Exploratory study of Nantou Ancient Village revitalization focusing visual, cognitive and structural aspect.

LANDMARKS

NANTOU ANCIENT VILLAGE WAYFINDING NAVIGATION

Abstract

People perceive things around them - that is gather information. Based on the information they receive from the environment, proximity to the environment as well as the spatial plan itself, cognitive maps are created that allow to understand and identify the space, and thus make decisions. Identity, ie. peculiarity of one place, Weisman (1981) suggested that physical differentiation refers to the extent to which one location looks different from others, while Gärling, Böök, and Lindberg (1986) build on Weisman's research by defining the degree of diversity as the extent to which the visual characteristics of a space differ in shape, size, and color.

In the absence of spatial diversity, there is a need for additional elements that will enable the recognition of the space in which we are. These elements are landmarks. In order for a certain thing to be considered a landmark, it must be unique and recognizable either by its properties (size, shape, color, materialization, etc.) or by the location where it is located in space. Landmarks and zones with a strong character provide a strong identification of the space with its peculiarity.

This paper analyzes the identity of the urban settlement of Nantou old Town as a historical cluster located in the attractive location of Nanshan District of Shenzhen City, with over 800 residential and commercial units.
The study was conducted experimentally on a number of respondents who are regular or occasional consumers of Nantou settlement, through a closed questionnaire, from which we get answers to initial questions, how much is revitalization of this cultural-historical settlement is successful, who are the landmarks, how simple is the orientation through the settlement and what method is are most common in wayfinding (landmark or navigation app), does consumers choice in wayfinding device and landmark physical characteristic (color, texture and form) depend of personal dimensions (gender, ages, educational level and familiarity with environment).

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