Street Art and Public Space
A Digital Archive

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“… integrating perspectives, methods and insights from cognitive science, cognitive linguistics and semiotics, placing meaning-making into the broader context of cognitive, social, and neurobiological processes.”
Cognitive Semiotics

Linguistics

Cognitive Semiotics

Semiotics

Cognitive Science
Street Art – Society – Digital Issues

- Cognitive Semiotics
- Street Art Studies
- GIS Database Geographical Information System
- Social Influences
- Site Specificity - Location
- Intangible Heritage
- Sociocultural based - Contextual Information

Herrenhausen Conference, May 31, 2017
Has street art the potential to actively transform the public space into a communicative and dynamic sociopolitical arena?

Has street art sociocultural significance as part of our intangible heritage?

If YES:

How the ephemerality of street art could be overcome with the application of digital technology?
Building up an explicit and reliable taxonomy of verbopictorial rhetoric in graffiti and street art.

Promoting new multimodal verbopictorial rhetorical models and methodologies.

Developing a georeferential online database for gathering, analyzing and visualizing data with the implementation of GIS (Geographical Information System) technique.
I am looking forward to having fruitful discussions during the poster session taking me steps further.