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| 1. Record Nr. | UNINA9910155039303321 |
| Autore | McMurtrie Robert J. <1960-> |
| Titolo | The semiotics of movement in space : a user's perspective // Robert James McMurtrie |
| Pubbl/distr/stampa | London, : Routledge, 2017 |
| ISBN | 9781315640273 (ebook) 9781138191716 (hbk.) 9780367366346 (pbk.) 9781315640273 1315640279 9781317276524 1317276523 |
| Edizione | [1st ed.] |
| Descrizione fisica | 1 online resource (xvi, 268 p.) : ill |
| Collana | Routledge studies in multimodality ; ; 16 |
| Disciplina | 720.14 |
| Soggetti | Movement, Psychology of - Semiotics |
| Lingua di pubblicazione | Inglese |
| Formato | Materiale a stampa |
| Livello bibliografico | Monografia |
| Note generali | Based on the author's dissertation (doctoral)--University of New South Wales, 2013. |
| Nota di bibliografia | Includes bibliographical references and index. |
| Nota di contenuto | 1. Paving the way : theories, terms and texts -- 2. Modelling movement in space as a semogenic system : the discourse-semantic and expression strata -- 3. Modelling movement in space as a semogenic system : the hodogrammatical stratum -- 4. Framing and reframing exhibition space : viewing stations, isoglosses and focal orientation -- 5. Points of departure and connection : theme, spatiotaxis and intersemiotic connection -- 6. Transforming space into place : rhythm and occupation value -- 7. Interacting in exhibition space : (dis) aligning with the semiotic designer -- 8. Negotiating the authorial voice : spatial engagement and graduation -- 9. Representing and experiencing perceptual structures : assigning participatory rules -- 10. Exploratory exhibition spaces : a child's perspective -- 11. Movement in restaurants and cafes : sites of performance and display -- 12. Retracing our steps and moving forward. |
| Sommario/riassunto | The Semiotics of Movement in Space explores how people move through buildings and interact with objects in space. Focusing on |

visitors to the Museum of Contemporary Art in Sydney, McMurtrie analyses and interprets movement and space relations to highlight new developments and applications of spatial semiotics as he proposes that people's movement options have the potential to transform the meaning of a particular space. He illustrates people's interaction with microcamera footage of people's movement through the museum from a first-person point of view, thereby providing an alternative, complementary perspective on how buildings are actually used. The book offers effective tools for practitioners to analyse people's actual and potential movement patterns to rethink spatial design options from a semiotic perspective. The applicability of the semiotic principles developed in this book is demonstrated by examining movement options in a restaurant and a café, with the hope that the principles can be developed and applied to other sites of displays such as shopping centres and transportation hubs. This book should appeal to scholars of visual communication, semiotics, multimodal discourse analysis and visitor studies.
