Experiential Design – Rethinking relations between people, objects and environments

• Paper / Proposal Title:
Measuring the Individual Perception of Culturally Vulnerable Historical District in Surabaya-Indonesia

• Author(s) Name:
Setyo Nugroho, Junyi Zhang

• University or Company Affiliation:
Graduate School for International Development and Cooperation, Hiroshima University

• Abstract (300 words):

Introduction:

Urban development brings a significant transformation to the city’s appearance. Low scale buildings altered into a high-rise condominium or high-medium size shopping malls. This rapid development threatens the cultural significance of the historic district located in the downtown area, whose location is surely promising and strategic. Motivated by such a phenomenon, the research investigates the pedestrians’ place perception (the user) of the culturally vulnerable historical district by making use of photographs. Place perception refers to physical, psychological, and spiritual experiences toward a place that highlights the direct relevance between people and the built environment. The methodology employs the caption evaluation method and volunteer-employed photographs. However, the previous studies had been implemented mostly in the tourism destination area. Here, one research question is raised: How do the photographs contribute to measuring the perception of the culturally vulnerable historical district.
The study selected a historic district, “Bubutan”, close to the Surabaya Pasar Turi Railway Station. The area has promising land use for future urban development. Twenty-three participants (users) were recruited and asked to do a walking test and to be interviewed afterward. During the walking test, they were asked to take photographs of any objects (physical and non-physical) of what they like and dislike along the designated route. The chosen objects represented the significant objects for them and reflected the physiological and psychological security of the users in arousing the sense of place.

The current analysis results showed that objects (taken photographs) could be classified into three categories: people, buildings and visual details, and streetscape. These categories reflect participants’ preferences in seeing the built environment. Participants noticed that the objects had a potential value to be improved to create a strong sense of place. The analyses would be useful insights into the urban design from the perspective of citizens.

**Author(s) Biography (200 words each):**

**Setyo Nugroho.** Setyo got bachelor degree in architecture and master degree in urban design from Institut Teknologi Sepuluh Nopember, Indonesia in 2007 and 2014, respectively. Before pursuing doctoral student at Hiroshima University, he worked as an architect in architecture office at Surabaya Indonesia and Construction Company at Ho Chi Minh City Vietnam as well as a research fellow in Surabaya in the field of urban design. During his undergraduate degree, he participated in Tadao Ando program as trainee in Osaka for one month. He is interested in the topic of architectural history and culture then expand his interest to urban studies. Currently, he is interested in the topic of environmental psychology especially on the relation between people and built environments and how people construct their place identity. In the past, he has participated in several multidisciplinary activities such as Southeast Asia Seminar at University of San Carlos Cebu (2012) held by Kyoto University and Summer Institute for scholars in Asia and Pacific by Japan Foundation in Kanagawa (2016).

**Junyi Zhang.** Prof. Zhang got a bachelor degree from Beijing Jiaotong University, China in 1987, a master degree and a doctor degree from Hiroshima University, Japan in 1993 and 1996, respectively. Since he got his doctor degree, he experienced working as a research associate in Hiroshima University, a consultant in the urban and transportation field in Tokyo and a research fellow in the Netherlands. His research fields include urban and regional planning, transportation planning, traffic engineering, environment and energy policies, tourism policy, and health policy in the contexts of both developed and developing countries. He has developed various methodologies (surveys, modeling, policy evaluation, and planning, etc.) and applied them to analyze various issues related to the above fields from an interdisciplinary perspective, especially focusing on human
behavior analysis and systematic approaches. He has been the editor-in-chief of the journal “Asian Transport Studies (ATS)” of EASTS (Eastern Asia Society for Transportation Studies), which is the largest transportation association in the Asian and Pacific region, since 2011. Currently, he’s one of five board members of the International Association for Travel Behavior Research (IATBR).