

IMAGE AND SHAPE: TWO DISTINCT APPROCHES

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0 Abstract

This paper is the result of two researches done at the district of Campeche, Florianópolis, by the Grupo PET/ARQ/UFSC/CAPES. Different aspects and conceptual approaches were used to study the spatial attributes of this district located in the Southern part of Santa Catarina Island.

The first research "Urban Development in the Island of Santa Catarina: Public Space Study"- examined the urban structures of Campeche based on the Spatial Syntax Theory developed by Hillier and Hanson (1984) that relates form and social appropriation of public spaces.

The second research "Topoceptive Characterisation of Campeche: The Image of a Locality in Expansion in the Island of Santa Catarina" - based on the methodology developed by Kohlsdorf (1996), and on the visual analysis proposed by Lynch (1960), identified characteristics of this locality with the specific goal of selecting attributes that contributed to the ideas of the place its population held.

The paper consists of an initial exercise of linking these two methods in order to test the complementarity of their analytical tools. To exemplify the analytical procedures undertaken in the two approaches, the readings done - global (of the locality as a whole) and partial (from parts of the settlement) - are presented and compared.

Keywords: space syntax, mental image, public space.

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