

**urban metamorphosis:**  
**Discussing the Need for Perceptive and Designed Change**  
**regarding the Cultured Landscape(s) of Tel Aviv-Yafo**  
*(working title)*

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This research project provides a professional discourse on the urban landscape of Tel Aviv, established in 1909 as the garden suburb of ancient Yaffa with the intention of becoming the first modern Jewish city. Its rapid transformation from an "unspectacular sand dune" into a fascinating metropolis as well as its socio-cultural, political, and environmental challenges regarding the production, perception, and use of public open space are illustrated and discussed against the background of contemporary landscape theory and planning practice.

Central aim is to explore what multifaceted key drivers and interconnected subtexts are crucial for the present insufficient representation of open space in Tel Aviv-Yafo, and which potential drivers are to be fostered to enable user-oriented planning and designing with regard to the complexity of cultural identities and lifestyles manifested in the urban landscape.

By a transdisciplinary methodology – the comparisons of the European and Jewish-Israeli concepts of 'landscape', 'space' and 'place'; the systematic review of planning material, landscape narratives and imagery; expert interviews as well as user questionnaires based on the method of Semantic Differential; and the applied science of Strollology – a representative choice of public open spaces In Tel Aviv-Yafo is analyzed and assessed from their implementation to the present day.