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.2.1. INTRODUCTION

The normative position of the author deals with the philosophical background to decisions made in the course of this project development, while the theoretical discourse following under the branding exercise for Lydenburg, is an investigation of the practical implications and applications of concepts found in the consulted literature.

.2.2. KNOWLEDGE

The inquiry into the programme of the intervention for Lydenburg is largely driven by the global shift to a knowledge-based economy. According to O'Hara (2003: 136), a knowledge-based economy involves 'a general switch from manufacturing to services, placing a premium on an educated and productive workforce'. The 'old' economy requires the 'exploitation of raw materials and labour'. The following definitions are taken from O'Hara:

Epistemology: the philosophical study of knowledge

Information: understandable data or data with a meaning

Know-how (also known as procedural knowledge): the practical application of knowledge

Knowledge: information that aids the performance of effective actions

Traditionally, epistemologists focused on the psychological aspects of knowledge; however, modern conditions governed by the knowledge-based economy have shown the need to expand the definition of knowledge to include non-psychological states (O'Hara, 2003:136).

In his book *The Making of South Africa Inc.*, Paul Dorrian (2005:23-24) claims that in the knowledge society, the key production resource as opposed to labour and capital is the countries' human capital. He observes that although capital and labour are still important resources in creating and utilising knowledge, countries with global aspirations need to create and maintain a proper knowledge infrastructure. 'Generating a country's innovative capacity will therefore be of the utmost importance.'

.2.2. IMAGE

.2.2.1. LOGOCENTRISM AND LOGO CENTRISM

According to Horrocks (2003: 206), post-modern culture is broadly defined as a 'triumph of image over reality, surface over depth, style over content and signifier over signified'. In this dissertation, the influence of architecture on image and identity is explored. The image, or logos, represented by the project should be representative of a deeper reality or truth and not merely be a 'sign of a sign', as implied by logo centrism (Kruft 1994: 189). The author chooses to develop the project from a logocentric perspective according to which the centrality of the logos (speech, word or reason) (Kruft 1994: 188-189) is underwritten. This approach presupposes that appearances must be penetrated to generate an understanding of that which lies beneath the surface. It also ties in with Kotler and Gertner's (2004: 47) position on image generation and creation when they state that 'To be effective, the desired image must be close to reality, believable, simple, appealing and distinctive'.

Boulding (quoted in Smith 2004: 264) defined an image as ‘what I believe to be true’, arguing that an image is composed of ‘everything a public knows about a place, a person or an idea’. He suggested that an image is ‘built up as a result of all past experience of the possessor of the image’ (Smith 2004: 264). A place’s image can therefore be concluded to result from its geography and history. According to Hall (2004: 121), the areas of nature, heritage and culture, and ideals of sustainability are rapidly developing niches in identity projection for places.

Most contemporary public relations research argues that one cannot ‘create’ an image; rather, places must use what exists or what can exist in the community and communicate about that ‘truth’ (Smith 2004: 264). From this point of view, the aim of the dissertation turns into an exercise of reinforcing an existing idea or element of the community, until it becomes a recognisable image in the public’s eye.

.2.2.2. CULTURE

.2.2.2.1. Architecture as a witness to culture

(Farmer 1993: 3) notes that the basic human needs of shelter 'have over centuries been transformed into the provision of architecture as a manifestation of the human spirit'. Farmer adds: 'Architecture as mistress of the arts has always doubled as witness to culture'. The Proposed development for Lydenburg stands as a witness to the birth of a new culture which supports sustainable economic and social as well as environmental development.

.2.2.3. VERNACULAR

It would be naïve to think that a return to a complete regional vernacular without reference to globalization would be possible as Manser (1993: 198) states that 'vernacular disappeared in the advent of pattern books, transport and communications'. This translates into the 'transformation' of the past into innovation, an essential element in social development and progress.

.2.2.4. SOCIAL INNOVATION

According to Murdock (quoted in Heath 1993: 290), four basic kinds of social innovation exist: variation; cultural borrowing; invention; and trial and error.

Variation entails only a slight modification of an established way of doing things. Cultural borrowing signifies the most commonplace mechanism of change. This phenomenon is evident in the infamous local cultural borrowing of Tuscan architecture found in the eastern suburbs of Pretoria and is already found in newer developments in Lydenburg.

Invention, according to Murdock, refers to ideas or forms transferred from one concept to another different concept, 'on the basis of the perception of an underlying community of organization'. Murdock argues that invention demands structural understanding.

Trial and error, according to Murdock, is a 'tactic of desperation'. He points out that desperate social groups seldom engage in architecture and that design as an activity is therefore the antithesis of trial and error.

In this case, design as an activity will aim at inventing a new identity for Lydenburg, but its origin and reasoning will be rooted in Lydenburg's rich past and culture. Innovation as a point of departure for this dissertation is important in order to facilitate and sustain growth. Innovation, growth and change are elements which are indispensable in the development of a new economy.