

# Week 5

## Perceptual Dimensions

박소현

- People's Perception of their Environment
  - 2 parts:
    - Environmental Perception
    - Construction of Place,
      - in terms of
        - Sense of Place
        - Placelessness
        - Invented places

- *Perceive* :
  - Stimulated by sight, sound, smell, touch
- Perception: more than just sensing
  - Complex processing of stimuli
  - 4 dimensions of perception
    - Cognitive, affective, interpretive, evaluative
- Overall mental image of environment
  - Partial, simplified, idiosyncratic, distorted

- Kevin Lynch (1960)
  - Image of the city – five physical elements:
    - Paths, edges, landmarks, nodes, districts
  - Critique of Lynch
    - Observer variation: social class, habitual use
    - Legibility; its reduced emphasis
      - If lost in the city, you can use maps or ask ways
      - Legible vs. likable
      - Surprise, mystery
    - Meaning and symbolism
      - Legible /illegible vs. like/dislike

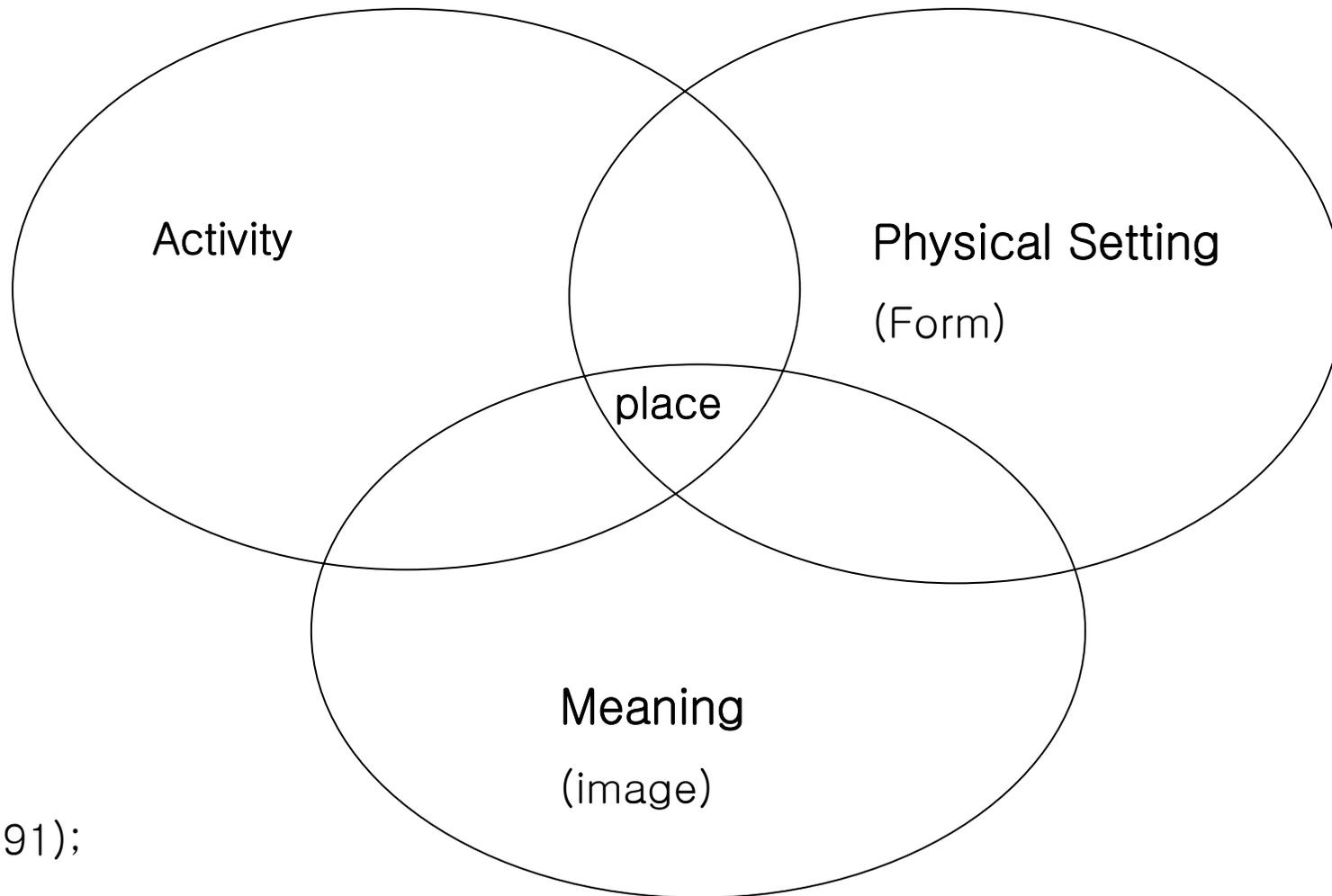
- Kevin Lynch (1960), afterwards
  - Lynch Tradition: ex. Appleyard (1980)
    - Extended Lynch's work by identifying 4 ways in which buildings and other elements in the urban environment were known:
      - By their imageability or distinctiveness of form
      - By their visibility as people move around the city
      - By their role as a setting for activity
      - By the significance of a building's role in society
  - Other researches
    - Quantitative approaches to E. perceptions

- Environmental Meaning and Symbolism
    - sign, symbol, ... 언어학, 기호학, +건축
    - Symbolic role of buildings and environments
    - How environments represent, communicate, and embody patterns of power/dominance
    - Modernist vs. postmodernism
      - (minimalism, elitism) vs. (revivalism, eclecticism, ..
      - The ‘Las Vegas Way’
      - The ‘Decorated Shed’
      - The ‘Duck’
- Ventury et al (1972)

- Construction of Place

- Think of a successful place
- Discern why it is successful
- Whether similar success can be generated
  - (the above three are different from one another)
- Sense of place
- Placelessness
- Invented places

- Sense of place



Punter (1991);

Montgomery (1998)

Carmona (2003 ) 재인용

# Attributes of Successful Places, cf. Appleyard

www.pps.org, Carmona (2003) p. 100

<b>TABLE 5.1 Key attributes of successful places</b>			
<i>KEY ATTRIBUTES</i>	<i>INTANGIBLES</i>		<i>MEASUREMENTS</i>
COMFORT AND IMAGE	safety charm history attractiveness spirituality	sittability walkability greenness cleanliness	crime statistics sanitation rating building conditions environmental data
ACCESS AND LINKAGE	readability walkability reliability continuity	proximity connectedness convenience accessibility	traffic data mode split transit usage pedestrian activity parking usage patterns
USES AND ACTIVITY	realness sustainability specialness uniqueness affordability fun	activity usefulness celebration vitality indigenouness 'homegrown' quality	property values rent levels land-use patterns retail sales local business ownership
SOCIABILITY	co-operation neighbourliness stewardship pride welcoming	gossip diversity storytelling friendliness interactivity	street life social networks evening use volunteerism number of women, children and elderly

(Source: adapted from Project for Public Space, 1999).

- Placelessness:
  - Relph (1976) *Place and Placelessness*
    - Placelessness:
      - casual eradication of distinctive place
      - Making of standardized landscapes
      - ‘there is no there there’
      - Absence/loss of meaning
  - Globalization
  - Mass culture
  - Loss of (attachment to) territory

- Invented Places

- One response to the standardization of place:
- Deliberate manufacturing of difference
- Invention, reinvention of place, ‘uniqueness’
- To attract attention, visitors, + money
- High degree of ‘control’ – UEDs
  
- Superficiality
- Other-Directedness
- Lacking authenticity ; real vs. simulation

- Conclusion:
  - Environmental perception
  - Construction of place
    - “people” emphasis
    - “place is not good or bad simply because it is real versus surrogate, authentic versus pastiche.
    - People enjoy both
  - Urban designers need to learn how to make places by observing existing places and by establishing dialogues with their users and stakeholders