

# **Individual / Collective Identity in the Romanian Urban Environment**

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## **Abstract**

The adjustment of individuals and groups to environment, the actualization of the images they have about it, as well as the administration of the personal and collective identity are accomplished in relationship with the spatial identity. The urban discourse of the permanent negotiation of the identity emphasizes the determinative function of the social memory in the settlement of the elements of identification and identity. The marks on the level of the collective memory are settled, reorganized and completed by the spatial segmentation and the temporal sequence. The paper aims at distinguishing some of the urban practices by which the physical space is culturally capitalized and valued in the contemporary society.