



WMCAUS 2017

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World Multidisciplinary
Civil Engineering - Architecture - Urban Planning
Symposium

Eco-friendly Symposium - WMCAUS



*the more you save the Earth
the more you get wealth*



ABSTRACT COLLECTION BOOK

JUNE 12-16
2017
Prague - Czech Republic



Preface

This Abstract Collection consists of the abstracts of papers presented in the “World Multidisciplinary Civil Engineering-Architecture-Urban Planning Symposium” in the city of romance Prague (Czech Republic) during 12-16 June 2017. The World Multidisciplinary Civil Engineering-Architecture-Urban Planning Symposium (WMCAUS) aims to provide a forum for discussion of the latest findings and technologies in different fields of Civil Engineering, Architecture and Urban Planning, to give opportunities for future collaborations, to be a platform for sharing knowledge and experiences in the fields of Civil Engineering, Architecture and Urban Planning, to lead for providing a forum for early career researchers for presentation of their work and discussion of their ideas with experts in different fields of Civil Engineering, Architecture and City and Urban Planning such as; Construction Management and Engineering, Construction Materials, Geotechnics, Hydromechanics, Structural Engineering, Building Performance Simulations, Transportation, Architectural Space, Social Sciences and Architecture, Architectural Culture, Theories of Vision and Visuality, Architectural Design and Methods, Architectural Historiography, Architectural Heritage and Conservation of Historical structures, Sustainability in the Built Environment, Urban Planning, Public Space, Urban Design, Theories and Methods, Regional Planning, Archaeological Method and Theories, Sustainable Urban Development, Urban Sociology, Economics and Politics, Risk Management and Mitigation Planning, GIS-Based Modelling for Mitigation Planning, Computer Aided Design, Mathematical and Statistical Methods, Integrated Coastal Zone Planning and, Management, Accreditation of Civil Engineering, City and Regional Planning Education.

WMCAUS 2017 is the 2nd of the Annual series. However, nowadays there had been many local or international meetings related to Civil Engineering, Architecture, Urban Planning Sciences, we decided to organize a traditional style of symposium, friendlier and very fruitful alternative world symposium which is not a festival-like super-large convention, too chaotic and busy to have a chance to discuss something in deeper with other participants.

The main mission of the "World Multidisciplinary Civil Engineering-Architecture-Urban Planning Symposium - WMCAUS" is to lead to contribute in multidisciplinary studies related with Civil Engineering, Architecture, City and Urban Planning and to improve interactions between people within these fields. As another mission it will provide a forum for this diverse range of studies which report very latest results and document emerging understanding of the related systems and our place in it.

We would like to express our sincere gratitude to all 700+ submissions by 600+ participants of WMCAUS 2017 from 60+ different countries all over the world for their interests and contributions in WMCAUS 2017. We wish you enjoy the World Multidisciplinary Civil Engineering-Architecture-Urban Planning Symposium – WMCAUS 2017 and have a pleasant stay in the city of romance Prague. We hope to see you again during next event WMCAUS 2018 which will be held in Prague (Czech Republic) approximately in the similar period.

Prof.Dr. Işık YILMAZ
Assoc.Prof.Dr. Marian DRUSA
Prof.Dr. Marian MARSCHALKO

Chairmen of WMCAUS 2017



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MARKET INNOVATION, RATIONAL HOUSING SUPPLY AND URBAN QUALITY AT THE NEIGHBORHOOD SCALE

Valentina Puglisi, Alberto Celani

Politecnico di Milano, Italy

ABSTRACT

Innovation of product, process and markets are the three categories to assess the improvement of a sector. This document is aimed to provide a review of papers about innovation in housing market and analyses solutions adopted by the international market in terms of definition of attributes of housing products. Enlightening aspects linked to quality attributes of housing products and it has been tried to read a common scheme in any study analysed to provide solutions to set innovation hints to enhance market innovation in the sector. The idea of choice, user and buyer categories definition, assessment and rating system is the backbone of the paper, as the parallelism between marketing of industrial goods and services and built environment objects. Quality of the neighbourhood and the idea of an ex-post assessment is the theme behind the last case presented, based on a research made by ABC Department of Politecnico di Milano in a neighbourhood in Milano, aimed to assess its quality.