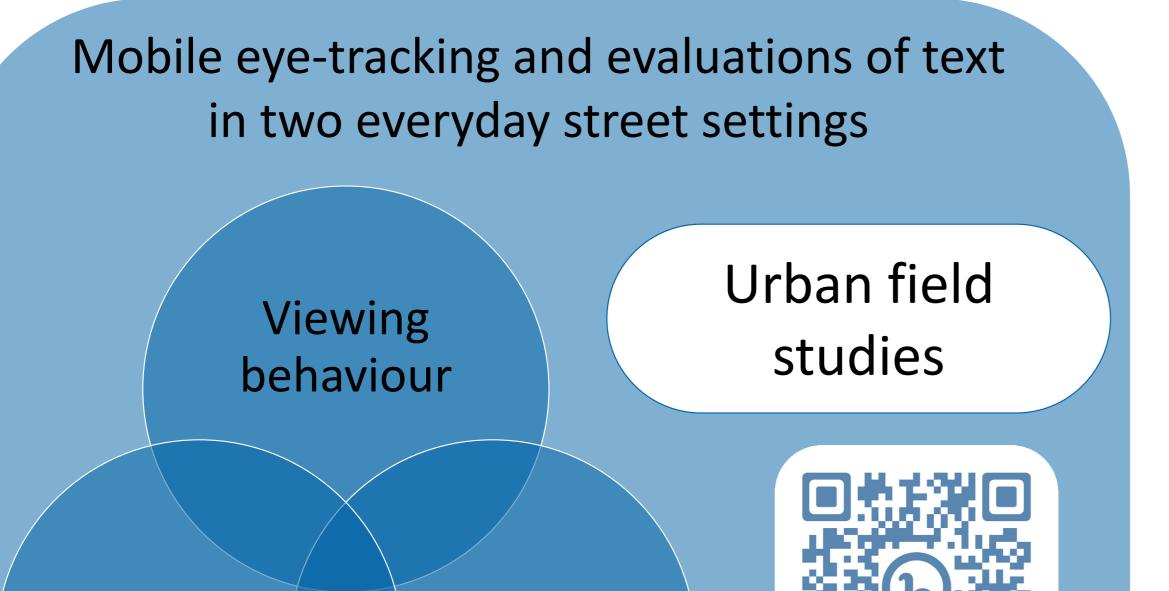
Reading in the City: in everyday life Kirren Chana^{1, 2}

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



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



Aesthetic evaluation

Memory recognition



Aesthetics

Wellbeing*







Urban text in the lab

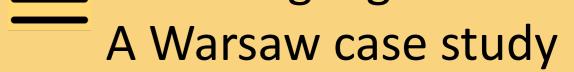
wider understanding of aesthetic engagements (with text) in everyday urban environments

Urban aesthetics scoping review



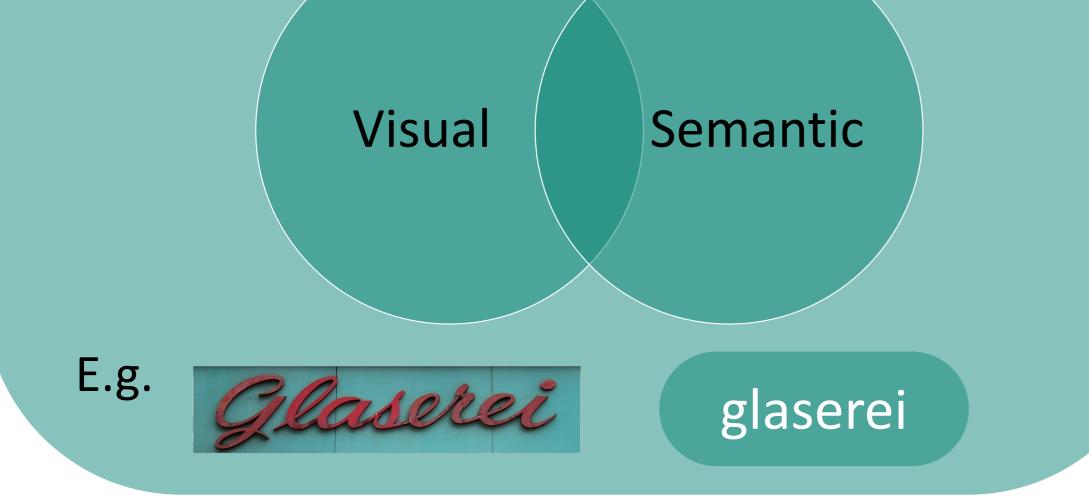


How do we perceive urban text in another 00 language?



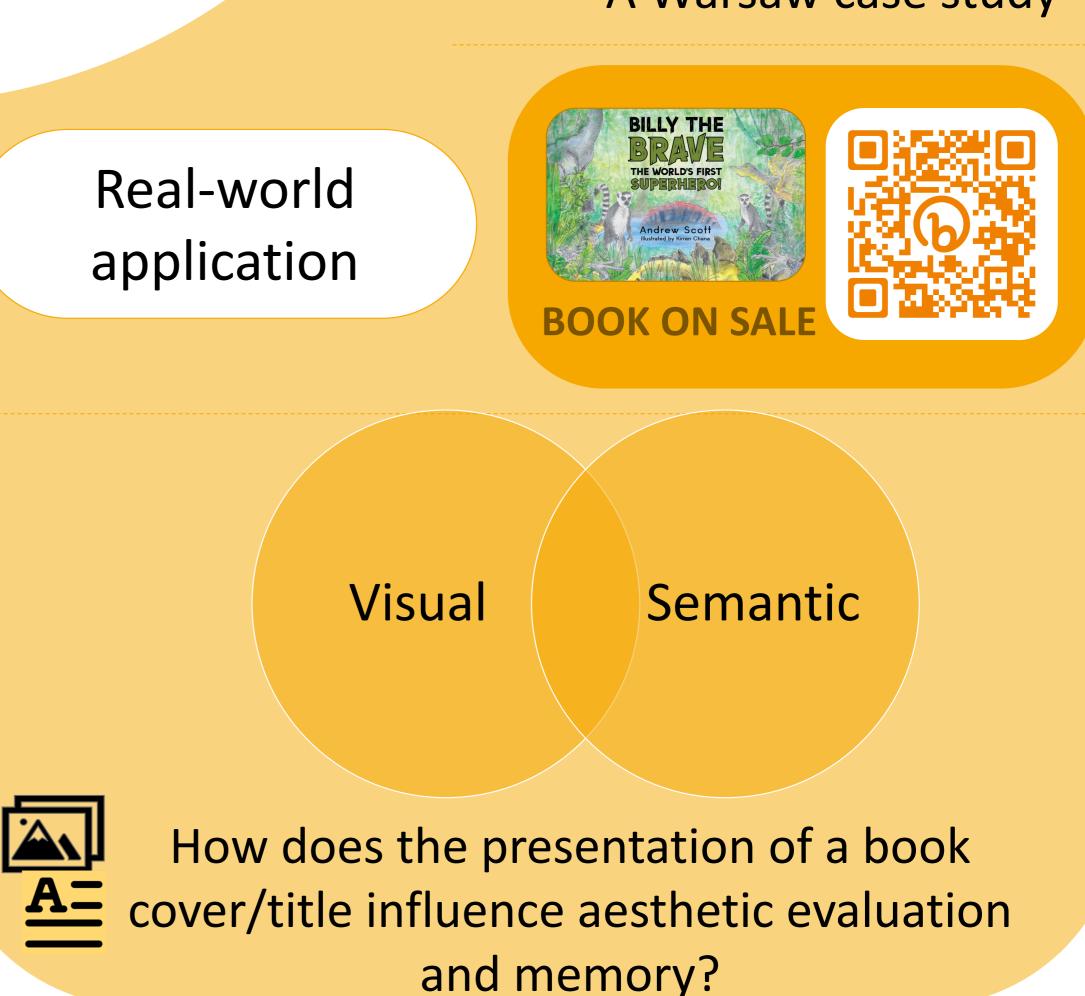
How do we read the city... without walking in the city?

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



EVALab

Empirical Visual Aesthetics





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