Reading in the City: in everyday life
Kirren Chana¹, ²
¹Department of Cognition, Emotion and Methods in Psychology, Faculty of Psychology, University of Vienna;
²Department of Foreign Languages and Literatures, University of Verona

...in addition to functionality the words in a city can and should be enjoyed as an aesthetic experience
- Jesse Simon, Berlin Typography (2021)

Mobile eye-tracking and evaluations of text in two everyday street settings

Viewing behaviour
Urban field studies
Aesthetic evaluation
Memory recognition

What is the evidence of the role of aesthetics in urban human-made components?

Urban components
Aesthetics
Wellbeing*

wider understanding of aesthetic engagements (with text) in everyday urban environments

Urban aesthetics scoping review

How do we perceive urban text in another language?
A Warsaw case study

Urban text in the lab

How do we read the city... without walking in the city?

How much is aesthetic value & memorability driven by visual vs. semantic features?

Visual
Semantic

E.g. Glaserei

Real-world application
BOOK ON SALE

How does the presentation of a book cover/title influence aesthetic evaluation and memory?

Visual
Semantic

This project is supported EU Horizon 2020 Programme (Marie Skłodowska-Curie grant agreement No 860516)

@EvaLabVienna @Network_ELIT @kirrenchana
@eva_lab_viena kirren.chana@univie.ac.at