



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 Toyne, University of Exeter (Coordinator)
Matteo Basso, Iuav University of Venice
Geert Brône, KU Leuven
Claire Holleran, University of Exeter
Eliana Maestri, University of Exeter
Michela Maguolo, Iuav, University of Venice
Paul Sambre, KU Leuven

Guest lecturers

Desi Marangon
Alberto Toso Fei

Monday, June 30th

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: Kurt Feyaerts: Setting the big picture of Linguistic Landscape research

15:15 - 16:15

- LECTURE 2: Michela Maguolo: The linguistic landscape of Venice. Past and present.

16:45- ...

- ACTIVITY 1: Afternoon: Group visit to Venice (two groups, two areas)
 - Guided by Michela Maguolo, Matteo Basso, Desi Marangon
 - Focus on (potential) LL issues

Tuesday, July 1st

9:15 - 10:15

- LECTURE 3: Matteo Basso: Linguistic landscapes, Architecture and Urban Planning

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

- LECTURE 5: Desi Marangon & Alberto Toso Fei: *tba* (authors of the book 'Venezia: *Urbs Scripta*')

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

Wednesday, July 2nd

9:15 - 10:15

- LECTURE 6: Geert Brône: Using eye-tracking for Linguistic Landscape research

10:15 - 11:15

- SESSION 4: Practical introduction to Lingscape (Kurt Feyaerts) and mobile eye tracking (Geert Brône)

11:15 - 11:45 Coffee break

11:45 – 12:45

- LECTURE 7: Richard Toye: Techniques and sources for enriching Linguistic Landscape research: examples from a long-term study of Zürich

12:45 -14:15 Lunch

14:15 - ...

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

Thursday, July 3rd

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 4th

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 remarks

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 has 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, rethin

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 toward 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 architect and architecture historian, she is an independent scholar researching historic and contemporary architecture. She lives near Venice and having studied and 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 serves on the editorial board of *La Rivista di Engramma* magazine.