







# ABOUT

There are 4 states:

- 1. Lobby
- 2. Room
- 3. Convenience Store
- 4. Downtown

In your answers:

1. You can use feelings or things that indicate a situation (e.g. security) simply like that 2. You can add more than one colors, materials or sounds.

3. You can use smells or whatever you need to describe the scene, just use your imagination 4. You can reuse things you mentioned in the first questions on the following ones

You can always skip any question you can't or you don't know how to answer, although imagination, movie quotation and a google images search to get an idea is always welcome.

You can always contact us or submit any extra material at any time via email on projectnyx@outlook.com

The test will take approximately 20 minutes

# LOBBY

you are in a XXXX lobby.

What is the primary color?

What is the primary material?

What is the primary sound?

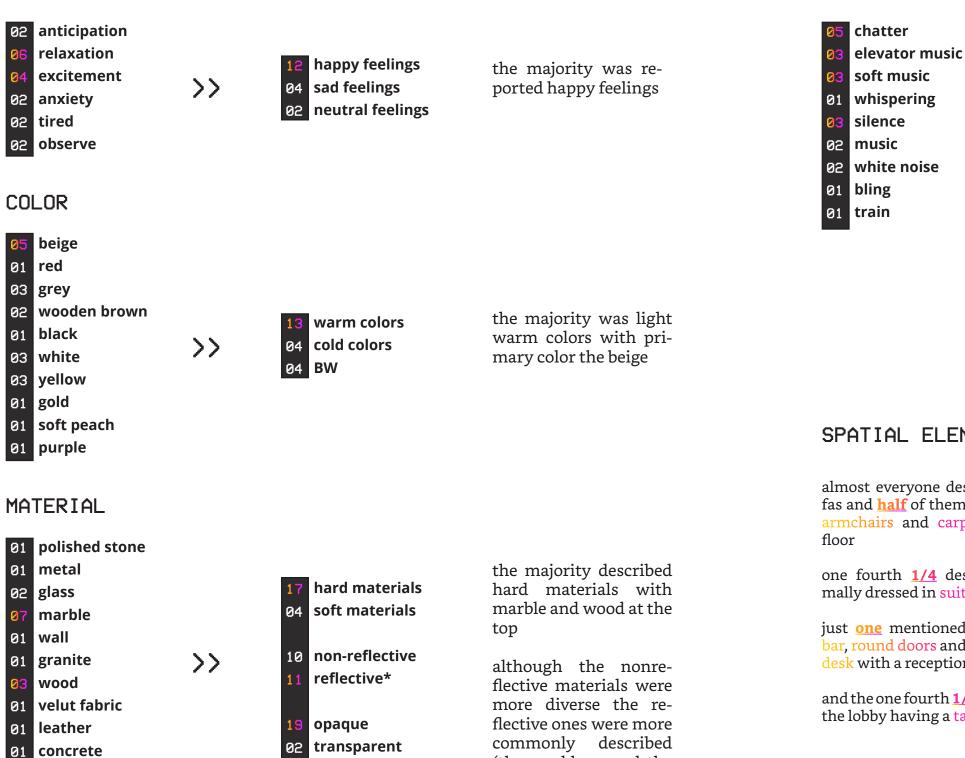
Provide 5 or more things (verbs, nouns, feelings etc.) that best describe, indicate

# HOTEL LOBBY

# HOTEL LOBBY

SOUND





\*polished stone, metal, glass, mardble

(the marble scored the

highest points)

SPATIAL ELEMENTS

almost everyone desccribed sofas and half of them mentioned armchairs and carpets on the

one fourth 1/4 described formally dressed in suits people

just one mentioned tourists, a bar, round doors and a reception desk with a receptionist

and the one fourth 1/4 described the lobby having a tallceiling

patterned

textile

01

01

human non-human loud soft null	the majority described dis- tant sounds with indis- tinctive chatters being the main
	although the top one was human generated sounds we see that the non-human ones scored more points in general
	from the descriptions all people gave the impres- sion of a busy, not crowded though, place
	one third (1/3) aknowl- edged the elevators in the

lobby

06

10

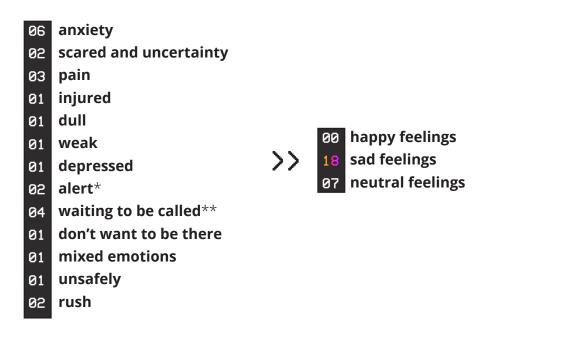
00

05

>>

## HOSPITAL LOBBY AS A GUEST

#### STATES OF MIND



Although rush could add I here? What happened? Am I understood. to someone's anxiety, it is a okay? Mom?". The mention of seperate category as whathas a family member, especially "panic".

The uncertainity was expressed by numerous ways. One that stood out was someone's description as: "Why am

been described was "running", the mother, is significant. The mother figure almsot always comes in moments of uncertainty for an advise or some comfort. The confusion about the user's wellbeing is easily

#### SPATIAL ELEMENTS

The lobby, with a few exceptions is fitting the description of a hospital corridor, not a waititng room. Based on the descriptions it is a crowded place (a few participants opted out of that description with one descripting it as "quiet") with a downlifting sensation. A lot acknowledged the medical stuff ("nurses") and one the reception desk, multiple

doors and "chairs along the what is their condition and wall" and the medical equipement ("nurse hats", stretchers, (3) out of four (4) people found metal).

There were multiple mentions to the germs and the sick people around the partic-ipants. One of them expressed some worries about the contagiousness of the patient's diseases and another one was curious about their condition,

how they're holding up. Three the place clean, and two (2) with opposite opinions from the same group agreed tha that the place was "cold". Another one described it as "old place". Lastly, one mentioned the word "skin".

# HOSPITAL LOBBY AS A GUEST



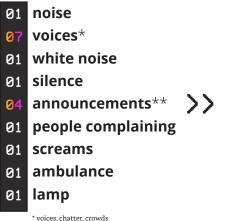




# MATERIAL



#### SOUND



\* intercoms, announcements, constant annoying beeps

01 warm colors 05 cold colors

The majority described cold colors and the white color was the main one

hard materials **03** soft materials

> non-reflective reflective\*

04

01

13

04

XX

XX

opaque transparent

\*metal/steel, marble, glass

human non-human

immidiate\* background\*\* null

\* voices, people complaining

The majority described hard materials with plastic, steel and concrete at the top

Although chatter is somethings to be expected in every state, yet this time it is the most described but we can find one more common answer between the participants with more than half the points of the chatter, the announcements, which makes it a distinctive element of a hospital lobby for this research

One participant mentioned "metal sounds"

# PRISON LOBBY AS A PRISONER

#### STATES OF MIND

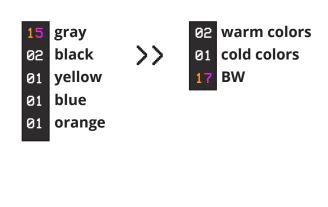
fear, scared, terrified surveilance\* cautious, alert, suspicious uneasy, uncomfortable, self conscious anxiety, stress 02 angry, upset unsafeness, insecurity, danger boredom, sitting, waiting hungry 01 violence 01 mysterious bad vibes 01 01 serious cold awareness 01 sad 01 lonely 01 time for thinking and reading 01 \*security, police, guards, cameras, identification



At this state there were plenty of descriptions. One thing almost all agreed though is the sensation of surveilance expressed with multiple spatial elements we'll see below. There are a lot of fights and violence in general in the lobby and ultimately this makes the prisoner participant to feel "scared" and "alert". One went on and described how he would attack another inmate that "gives" him "the shits", by "making a knife out of that spoon they give out for food". That points to two directions; the not so good and safe food which seems to be in the mind of another participant as well, "hungry", and to the violence, mentioned from other participants as well, where it scores a point againt it.

Lastly one mentions that they feel that "evervone has to be hte same".

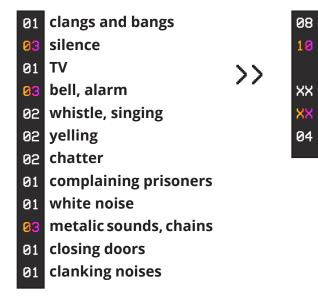
COLOR











SPATIAL ELEMENTS

Regarding the space itself, a lot of the participants described it as dark, and one mentioned that there are "no windows" in the lobby. It was described as "cold", "dirty", "smelly", "small" and with "a lot of guys" by other participants which of course abets the sensation of uneasyness.

Iron bars, cuffins and generally iron and steel elements from visual to auditory, are always present. They establish a Three decorative elements dominant role in the percep- that is being mentioned is a

being watched through "camera", "identificaiton" processes, "guards" and "security" in general. The guards are being described in "suits".

There is a significant lack to be the same". of decoration inside the lobby, or at least is not enough to compensate with the steel elements mentioned above.

tion of a prison as long as the "table", "a big old and dustsensetion of surveilance. Peo- ed desk with a jail door next ple expressed the feeling of to it" and "some chairs and a smooth white light".

> There is violence going on around the place and one mentioned some "cliques" alongside that "everyone has

Lastly one mentions a "basket ball" court.

Almost everyone indicated the gray as the primary color. This makes a lot of sense as the primary material is concrete and after that the metal, both of there are naturally gray colored. The mentions of yellow and orange and blue probably have something to do with the prison clothing (especially based on how the TV presents it). Blue could also refer to the prison staff.

hard materials

transparent

Concrete probably refers to the walls, metal to the iron bars, marble and stone to the floor. This shows us how noticable the lack of decoration in such spaces can be. At least as being portrait in the media and the television.

08 human non-human

XX immidiate\* background\*\* null

The majority describes a silent place. The only interraption are metallic sounds, alarms and human voices. One participant described the sounds as "echos" and another one mentioned that occasionally a TV might go on.

# ROOM

you are in a XXXX room.

What is the primary color?

What is the primary material?

What is the primary sound?

Provide 5 or more things (verbs, nouns, feelings etc.) that best describe, indicate

# YOUR BEDROOM

#### STATES OF MIND

rest, relaxing, calm, peaceful 02 hapiness, love

- 01 lazyness
- safe
- comfort, cozy
- fresh. clean
- wondering, thinking, cretivity
- 02 tired, sleepy
- 01 familiarity
- warm **a**2
- 01 lonely
- off guard 01
- 01 at ease
- 01 kind

#### grew up into.

As we see, the feelings are overwhelmingly positive, and the four (4) points scored as negative it has only to do with the participants pick of words ("lonely", "tired" instead of the other participant who used the word "sleepy" and scored a point aganist the positive side.

At last, we acknowledge the fact that your personal bedroom, that you can be your true

>>

warm colors

**06** cold colors

05 BW

#### COLOR

- white
- brown 02
- 02 orange
- 01 green
- 02 blue
- light blue 01
- beige 01
- 02 red
- 02 pink
- light colors 01
- 01 colorful

	42	positive
>>	04	negative
	06	neutral

Almost all the participants described a place that they go to relax, with one calling it a "nest", think, wonder and find inspiration. This comes as no surprise as its the place where your day starts and finishes. You wake up thinking what you have to do and you get back at it in the night, thinking about your day and what you achieved or what should go for tomorrow, right before you fall asleep in your bed. You might study there and you might, try to isolate from the rest of the family members ("lonely") especially if the participant are describing their childhood room, the one they

self; someone actually gave all the five elements with the word "my" in front of them, "my laptop, my wallpaper, my clothes". Unfortunately we do not know if any of the participants was staying with a sibling in the same room but still we believe that this wouldn't change the outcome significantly.

We love our room, we feel safe in it and as a participant wrote "I can live here all day".

A great mixture of answers with white being the most described color but warm colors being the strongest category, for just one extra point.

What does that tells us? Not so much, warm and cold colors in that case have not a big difference. Most bedrooms you'll see in your life will be painted in light colors as one participant mentions, and let's not forget that a bedroom is supposed to have light and not so much colors (unless we fill it up with posters). In modern IKEA world, wooden furniture come up white. Wooden furnitures as we'll see below is a standard for bedroom so it is very well understood why brown came up second.

# YOUR BEDROOM

#### METERIAL



### SPATIAL ELEMENTS

big. We saw in previous exsome people might love the big. cold weather or prefer to relax in a low lighted environment, or actually have a fairly small room, we see that these words

The bedroom is being de- - cold and dark - in the cases of dirty and smelly discriptions scribed as bright, warm and the hospital and especially the in the prison state) and the prison were used with a negamples with high negative ative meaning, and although scores in the feelings board, a prison lobby is bigger that they were described as dark, your bedroom, you describe it cold and small. Although as small and your bedroom as

hard materials

non-reflective

No wonder why the primary material is the wood. Most of the people grew up with wooden beds and people who were describing their current bedroom with a metal bed, they reported wood as the primary material.

One clarification: hard - soft materials are 2 - 1. But we do have to acknowledge the mention of the word "soft" a couple of times, and the multiple mentions to the bedsheets.



human non-human

**immidiate** inside background outside null

The room also reportedly has a clean and fresh odor in the air (remember the previous participants kept mentioning their bedsheets, pillows, blankets and of course their bed. Some mentioned the word "soft" obviously referring to the bedsheets. The decoration described included mirrors, desks, bookshelves, books, DVDs and photos.

# HOTEL ROOM

#### STATES OF MIND

- rest, relaxed, calm, relief, peaceful
- excitement, amazed, hapiness, agitation
- 03 privacy, anonymity
- 03 organized
- 03 foreign
- 03 temporarity
- comfort 03
- clean, fresh
- 03 new
- 03 simple, pretty standard
- 01 expensive
- 01 small
- uncomfortable 01
- 02 curiousity
- sleepy 01
- 01 restoring energy

#### SPATIAL ELEMENTS

The decoration of the room a couch, curtains and carpet is "simple" and "pretty standard" with "everything being in place" and "very organized". There are multiple mentions to the bed, the pillows and the - "white" and "tight" bed sheets, with some using the terms such as "soft" and "clean". Multiple participants mentined the TV in the room as well.

There are some more specific descriptions of soaps and miniature personal care stuff, paintings on the walls, a desk, (mostly mentioned due to their colors) and the infamous mini fridge.

Some briefly mention the view outside of the window, the lugguge and... the WiFi.

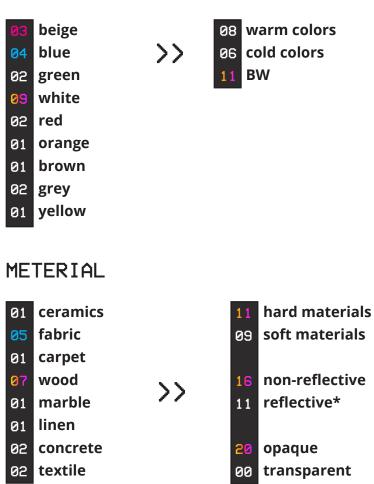
But even with all of these descriptions, it is called "empty", it is being pictured as a place that is temporary with no personalization at all.



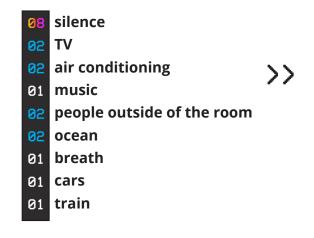
>>



COLOR



#### SOUND



The room itself is being described with light colors with primary the white, as indicated referring to the bed sheets, followed by blue and beige. The references of brown is a reference to the furniture inside the room and red and grey most probably to the carpets and curtains inside the room which were mentioned a couple of times as elements. One used the term "sea blue" as the primary color

As for the materials, wood and fabric seems to dominate the perception of a hotel room in the participants minds. Fabric, linen reportedly refers to the bed sheets and textile to the carpets and curtains. Wood obviously refers to the furniture.

05 human 07 non-human

**06** immidiate inside background outside 08 null

Some participants indicated the "ocean" or "waves" as the primary sound of the room, meaning that the room was located at a seaside hotel. At the same place with

ocean sounds we find sounds from TV, air conditioning and voices people outside of the room. But what stands out is that almost all the sounds were non human and silent. Thus silence is the primary reported.

# HOSPITAL ROOM

#### STATES OF MIND

anxiety, worry in pain uncomfortable sick immobilized, dependancy cold 02 lonely 02 time is not passing, bored 02 fatigue fear 01 stiffness 01 01 unsafety 01 narrowness 01 unfamiliarity thinking 01 01 hungry



One feeling that stands out form almost all the participants is anxiety. They feel "in pain", uncomfortable, (either because of the bed - "uncomfortable bed", "small bed" - or because of the room itself - "one bed near the other", a lot of "movement" - ) sick and immobilized. They describe being cold in there and some they let us know that they "want to go home" and that "time is not passing" and "long hours".

Lastly, there are a couple of mentions of "illness", "desease" that match a not so healthy space.

#### SPATIAL ELEMENTS

The room is depicted as next bed". A TV is also men- pants disagreed is on whether participants mentioning medical stuff - "doctors - and not in a very positive way - "unkind nurses" - that fits their general state of mind as we saw above.

The beds are mentioned a lot giving the idea of a full room with "medical equipment", "heart monitors", "serums", "medication" and beds "one near the other". One described the bed as small and another one mentions the "guy in the

"crowded" - "movements", tioned in the room, which is the room feel/is "(very) clean" "old people" - with a couple of one of the main sounds of the or "not clean" or "dirty". hospital room as we will see in the sound section.

The food is another reference among the participants with descriptions of a "moving eating table", "rice" and the infamous hospital "gel".

Only one participant described a "dark" room and another one quiet enough that vou could hear the sound of "old lamps".

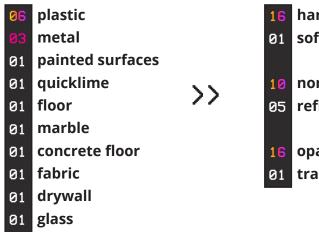
Finally where the partici-

# HOSPITAL ROOM

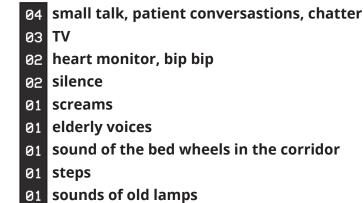
#### COLOR



#### METERIAL



#### SOUND



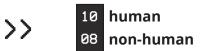


warm colors cold colors

hard materials 01 soft materials

> non-reflective reflective

opaque transparent



# PRISON CELL

#### STATES OF MIND

#### cold

- constrained, trapped, limited
- frightened
- anxiety, distress, worry
- lonely
- boredom, idleness
- angry
- unsafety
- uncomfortable
- skeptical
- longing, agitation
- enstranged 01
- 01 calm
- 01 regret
- 01 depression
- claustophobia 01
- 01 bad
- delinguently 01
- freaking out 01
- 01 feeling a weight
- 01 escaping



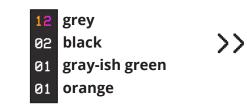
Participants describe being cold inside their cell. They are scared and "worry for their destiny". They miss "being free" and have thoughts of escaping but feel trapped and constrained. They get bored and think that there is no progression in this state. They get angry and they feel guilty and regret, they get skeptical and they feel like longing for something, but they can't define what exactly.

They express depression, a big lack of privacy -"roommate", "toilet" being multiple times, "toilet next to" the beds - and they don't find the other inmates "cool". Even one broughts up that they are "studying the other prisoners".

There is a general perception that "people [inside the prison] are losing their lives" but one mentions that it is "time for reading and watching movies".



#### COLOR





>>

#### METERIAL



hard materials soft materials 00 non-reflective reflective opaque transparent

#### SPATIAL ELEMENTS

light", and dirty, cold and humid with "limited visibility to were significally brought up. the outside of the room".

mattresses. The toilet is described right next to them on them. alongside a sink and the metal door. There is an extensive lack of decoration in their descriptions but one mentions a "magazine" without any further elaboration. The

The room is dark - "few metal and the iron dominate the room and metalic sounds

At last, the cell is occupied There is one small bed or by emptiness with four walls small bunk beds with hard sourouding the user with one "a small opening" somewhere



#### yelling, screaming >>03 talks, chatter **03** metal clang, chains **03** other prisoners 02 silence 01 keys 01 punches

01 inmates singing



warm colors 01 cold colors

> human non-human

distant

# CONVENIENCE STORE

Provide 5 or more things (verbs, nouns, feelings etc.) that best describe, indicate you are in a convenience store in XXXX.

What is the primary color?

What is the primary material?

What is the primary sound?

# CONVENIENCE STORE PETROL STATION

### STATES OF MIND

- consideting money 04
- 03 wondering around
- 02 tired
- 02 hurry
- 01 conveniece
- pleasant 01
- 01 buy something to eat on the road
- 01 hungry
- 01 dissapointment
- 01 annoved
- 01 boredom
- 01 waiting
- 01 hot
- dizzy 01
- 01 cautious



Participants find such a place expensive and they are considering about how much money they should spend.

The general perception of the space is pleasant, a break from being on the road and refresh your energy, drink someting, buy something for the road and wonder around, maybe engage in a random small talk.

But there are a few people who describe feeling tired (probably from driving), getting annoyed, impatient by the waiting (probably to be served) or in a hurry to get back on track driving - "got to get out of here" - and find the place dirty and small as we will see below.

# CONVENIENCE STORE PETROL STATION

#### COLOR



#### SOUND



#### SPATIAL ELEMENTS

The conveniece store at a petrol station is described first and foremost as colorful, with "colleges of ads" and a busy place, with lots of people, even kids wondering around and laughing. Some other opted out and reported it quiet, empty and dirty.

The place is defined by its products. Some find that there is a big variety of products and some the opposite. But nevertheless the main reported

das, lemonades buscuits and finally car products such as the refresheners.

there, is water, and cigarettes.

Almost all agree that there is a gasoline smell in the air, some actually finding it "pleasurable".

There are a few references of the cashier and the operation

products are the snacks and of the cash register machine generally the food sold there. but the primary sound is car Then we see mentions to so- engines, distant, immidiate or passing by.

Lastly, we find magazines and newspapers with no ex-Another thing people buy pressed desire to buy them and seems that the fridges in the store are reportedly placed in a visible position. The alcohol has its one distinctive place in the store as well.

warm colors cold colors BW

multicolor refers mainly to the packaging



# CONVENIENCE STORE BROOKLYN, NY

# CONVENIENCE STORE BROOKLYN, NY

#### STATES OF MIND

- shopping 03
- 02 relaxed, calm
- 01 in a hurry
- 01 tired
- 01 hunger (not their own)
- 01 poverty (not their own)
- 01 travelling
- 01 interested
- 01 confused

But from that and the descriptions we get the from the crowdness existing in that place. idea that people have a desire to shop in that place. From "potato chips", to "presents" as we will see below. Some even mentioned that thet would shop a christmas presen there.

Most do give us though, the sensation that they go there in a relaxed and chill mood but they do get kinda more upset and unsettled

## SPATIAL ELEMENTS

The descriptions of the participants indicate a mostly crowded multinational place. From the cashier reportedly being an immigrant to the clients being jews, african americans and generally "multinational".

That crowd comes in contrast with the general chill mood of the people. So I suppose the people are chill, just a lot of them around.

It is described being packed not only from people but from products as well such as "potato chips", "toilet paper", "american donuts", "chocolate", "gums", "milk, bread", "alcohol" and "liquor". The

visibly.

There are a few of garabage only inside the store. As mentioned before there is a notable being reported by them. And description of general "hunger" and "poverty". That and elements such as "smoking", "not enough lights", the word "thief", multiple mentins of garbage and alcohol, plus the tioned a light cold breeze. "small" and "narrow" description of the store, lead to a low life perception of the place in general. Combine that with the multicultural character of the place emphasized multiple times by the participants and you will get the classic, Brook-

fridges are also placed very lyn, New York City neighborhood.

positive

negative

Participants were mostly descriptive of the

place this time and they generally expressed

their states of mind in that example. Some did

not mention any feelings at all and spent the

first section with spatial descriptions. Thus

the points scored in this category, this time

There was a notable description of the feel-

ing of hunger and poverty of the people around

(pressumably the area outside as well).

neutral

05

05

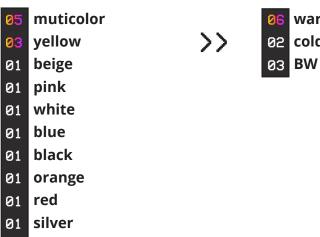
they are only a few.

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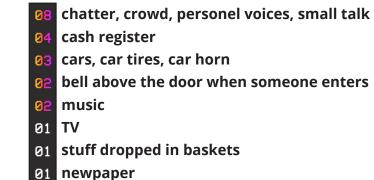
One specified that it is night thrown down, probably not that fits the other participants' descriptions without it one would buy a christmas present from there indicating a holidays period. Moreover one gave an account of being warm while another one men-

> Lastly, there was a big emphasis to the word "american" whether they wanted to describe food (like donuts), the flag (that was described being placed over the cashier), souvenirs or the people.

#### COLOR



#### SOUND



warm colors 02 cold colors





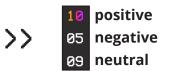
human environmental

# CONVENIENCE STORE TOKYO, JP

#### STATES OF MIND

uncomfortable 03

- dificulty 01
- 01 anxiety
- 03 travelling
- 03 modernity, development
- 02 shopping
- 01 quick
- 01 curiosity



People, due to the place being packed of people and of products, get either uncomfortable or the exact opposite, amused by experiencing something new to them. New culture, new brands, unknown languge etc.

They feel a modernity and some quickness around them and as we said curious to the point they want to explore the place, its products and want to try some food and smells. . Although some get dissapointed by the fact that they do not know the brands and can't read the labels.

### SPATIAL ELEMENTS

The place is crowded, with reported food being sold in lots of noise coming from the inside (voices, yelling, voice from the speakers and the outside, from the city and the cars (there was an exception where the place was quiet). It is bright with primary white color. One mentioned a "very 7eleven vibe"

They describe the place as modern and developed and in order, with lost of possibilities for living in Tokyo.

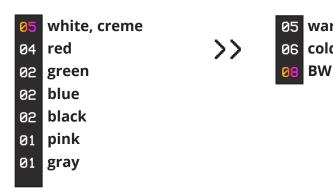
It is full of products and brands of "fancy candy", unseen by foreigners, "awkward sticks", "cats with moving arms", "dragon scales", "ninjas"and "kurosawa ash". A lot

there (sushi, rice insant food and grill).

Food, space to eat inside, sodas, smells, faces, japanese talking, labels, music, commersials; neon lights and screens, colors plus the products, plus the tourists, plus its small and narrow size we are talking for a full house. A madness that doesn't neceserilt drives you crazy but intrigues you to engage with the acts unrolling around you. "Interesting shopping".

# CONVENIENCE STORE TOKYO, JP

COLOR



#### SOUND



05 warm colors 06 cold colors



# DOWNTOWN

Provide 5 or more things (verbs, nouns, feelings etc.) that best describe, indicate you are in a downtown XXXX.

What is the primary color?

What is the primary material?

What is the primary sound?

# DOWNTOWN TOKYO, JP

# DOWNTOWN TOKYO, JP

#### STATES OF MIND

- overwhelmness 03 02 travelling for work
- 01 irritation
- 01 stress
- 01 cold
- 01 wonder
- 01 admiration
- 01
  - hapiness



Suffocation, irritation, admiration, hapiness. That seems to be the rotation for the participants walking in the city center of Tokyo, Japan. They get stressed, irritated and feel suffocated due to the excesive amount of people around them but at the same time they seem to understand that this place is somethings amazingly new for them so they feel admiration and hapiness for being there and want to wonder around to explore the city.

It seems also that some participants consider their presence there (probably the downtown part and not Tokyo in general) a business trip.

### SPATIAL ELEMENTS

billboards, Skyscrappers, flashing signs, crowds, cars.

People are describing a very crowder experience, as we saw above they get frustruted but in the end the appreciate their chance of being there. One notes that "even though crowded, it's walkable" and that the "people [are] very organized".

The noise described is overwhelming and can vary from cars and people passing by to advertisements and pop music.

One things that pops out of the description, except the crowdness, are the LED signs,

ters that are described by the dernity dominating in the participants. The cars play a place, concrete and metal. major role in shaping the experience and the soundscape of downtown Tokyo. Another thing that is remarkably common among the participants are the skyscrappers and the tall building.

"travel" a lot. So expect to see a skyscrapers). lot of non-Asian suited people walking down that street.

Lastly other things, the participants mentioned are sushi, greenery, tourists, gadgets, robots, asian languages, crosswalks, sushi sold in the street,

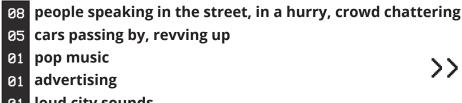
billboards and flashing let- the beautiful views, the mo-

One mentioned being cloudy and another two night and dark. Although most reported being bright (not indicating whether it was bright in day or night due to all the lights they have described - one Participants mention suits things for sure though is that and the word "business" and is not getting dark due to the

#### COLOR



### SOUND



- **01** loud city sounds
- 01 noise



>>

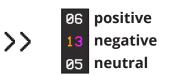
black was mentioned in combinations with yellow, red and white.



# DOWNTOWN Downtown Manhattan, NY

#### STATES OF MIND

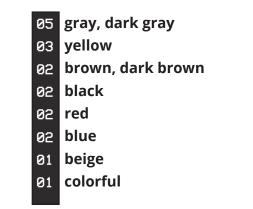
- rushy, hectic
- snob, rudeness 03
- 03 happy, amused
- 02 uncomfortable
- 02 business
- 02 travel
- 02 stressful
- 01 lost
- 01 unsafe
- 01 shopping



The participants describe getting anxious and nervous due to the big crowd but neverthe less they enjoy it and appreciate being there. They do scan a lot the space around them and they are descriptive about the sourounding as we will se below.

One thing that stands out from almost all of them is that people are being rude and snob. "People don't apologize for stepping on your foot or spilling your coffee" describes one or people are "nice but not friendly" mentions another one.

#### COLOR



### SOUND



>>

### SPATIAL ELEMENTS

the room, New York is full of skyscrapers so expect a whole lot of them in the descriptions. "Tall buildings", "skyscrapers", "glass facades", big "old buildings" are so commonly mentioned that fit perfectly the New York aesthetic. There is also a "building under construction" around the area.

Right after skyscrapers we find the "yellow cabs", the infamous taxis of New York City. These, accompanied by the rest of the "traffic", shape the soundscape of downtown Manhattan, NYC, with their horns and engines. These sounds and the talks of the

To address the elephant in nearby passing people are successfully shaping the shape spectacularly noisy setting.

There is a presence of Americanism abetted by the "American flag" that you can spot on some buildings and the classic Time Square billboards and being "smelly" and "cold". "screens on the buildings".

people" walking down the area and parks where you can streets. Mostly "business" people in "suits", "rich" people, "walk street" people, the great place to be. snob ones and the rude ones. Then we can find "policemen" and "homeless people" somewhere in the very crowded streets. So crowded and hectic that causes a discomfort. One

participant reported some "conflicts". Nevertheless, these people are wearing "cool clothes" and they are "cool". The area is considered "expensive".

Some participants reported

You can find coffee shops You can find a "variety of and street found around the sit. And no matter what most participants agree that is a



warm colors 02 cold colors 07 BW

blue & black gray & yellow blue & red

human environmental

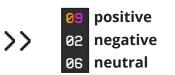
# OLD TOWN Greek Island

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#### STATES OF MIND

relaxation

- 03 traditional
- happy 02
- 02 business
- 02 busy
- 01 explore
- 01 peacefulness
- 01 travel
- shopping 01



Participants describe the place as a timeout from their daily lives. A place which they find "idyllic", with a presence of history around them. They want to explore the area and they were very descriptive with the environment.

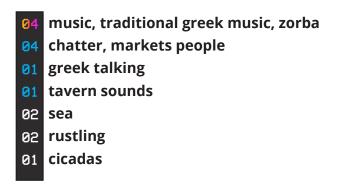
One describes it as a place where you are "connected to [the] nature", "free from surveilance" and "free from social control".

"People [around you are as] relaxed [as you are]". "People [are] laughing"

#### COLOR



#### SOUND



#### SPATIAL ELEMENTS

lots of tradition and history are local "fresh produced A place where you are "conpresent. Participants couldn't fruits and veggies", and "feta nected to [the] nature", "free stop mentioning the local people in the area.

They notice that there is an absence of cars and one describes "old people with donkeys". Some of the participants report some tourists as well.

It is a blue white place with "narrow roads", "small openings between the buldings", "brick pavements", and "pathways".

The food was mentioned oftenely and strongly. Restaurants, fish taverns and their tables are in the "small streets".

A sunny, warm place, with Products people mentioned ful", "idyllic" place full of life. cheese". "Alcohol" and "Ouzo" from surveilance" and "free as well.

> Around you, you see "churches", "old" "tradtional (renovated) buildings" "white houses", "trees: and "beaches" and you hear greek music, greek talking and the sound of waves and sea. Some described a more quiet place with only the sound of the waves and the wind present.

"Outfits aren't very cosmopolitan, they seem more humble or traditional".

Nevertheless it is a "peace-

from social control".



white & blue



