IMPACT OF THINKING PREFERENCES ON ORIENTING THE URBAN IDENTITY OF THE CITY

Abstract: This research addresses the Importance of linking the thinking preferences with Urban Personality, to determine the orientation of identity for any given urban concept. The research paper is consisted of three parts: 1- A historical background covering the evolution of urban personality. 2- Explores and interprets theories and mechanisms of brain functions and thinking preferences. 3- Suggests the "Urban personality Compass" as an instrument to measure the orientation of urban personality for any given idea or concept.

Key words: Urban Personality, Brain Functions, thinking preferences.