The Role of happiness in improving the sense of community belonging and quality of life through placemaking "Interior urbanism & brand identity".(The lighthouse in Mountain View case study

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Abstract

Placemaking inspires people to collectively reimagining and reinvent public places as the heart of the community, strengthening the connection between people and the places they share, the concept of happiness and well-being has gained significant attention in various fields including sociology, interior urbanism, and place branding. Understanding the factors that contribute to community happiness, engagement, and quality of life has become a dominant focus in the realm of placemaking. Hence Integrating the science of happiness into placemaking as a transformative force to create environments that foster positive emotions, promote social connections, and enhance overall life satisfaction. Furthermore, influencing how communities are both created and perceived. **Research problem** lies in the relationship between the science of happiness and placemaking and its role in enhancing the individual's sense of community belonging. **Research objective**: Foster the placemaking strategy through applying the science of happiness in place branding and interior urbanism, to ensure healthy lives and promote well-being for all which will lead to achieve SDGs no.3. **Research methodology**: The research follows the descriptive approach based on gathering information to build a theoretical framework based on previous studies, and an analytical case study of Lighthouse in Mountain View Egypt, to gain deeper insights into the practical applications and challenges associated with integrating happiness science into placemaking strategies. The research **concludes** integrating the science of happiness into placemaking can create environments that foster positive emotions, promote place image, social connections, and quality of life.

Keywords

 placemaking - place brand identity – community belonging – happinessfor

الملخص

في السنوات الأخيرة، الهم تصميم المكان الناس لإعادة تصور وإعادة ابتكار الأماكن العامة بشكل جماعي باعتبارها قلب كل مجتمع، وتعزيز العلاقة بين الناس والأماكن التي يتشاركونها، وقد اكتسب مفهوم السعادة والرفاهية اهتمامًا كبيرًا في مختلف المجالات بما في ذلك علم الاجتماع، التمدن الداخلي، والماركة للمكان. لقد أصبح فهم العوامل التي تساهم في سعادة المجتمع والمشـــاركة ونوعية الحياة هو التركيز المهيمن في مجال تصـــميم الأماكن. علاوة على ذلك، برزت الماركة للمكان كنهج تشاركي للتوسع العمراني الداخلي وتنمية المجتمع في عملية تشكيل وإدارة هوية وصورة المكان، وبالتالي دمج علم السعادة في تصـــميم الأماكن (العمران الداخلي وهوية الماركة) كقوة تحويلية لخلق بيئات تعزز المشـــاعر الإيجابية، وتعزز الروابط

الاجتماعية، وتعزز الرضــا عن الحياة بشـكل عام. علاوة على ذلك، التأثير على كيفية إنشـاء المجتمعات وتصـورها. تكمن مشـكلة البحث في العلاقة بين علم السـعادة وتصـميم الأماكن (العمران الداخلي وهوية الماركة) ودورها في تعزيز شـعور الفرد بالانتماء المجتمعي. هدف البحث: تعزيز استراتيجية تصميم الأماكن من خلال تطبيق علم السعادة في تصميم الماركة والعمران الداخلي، لضمان حياة صحية وتعزيز الرفاهية للجميع مما سيؤدي إلى تحقيق أهداف التنمية المستدامة رقم ١. ٣، وتحفز التجارب التي توفر المتعة والمعنى لســـاكنيها. منهجية البحث: يتبع البحث المنهج الوصـــفي الذي يعتمد على جمع المعلومات لبناء إطار نظري يعتمد على الدراسـات السـابقة، ودراسـة حالة تحليلية للمنارة في ماونتن فيو مصـر، للحصـول على رؤى أعمق حول التطبيقات العملية والتحديات المرتبطة بتكامل علم السعادة. في استراتيجيات تصميم الأماكن، يخلص البحث إلى أن دمج علم السـعادة في تصـميم الأماكن (العمران الداخلي وهوية الماركة) يمكن أن يخلق بيئات تعزز المشـاعر الإيجابية، وتعزز صورة المكان، والعلاقات الاجتماعية، ونوعية الحياة.

الكلمات المفتاحية

تصميم المكان – هوية ماركة المكان – الانتماء المجتمعي – السعادة.

1- Introduction

In today's fast-paced environment, stress and anxiety are common, highlighting the importance of interior architecture and urbanism in fostering physical and mental well-being. As professionals in these fields, along with graphic designers, understand how space design significantly impacts happiness and identity. Alain de Botton, in "The Architecture of Happiness" (2006), emphasizes how the quality of our built environment—including walls, furniture, and streets—affects our emotions and sense of self.

Placemaking, a concept that encompasses urban design, interior architecture, and branding, defines how a place is perceived by its residents and visitors. (Project for Public Spaces, 2007). Happiness, a key aspect of human experience, shapes a community's identity and reputation. Graphic designers contribute by creating visually and experientially appealing spaces for users (Lidwell et al., 2010). By employing happiness-centric strategies – such as designing for visual comfort, promoting social interaction, and incorporating natural elements – designers can create environments that enhance emotional, social, and psychological well-being (Norman, 2013; Frascara, 2004).

1.1   Definition of Terms

Interior urbanism is an emerging field that explores the intersection of interior design and Urban planning, Cormier (2011s) describes interior urbanism as an urban paradigm that encompasses the network of places hosting human daily life, while Luna (2018) discusses interior urbanism as an abstraction of the city, exploring the interior space in relation to the urban environment. The concept of indoor public space, termed as interior urbanism, extends urbanization beyond external city boundaries (ArchDaily, 2024). Hence, we can say that interior urbanism is a multidisciplinary concept that involves the integration of interior design, architecture, urbanism, and landscape architecture to create cohesive and functional spaces within the urban environment. Researchers and practitioners continue to explore the potential of interior urbanism in shaping the built environment and enhancing the quality of life for urban residents.

Placemaking represents both a practical methodology and a conceptual framework. It pertains to the strategies employed in the creation and organization of public spaces, alongside their management, and is gaining traction worldwide. This approach acts as a tangible means for community-led efforts aimed at improving neighborhoods, cities, or regions. Key attributes of placemaking include collaboration, cultural sensitivity, contextual relevance, multidisciplinary engagement, forward-thinking perspectives, motivation, inclusivity, transformation, and adaptability. Conversely, the process is characterized by a lack of top-down directives, project-centric focus, design exclusivity, static nature, one-dimensionality, reactivity, exclusivity, or privatization (Project for Public Spaces, 2009c).

According to Wyckoff (2014), placemaking involves the creation of high-quality environments that draw people in for living, working, socializing, and learning. Conversely, the Place Agency describes it as a process that enables individuals to engage with significant locations through community collaboration. Placemaking serves as both a theoretical framework and a practical methodology aimed at improving communities, neighborhoods, cities, or regions by encouraging a collective reimagining and revitalization of public spaces. This comprehensive process seeks to cultivate cherished places where individuals feel a sense of comfort and connection. It promotes community, inclusivity, and social interaction by acknowledging the interconnections among individuals, communities, and their environments.

Placemaking can be accomplished through Place Interior Urbanism and Place Brand Identity, as happiness, community belonging, and quality of life are inextricably tied to the concepts of placemaking. This process entails creating and administering public areas that encourage social interaction, cultural identity, and a sense of belonging among community members.
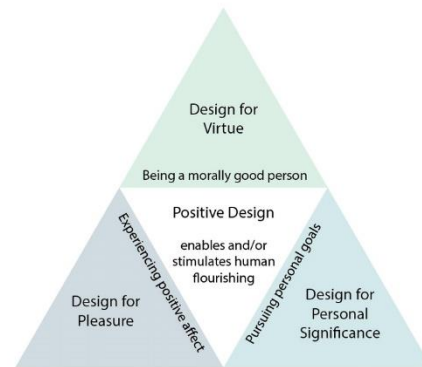
1.2   Research Issues

Studies have shown that the quality of parks and green spaces in urban areas can positively impact the sense of community and belonging among people. Despite of being the ingredients that bring life to the built environment, it tends to be designed in such a way for them to predominantly only passively absorb the surrounding. Hence, the research issue lies in the relationship between the science of happiness and placemaking (interior urbanism & brand identity) and its role in enhancing the individual's sense of community belonging.

1.3 Research Objectives

The objective of this research is to foster the placemaking strategy through applying the science of happiness in place branding and interior urbanism, to ensure healthy lives and promote well-being for all which will lead to achieve SDGs no. 3 and stimulate experiences that provide pleasure and meaning to its inhabitants. Placemaking has also been linked to human well-being, with improvements in air quality and reduced noise levels contributing to a stronger sense of community belonging.

1.   Place Interior Urbanism

The concept of increasing indoor urban space, referred to as Interior Urbanism, illustrates how urbanization transcends the traditional boundaries of cities, thereby impacting the design and functionality of interior environments, especially public ones. (Ankitha 2024) This idea emphasizes that interior spaces, particularly those accessible to the public, are vital components of urban existence, reflecting and influencing the evolving architecture of urban areas. It can also be observed in the seamless and interconnected interior environments found in cities, which include landmarks, street signage, urban planning elements, historical

(Diagram.1) Positive design pillars
(Desmet and Pohlmeyer, 2013).

markers, artistic decorations, sculptures, large-scale structures, arcades, subterranean pedestrian pathways, elevated link bridges, and various infrastructural areas. Moreover, the concept of place interior urbanism is instrumental in articulating the values and aspirations associated with a location. It is founded on three fundamental design principles aimed at fostering positive outcomes: Design for virtue, design for pleasure, and design for personal significance.

2.1 Design for pleasure

This framework component addresses the experience and sentiments of satisfaction that people derive from living in the present moment. Looking at this component from a designedly perspective, design might work as a direct source of pleasure or as a facilitator of joyful behaviors. (Pohlmeyer (2012) on distinct roles of design for well-being).

2.2 Design for personal significance

This component accentuates the happiness derived from a sense of personal significance. The pursuit of goals that hold personal importance is essential for individuals' subjective well-being (Brunstein, 1993). In this context, design can serve to assist individuals in committing to or achieving their future objectives, while also acting as a symbolic representation of values that are personally meaningful and past accomplishments.

2.3 Design for virtue

This component addresses happiness is the outcome of morally correct and noble, i.e., virtuous, behavior. For example, Peterson and Seligman (2004) identified six core virtues that are valued across cultures: Wisdom and knowledge, courage, love and humanity, justice, temperance, and spirituality and transcendence.

2. Place Brand Identity

The term "place brand identity" refers to the element responsible for establishing the core essence of a place brand. It represents a specific component derived from the broader concept of place identity, which is carefully selected, extracted, and strategically utilized to differentiate the place and create a favorable perception among different target audiences. (Hanna, S., & Rowley, J. (2011)

A place brand identity serves multiple purposes. It attracts customers from various groups such as residents, visitors, talent, and investors. (Anholt, S. (2007). A strong place brand identity effectively conveys a consistent image to both internal and external stakeholders, thereby creating valuable assets for the place brand (Ashworth, G. and Kavaratzis, M. (2009). By leveraging its unique characteristics, place brand identity enables a place to communicate its position about other competing place brands (Hankinson, G. (2004). Furthermore, place brand identity plays a crucial role in defining the values and aspirations of a place. Place brand identity relies on three basic pillars: Physics, practices, and personality.
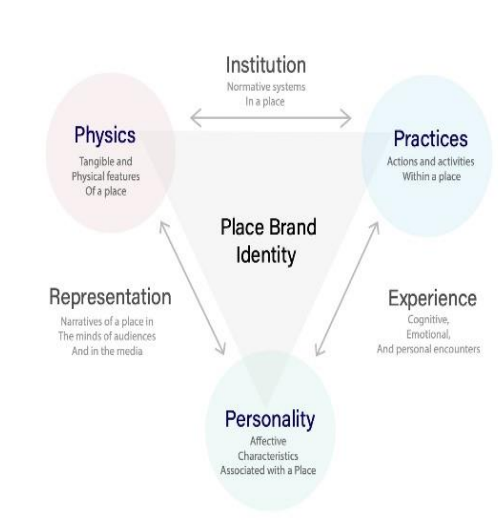
(Diagram. 2) place brand identity pillars, Taecharungroj, V. (2019)

3.1 Place Physics

The initial pillar of place brand identity, referred to as place physics, incorporates the tangible aspects and physical environments such as museums, art galleries, theaters, sports facilities, exhibition centers, public spaces, hotels, restaurants, nightclubs, and transportation infrastructure. Furthermore, a place's natural features and geography, alongside its artifacts, play a significant role in shaping its place's brand identity. (Kalandides,A.(2011) These attributes and symbols, including landmarks, street signs, urban design, historical plaques, decorations, and sculptures, serve as both visual representations and the core of place brand identity, so we can conclude that place physics is the place interior urban spaces.

3.2 Place Actions

The actions, activities, behaviors, decisions, and habits of individuals within a place or place practices are another important aspect of a place brand identity. These practices involve the repetition and breaking of routines in people's actions. These place practices are similar to human activities and social interactions, which play a central role in identity development. Place practices encompass how people dress, drive, and live, essentially reflecting their lifestyles. As in Figure 1 which shows workplace activities such as yoga music and art, they also encompass events and rituals such as street parties, parades, ceremonies, and artistic performances, as in figure 2 which shows El Gouna festival which shape the experiences associated with a place. Additionally, place practices involve social relations, including competition and cooperation among stakeholders.

3.3   Place Personality

(figure 1) place activities implementations   **(figure 2) El Gouna festival**

The final pillar is the emotional, affective, and symbolic foundation of place brand identity. This pillar includes personal values, which are the emotional aspect of branding model, and meaning, which represents the lasting psychological connections between stakeholders and places. These qualities as the experiential and symbolic attributes of a place brand. Place personality is defined as the collection of human attributes linked to a place brand.

3. Interaction between Placemaking pillars

Illustrates the interplay between the three fundamental aspects of place brand identity and place interior urbanism to achieve the concept of place making.

4.1 Institution

The institutions that shape a place are formed through the interaction between its physical attributes and the practices carried out within it. These institutions encompass various normative systems, including property forms, power dynamics, control relations, legal regulations, planning guidelines, and social and aesthetic norms (Kalandides, A.,2011). Furthermore, the geographical area provides a framework for social interactions, and its institutional structure shapes both formal and informal social relations. Markets serve as a significant example of institutions that are shaped by the interaction between the physical aspects of a place and the

practices carried out within it. In these markets, stakeholders engage in trade, communication, networking, and relationship-building (Warnaby, G.,2009).

4.2 Experience

Experience occurs between a place's practices and its personality. People may engage with a place not only for functional or economic reasons but also for experiential purposes The human characteristics of a place's personality, such as activity, emotion, and responsibility, are integrated into the behaviors and rituals of its people, resulting in unique experiences. For instance, visiting a theme park can evoke a range of emotions, including excitement, thrill, and fear, which collectively contribute to a series of experiences. These experiences, derived from the practices within a place, endow it with a distinctive personality that further motivates people to engage with it. (Beeho, A.J. and Prentice, R.C.,1997).

4.3 Representations

Are shaped by the interplay between its physical attributes and the personalities associated with it. These depictions, known as representations, are narratives about a place that are conveyed through various media and communication channels. The personality of a place adds emotional characteristics to its physical environment, such as being green, historic, modern, or spacious. These representations of the tangible features of a place are continuously imprinted in the minds of the audience. Moreover, they are often disseminated through media and other communication channels using tools like advertising, public relations, and publicity (Florek, M., Insch, A. and Gnoth, J.,2006). The concept of place brand identity is constantly shaped and reshaped through interactions, and it becomes more intricate due to the advancements in digital technologies and social media platforms. The following section examines the existing literature on online place branding and the relevant social media platforms (Kavaratzis, M. and Hatch, M.J.,2013).

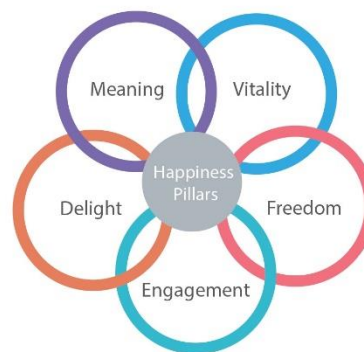## 4. Happiness in place making

The concept of happiness is multifaceted and diverse, with substantial research conducted in domains such as psychology, sociology, and neuroscience. Although there is no universally accepted definition, happiness is often seen as a pleasant emotion marked by emotions of joy, satisfaction, and contentment (Helliwell, J. F, et al 2021). Personal circumstances, interpersonal relationships, and the environment all have an impact on it. Individuals with strong social ties and supportive relationships likely to experience higher levels of happiness (Frank, L. D., Sallis, et al 2010). Similarly, living in a safe and secure environment, basic requirements such as food, shelter, health care, and a feeling of purpose and meaning in life are all linked to high levels of happiness. Although happiness is a complicated and varied term, it is usually viewed as a pleasant emotional state impacted by individual, social, and environmental factors and is correlated with overall well-being. (Andalib,E.,et al 2023).

Hormones and neurotransmitters are integral to the experience of happiness. Serotonin, often referred to as a "feel-good" neurotransmitter, is vital for the regulation of mood. Environments that are aesthetically pleasing can enhance serotonin production, thereby alleviating anxiety. Additionally, promoting physical activity and social interactions can elevate endorphin levels,

which are associated with increasing happiness. (Ghosh, et all. 2018). Dopamine, known as the "reward" neurotransmitter, is released during enjoyable activities, reinforcing positive emotions and encouraging further social engagement. Oxytocin, commonly called the "love hormone," plays a significant role in fostering social bonds and trust. The internal environment, including elements of nature, communal urban spaces, and overall comfort, has a profound impact on neurotransmitter levels. Integrating natural elements into interior designs can boost serotonin levels and mitigate stress, while creating spaces that encourage social interaction and community engagement can elevate oxytocin levels, thereby enhancing feelings of belonging. (Marta et all. 2022) By prioritizing the development of environments that promote happiness and community cohesion, designers and urban planners can significantly enhance the quality of life and strengthen social connections within communities.

5.1 Happiness pillars in place brand identity

Place brand identity is an important factor that determines how people perceive, interact with, and emotionally relate to a given location (Lyubomirsky, S., King, L., & Diener, E. 2005). As

many places attempt to create their distinct position in the minds of numerous target groups, the components that make up place building play a critical part in constructing the story and developing a sense of belonging. Furthermore, recognizing the aspects that contribute to a person's general well-being brings a new dimension to the topic of place creation. The five pillars of happiness - meaning, vitality, freedom, engagement, and delight - offer a comprehensive framework for investigating the complexities of human well-being (Helliwell, et al 2021). These pillars, thoroughly established in positive psychology, are the

(Diagram. 3) Happiness pillars in place brand identity

key aspects that contribute to a fulfilling and fulfilled existence.

▪ Meaning

A strong sense of meaning is necessary for a meaningful existence because it allows people to find purpose and significance in their activities (Hanna, S., & Rowley, J. 2011). This basic component inspires people to match their activities with their beliefs, which results in a greater link to personal and societal goals. Similarly, places with a strong brand identity weave a story that represents the values and goals of their communities. For example, a historical district may get value by preserving cultural legacy, establishing a feeling of continuity and identity.

▪ Vitality

The concept of vitality is based on the fundamental energy that propels people to a state of vigor and aliveness (Ryan, R. M., & Frederick, C. 1997). Researchers examine subjective vitality to determine the factors that contribute to an individual's impression of being alive and energized. The vitality of a location extends beyond its physical attributes and includes the liveliness, energy, and sense of being alive that define a community. Urban parks, bustling markets, and

bright cultural events all add to the vitality of a community, creating an environment that promotes general well-being.

▪ Freedom

When it comes to well-being, the importance of autonomy and the ability to make decisions based on personal values cannot be emphasized (Steger, M. F. 2009). Researchers acknowledge the importance of freedom and investigate the psychological benefits of having control over one's life and decisions. Recognizing the value of autonomy, urban planning that prioritizes pedestrian-friendly areas, environmental efforts, and community involvement promotes a sense of emancipation and empowerment, benefiting both individual well-being and a place's entire identity.

(figure.3) the aesthetic quality of the place urban environment

▪ Engagement

Csikszentmihalyi's belief in flow includes the state of complete immersion and involvement in tasks, showing a seamless alignment of skills and obstacles (Ryan, R. M., & Frederick, C. 1997). Understanding the characteristics that drive engagement provides useful insights into the most positive human experiences. Environments that encourage active participation and involvement produce a thriving community. Nurturing involvement, whether through public art displays, common places, or interactive events, promotes a sense of belonging and collective responsibility.

▪ Delight

Positive emotions associated with delight improve people's general well-being, which influences their perspective of a place. Architectural aesthetics, cultural festivals, and the beauty of natural landscapes all have an impact on how delight is infused into a place's character (Huta, V., & Waterman, A. S., 2014).

5.2 Happiness in Place Physics (Interior Urban Places)

The happiness and well-being of people can be greatly influenced by the various physical and structural elements that make up the built place environment. Numerous factors within place environment have been recognized as having a significant impact on individuals' emotional experiences and overall satisfaction as the following:

▪ The availability of **green spaces in urban areas** has been proven to have a positive impact on mental well-being, stress reduction, and overall happiness (Andalib, A., & Mohammadi, M. 2023).

(Figure .4) advertising on green spaces spaces

▪ **The aesthetic quality of the place's urban environment, including architectural design, streetscapes, and public art,** plays a significant role in shaping individuals' perceptions and emotional responses to their surroundings. A visually appealing and well-designed urban environment can instill a sense of pride, identity, and happiness among residents.

(Figure .5) the aesthetic quality of the place urban environment

▪ **The presence of community gathering spaces, such as community centers**, public squares, and recreational facilities, fosters social interaction and a sense of belonging. These spaces provide opportunities for social engagement, which is closely tied to feelings of happiness and well-being (Helliwell, et al, 2021).

▪ **Urban environments that prioritize walkability** can promote physical activity and a sense of connectedness within communities and can have a positive impact on residents' happiness.

▪ The perception of **safety within the built place environment** fosters a sense of peace of mind among residents. A safe environment contributes to overall well-being and happiness (Andalib,E.,et al 2023).

▪ **Mixed-Use Development**: The incorporation of various land uses, such as residential, commercial, and recreational spaces, within neighborhoods, fosters convenience, accessibility, and a vibrant atmosphere. The implementation of mixed-use development has the potential to improve the quality of life in urban areas and enhance the satisfaction and contentment of residents.

▪ **Environmental Quality**: Elements such as air and water quality, noise levels, and overall environmental sustainability within the constructed surroundings can have an impact on individuals' physical health and emotional well-being. By considering and prioritizing these factors in urban planning and design, cities and communities can create built environments that support the emotional and psychological well-being of their residents, ultimately leading to more joyful and fulfilling living experiences (Helliwell, J. F., Layard, et al, 2021).

(Figure .6) shows the environmental quality

5.3 Happiness in place actions

The PERMA model portrays happiness as more than just pleasure, encompassing multiple dimensions. It goes beyond simply feeling positive emotions and includes engaging in activities that promote a state of flow, where individuals are completely absorbed and face challenges. Additionally, happiness is derived from living a meaningful life, which involves pursuing purposes that are greater than oneself and nurturing positive relationships. Csikszentmihalyi,

M. (1990). This comprehensive strategy for achieving happiness highlights the significance of tackling each component—positive emotions, engagement, relationships, meaning, and accomplishment—separately as well as together (Andalib,E.,et al 2023). Hence the importance of designing activities of the place brand that help establish relationships with neighbors and actively participate in community events among residents, to enhance the sense of belonging, which in turn enhances the quality of the individual's living experience. Furthermore, engaging in activities such as volunteering or pursuing personal interests in shared spaces can instill a sense of purpose and happiness, which ultimately contributes to long-term well-being. By incorporating these positive behaviors into our daily routine within the place brand, we can create an environment that nurtures happiness and aligns with the principles of a fulfilling life.

6 Analytical Study – THE LIGHT HOUSE (Mountain View Egypt)

The method of research is an analytical case study in the form of an exploratory innovative concept of "The Lighthouse," developed by Mountain View, as an experiential happiness place for creating happy communities. Where the researchers investigate the inspiration behind The Lighthouse concept and how it aligns with Mountain View's human-centric approach. It examines the company's commitment to meaningful happiness, focusing on personal well-being, positive relationships, community building, and making a positive impact. Instruments of data gathering were participant experimentation, questionnaires on visitors/residents (150
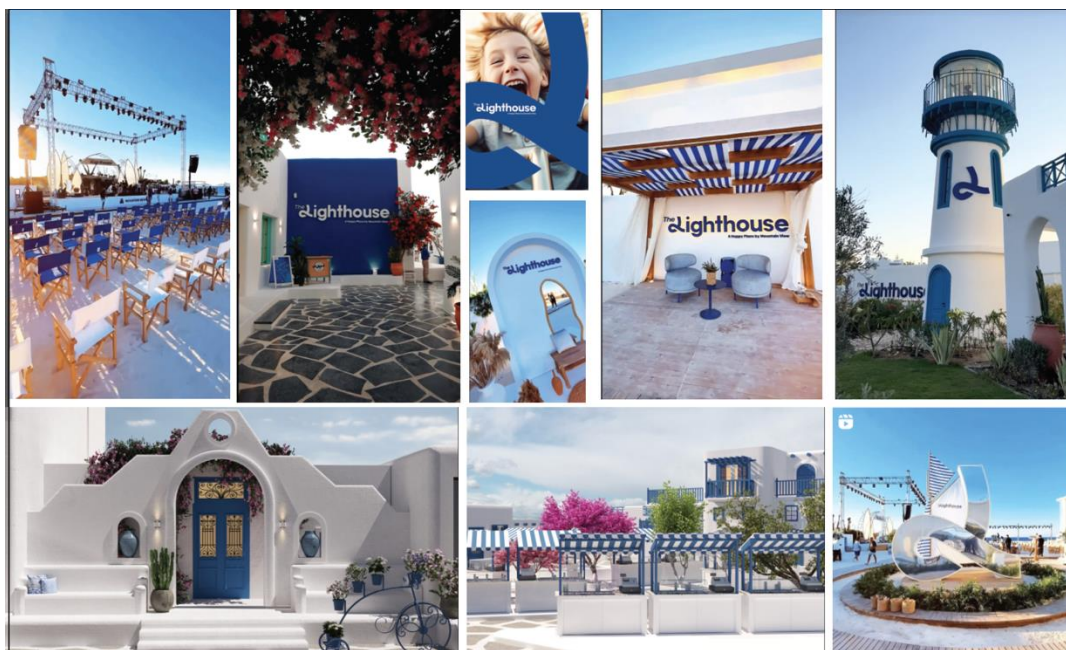
(figure.7) shows the Lighthouse identity

participants) of the lighthouse community to measure level of satisfaction, happiness, sense of belonging and quality of life.

The case study further explores the five truths of happiness that form the foundation of The Lighthouse's approach, encompassing meaning, vitality, delight, engagement, and freedom.

مجلة التراث والتصميم ـ المجلد الرابع ـعدد خاص (1)
المؤتمر الاول لكلية التصميم والفنون الإبداعية جامعة الاهرام الكندية
تحت عنوان (رؤية مستقبلية للصناعة المصرية)

نوفمبر ٢٠٢٤

6.1 The Lighthouse Concept:

Mountain View's motivation for creating The Lighthouse stems from its human-centric approach, emphasizing the importance of individuals' needs, aspirations, and well-being. The company recognizes the impact of daily routines on people's happiness and aims to provide a community space that fosters personal growth, connections, and inspiration.

6.2 Analysis of The Lighthouse:

The Lighthouse visual identity which aligns with the place's values and personality. Which is apparent in the dominance of the white and blue colors, along with the clean, minimalist architectural design, conveys a sense of calmness, relaxation, and a coastal, beach-like atmosphere. The brand's open-air event space features a striped canopy and comfortable seating, while the iconic lighthouse structure serves as a landmark. The Lighthouse logo, consistent across different environments,

(figure.8) shows the green spaces in urban areas

reinforces the brand's identity. Lighting, natural elements, and a combination of modern and traditional architectural elements create a welcoming atmosphere. The Lighthouse's visual identity and brand execution effectively convey the desired values of relaxation, comfort, and a connection to the coastal setting, making it a desirable destination for events, leisure, and community engagement.

i.Place Physics

‒ The availability of **green spaces** in urban areas has been proven to have a positive impact on mental well-being, stress reduction, and overall happiness.

‒ **The aesthetic quality of the place urban environment, including architectural design, streetscapes, and public art,** well-designed urban environment can instill a sense of pride, identity, and happiness among residents.

‒ **The presence of community gathering spaces, such as community centers**, public squares, and recreational facilities, fosters social interaction and a sense of belonging. These spaces provide opportunities for social engagement, which is closely tied to feelings of happiness and well-being.

(figure.9) the aesthetic quality of the place urban environment

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نوفمبر ٢٠٢٤

The answer for this question shows that 96% of the visitors/residents with their age variations agreed with the presence of community gathering and recreational facilities fosters social interaction and a sense of belonging.
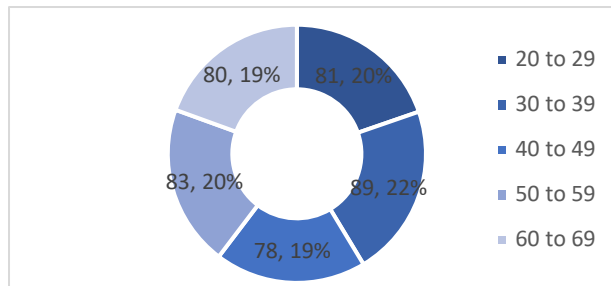
(Diagram.4) shows the impact of the public space on social interaction.
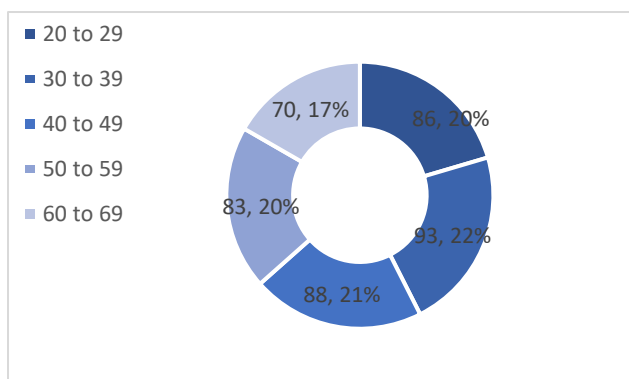
(Diagram.5) shows the positive impact on visitors /resident's happiness through Urban

− **Urban environments that prioritize walkability** can promote physical activity and a sense of connectedness within communities and can have a positive impact on residents' happiness.

(Figure .10) shows the layout for the Lighthouse where the design prioritizes walkability.

The answer for this question shows that 98% of the visitors/residents with their age variations can foster physical activity and a sense of connectedness within communities and can have a positive impact on their happiness.

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- The perception of **safety within the built place environment** fosters a sense of peace of mind among residents. A safe environment contributes to overall well-being and happiness.
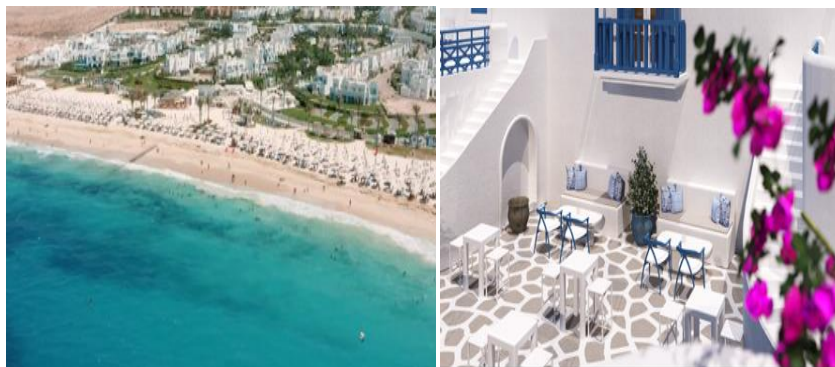

(Figure .11) shows the built space environment.

- **Mixed-Use Development**: The incorporation of various land uses, such as residential, commercial, and recreational spaces, within neighborhoods, fosters convenience, accessibility, and a vibrant atmosphere. The implementation of mixed-use development has the potential to improve the quality of life in urban areas and enhance the satisfaction and contentment of residents.


(Figure .12) shows the mixed-use developments.

- **Environmental Quality**: Elements such as air and water quality, noise levels, and overall environmental sustainability within the constructed surroundings can have an impact on individuals' physical health and emotional well-being. By considering and prioritizing these factors in urban planning and design, cities and communities can create built environments that support the emotional and psychological well-being of their residents, ultimately leading to more joyful and fulfilling living experiences.


(Figure .13) shows the Environmental quality

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The answer for this question shows that environmental quality can enhance 98% of the visitors/residents' physical health and emotional well with their age variations.

(Diagram.6) shows the positive impact of the environmental quality on visitors /resident's physical health and emotional well
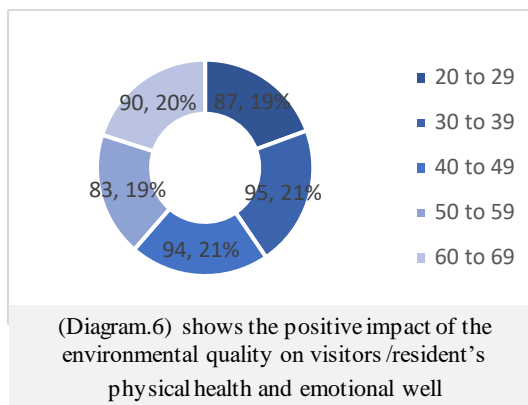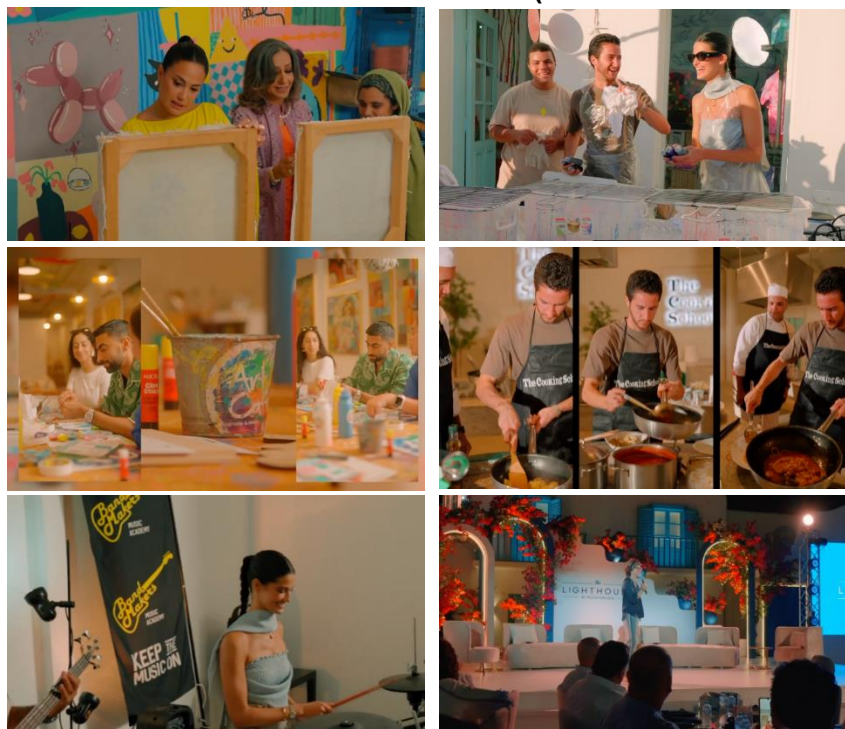
ii. Place actions

The Lighthouse offers a personalized experience by incorporating various workshops and events to cater to individuals' needs. Upon completing a comprehensive 40-question survey, participants will receive a customized experience based on their responses. Additionally, participants have the freedom to design their own Lighthouse journey according to their interests and preferences. Following the survey, individuals will receive their personality assessment, specific goals, and the pursuit of meaningful happiness. They can then book one-on-one sessions with experienced coaches who will guide them through their journey at The Lighthouse and recommend suitable workshops and activities to participate in.
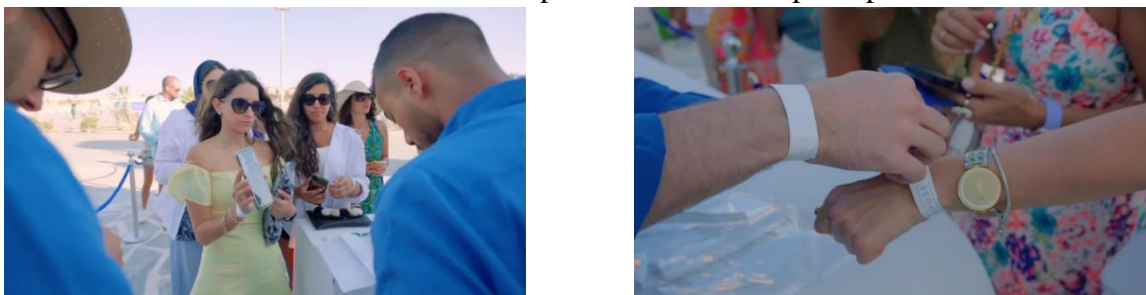
(Figure .14) shows the entrance for the workshops

The Lighthouse provides a wide range of activities and workshops tailored to different age groups, including children, teenagers, adults, and seniors. These programs encompass various development activities, entertainment hubs, community clubs, workshops, and even mentorship programs. Additionally, The Lighthouse offers a selection of convenient services to enhance the overall experience. Among the workshops available at The Lighthouse, you can find a cooking school, Azza Fahmy workshops, Art Café, Fashion Incubator, Kids Hub, Band Makers, Cocoon, 2ool A Meme, Nutty Scientists, and Tuft, to name just a few. We are committed to continuously expanding our workshop offerings and activities to meet the diverse needs and desires of our visitors, as we strive to achieve our ultimate goal of fostering genuine happiness.

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(Figure .15) shows the different activities in workshops

iii. Place Personality

The core principle of the lighthouse is to " Spread Happiness Around Us ". These specific words distinguish Mountain View from other developers. It is a place that prioritizes the well-being

of individuals and is committed to providing a satisfying life and opportunities for growth to our community and future generations. The manifestation of spreading happiness is evident through The Lighthouse, which serves as both an immersive happiness destination and a purposeful happiness incubator. The comprehensive developmental experience offered by The Lighthouse fills everyone at Mountain View with pride, as they can witness our vision coming to fruition in the real world.

(Figure .16) shows a festival to spread happiness

7 The role of happiness pillars in light house placemaking

The Science of Happiness declares that a happy life is derived from the equilibrium between meaning, vitality, delight, engagement, and freedom, which are commonly referred to as the five truths of happiness. Without this equilibrium, attaining or sustaining meaningful happiness becomes arduous. Meaning is closely linked to living in alignment with a higher purpose that defines one's values and guiding principles. This can be accomplished by either working in an environment that aligns with one's values or by volunteering to assist others within the community. Vitality includes overall health and well-being, encompassing both physical and

Assist.Prof.Dr.Heba Eissa'' Assist.Prof.Dr Nermin El Sayed Ali Ahmed Abd El Hali The Role of happiness in improving the sense of community belonging and quality of life through placemaking "Interior urbanism & brand identity".(The lighthouse in Mountain View case study،lSpecial issue (1)،Nov2024   **1779**

mental aspects. Regular exercise, meditation, and sufficient rest are some of the proven methods to enhance vitality. Freedom is associated with autonomy, authenticity, and empowerment, particularly when individuals feel a sense of control over their lives, both within and outside the workplace. Safety is the foundation of freedom, enabling individuals to make choices and personalize their experiences according to their preferences. Engagement is a fundamental aspect of the human experience. As social beings, we have an inherent need for genuine and meaningful interactions with our family, friends, and colleagues. Engagement allows us to feel a sense of belonging within a community of like-minded individuals, where we are valued and validated. Delight is characterized by our ability to savor the joy of the present moment, whether through acts of creativity, playfulness, or experiences that evoke surprise and excitement. By aligning all of The Lighthouse's offerings, such as workshops and events, with the five truths of happiness, each participant can choose experiences that best enable them to attain meaningful happiness. This is determined by the Happiness Index survey, which is based on the science of happiness.

The concept of meaningful happiness revolves around the well-being of oneself and others. It involves building positive and significant relationships, nurturing a sense of community, and making a positive contribution to society. This comprehensive approach to happiness considers personal fulfillment, social connections, and making a positive difference in the world. Lighthouse strives to establish communities that embody meaningful happiness by embracing the five fundamental aspects of happiness: Meaning, vitality, delight, engagement, and freedom. Without striking a balance between these elements, attaining and sustaining meaningful happiness are proven to be difficult.

8 Study Findings

− Indicate that the visitors from age 30 to 39 showed more participation and satisfaction than visitors from age 40 to 49.

− Indicate that the light house goal is to highlight and create significance of discovering one's purpose, and establishing connections with others, and leading a life that aligns with our values and principles.

− Show that the Light house design fosters a sense of belonging within a community and genuine experience and meaningful interactions that make us feel valued and validated.

(Diagram.7) shows the variations of participants ages.

− The Lighthouse's pursuit of happiness through emphasizing connection and engaging with others to establish meaningful connections.

− Show the challenges or barriers that might arise when applying the science of happiness in place making will be: Lack of awareness or knowledge about the science of happiness and the Resistance to change and traditional mindsets.
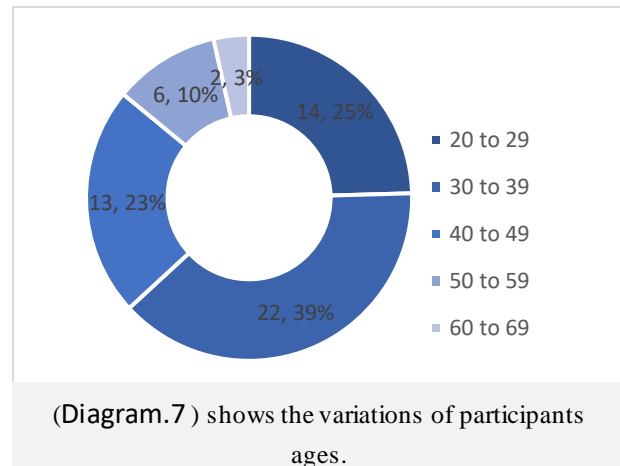
- The Lighthouse's branding, characterized by its visual identity and commitment to happiness, serves as an exemplary model for other urban developments.

(Diagram.8) shows the challenges or barriers that might arise when applying the science of happiness in place making
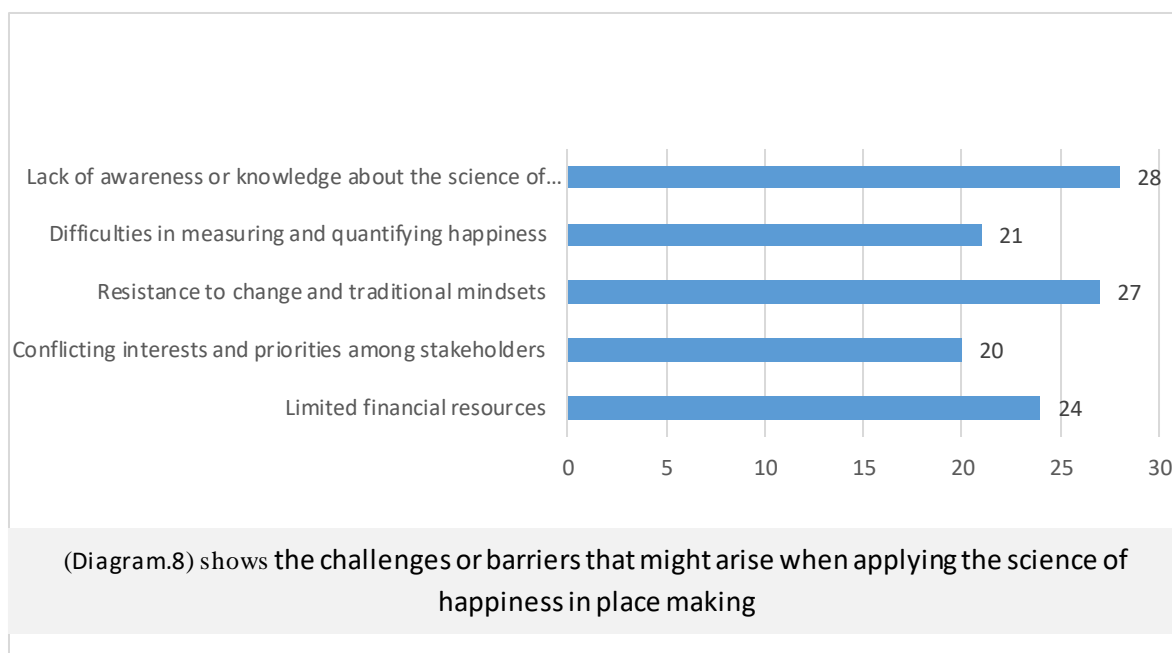
9 Results

In conclusion, the interplay between happiness, community belonging, and quality of life is crucial in placemaking. By focusing on creating inclusive, engaging, and culturally rich environments, interior urbanists and graphic designers can significantly enhance the well-being of community members (SDG no.3), ultimately leading to a more vibrant and cohesive society.

As a result of restoring public places to the people:

A. The structure of the environment should enable social interaction and increase a community's quality of life, creating living and vibrant locations that achieve positive design.

B. The case study sheds light on Mountain View's Lighthouse concept as a transformative approach to creating happy communities, promoting personal growth, meaningful connections, and overall well-being. It provides insights into the tailored experiences, workshops, and community engagement strategies implemented within The Lighthouse.

C. This research highlights the need for a new approach to urban planning that promotes happiness and well-being. Designers and planners must address the emotional and psychological implications of their work, designing environments that not only satisfy functional needs but also improve people's quality of life. This comprehensive approach to interior urbanism can result in more dynamic, inclusive, and sustainable communities.

D. The notion of place brand identity influences how people perceive and interact with their surroundings. The document explains how successful branding may distinguish a location and foster a positive image among diverse stakeholders, such as inhabitants, visitors, and investors.

E. A strong place brand identity not only attracts people but also fosters a sense of pride and belonging within the community.

10 The Model

The findings contribute to the understanding of how happiness-focused initiatives can positively impact individuals and communities, offering valuable lessons for future place branding and community development endeavors as illustrated in diagram 9, which presents a conceptual framework that explains the relationship between a Place Making Strategy, Community Engagement, and Audience Response. The Happiness Pillars are at the core of the Place Making Strategy, which creates a joyful environment through Interior Urbanism and a unique Place Brand Identity. Implementing this strategy fosters meaningful connections, social connections, and immersive experiences, which directly impacts the Audience Response, improving Quality of Life, ensuring healthy lives and promoting well-being for all people at all ages, Community Belonging, and Place Brand Image. By strategically aligning these elements, place-makers and community stakeholders can create vibrant, inclusive, and happiness-focused environments, contributing to the development of thriving societies. This framework emphasizes the importance of prioritizing happiness, community engagement, and audience-centric design in placemaking initiatives.

(Diagram.9) The Science of Happiness in Placemaking (Interior urbanism & brand identity) framework

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Appendix

The Role of happiness in Improving the Sense of community belonging and quality of life through placemaking "interior urbanism & brand identity".

Prologue:

Thank you for participating in this survey. The purpose of this study is to investigate the Role of happiness in Improving the Sense of community belonging and quality of life through placemaking "interior urbanism & brand identity".

(The lighthouse in Mountain View case study)

Please read each statement carefully and indicate your level of agreement or disagreement. Your responses will be kept confidential and will be used for research purposes only.

The lighthouse by Mountain View

The Lighthouse offers a wide array of tailored workshops, events, and services to cater to the diverse needs and preferences of its visitors. Through a comprehensive 40-question survey, participants can receive a personalized experience and recommendations on the activities and programs most suitable for their individual goals and desired outcomes. The Lighthouse's offerings span across different age groups, including kids, teens, adults, and seniors, and cover a range of areas such as personal development, entertainment, community engagement, and specialized workshops led by expert instructors in fields like culinary arts, visual arts, music, fashion, and more. By continuously expanding its programming and adapting to the evolving needs of the community, the Lighthouse aims to empower visitors to embark on a transformative journey towards meaningful happiness and well-being.

Please rate the following statements on a scale of 1 (Strongly Disagree) to 5 (Strongly Agree)

Section 1: Demographic Information

a.   Age: _____

b.   Gender: _____

c.   Educational Background: _____

d.   Place of Residence: _____

Section 2: Demographic Information

Please rate the following statements on a scale of 1 (Strongly Disagree) to 5 (Strongly Agree).

1.   Place physics:

A.   The Lighthouse's community gathering spaces, such as community centers, public squares, and recreational facilities, foster social interaction and a sense of belonging.

B.   The Lighthouse's Environmental Quality such as air and water quality, and overall environmental sustainability within the constructed surroundings can enhance the individuals' physical health and emotional well.

C.   The Lighthouse's Urban environments that prioritize walkability can foster physical activity and a sense of connectedness within communities and can have a positive impact on residents' happiness.
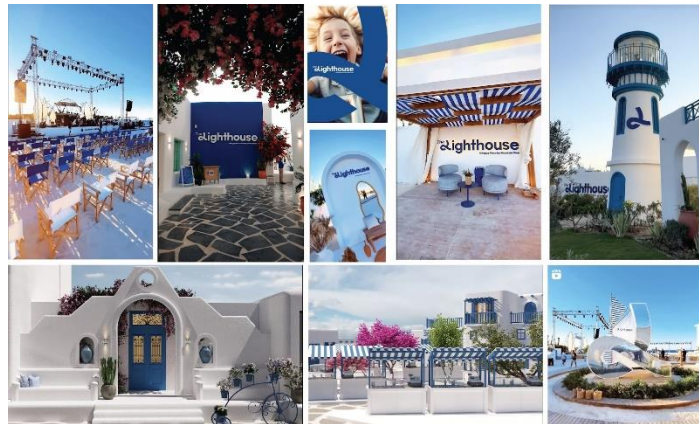

D.   The place design and aesthetics of the public spaces helped you feel comfortable and happy.

E. The Lighthouse's interior spaces foster a sense of comfort and relaxation.

F. The Lighthouse's colors in urban interiors create a feeling of being comfortable and happy.

2.   Place brand identity:

A.   The Lighthouse's color identity makes me feel comfortable and relax.

B.   The Lighthouse's branding and visual identity reflect the values and place personality.

C.   The Lighthouse's activities effectively emphasize its unique place brand values and personality.

D.   The Lighthouse's branding and marketing actions communicate its core values and vision

3.   Place actions (Happiness):

A.   The Lighthouse's personalized experience the sense of empowerment and freedom.

B.   The Lighthouse's branding and activities have positively influenced the community's perception of the place.

C.   The Lighthouse's programming and events contribute to the overall happiness and well-being of the community.

D.   The Lighthouse's design and features encourage visitors to engage in activities that promote happiness and positivity.

E.   The Lighthouse's actions and events motivated me to explore myself and the people.

F.   What do you think are the most important factors that contribute to happiness in the lighthouse? (Select all that apply)

o   Sense of community

o   Safety

o   Access to nature

o   Engagement that underscores the human experience.

o   Freedom and empowerment where people feel a sense of control over their lives.

4.   Place experience (Emotions- place image- quality of life)

A.   The Lighthouse has improved the quality of life for residents and visitors in the surrounding area.

B.   The Lighthouse experience enhanced my sense of belonging.

C.   I am interested in living in a place where the science of happiness is applied

D.   I enjoyed the lifestyle in mountain view lighthouse.

E.   The lighthouse provides vibrant spaces in order to inspire people and enable them to grow."

F.   Which pillars of happiness are you interested in the place where you want to live? (Select all that apply)

o   Meaning

o   Vitality

o   Freedom

o   Engagement
o   Delight

5.   Place Brand Image

A.   What feelings do you relate with the lighthouse place brand ? (Select all that apply)
o   Happiness
o   Nostalgia
o   Excitement
o   Indifference
o   Frustration
o   Others (please specify) _____

B.   How would you describe this place using adjectives? (Choose up to three)
o   Beautiful
o   Accessible
o   Joyful
o   Diverse
o   Boring
o   Others (please specify) _____

C.   What challenges or barriers do you think might arise when applying the science of happiness in place branding? (Select all that apply)
o   Limited financial resources
o   Conflicting interests and priorities among stakeholders
o   Resistance to change and traditional mindsets
o   Difficulties in measuring and quantifying happiness
o   Lack of awareness or knowledge about the science of happiness
o   Other (please specify): _____

Thank you for your participation in this survey.