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Émotions urbaines

- Penser la ville émotionnelle
  Fabio La Rocca
- Affectologie des atmosphères et transesthétique des espaces
  Alain Mons
- Resonance in atmospheric design
  Zhuofei Wang
- Des rues qui chantent et enchantent
  Cintia Sanmartin Fernandes, Micael Herschmann
- The process of photography-wandering in the apprehension of urban ambiences and the creation of emotional cities
  Marilia Farias, Julieta Leite
- Paris est à nous : expérimenter l'ambiance ordinaire de manière cinétique
  Fatima Mrad
- Penser l'urbain par les émotions. Les méthodes « innovantes » ou « expérimentales » en expertise urbaine
  Mathilde Girault
- Actes imaginatifs urbains : pratiques artistiques et ambiances en partages
  Marc El Samran
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  Salma Gharbi

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Resonance in Atmospheric Design

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English  RESONANCE IN ATMOSPHERIC DESIGN

Today, the focus of consumption has been shifting from pure use value to aesthetic-experiential value. Against this backdrop, the concept of design is undergoing a corresponding transformation - design is no longer solely about the manufacture of the product itself. Instead, the creation of atmosphere is brought to the forefront of design work, so much so that the product becomes one of the design elements. The focus on the design of atmosphere allows us to better reflect on the interaction between object, form, space, environment and human body, emotion and action. Our study will focus on the following issues: how can we create an atmosphere that can be experienced as good and meaningful? For a designer who often works in an international context, another question seems even more critical: to what extent can a significant atmosphere have an impact that transcends individual cultural boundaries? To answer these questions, we attempt to introduce the concept resomance into an ethical exploration of atmosphere design. A resonant relationship can occur in almost all dimensions of the human-world relationship and thus provide normative guidance for a good way of life. It is the responsibility of designers to enhance resonant sensitivity of ecological, interpersonal, cross-cultural as well as marginalized issues through the creation of atmospheric scenarios.