

Relation and Importance of Sense with Identity Formation of City^{*}

ความสัมพันธ์ และความสำคัญของประสาทสัมผัส กับการสร้างเอกลักษณ์ของเมือง

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Abstract

Sense of Place is the relationship between people and place that is the basic perception thru 5 human senses, are sight, sound, smell, taste, and touch. This kind of perception is to collect the experiences related to way of life through the traditional culture, which caused the specific character of that area. To convey the feeling of that area will be able to see the unique identity of that place as well. The tool that can communicate those feelings should be able to convey the thinking system, which Graphic is one of the tools that can convey those from abstract to concrete in simple forms thru the scope of 8 main variables, which are Plane 1 and 2 dimension, size, value, texture, color, orientation and shape. These scopes create the Content and Form that make effective communication on target, so the designers in present day are interested in the concept of using 5 human senses for further creation.

Keywords: 1. Sense of Place 2. Semiotic of Graphics 3. Creative City

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บทความนี้เป็นส่วนหนึ่งของวิทยานิพนธ์ หัวข้อ การใช้ประสาทสัมผัสทั้ง 5 ในการสร้างอัตลักษณ์ชุมชนวัฒนธรรม วิทยานิพนธ์ ศิลปกรรมศาสตรดุษฎีบัณฑิต คณะศิลปกรรมศาสตร์ จุฬาลงกรณ์มหาวิทยาลัย ปีการศึกษา 2559, โดยมี รองศาสตราจารย์ ดร.ศุภกรณ์ ดิษฐพันธุ์ เป็นที่ปรึกษาวิทยานิพนธ์

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บทคัดย่อ

ความผูกพันต่อสถานที่ (Sense of Place) คือความสัมพันธ์ที่เกิดขึ้นระหว่างคนและสถานที่ เป็นการรับรู้ผ่านขั้นพื้นฐานด้านประสาทสัมผัสทั้ง 5 ของมนุษย์ ได้แก่ รูป รส กลิ่น เสียง และสัมผัส โดยที่การรับรู้เหล่านี้เป็นการสะสมประสบการณ์ที่เกี่ยวข้องทั้งวิถีชีวิตความเป็นอยู่ ไปจนถึงประเพณีวัฒนธรรมที่สืบทอดกันมา ซึ่งทำให้เกิดบุคลิกเฉพาะตัวของพื้นที่นั้นๆได้ การที่สามารถถ่ายทอดความรู้สึกต่อพื้นที่ ออกมาได้นั้นก็จะเป็นเอกลักษณ์เฉพาะตัวของสถานที่นั้นได้เช่นกัน เครื่องมือที่สามารถสื่อสารความรู้สึกเหล่านั้นได้ จึงต้องเป็นเครื่องมือที่สามารถถ่ายทอดระบบความคิดออกมาได้ ซึ่งภาษากากราฟิกเป็นหนึ่งในเครื่องมือที่สามารถถ่ายทอดสิ่งที่ได้จากนามธรรมเป็นรูปธรรมในรูปแบบที่เรียบง่าย ผ่านขอบเขตตัวแปรหลักทั้ง 8 ตัวแปร ได้แก่ ระบายของพื้นที่ 1 และ 2 มิติ size, value, texture, color, orientation and shape โดยที่ขอบเขตเหล่านี้ทำให้เกิด Content และ Form ที่ทำให้การสื่อสารมีประสิทธิภาพได้ตามเป้าหมาย จึงทำให้ในปัจจุบันนักออกแบบได้หันมาสนใจแนวความคิดการใช้ประสาทสัมผัสทั้ง 5 ของคน มาต่อยอดสู่งานสร้างสรรค์ต่อไป

คำสำคัญ : ความผูกพันต่อสถานที่ สัญลักษณ์วิทยา เมืองสร้างสรรค์

Introduction

“If you don’t know where you are, you don’t know who you are.” by Wendell Berry Speech using context with two words, People and Place, which are the words involved in the capacity of telling background of things, or connected to Social History of such place that can be transmissible thru the sense of insider or outsider people no matter it is vision, taste of local food, smell acquainted scent, hear specific sound, and perceive contact we can feel. Those are 5 senses of human basic recognition. This article presented the guide of 5 senses concept to further the identity formation by bringing “Semiotic theory” to translate and comprehend the meaning of things, and using the communication toll called “Graphics” to represent the story telling for information of such place in order to bring about ideal of feelings from human senses to be material object which used graphic drawing to communicate. Herein, there are four main parts indicating in the article, which are the context of Sense of Place referring to understanding the relationship between people and places, the context of Semiology of Graphics being the tool to help understanding the process of creating the meaning in symbol format, the context of using Graphics to create images, and the context of being Creative City to use creative ideas for driving power for tourism industry.

Context of Sense of Place

Nowadays, the concept of sensation or connection for the location thru human 5 senses: sight, sound, smell, taste, and touch are getting more attention from the academic and designers. Steele (1981) defined the feeling for places that the place is not built in vacuum, but composed of variety of mixtures which interact to each other. Also the article of Jennifer E. Cross (2001) compiled the definition of Sense of Place into five different fields, which are:

1. Anthropology (Setha Low) is the assumable relation created by people, which affects the common sense of Cultural relations to the specific place or area. Therefore, the relationship to places is beyond mental and intellectual experience, also including belief and culture which connected people to places.

2. Environmental Psychology (Fritz Steele) is the specific experience of one person in one place that causes the special feeling or apparent personality of the surrounding for both physical and social component.

3. Geography (Yi-Fu Tuan) is the emotional bond between people and place, and contains the various aspects of delicately profound touchable feelings.

4. Landscape Architecture / History (John Brinckerhoff Jackson) is created by our own at the time resulted from daily life or tradition.

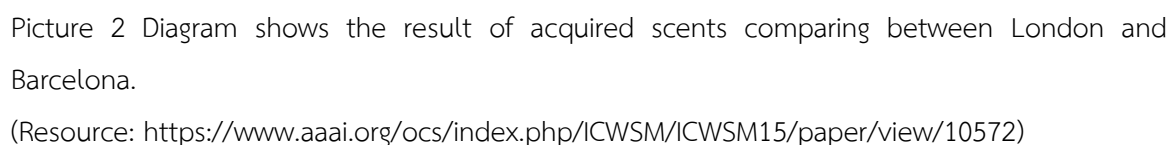
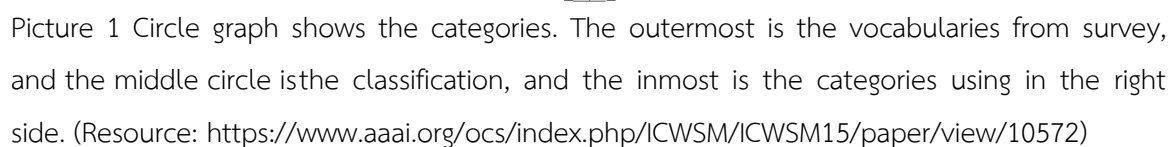
5. Sociology (David Hummon) is perception in one's mind of environment. For that reason, Sense of Place here is the perception of emotion, feeling, connection for that place with both social experience and person's culture relationship, which leads to interaction among people in the community with the participated area causing the culture or new experiences in the society, also this is the link for people and place being community and exchange to each other. This is the new remodel or making environment changed, and the community and participated area for daily life will make the relationship to that area more or less, and the culture or new environment always incurred, and linked from the past to present by Sense of Place of the person in that society continuing to next generations, and being the middleman to harmonize the understanding of Social History. Another important thing is to see the identity of that community, which bringing sense of persons in the community to explain is hard to touch because the sentiment with acquainted place is not only related to the location but also to physique, mind, and community as well as life cycle, and the other generations. To summarize that Sense of Place is the explanation of feeling in terms of relationship to

places and society which gather the elements of Authenticity and Character, Local Knowledge, Human Experience, and Folklore.

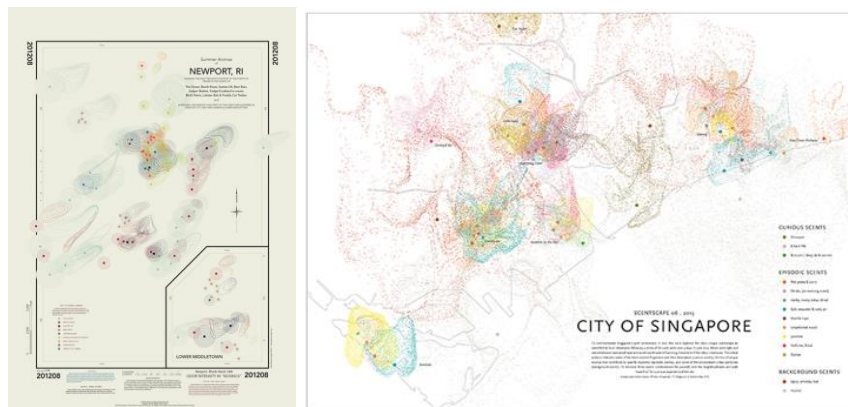
Relationship of Sense of Place and Being Identity of Place

Understanding the meaning of Sense of Place makes us understand the role that the society built in the area in the period of time, which is the important part to create the uniqueness of that community. That made the designers got ideas to bring the concept of Sense of Place, which is the sensory perception consisting of sight, sound, smell, taste, and touch, to develop the identity formation of community by using the composition as communication equipment such as using color as to represent the smell cognition of that area, or texture to represent the touching cognition, or lines to represent the sound cognition. From this point, overlooking the important role of sensory perception of people in that area will be lack of uniqueness of such area because it will depreciate the true way of life of that society. For example, the research of Kate McLean (2014) brought human's smell sensation to converse into Smellmap (the presenting map that uses the smell sensation as the presenter or called Smell Walk that drew out the identity of city through smell perception because of our daily experience in the city is the result of our perception and sensation" by explaining that memories were not only affected to things we saw but also things we smell. The scent and long-termed memory are so much related, and more important for the connection of scents stored in long period of time than the visual pictures (Engen 1991). Herein, Kate used the Smell Walk to collect data, and restrict the area and walking duration by local and outside volunteers, then brought the scents and data recording the location of scent to evaluate which the scent records had noted in levels for the best results, that are categorized into three levels:

- Base Note is the scent that tourists smell for the first time they arrived, which is the scent that local people do not give precedence while the tourists can feel it. The level is regarded as macro level scent of the city.
- Mid Note is the general moving scent, which is mixed up between the scents of Base Note + apparently of the local especially such as the scents of factory, fish market.
- High Note is the short-term scent and can smell in the limited time and place such as the scent from leather shop.



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Picture 3-4 Samples of Presentation of Smellmap of other cities

(Resource: <http://sensorymaps.com/>)

From above samples, bringing out human's sensation can identify the identity of that society, and lead to other forms of communication in order to create media to promote the tourism. Herein, to continue saying for more vision that how graphic is the tool that can tell the identity of city or participate in the creation of image of city.

Meaning and Importance of Semiology of Graphics

Semiotics is the study of meaning and conveys the transmitted meaning including understanding the meaning of things. Graphics is the application of words, pictures, numbers, charts, photos, paintings in order to convince people's mind to approach the conveyed emotion no matter it is the outstanding, valued, funny, surprised transmission (Helfland, 2001). Therefore, the theory of Semiology is the helping tool to understand the process of meaning creation in shape of symbols that is able to see the relationship between this and that thing, this area, that area reasonably.

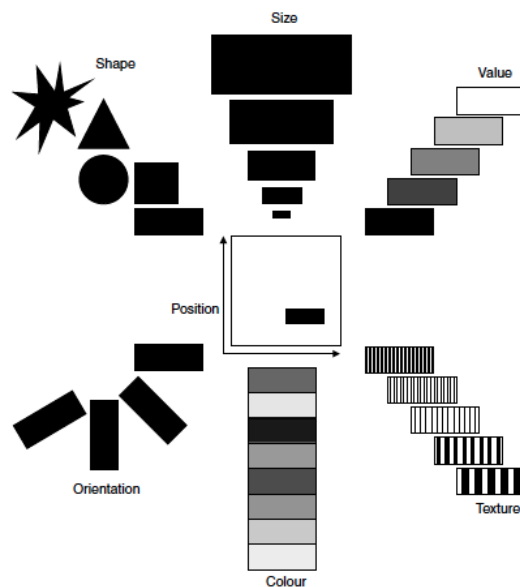
System of perception		
		
sensory variables	1 variation of sound	1 variation of marks
	1 variation of time	2 dimensions of the plane
total	2 variables	3 variables
instantaneous perception	1 sound	Relationships among 3 variables

Picture 5 Table shows factors of hearing and sighting perception.

(Resource: Semiology of Graphics, 2011 pp. 2)

From the article of Jacques Bertin (Semiology of Graphics, 2011) stated that the perception of human's sight consists of 3 factors that are the variation of marks and 2-dimensional pictures not including the variation of time. That is different from the perception of Linear system of hearing, which consists of 2 factors that are sound and time, which is the temporary perception only. The symbolic system is for the vision that can be perceived anything and timeless, and make the graphical communication utilize the relationship between 3 factors for the instantaneous perception, which is high utilization from the perception under concept of cause and effect. The graphics is not only "Representative" of simplicity, but also the beginning of plainness using logics and reasons, which Thinking system is the only one thing that can transmit via symbolic system. Imitation is the natural access code such as verbal language is decoded from sound thru hearing (which is necessary to learn in order to communicate with other people), written language is another code, and graphic as well. The data that is recorded in form of disk, tape, or computer displayed via graphics is to retrieve "data" into the symbolic system. This graphics display can be accessed by the study of symbolic system or Semiology.

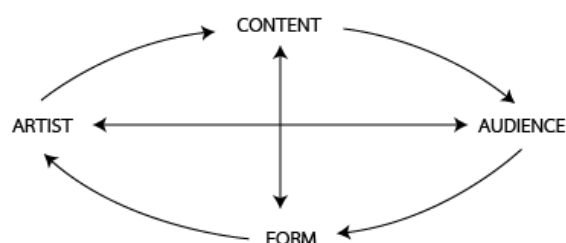
Hence, Graphics become the special tool as driving mechanism two important procedures which are collecting data and researches (analyze and process decoded or summarized data). The graphic display will be the effective tool if the quality of human's sensation is applied to the design, and will become the important "language" in communicating information procedure for explaining in various ways, and create data connection in many forms of picture. There are scopes of variables of Graphic system, which are classified in 8 variables; those are planes 1 and 2 dimension, size, value, texture, color, orientation, and shape, which the designers should use all 8 variables for processing. These variables are the main composition in Graphic system, or called "Visual Variables" that help the designers having ideas or points of view in designing graphics more systematically.



Picture 6 shows the variables for visualizing images as 1-2 dimension.
(Resource: Semiology of Graphics, 2011 pp. 43)

Efficient communication as expected must be considering 4 components, are Content, Form, Artist, Audience, which Content and Form are the major components that are inseparable. “The end result of all visual experience, in nature but primarily in design, lies in the interaction of duplex polarities: first, the forces of content (message and meaning) and form (design, medium, and arrangement); and second, the effect on each other of the articulator (designer, artist, craftsman) and the receiver (audience). (Donis A. Dondis, A Primer of Visual Literacy, 1973)

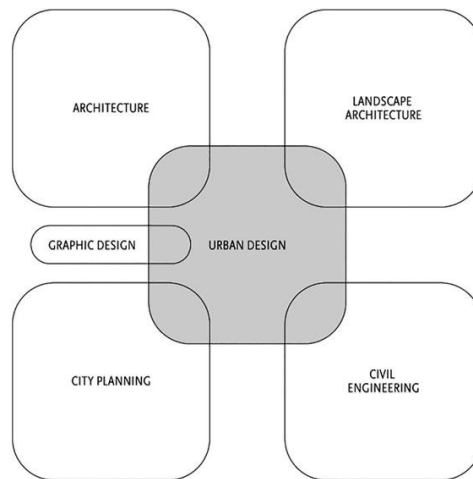
From Diagram, we can see that all components are connected such as Form is the result from Content, and Content is the result from Form as well.



Picture 7 Diagram shows connection of Content, Form, Artist, Audience.
(Resource: Adapted from Donis A. Dondis, A Primer of Visual Literacy, 1973 pp. 104)

Role of Graphics as Communication Toll for Identity of City

The interpretation of graphics has more different aspects than painting that graphics is the “Graphic Communication”, which can express ideas of planning of the city or called “The Communication Process” (Carmona et al., 2010). That procedure is similar to the design of city plan; therefore graphics is always related to city which assists to be the communication tool for the uniqueness of city.

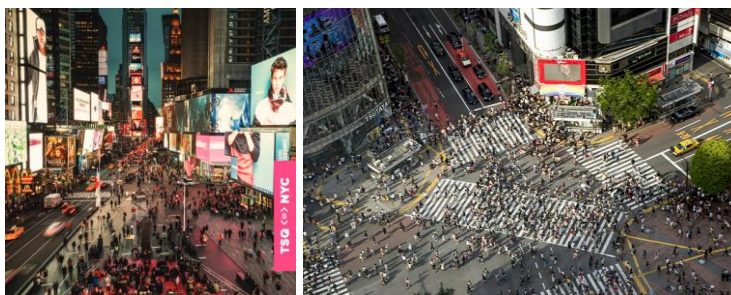


Picture 8 Diagram shows the connection of Graphics with other branches which are parts of city planning from Jon Lang.

(Resource: Robert George Harland (2015) Graphic Objects and their Contribution to the Image of the City, Journal of Urban Design)

For the context of communication tool called Graphics has 6 major functions, which are 1. Information, 2. Persuasion, 3. Decoration, 4. Magic, 5. Metalinguistic, 6. Phatic (Barnard, 2005). All functions are connected, but some are distinguished than the others such as the traffic plates which are informative to the drivers that must follow rather than induced or just decorated, or designing the sign boards for subway in New York emphasizing in giving information but still has beauty of the function Decoration. In the past, graphic design was influenced from city surroundings by modifying some forms or characters to match the objective such as trademark of Mobil designed in 1964 by Tom Geismar for building the gas station to be outstanding with new logo, and also the golden M symbol of McDonald's designed by George Dexter in 1953, which both symbols are one of the most well-known symbols (Terragani, 2012).

The more well-known research of graphic design works brought out that graphics overlapped the city plan and helped building the city circumstance such as guideposts, advertisements, roads, brands, time tables, etc. Lynch (1960) had analyzed in *The Image of the City* using graphics as the communication tool that “Just as this printed page, if it is legible, can be visually grasped as a related pattern of recognizable symbols, so a legible city would be one whose districts or landmarks or pathways are easily identifiable and are easily grouped into an overall pattern (1960, 3).” Thus, we can see the picture of Times Square in New York full of digital graphics always in motion, which is the obvious identity of city, and people can remember this image.



Picture 9-10 Times Square in New York (left) Identity crosswalk of Tokyo at Shibuya Station (right)

(Resource: <https://www.timessquarenyc.org/>, <http://tokyo.for91days.com/shibuya-crossing-and-hachiko/>)

Even the pedestrian crossing is one sample of simple graphics that has white parallel lines in crossing area which people can acknowledge what they are and how they act. The crosswalk happened in 1951 in England legislated by Jim Callaghan (Member of Parliament and Prime Minister of the United Kingdom). It was utilized widely afterwards by applied to the environment of such area. Even though this graphics is small-sized, it can affect the local people such as the pedestrian crossing at Shibuya Station in Tokyo, which can be called as the Identity of City.

Another requirement was the alphabets utilized and happened as identity of city, which was the set of the alphabets designed by Edward Johnston for London Underground in 1913, and applied to diagrams directing the routes of London Underground that led to the Olympics 2012 that London was the host. Letters and Graphics were known as A Signature of London, and an example for seeing graphics mixed in environment and communicating with people.



Picture 11 A Signature of London

(Resource: <http://press.uchicago.edu/ucp/books/book/distributed/E/bo26226274.html>,
<https://pocketbookuk.com/tag/eric-gill>, <http://www.typeroom.eu/article/celebrating-100-years-london-s-underground-iconic-font>)

For that reason, graphics is the communication tool that can go anywhere no stereotyped as Robert George Harland summarized in the article named Graphic Object and their Contribution to the Image of the City that if we see the surroundings thru graphic design aspect, we will understand the design rather than beauty. We will see the capitalization on empty space rather than beauty of places, which the study and interpretation in graphics will illustrate more in area and space management. From the samples using graphic as the communication tool, good designs will make the communication and providing information to the target group understood the same way such as setting white lines on the crosswalk is the path of people to cross the road, car to stop, designing the map for subways of the cities, which people can understand easily and travel to the right place.

As mentioned, no matter they are the context of Sense of Place and human sensation, the context of graphics as the communication tool, and the context of being a part of creating uniqueness of area, we will see that we can bring the senses of local people related to the area in one period of time causing culture or way of life to further explain the relationship of local people and area. We can see the identity of that area and use graphics as the communication tool for the insiders and outsiders to understand in the desired way, and another consequence is to use the identity to promote the area for more people and promote the tourism like the Tourism Authority of Thailand launched the campaign “เที่ยวไทยเหมือนเคย”, which is the latest advertising media transmitting from the idea wanting Thai people traveling in Thailand same as previous, which used 5 senses to absorb the unique atmosphere of each tourist attractions, listen to nature, eat local food, touch the local way of life by emphasizing in using the peaceful sound of nature and pictures of beautiful atmosphere of tourist locations

as the magnet, which is the consequence from The 11th National Economic and Social Development Plan A.D. 2555-2559 using the Creative City Campaign in Thailand tourism promotion. Therefore, we can see the usage of cultured uniqueness of the area to furtherly gather more with the creative ideas.

Creative City

“Charles Landry in the book *The Circle City* had said that people and local culture have the important part for the city to be area of creativeness and incur dynamics in the society. So, the localness transmitting via forms of Arts and traditional activity, which is called the creative resource, are the essential component that make the creative city of each local area has different uniqueness.” Montinee Yongvikul (*Creative City: What is the creative city?*, 2010) Therefore, understanding the local people will bring about the culture and identity of people in that area, and see the capacity to build the creative city or the ability to bring out feeling, relationship (Sense of Place) of local people that can see more substantial.

In 2004, UNESCO (United Nations Educational, Scientific, and Cultural Organization) has established the organization the Unesco Creative Cities Network (UCCN) to bring the creative ideas as the major drive in developing the city sustainably and classify the creative works into 7 features, which are Crafts and Folk Arts, Film, Design, Gastronomy, Literature and Music. Until year 2017, there are 180 selected cities as members of this organization in 72 countries, and Thailand has Phuket and Chiang Mai as the selected members of the organization. Phuket is in the feature of Creative of Gastronomy, and Chiang Mai in the feature of Creative of Crafts and Folk Arts. (<https://en.unesco.org/creative-cities/creative-cities-map>)

Using creative idea process to get the method and communication according to the objective has many ways used continuously, that is making the City Branding of Porto, Portugal which bringing the important places or symbols of the city shorten to look simple. Arranging the festivals such as Sports day, Olympics, Music festival, Art Exhibition, Food festival is to bring the national identity or cultural to propagate to the public.



Picture 12 Logo and pattern of Porto city designed by White Studio

(Resource:https://www.underconsideration.com/brandnew/archives/new_logo_and_identity_for_porto_by_white_studio.php)

Various procedures had been developed up to date from the printed matter to digital media, but still there is one indispensable procedure, Cultural mapping, which is “a systematic approach to identifying, recording, classifying and analyzing a community’s cultural resources cultural assets that traced the historical, economic, social, geographical significance of a site” (Pillai, 2013) guaranteed by UNESCO for making the cultural map as the important tool to secure the world’s cultural property, and the historical site and way of life that is touchable and untouchable, the major procedure to build the network of community for connecting people and area. The community which has a specific identity will attract the tourists for Heritage tourism to experience and study together, and also be a part of Heritage tourism, which is the most important branch of Tourism industry (Stephanie M. And Tom B., Cultural Mapping / Arts Engaged <http://artsengaged.com/bcnasamples/chapter-nine-cultural-mapping>).

Making Cultural Mapping is the tool that make the insiders and outsiders get more interaction. The more digital age we live in, the more information on-line updates we get all the time, no matter is news information, image, sound, or motion picture, which acknowledge people and exchange opinions to each other to promote how community is or what activities to do such as Talad Noi district, where has surveyed and made Cultural Mapping including the architecture, history of the Chinese in Thailand, original food, and all these parts will be a pace for Creative City of Bangkok coming up.

Conclusion

The way we think of one place thru sense perception such as thinking of roughness of wall, sound of water, familiar scent are one identity of that place, so the way we bring out the feeling from the area and relay is like transmitting the identity of that area. Transmission the abstract to concrete must pass the procedure called Semiotic Theory, which help understanding the process of creating meaning in form of symbolic variable, and Graphic is the major tool to convey. The variables that designers should consider have 8 variables, are Plane 1 and 2 dimension, size, value, texture, color, orientation and shape, for example that Kate M. had researched by bringing the scent from the surveyed area to convey as the Smell Map by using color as the representative of Scents and Value of color as the boundary of that scent. Graphic is one of the tools that is the communicating language for people to easier understand, and communicate what character is to this area such as Graphic on Time Square street in New York, which shows the colorful city, being Digital, and moving all the time. The ability of creating the identity of area is contributed to attract the cultural tourists who want to learn new experience of local way of life in the area. Therefore, the identity of area can bring out the senses experience of local people and go on to other medias with simple Graphic, and may be one of creative ideas that can be driving power to be Creative City in the future.

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