

## **Branding Earthen Architecture in Northern Cyprus as Cultural Capital**



**Bilge ISIK**

CIU, Department of Architecture, Lefkoşa,  
Northern Cyprus

[Bilge.isik@kerpic.org](mailto:Bilge.isik@kerpic.org)

### **ABSTRACT**

Construction material of Cyprus was stone and earth in the history since the Neolithic period. Architectural heritage in earthen material is vulnerable and disappears. Global education in the present, different than learning from the local masters in the history, failed to teach necessities of maintain the heritage. Local efforts and communication are important to provide the architects with cultural capital.

Heritage branding is a tool for maintaining the cultural capital, helping to create the way to real value. The subject of the study covers restoration project on Sandallar village in Northern Cyprus. Restoration design works with the renovation application of an earthen building in the village to learn about the practical aspect.

This chapter demonstrates objectives branding earthen architecture in northern Cyprus, in respect of the human cultural values as transition of sustainability in place branding and place marketing.

### **KEY WORDS :**

branding earthen architecture; cultural capital; northern Cyprus; heritage restoration.