of function without changing the form;
- preservation of the nature of the planning system and the morphology of development [35];
- the use of industrial forms and symbols in design, allowing you to "read the landscape";
- the use of characteristic materials [36].

At the same time, the "genius loci" retained in the territories, and the pre-existing industrial production is replaced by small enterprises so-called "creative industries". Organized educational space where the possibility of broadcasting the intangible heritage to future generations is taken into account the current needs of the local population and ways of attracting tourists, discusses the importance of the territory for the city as a whole.

In the Admiralty settlement, the authors consider it expedient to organize cultural and creative quarters in the territories of the former Alafuzov manufactories, the Santekhpribor plant and on the basis of the wooden buildings of Zhukovka Street. Zhukovka restored wooden street building can blend in with modern buildings, placing them in small workshops with the museum and retail space, with views of the Zilant monastery and the "Old channel" park. Options for the formation of creative quarter at the plumbing items plant were developed in the II Youth Biennale of Architecture (Kazan, Republic of Tatarstan, Russian Federation, 2019). It is possible to organize a loft space with the placement of creative industries, an interactive museum and educational spaces in the building of Alafuzov manufactories. Also, workshops with facilities for organizing master classes, cafes and restaurants, universities and colleges, museums that combine small-scale production and demonstration of the process and other architectural objects with cultural, educational and entertainment functions can be located on the territories of cultural quarters. In the planning
organization of the objects of creative industries and craft workshops it is necessary to provide space for workshops, the most demonstrative form of acquaintance of tourists with intangible heritage of the territory and the preservation of "genius loci".

**Formation of a single landscape and recreational frame.** The formation of a single landscape and recreational carcass based on existing and new public and recreational spaces (avenues, parks, squares, quays, etc.) (Figure 3). One of the key resources of the Admiralty settlement territory is a large landscape-recreational fragment of the urban environment - the territory of the Old Channel. The authors propose to consider this key element of the green frame as its planning and semantic core - the world-class Park "Old Channel" - positioned as a center of attraction for residents and visitors of the city.

A world-class park is a vast landscaped area, usually not less than 10 hectares, a multifunctional area of recreational activity, which has a unique planning, architectural, landscape and ideological-semantic solution, year-round use, reflecting the landscape diversity of its region, provided with high transport and pedestrian access intended for mass recreation of the population and visitors of the city. The creation of world-class parks serves not only as an instrument for forming the identity of the territory, but also for strengthening the economic landscape and improving the quality of the urban environment.

According to the authors, in the architectural and spatial organization of the «Old Channel» park and its functional saturation, the key historical stages that influenced the development of the territory can be consistently reflected: the reign of Peter I, Catherine II, the Soviet and modern periods. The improvement of the embankment of the Kazanka river is also decided in the spirit of preserving «genius loci», reflecting the period of development of the Bish-Balta settlement and thus forming a kind of “bridge of time”, emphasizing the connection of generations. In each functional zone of the park, it is proposed to host ethnographic museums as a form of revival of life (revitalization) of the intangible cultural heritage of the Admiralty settlement, transmitting knowledge to the modern generation through the modern use of the territory.

For the development of a single landscape-recreational system is necessary to form green bonds, contributing to unite disparate fragments of recreational and existing public spaces in a single structure. The main green corridors proposed for the following streets: Admiraltejskaya, Malomoskovskaya, Klary Cetkin, Kyzyl Armejskaya, Arhangelskaya, Zhukovka, Bogatyreva and Engelsa.

![Figure 3. Scheme of the natural and recreational model.](image-url)
Formation of a cultural branding of territories. In the perception of any territory, the key impression is formed by its tangible and intangible cultural heritage, its “genius loci”. Culture is first of all deep meanings, unique stories, a unique combination of ethnic, historical, cultural, aesthetic features, private and general. All these categories underlie a certain cultural phenomenon - the cultural branding of territories. That culture with its own unique specificity determines the meaning, purpose and tasks of the cultural brand and branding.

A. A. Gutsalov identifies two key steps in the formation of the cultural brand of territories - branding a number of defining the uniqueness of the place and the people of the phenomena and subsequent branding of the place with all its contents. [37] Cultural phenomena are based on tangible and intangible aspects of the territory. For the Admiralty settlement these are the following aspects:

Tangible aspects:
- Volga and Kazanka rivers;
- Morphology and structure of buildings;
- Street exits to the water;
- System of visual connections;
- Terrain landscape;
- The silhouette of the city from the panorama of the Kazanka;
- Existing street tracing.

Intangible aspects:
- The importance of the territory of the Admiralty settlement in the structure of Kazan and in the structure of Russia;
- Existing and / or lost functions of the territory;
- Knowledge and skills associated with traditional crafts and activities, traditions of shipbuilding.

As the main cultural phenomena of the territory, the following objects can be identified that are attractive to both residents and visitors of the city, and are the basis of the brand of the Admiralty settlement:
- Petrovsky Shipyard (restored as a museum and exhibition complex near the "Old Channel" Park);
- Park "Old Channel", regarded as a world-class park, dedicated to the history of the development of the Admiralty settlement;
- Zilant monastery, as a major pilgrimage center;
- Cultural and creative quarters / clusters (Zhukovka, Alafuzov-loft, Santekhpribory)

Cultural branding area can be an effective tool for updating the historical and cultural heritage, and branding of areas in their relationship and in complex and differentiated approach could lead to a new momentum of development. To strengthen the branding of territories, it is necessary to include the Admiralty settlement and the Yagodnaya settlement located next to it in the existing system of urban tourist routes [38]. Formed on the basis of cultural heritage, cultural and creative blocks / clusters, public and recreational spaces, hiking trails system, including a pedestrian, bus and water transport routes (Figure 4). The development of the tourism potential of the territory will also contribute to the creation of new jobs.
Discussions

The results of the study presented in the article to identify the tangible and intangible components of the “genius loci”, as a way to preserve the integrity of the territory and create the individuality of the urban environment, are consistent with modern research in the field of preserving the identity of cities and revitalizing the former industrial territories located in the historical part of cities. The authors share the point of view of UNESCO [12] and when identifying the components of the “genius loci” of the Admiralty settlement, they considered the natural, cultural tangible and intangible heritage of the territory, the historical stages of the territory development and its significance for the city, considering wide associations. Scientific papers by Aidarova G. A. [39] are devoted to the Potential of complex identification, preservation and tourist use of the architectural heritage of Kazan. The research of M. I. Tukmakova and I. A. Fakhrutdinova is devoted to the problems of revitalization of industrial territories of Kazan (Republic of Tatarstan, Russian Federation) with the development of a creative cluster based on the Alafuzov flax spinning factory [40].

Dembich’s articles are devoted to the problems of complex development of the Admiralty settlement in Kazan [41]. The authors of this article summarized and systematized the results of previous studies of the territory of the Admiralty settlement: Strategic master plan "Admiralty settlement" (Research Center "Interra" of Kazan State University of Architecture and Engineering, 2012-2013); studies of Museum of Local History of the Republic of Tatarstan (2014); draft plan for the territory of the "Old Channel and the Admiralty settlement" (Municipal Budgetary Establishment «Institut "Kazgrazhdanproekt"», 2014); master plan "Admiralty settlement" (Architectural Bureau SPEECH, 2017). In 2019, with the cooperation of Kazan State University of Architecture and Engineering and the Administration of the Kirov and Moscow districts of Kazan, a research workshop “Reconstruction of large territorial urban fragments” was held, dedicated to a comprehensive study of the resources of the Admiralty settlement territory.

The authors hope that when developing a comprehensive concept of revitalization of the territory of the Admiralty settlement, recommendations on the transfer of identified tangible and intangible components of the “genius loci” to future generations will be taken into account.

Conclusion

This study examined the causal relationship between the “genius loci” and the historic urban landscape. A study of the relationships between them suggests that the “genius loci” is an important factor influencing the choice of approach to the conservation and management of the historical urban landscape of the Admiralty settlement (Kazan, Republic of Tatarstan, Russian Federation). This study contains additional data confirming theoretical approaches to the complex development of historical
territories. Evaluation of the recommendations developed in the study contributes to the further development of models previously presented by various researchers.

The proposed activities will contribute to the formation of a positive image of the territory, will significantly transform the socio-cultural environment and the population of residents, make the Admiralty settlement a place for the development of small business and creative industries, increase the tourist attractiveness of the city of Kazan, while preserving the history and the “genius loci”.

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