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An analysis of the use of urban furniture in city advertising in terms of aesthetic/visual appreciation training: city design

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Abstract

City design which individualizes whole features of city including everything from its street to plate can be named as an action which forms the identity of a street. By the new identity that the street got the relationship between human and city has revealed the necessity of that society should reach to the appropriate living environment and life quality. When the features of advertising media are looked into in terms of communication design and forms of use, it is thought that channel used in an advertising campaign affects city design. City furniture which takes space in a city is made of use as advertising means graphic design used. City furniture which takes a significant place in a city is used as an important advertisement area in which graphic design products are applied. City furniture is used as printed advertising media and broadcasting advertising media (stable and animated). It is thought that city furniture is needed to be designed by being associated to other life sustaining and environmental factors. In this study, it is aimed at pointing out the perfect use of furniture at issue in publication moving on from the idea that the graphic design and products used in city furniture increases the perceptibility of places and used factors by differentiation.

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Our environment is full of various, complex forms and visual images (Kırıçoğlu, 2009). Visual images take place during the recognition of the things that are seen between perception and memory (Arnheim, 2009) and they are present everywhere that the eye can perceive. Opportunities that are provided by the sense of sight, enables a person to make a contact with the environment and at the same time it encompasses the area of a complex visual pattern day by day. Sharing heavy information by placing the advertising media that is placed without being in relaxation with the environment reduces the life quality in the city, makes cities more and more disharmonized, overturns the social life and causes environmental pollution. However, with the development of urban life, city advertising has been progressing/becoming widespread and it can be observed that there is an increase in the use of urban furniture. Usage of urban furniture then must be designed in relation with the other vital and environmental elements in the city. The graphical design that is used in urban furniture increases the perceptibility of the places and elements by differentiation. For this reason, usage of the furniture has an important place in promotion. The importance of using design in urban arrangements within the complex structures of the cities is an undeniable fact. With the new identity they developed, cities make the life more enjoyable and meaningful and they create urban aesthetics. Buildings, floors and walls which are saved from mediocrity by the help of designs, add color into the life and highlight the

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need for new applications. Therefore, it is believed in this article that, the cities which are becoming more and more concrete and gray should be colored by new regulations and in other words, their charm should be increased. Besides this, it is issued in this article that the advertising products can be good and bad examples of how they interfere with the city.

Urban furniture should be used in the most suitable way for the structure of the city. Advertisements changing from city to city varies according to the products, and just like this, furniture varies due to the positioning. City squares are known as large areas reflecting the identity of the city. When the cultural dimension at the city squares is examined, transportation, infrastructure, traffic, vehicles, building and shopping centers cause such squares to lose their properties. Provision of cultural continuity can be obtained with the conscious usage of billboards and urban furniture. All the applications that will be inconsistent to the identity of the city will not only cause visual pollution but also will interfere in the urban fabric. In our country, with the increase in the need of communication in the product/service promotion, urban use increases the building advertising, frequency of its use and size are growing day by day. Thus, it's an inevitable fact that the effect of advertising furniture and products on city structure/texture will be growing.

Without linking the product with its location, the missing scheduled practices cause incompatible image confusion. Just as “a city square lives in different intensity and time depending on its functional relationship with the other areas of the city and with the usage of the buildings that surrounds itself” (İnceoğlu, 1989), the furniture advertising of the city and the streets must be located in accordance with the structure, size and color of the buildings in the area. In addition to this, experimental applications without advertising purpose developed considering the features which the principles require, plays an important role in creating an identity for the city.

Visualization which can be defined as a thing that has a functional and communicative purpose that can be seen in the visual culture (Barnard, 2010) has an undeniable place in human life. Nowadays in which a lot of art objects are produced or serve for decorative purposes, the human beings who are interested in the design of the visual layout enclosing his environment integrate the necessity of art with functionality of art and try to differentiate the environment with a proper design. It is very frequently observed that there are advertisements changing the external appearance in buses, bus stops and subway stations. The overall design of public transport vehicles can be turned into graphics products which have visual culture examples, with the transformation of the aspect of objects into a functionality supporting design. In this context, it is necessary not to make any designs that will prevent vehicles from their safe and rapid transportation duty. Vehicle advertising, which is often used with its colour, shape, motion and noticeability nowadays, takes effect as an effective tool in reaching target audience. Visual perception which is one of the factors affecting the colour, determines not only the recognisability but also the attractiveness of the advertisement. Considering the fact that colour enthusiasm can only be perceived through our visual sense (Teker, 2009) color in the process of perception plays a very important role in advertisement designing. In addition to this, quality of design increases the recognisability of product/service. After examining the psychological effects of colours, designing of graphic products in accordance with the city ambience prevents the visual pollution. Objects can be defined as a visual product in colour and shape integrity. It can be said that, the effect that an object create on an individual is related to the identity achievement in the object. From this point forth, shaping up of the objects with advertising designs not only differentiates the advertisement tools but also adds colour to the city. Design, colour, shape, size, contrast and difference are some of the features that increase the impact that gives a distinctive quality to the product. Formality of the objects/shapes also increases the impact it has on individuals. For this reason, it can be said that the formal size of vehicles and their excessive use can affect the perception levels of people.

This article in which product/service promotion of the urban furniture, buildings and vehicles in the city life, their designing functionally and identity gain are suggested, the idea that visual quality is important in urban design occurs with the designing of various furniture considering the relationship of design applications. Therefore, it can be said that, they adds colour to the life with their design applications reflecting the identities they have and they enriches the city by adding diversity. Based on the saying the visual in the visual culture is not only the visible things but also the things that have visual, functional or communicative value (Barnard, 2010) the objects in the urban design are aimed not to be used to look good but to be used as a part of design with the concern of beautifying

the place. According to author, art and film theorist and German psychologist Arnheim “To see an object in space means to see it in context” (Arnheim, 2009) and with this saying, he has the opinion that an object is related to its relationships with the other objects. Just as the size of the object, shape, position, colour, brightness and motion affect its perceptibility, seeing an object can be obtained by separating object’s own properties from the properties of the environment.

The materials that are used for advertising purposes affect the urban design and they are diversified day by day. One of them, vehicle advertising, is used as an effective tool for the message to reach at a large area. Usage area and causes of vehicle advertising has been differing and the application area has been developing. Public transport vehicles are used as an advertising product to convey message/information/service and as it have a high noticeability in the city traffic, it is often preferred (See Figure 1). Vehicle advertising, in which vivid colours are preferred in order to increase noticeability, is becoming an effective advertisement product in city.



Figure 1. Vehicle advertising used in public transport, Üsküdar, 2011.

Figure 2. IETT (Istanbul Electric Tramway and Tunnel Establishments) Bus colour poll interface, 2011.

Istanbul Metropolitan Municipality has brought a new application in vehicle advertising. They organized an internet poll in order to determine the colour of the IETT busses with the votes of the people living in the city (See Figure 2). According to the result of the poll, the colour of the public transport vehicles in Istanbul was decided to be purple. The visibility of the bus numbers on the surface of the vehicles also helped this message to spread over a wide area. For this reason, the advertising applications designed on public transport vehicles are interfering with the city not only with their designs but also with their colours. While the public domains and vehicles which aim the benefit of society are being arranged and diversified, the socio-cultural characteristics, requirements and needs of the people in it must be considered and their environmental compliance must be protected. In this context, election of the colour purple reflects the choice of the public and affects the perceptibility in the streets.



Figure 3. Building advertising display, Taksim Square, İstanbul, 2011.

Figure 4. Election advertisement display in the streets, Çapa, İstanbul, 2011.

Figure 5. İstiklal Street, İstanbul, 2011.

Today, city streets are becoming colourful with not only applications for advertising purposes (See Figure 3-4) but also with election campaign promotions (See Figure 4). Most of the advertisements that don't suit the texture of the city turn the buildings into an advertising product and fill the streets so that it becomes difficult to distinguish between streets and buildings. Also from time to time, the noticeability of some of the advertising applications which are interfering with the city very much instead of their design quality are measured by their excessive usage in a close range. İstanbul İstiklal Street is known as a high popularity street that ever-changing people are stopping by. So that, advertisers often prefer this street and there are a lot of different applications (See Figure 5). In Ankara there are often specific places that are taking high-priced advertisements. One of them is Kızılay Square.

"First World Children's Games" organization was hosted by Ankara and organized by Ankara Metropolitan Municipality in 24 April 2011, with the attendance of 3 thousand children from 90 countries. For the promotion, various practices have been observed. For the organization promotion in which there were a lot of graphical design products, a cat mascot dressed in Ankara's local outfit was designed (See Figure 6) and it was used in all the promotion products of the organization.

Different sizes of cat mascots dressed in Ankara's local outfit were located in Ankara squares where vehicle and human traffic are the busiest. It can be observed that, the cat mascots which cause an inharmonious appearance because of both its big size and shape, occupy too much space (See Figure 6).



Figure 6: First World Children's Games organization cat mascot, Ankara (Kızılay, Ulus Square), 2011.

Urban design is expressed as a method of multi-dimensional and detailed arrangement in urban space (Bilsel, 1991) and urban design brings the idea of detailed arrangement and considering the details. Every detail that interferes with city must be considered with its form, colour and size. As Bilsel expressed (1991), urban design isn't only an open space regulation technique. Considering the necessity in the harmony of open and close areas, inner and outer surfaces with each other, it is thought that right and successful results can be accomplished.

In the areas social life, it is very possible to encounter a graphic design product. Human, by nature, is a creature that tends towards the different one. Today, the diversity of materials and the development in hardware bring an increase in production costs. The locational effect of three-dimensional design application on audiences' perception which is a different graphical design product with its shape and size varies from the size of the area and human density. In the semantic examination of the application, the perception levels of the audiences "vary depending on the effect of stimulants coming from the objects and on where we are" (Teker, 2009). Considering this point of view, it can be said that, one of the factors affecting the perceptibility of the indicators is positioning of a product. In this sense, it must be considered that the design must be suitable for the area. A designer who knows where to present his application in respect of area's size and interior design must take aim at making an application suitable to the place, which has graphical solution and which is functional. If the designer knows the area and carries out his application, this will increase the effect (Bulduk, 2011).

Three-dimensional designs are more noticeable than the two-dimensional design applications, so that it can be explained by both its size, design and its diversified and 3d presentation. Display of these new graphical design products which has increased noticeability in city's cultural communion areas helps the usage of graphical design in modern living areas to be widespread and by a design that audiences aren't used to, it strikes their attention and

directs to the product/service. In this sense, it is an undeniable fact that the increase in the visibility of the three-dimensional products made for product/service promotion contributes audience in the service. In this article, significant effect on the design of the urban environment in relation with the positioning of design practices are noted, describing how the product causes environmental pollution and how the streets are the reflection of the city they belong to.

In our day which urban furniture is used as advertising products and tools, the identities of cities diversify day by day. Development of widespread usage of graphical designs in city which aren't made by competent people causes visual pollution. Prevention of this is due the designers who are expert in their field, who has a particular aesthetical appreciation and a concern to associate his design with his environment. Another detail to be considered is, environment/building mustn't harmonize with the design, and the design must harmonize with the building/environment.

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