



**Venice International University**  
**VIU Summer School**  
**Linguistic Landscapes: Using Signs and Symbols to Translate Cities**

**June 30 - July 4, 2025**

**Faculty**

Kurt Feyaerts, KU Leuven (Coordinator)  
Richard Toye, University of Exeter (Coordinator)  
Matteo Basso, Iuav University of Venice  
Geert Brône, KU Leuven  
Claire Holleran, University of Exeter  
Elia Maestri, University of Exeter  
Michela Maguolo, Independent researcher  
Luca Pes, Venice International University  
Paul Sambre, KU Leuven

**Monday, June 30**

9:00 - 9:15 Registration and Welcome remarks

9:15 - 10:45

- INTRODUCTION: Introduction to the programme (presentation of Faculty; practicalities of the course) (20')
- SESSION 1A: Students introduce themselves along with a brief discussion of the LL-picture they bring from their home town (part 1; 80')

*10:45 - 11:15 Coffee break*

11:15 – 12:45

- SESSION 1B: Students introduce themselves along with a brief discussion of the LL-picture they bring from their home town (part 2; 45')

- SESSION 2: Brief introduction to the central questions of the course (all Faculty members on their course) & launching online blog post (45')

*12:45 - 14:15 Lunch*

14:15 - 15:15

- LECTURE 1: Luca Pes: Linguistic Landscapes and History of the Present in Venice

15:15 - 16:15

- LECTURE 2: Michela Maguolo: Languages, places and historical city maps. The case of Venice.

16:45- ...

- ACTIVITY 1: Afternoon: Group visit to Venice
  - Guided by Luca Pes and Michela Maguolo
  - Focus on (potential) LL issues

## **Tuesday, July 1**

9:15 - 10:15

- LECTURE 3: Kurt Feyaerts: Setting the big picture of Linguistic Landscape research

10:15 - 11:15

- LECTURE 4: Claire Holleran: Writing on Walls: Graffiti and Notices in Pompeii

*11:15 - 11:45 Coffee break*

11:45 – 12:45

- Introduction editing tool Lingscape (Kurt)
  - Practicalities

*12:45 - 14:15 Lunch*

14:15 - ...

- SESSION 3: Exploring Venice: Division into groups
  - Methodological and ethical guidelines
- ACTIVITY 2: Groups explore their assigned part of Venice

**Evening**

**Social Dinner at San Trovaso Restaurant in Venice (tbc)**

## Wednesday, July 2

9:15 - 10:15

- LECTURE 5: Geert Brône: Using eye-tracking for Linguistic Landscape research

10:15 - 11:15

- LECTURE 6: Matteo Basso: Linguistic landscapes, Architecture and Urban Planning

*11:15 - 11:45 Coffee break*

11:45 – 12:45

- LECTURE 7: Richard Toyé: Tips and Tricks for Studying Linguistic Landscapes: Examples from a Swiss Case-study.

*12:45 -14:15 Lunch*

14:15 - 15:15

- SESSION 4:  
Reflection and interaction

15:15 - ...

- ACTIVITY 3: Groups explore their assigned part of Venice and work on their presentations

## Thursday, July 3

9:15 - 10:15

- LECTURE 8: Paul Sambre: Semiotic landscapes as collective multimodal processes: legality in the street art of Ortica Memoria, Milan

10:15 - 11:15

- LECTURE 9: Eliana Maestri: Linguistic Landscapes and the Visual Arts: Between Venice and Down Under

*11:15 - 11:45 Coffee break*

11:45 – 12:45

- SESSION 5:  
Reflection and interaction

*12:45 - 14:15 Lunch*

14:15 - ...

- ACTIVITY 4: Groups finalize their presentations

## **Friday, July 4**

9:15 - 10:45

- SESSION 6A: Presentations with Q&A (part 1)

*10:45 - 11:15 Coffee break*

11:15 – 12:45

- SESSION 6B: Presentations with Q&A (part 2)

*12:45 - 14:15 Lunch*

14:15-15:45

- SESSION 7:
  - General discussion of the presentations
  - Finalizing blog post
  - Open assessment of the summer school

16:00 - ...

- SESSION 8: Closing with toasts

## Faculty's short bio



**Kurt Feyaerts** is full professor at the Linguistics Department at KU Leuven, where he teaches German linguistics. His research interests concern the analysis of humor and creativity as well as co-speech gestures as aspects of a multimodal interaction analysis. Another research focus concerns the ubiquity of metaphor, metonymy and blending as powerful mechanisms in the process of meaning making. More recently, his research and teaching focus have shifted towards the fields of Multimodal Ecolinguistics and Urban Linguistic landscapes.



**Richard Toye** is Director of Global Excellence (History) at University of Exeter. He specializes in the history of Britain in its global and imperial context in the period from the late nineteenth century to the present day. He is particularly interested in the rhetorical dimensions of politics, economics, and empire. The topics he has worked on include the thought of John Maynard Keynes and the writings of H.G. Wells, as well as Britain's role in international trade negotiations and the history of the United Nations. He also is an expert on the life, career, and reputation of Winston Churchill.



**Matteo Basso** is associate professor of Urban and regional planning at Luav University of Venice. His research interests broadly refer to the analysis of urban, territorial and landscape transformations, and the design of spatial policies. He is a member of the board of Luav School of doctoral studies, specifically of the regional planning and public policy track. He is a member of the scientific committee of VAULT study centre, a part of Luav Infrastructure of Research Integral Design Environment. He has been a visiting scholar at the University of Westminster, London and the College of Architecture and Urban Planning of Tongji University, Shanghai.



**Geert Brône** is professor of German and general linguistics in the Linguistics Research Unit at KU Leuven. He teaches German system linguistics, variational linguistics and multimodal interaction analysis at the Leuven campus of KU Leuven (BA and MA programs in Linguistics and Literature and Master in Linguistics). He is currently vice-dean of research policy at the Faculty of Arts. His research activities center on the interface between cognitive grammar, (interactional) discourse and multimodality. An important methodological thread throughout Geert's research over the last decade has been the use of mobile eye-tracking technology. These systems allow for detailed registration of the

gaze direction of conversation participants in face-to-face interaction, which opens up new research opportunities in various research disciplines.



**Claire Holleran** is an associate professor in Classics and Ancient History at the University of Exeter. Her research interests lie in Roman social and economic history, particularly urban economies, the experience of living in the ancient city, and migration and mobility. She focuses especially in Rome itself, and have published work on the city's retail trade, demography, and street life. Over the last few years she has been working on human mobility in Roman Hispania in the imperial period, exploring and mapping population movement within the region on the basis of its rich epigraphic data.



**Eliana Maestri** is Senior Lecturer in Translation at University of Exeter. Her research focuses on the interplay between translation, mobility, gender, and visual culture. She has published on interpretations of Europe among migrants in Australia, on translations of mobile traditions into Italian Australian folk music (with Rita Wilson), on street art in anti-Mafia contexts (with Inge Lanslots and Paul Sambre), and on translations of languages and cityscapes into the visual arts, paying particular attention to

prominent artist Jon Cattapan. Her monograph *Translating the Female Self across Cultures* appeared in the 2018 John Benjamins Translation Library.



**Paul Sambre** is an associate professor of discourse studies and Italian linguistics in the Linguistics Research Unit at KU Leuven. Paul is a member of MIDI, the KU Leuven Linguistics Research Group on multimodality, interaction and discourse. Paul studied linguistics (French and Italian) in Leuven, semiotics, pragmatics and philosophy in Bologna and Lyon. Paul is fascinated by how we define, rethink and do concepts multimodally, in real-life settings, at the interface of language, gestures, body and landscapes. Paul's research is at the intersection of the socio-cognitive, socio-semiotic and critical traditions in multimodal discourse studies. Trained as a corpus linguist, Paul has recently shifted towards

multimodal (n)ethnography, with an interdisciplinary focus on material practices in the civil antimafia movement in Italy. Paul teaches multimodal discourse studies and text linguistics in different programs: the BA in applied linguistics and MA in multilingual communication (campus Antwerp); the BA and MA in linguistics and literature, the MA in linguistics and in digital humanities (campus Leuven). Paul coordinates the MC in multilingual communication, which zooms in on digital and cross-cultural communication (Antwerp and Brussels campus).



**Michela Maguolo** is a trained as an architect and architecture historian, she is an independent scholar researching historic and contemporary architecture. She leaves near Venice and having studied and now worked there, it felt natural for her to explore scientifically its historic architectural and urban image, on which she has both written and lectured. Her interest in contemporary architecture has centred on historiography and the work of certain Italian architect-planners, with publications on Afra and Tobia Scarpa, Edoardo Gellner, and Giovanni Astengo, in collaboration with Luav University. More recently, Michela has shifted her focus to the social and political (in the broadest sense)

dimensions of architecture, examining its connections with student protests and rock music on one hand, and different forms of writing on the other. She is a member of the scientific committee of Caryatide publishing house and serve on the editorial board of La Rivista di Engramma magazine.



**Luca Pes** is the Vice Dean and Director of the Globalization Program at Venice International University, where he has taught every semester since the beginning of academic activities in 1997. He published mostly on Venetian 19th-21st Century Cultural and Social History, on the Methodology of Local and Urban History and of History of the Present. His research and teaching areas also include Teaching in Multicultural and Multidisciplinary contexts, Cinema and History, Italian Contemporary History in Films, Italian Society, Diaries and Historiography, History of Venice.