

## Walking and (re)signification of urban space in the center of Florianópolis: aesthetic and affective mapping

### O caminhar e a (re)significação do espaço urbano no centro de Florianópolis: mapeamento estético e afetivo

### Caminar y la (re)significación del espacio urbano en el centro de Florianópolis: mapeo estético y afectivo

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## Abstract

The diverse cultural, historical, social, and economic elements that converge in Brazilian urban centers constitute a complex and dynamic environment, susceptible to multiple interpretations and explorations. Among these possibilities, we can understand the act of walking as an aesthetic experience that takes place in the conception of the pedestrian as a symbolic transformer of the city through its perception. This study aimed to explore the emotional and sensory connections in the person-environment relationship in the urban environment in Florianópolis (SC). Through urban drifts and interviews in the historic center of the city, a psychogeographic map was prepared, presenting the aesthetic and affective experiences of the participants, highlighting the importance of walking as a (re)signifying practice of urban space.

**Keywords:** Person-environment relationship; Environmental perception; Urban space; Psychogeographic map; Walking.

## Resumo

Os diversos elementos culturais, históricos, sociais e econômicos que convergem nos centros urbanos brasileiros constituem um ambiente complexo e dinâmico, passível de múltiplas interpretações e explorações. Dentre essas possibilidades, podemos entender o ato de caminhar como uma experiência estética que decorre na concepção do pedestre como transformador simbólico da urbe através de sua percepção. Este estudo objetivou explorar as conexões emocionais e sensoriais na relação pessoa-ambiente no meio urbano em Florianópolis (SC). Através de derivas urbanas e entrevistas no centro histórico da cidade, foi elaborado um mapa psicogeográfico apresentando as experiências estéticas e afetivas dos participantes, destacando a importância do caminhar como prática (re)significadora do espaço urbano.

**Palavras-chave:** Relação pessoa-ambiente; Percepção ambiental; Espaço urbano; Mapa psicogeográfico; Caminhar.

## Resumen

Los diversos elementos culturales, históricos, sociales y económicos que convergen en los centros urbanos brasileños constituyen un entorno complejo y dinámico, susceptible de múltiples interpretaciones y exploraciones. Entre estas posibilidades,



se puede comprender el acto de caminar como una experiencia estética que considera al peatón como un transformador simbólico de la ciudad a través de su percepción. Este estudio tuvo como objetivo explorar las conexiones emocionales y sensoriales en la relación persona-ambiente en el contexto urbano de Florianópolis (SC). A través de derivas urbanas y entrevistas en el centro histórico de la ciudad, se elaboró un mapa psicogeográfico que presenta las experiencias estéticas y afectivas de los participantes, destacando la importancia del caminar como una práctica que (re)significa el espacio urbano.

**Palabras clave:** Relación persona-ambiente; Percepción ambiental; Espacio urbano; Mapa psicogeográfico; Caminar.

## INTRODUCTION

**B**razilian urban centers are spaces of great diversity and complexity, where different cultural, historical, social, and economic elements resulting from their formative processes converge (Del Rio, 1999). Such diversity makes a given street, square, or building offer multiple interpretations, inviting people to explore and relate to the urban environment uniquely, in continuous relationships between memory and imagination (Tuan, 1974).

Historical centers, in particular, are of great importance for the formation of the image of cities by having symbolic characteristics linked to historical and socio-spatial dialectics (Del Rio, 1990). Like Florianópolis, capital of the Brazilian state of Santa Catarina (SC), its center district presents a variety of elements that directly influence the perception and experience of space, such as the diversity of intertemporal architectural styles; the presence of plazas, squares, pedestrianized streets, and living areas that provide social interactions, cultural activities, and diverse sensory experiences; and the plurality of socio-cultural identities coexisting in these spaces.

Understanding the perceptual process as an idiosyncratic way of signifying information, perceptions of place are subjective for each individual. However, the recurrence of common points clarifies preferences and expectations of users, evidencing the influence of the physical and social environment in which they are inserted when generating and persuading this process (Del Rio & Oliveira, 1999; Kuhnen, 2011). It can also be understood phenomenologically, as mediation between mind and world, a tool for exploration and interpretation of space (Merleau-Ponty, 2018). This process is made possible by the construct called *ambience*, which corresponds to a perceptually sensitive unit that qualifies the experienced environment in which it occurs (Thibaud, 2018).

Starring the perception of the pedestrian, Careri (2013) introduces walking as a possibility of aesthetic experience and living space, arguing that the act of wandering freely in the territory allows the individual to physically know the



place and participate in the construction and symbolic transformation of the city. Equivalent to urban drift, the playful exploration of ordinary space deeply linked to the situationist movement (Debord, 2003c [1958]) is also connected to phenomenology, offering a way to examine the interactions between body, space, and subjectivity. Deleuze and Guattari (1995) understand that drifts provide an ethical and aesthetic approach to the urban experience, challenging the linearity and predictability of the city by inviting walkers to let themselves be affected by the environment and to question the norms imposed. Therefore, drifting becomes a tool to face the contradictions of the world, and can be used to explore the body and subjectivity of people in urban spaces, using its multiplicity (Careri, 2013; Debord, 2003c [1958]).

This movement through the city, strolling, is itself a symbolic interpretation of the territory, and can be materialized through psychogeographic reading, which corresponds to a means of revealing the intimate relationship between emotion and geography, the feeling located in the real space (Careri, 2013; 2017; Debord, 2003a [1955]; 2003c [1958]). Psychogeographic mapping is then an unconventional representation of the city, which fragments and reorganizes spaces to reflect the emotional and psychological experiences of individuals while they are adrift. Such maps may include drawings, collages, and texts highlighting locations or areas of greater emotional impact (Debord, 2003b [1957]).

The emotional experience of the environment is also what builds its meaning, starting from its perception and interpretation. The attribution of value to physical aspects transforms space into place, and walking produces this place by evoking situated affective transformations. The impact of these emotions is therefore capable of altering the descriptive and perceptual dimensions of the environment, implying a change in the internal representation of spatial elements (Careri, 2013; Corraliza & Berenguer, 2010).

Finally, it is believed that the aesthetic and affective characteristics of the urban environment in the center district of Florianópolis (SC) significantly influence the emotional and sensory connections of people with such space, generating a variety of perceptual experiences that can be mapped and understood through qualitative methods such as urban drifts and interviews. Thus, this study aimed to explore the emotional and sensory connections in the person-environment relationship in the urban environment in Florianópolis (SC).

## METHODOLOGY

This research had a descriptive, relational, and qualitative design (Sampieri; Collado; Lucio, 2013). The study starts from a multimethodological approach (Günther; Elali; Pinheiro, 2008) and was conducted using urban drifts, semi-structured interviews, and subjective analysis of the spaces visited, resulting in a



psychogeographic map that describes the emotional and sensory connections in the person-environment relationship in urban areas.

The area outlined for the study was the center district of Florianópolis, capital of the state of Santa Catarina (SC). The choice was due to the multiplicity of factors that involve this urban cut, including architectural styles; squares, streets, and community spaces that promote social interactions; and the sociocultural coexistence of various actors

First, the researchers toured the center district of Florianópolis, following the methodology of urban drifts (Debord, 2003c [1958]), observing the interactions made in the place, recording photographs or sketches, and noting their perceptions in a field diary. The researchers recorded the routes traveled, which were not previously defined, but rather a process of choices guided by interest in the urban space; lines that connected the points visited; emotional markers, with icons or colors that represent emotions associated with each place; and brief descriptions of significant moments.

In a second moment, semi-structured interviews were conducted with passers-by, except those under 18 years of age and/or legally incapable, to collect their perceptions regarding the place, obtaining a greater diversity of perspectives on the urban environment to provide a deeper understanding of social and cultural dynamics. In addition, this stage served to validate or contrast the researchers' impressions and feelings about specific places.

The data from the interviews were analyzed using content analysis (Bardin, 2014) to examine and categorize qualitative information, seeking to identify patterns, themes, and meanings. A psychogeographic map of the center district of Florianópolis was generated based on data from the diaries, sketches, photographs, and content analysis (Debord, 2003b [1957]; Deleuze & Guattari, 1995).

## RESULTS AND DISCUSSION

### The location

The center district of Florianópolis (Figure 1), capital of the state of Santa Catarina, is located on the Island of Santa Catarina, housing public agencies and tourist attractions, and it serves as a mandatory passage for those arriving on the island by road. Among the many landmarks and monuments important for the capital's characterization are the vibrant shopping streets with their many shops and cafes, and the surroundings of Praça XV de Novembro, surrounded by heritage structures such as the Cruz e Sousa Palace and the Metropolitan Cathedral.



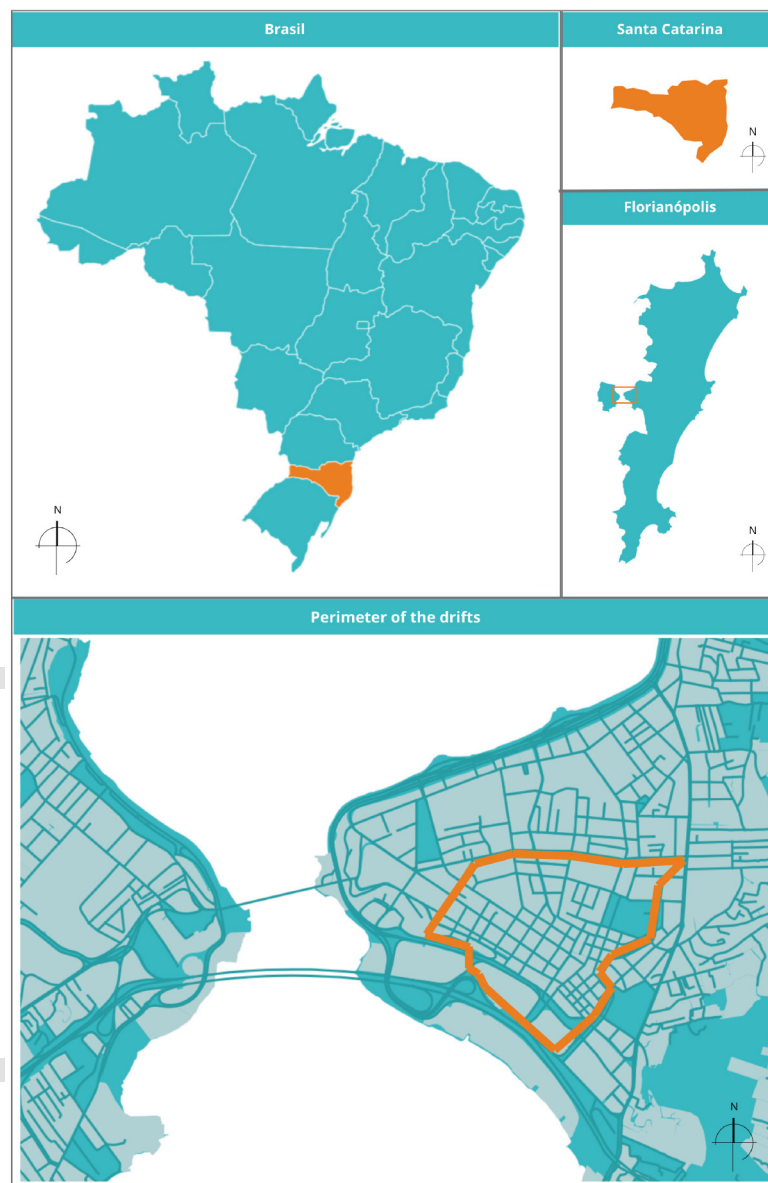


Figure 1: Location of the historic center of Florianópolis (SC). No scale. Source: Authors (2024).

## The drifts

The drifts occurred on April 16 and between June 3 and 8, 2024, from the corner of Rua Conselheiro Mafra and Praça XV de Novembro, with no fixed destination, lasting approximately two hours. All drifts took place on days of mild weather, alternating between the morning and afternoon. It is worth noting that each of the researchers who performed the drifts has a different geographical origin, residing in Florianópolis for various periods, ranging from just over a year to more than a decade. In addition, all have training in Architecture and Urbanism, which transmutes the worldview about the environment, as there is training in looking at the space.



The walks demonstrated significant contrasts concerning the sensory and aesthetic perceptions of specific sectors. In general, the surroundings of squares were better appreciated than streets with a heavy flow of people and vehicles. An abundance of sensory stimuli was observed, whether visual, auditory, or olfactory.

In particular, the visual and olfactory landscapes were predominant in the positive perception of the environment, accentuated by the presence of vegetation or houses, when well preserved.

[...] what attracted us together was the view of Praça XV, which for me had an aspect of green refuge. (Field Diary, Researcher 2, 27 years old, Female<sup>1</sup>).

The palace props draw a lot of attention in this setting, and I wonder how they were made (FD, R 3, 31, F).

On the other hand, noise from motorized traffic or sellers advertising products and poor conservation of the built environment were factors that contributed to negative perceptions during drifts, causing a desire to move away from the site.

I also perceive how noisy this street is. I stop to distinguish the different stimuli and I notice: people walking and talking to each other, many pigeons, street vendors, different colored buildings, people shouting: 'I buy gold! I sell gold!'. Visual and noise pollution that makes me a little anxious to walk faster (FD, R 3, 31, F).

During the drift, the researchers perceived the layers of historical transformations in varying degrees and through different approaches, primarily due to their diverse previous experiences and cities of origin, located in the north, northeast, and southeast regions of Brazil. The interweaving of temporalities in the urban fabric gives the area a diverse aspect, with a series of acting forces common to the genesis of Brazilian urban centers, as indicated by Del Rio (1999). The overlap of different urban plans shaped in different political moments is evident in the center district of Florianópolis.

Because these are streets designed according to colonial intentions, the narrow scale of the roads is still present in some sections, such as around the cathedral. Associations with other Brazilian historical centers were made by one of the researchers, who felt a certain familiarity even while exploring unknown streets.

The streets are narrow, it's the scale of an Old Town, it vaguely reminded me of the historic district of Belém (PA). But here it is not dangerous and abandoned (FD, R 2, 27, F).

1 From this point, the identification of the source (Field Diary), researchers (1, 2, or 3), and their respective ages and genders (F or M) will be reduced to the initials: FD, R1, 2 or 3, F or M.





Still, she focused on the general state of conservation of the set, while another one focused on the mischaracterization of the building units.

I stopped to observe a building with tiles, which very closely could be seen to be a very artisanal restoration, drawn by hand. Not entirely professional, but they denoted attentive care, perhaps even with affection (FD, R 2, 27, F).

On this corner is a historic building with a fallen façade that was completely uncharacterized because it was painted purple and orange, making it look like a giant Halloween store. [...] From there, I also notice that outside the square, all the old houses are quite uncharacteristic. One of them even looks like Barbie's house, and I am shocked by this mischaracterization (FD, R 3, 31, F).

The primary factors that influenced decision-making on which path to follow are curiosity, whether due to the occurrence of unusual activities or the desire to explore unknown areas; visual appreciation, whether of a building, trees, or murals; the existence of physical barriers; the escape from unpleasant environments, due to noise or the feeling of insecurity; the search for places of refuge and rest; or even unintentional changes of direction, caused by inefficient signaling and poor legibility of the urban environment.

I saw a mural in the distance, but decided not to go there because the path seemed strange, and there was a man standing in the alley. [...] From there, I was guided by murals, sounds, or the possibility of walking in the shade of vegetation, in addition to the smell of juice from Rua dos Ilhéus. [...] At that time, my choices were guided by pure curiosity. Places that I hadn't seen yet, or that I would like to take a closer look at, that had something cool in the landscape, or something interesting going on (FD, R 1, 28, F).

We didn't go in a straight line because the street between the blocks was partially under construction, which seemed to me a barrier instinctively. [...] Curiosity guided me through points that I had not gone through before for the simple fact that there had never been a specific need (FD, R 2, 27, F).

The distinct trajectories, even if they started from a single point, highlight how personal and subjective experiences shape the exploration of the space. Even when the researchers converged on a similar destination, the motivations were different, influenced by previous experiences in Florianópolis or other cities, corroborating the theory by Tuan (1974) that environmental perception is continuously uniquely altered by the relationships between memory and imagination, as well as the influence of the role of social context on personal perceptual aspects (Kuhnen,



2011). In summary, Figure 2 shows the location of the sensations reported on a cartographic map.



Figure 2: Feelings and trajectory taken in the drifts. Source: Authors (2024).

It is possible to affirm that sensory and affective experiences intensified the recognition and appreciation of the unique characteristics of the place, contributing to the formation of memories and personal stories associated with the center district of Florianópolis. From the drifts, the urban space ceased to be just a functional scenario. It became a territory of new meanings and affections, as described by Careri (2013) and Debord (2003c [1958]), strengthening the topophilic relationship and the sense of belonging of the researchers with the city (Tuan, 1974).

I thought of the area around Felipe Schmidt Street as the busiest part of the city. This is quite true, but I had the idea it was more chaotic. While walking through other places, I realized that the region is paradoxical. While it's hectic, it's quiet. The movement is not as intense as other places I am used to and, in fact, it even brings liveliness and security (FD, R 1, 28, F).

Then I actively looked at the street in a way that seemed new; I looked at the street itself as a stream and not as a mere access road to the surrounding buildings. I saw more beauty

and felt the liveliness [...]. I have always had the impression of the center district being more crowded than it actually is; I became aware of this now (FD, R 2, 27, F).

Through immersion in the environment, it was possible to identify the ambience units by recognizing their set of specific situations, through the exploration of their sensory and symbolic qualities, transforming perceptions of what would be a mere spatiality in a place (Thibaud, 2018). Furthermore, as explained by Corraliza and Berenguer (2010), the emotions felt and reported continue this process, shaping the sensitive perception and experience in the space, which influences affective connections and generates a sense of attachment.

### The interviews

To understand how emotional and sensory connections influence the relationship of individuals with urban space, we sought to approach passers-by at different points in the study, asking them to describe the place, highlighting elements that drew attention, and identifying relevant architectural or natural features. In addition, they were asked about their feelings when walking through the area and the impact of prior knowledge about the history of Florianópolis on their perceptions. Finally, the respondents (RP) exposed affective memories. A total of 15 people between 20 and 76 years of age were interviewed; six were female (F) and nine were male (M).

The results of the content analysis regarding the motivations that led individuals to choose to be in the center district suggest that a significant number of passers-by did so in mandatory circumstances, with work being the primary reason (n=7). Another relevant motivation is the need to make purchases (n=6), as indicated by the respondent's speech:

Everything we need is here, like... commerce... (Respondent 15, 59 years old, female).

Thus, the high degree of compatibility perceived in the studied region between the intentions of passers-by, whether mandatory, necessary, or elective, as well as the possibility of performing these tasks, are evident, given the quantity and quality of services offered, primarily leading them to positive environmental and affective assessments (Corraliza e Berenguer, 2010).

Three dimensions can be identified as a theme among the descriptive aspects and elements that draw the attention of passers-by: the physical dimension, the personal dimension, and the sociocultural dimension. Within the theme of physical dimension, the category with the highest prevalence was the "positive evaluation of physical characteristics" (n=30) made by users, with emphasis on the element "historical buildings" (n=8), followed by "organization" (n=5).



[...] The conservation of quite a few buildings of ancient architecture, the more it draws attention (RP 3, 21, male).

In contrast, the second most frequently occurring element, “degradation” (n=6), belongs to an opposite category, “negative evaluation of physical characteristics” (n=8).

In the personal dimension, the occurrence of the element “good” (n=11) of the “positive sentimental evaluation” category is also evident, presenting a higher occurrence (n=24). “This is a good place to live, there’s a worse place than this. In fact, it is very good here” (RP11, 58, F). The other category of the theme, “descriptive evaluation”, has a lower total occurrence (n=11), with emphasis on the element “landmarks” (n=6).

Oh sure, right? The Praça XV, the cathedral, the Hercílio Luz Bridge, the beaches, things, and I really like Shopping Beira Mar too [...] (RP 7, 44, M).

The elements indicated in the physical and personal dimensions express how the configuration of urban spaces gives meaning to an integrated context. By signaling historical buildings and landmarks, passers-by corroborate the idea that historicity functions as a sensitive basis, based on a phenomenological perspective (Merleau-Ponty, 2018; Thibaud, 2018).

The highest occurrence of thematic elements in the sociocultural dimension, among all themes, was “interpersonal relationships” (n=14), of the “positive sociocultural evaluation” category (n=33).

For me it’s a joyful place. It’s a colorful place, which brings me, like... a very significant well-being and I feel that I’m inside the culture here in Florianópolis (RP14, 45, F).

In the same category, the occurrence of the element “possibilities” (n=10) is also evident, which demonstrates how much the users see it as an environment rich in labor, trade, and leisure opportunities. Additionally, the category “negative sociocultural evaluation” has only one occurrence (n=1).

Very good. I like it here very, very much. Plenty of opportunity, plenty of people to meet too. [...] Many points, like, communication, employment, many opportunities (RP12, 33, F).

In addition to the descriptive aspects and elements that attract the attention of passers-by, they were also asked about which natural or architectural features held special interest. In this grouping of responses, the theme “built environment” showed the highest occurrence (n=31), especially the element “landmarks” (n=12),



usually citing buildings and historical sites. On the other hand, “vegetation” (n=5), as a category of the theme “natural environment”, was mentioned only by the respondents who were at Praça XV

Regarding feelings while walking, the occurrence of negative (n=17) and positive (n=22) elements was relatively similar. However, the most cited element was “excited” (n=9), from the “positive feeling” category. Despite many physical elements with positive evaluations, the feeling when walking was generally mixed, indicating different experiences and expectations concerning the same region. Thus, the amount of positive assessment made by passers-by regarding the elements perceived in the area, in all its dimensions, is remarkable. In contrast, emotional experience was perceived in a fragmented manner, with some respondents demonstrating different levels of affective relationship (Corraliza e Berenguer, 2010).

This differentiated affection’s value, impacting attachment to the place, was evident when passers-by were asked about their knowledge of historical aspects of the region and whether they had memories or emotional associations related to the place. Few respondents showed a positive response to historical knowledge (n=4), citing legends and ancient local customs. Similarly, few affective memories were reported (n=4), with citations of previous workplaces close by and the city in general as a mark of positive change, by non-native people of the island.

Although few passers-by expressed strong affective memories, those who did had deep connections between their personal journeys and the urban environment, giving meaning and value to space, transforming them into places of memory. This diversity of responses demonstrates how the same place is susceptible to multiple interpretations, creating a continuous dynamic between memory and imagination (Tuan, 1974).

## THE MAP

The present research developed the psychogeographic map (Figure 3) based on the mixture of the authors’ perceptions with what was heard in the discourse of passers-by to reveal the multiple connections and potentialities of the urban space.

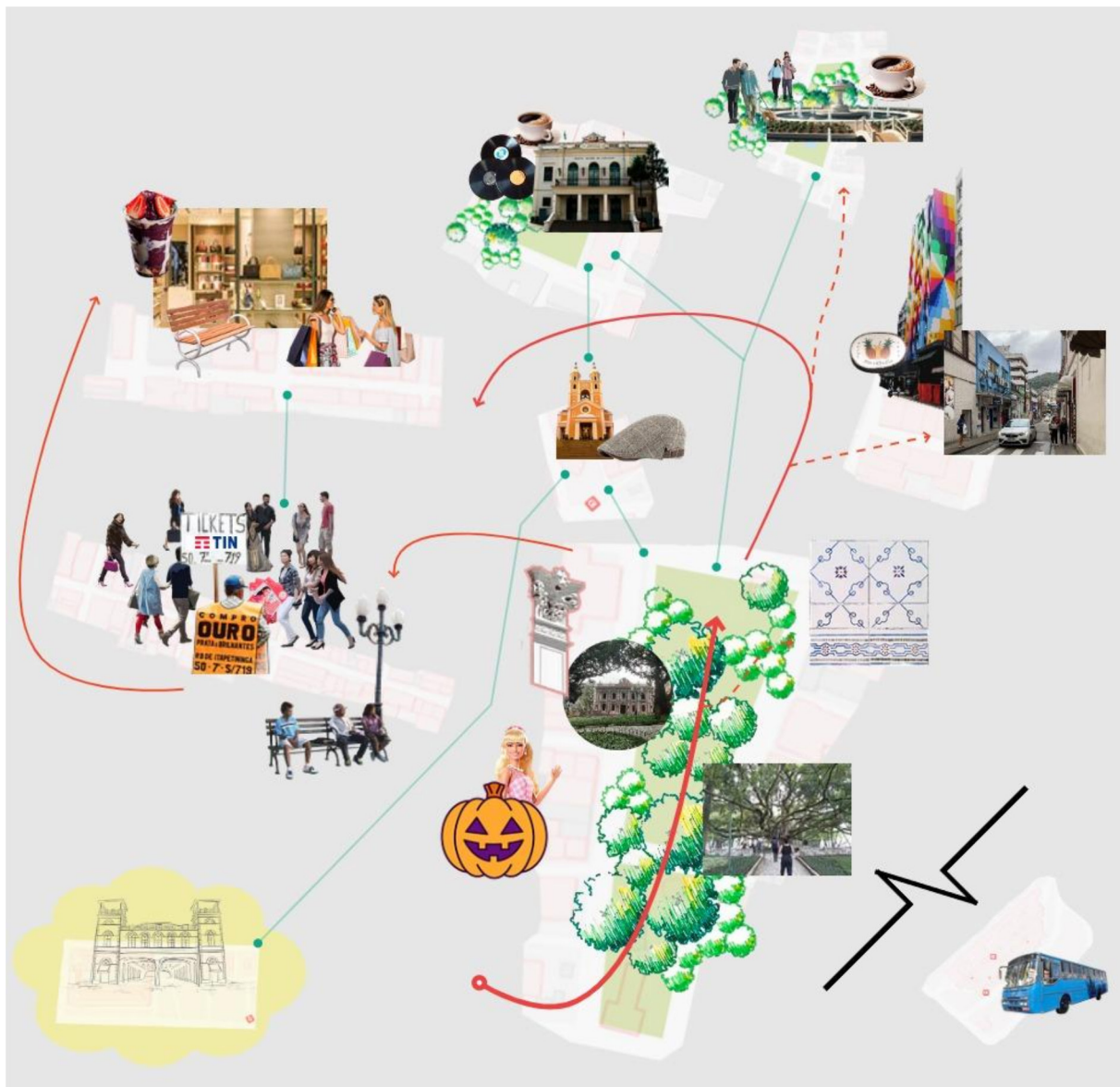


Figure 3: Psychogeographic map of the center district of Florianópolis (SC).  
Source: Authors (2024).

Its construction followed a collaborative approach, based on the cartography of Deleuze and Guattari (1995), using the principle of the map “The Naked City” (Debord, 2003b [1957]), widely recognized for its literary relevance, which divides Paris into several parts linked by arrows, indicating the emotional flow of urban movements. Therefore, the red lines indicate movement flows, with different line weights for paths taken by more than one researcher and on other occasions. In contrast, the green lines relate ambiances with similar components. The ambience units (Debord, 2003c [1958]) were represented by cuts of the urban mesh superimposed on the striking elements present. These cuts are presented on a free and non-linear scale, with a geographical orientation, but disconnected from their Cartesian obligations.

The ambience of the old bus terminal is presented distantly by the sensitive rupture of its aspect with the rest of the mapped center district. Regarding the Public Market ambience, although the researchers did not take their walks in the surroundings, interviews with passers-by revealed the place as an ambience unit assigned by the collective. This contrast demonstrates a heterogeneity of perceptions (Thibaud, 2018).

Walking through the center district of Florianópolis allowed the recording of the nuances and variations of the urban environment from sensory and subjective perspectives (Careri, 2013). The map allowed us to perceive the connection between different urban ambiances and how they influence individual and collective experiences. Praça XV, for example, despite being historically valued, presented a marked contrast between the researcher's perceptions, who considered it an interesting object of exploration, and the local inhabitants, who see it as an abandoned place, taken over by homeless people. This perception rhymes with the critical consciousness explored by Daniel Caballero in his defense of drift as a political act, challenging notions and habits installed by dominant forces (Lambert, 2015).

Using the map, we sought to discover the hidden possibilities of the city and promote a meaningful experience in urban space. By exploring these nuances and variations, drifts not only map the city physically, but also emotionally and sensorially, highlighting how different perceptions and experiences contribute to the construction of an attachment to the place and the appreciation of urban spaces.

## FINAL REMARKS

This study explored the emotional and sensory connections in the relationships between person and environment in the urban environment of Florianópolis, specifically in the historic center of the city. Through drifts made by the researchers and interviews with passers-by, it was possible to observe how perceptions are formulated uniquely, considering a series of elements such as previous experiences, both in the studied place and in others, geographical origin, and aesthetic training.

The drifts revealed that areas with vegetation and historic preservation are more appreciated. In contrast, places with noise caused by traffic and urban degradation generate negative sensations. Additionally, the interview analyses highlighted that, although many visitors to the center district are there for mandatory reasons, there is a significant appreciation of the historical, physical, and sociocultural aspects of the space.

Although mixed feelings when walking through the area have also been reported, it is evident that the perception of the environment was influenced by multiple factors, including memory and imagination, according to the theory of Tuan





(1974). Therefore, sensory and affective experiences intensified the appreciation of the characteristics of the place.

Based on the work of Deleuze and Guattari (1995), it was possible to map the physical territory and capture the complexity of the affective and historical relationships that interconnect individuals and the environment. Thus, the psychogeographic map functioned as a device that illuminates the dynamics of interaction and continuous transformation of the center district of Florianópolis, challenging the utilitarian and Cartesian view of the city and proposing a more subjective and dynamic interpretation.

The primary contribution of this study is to systematize the relationships between perception, emotion, and experience associated with the center district of Florianópolis, concluding that emotional and sensory connections have a crucial role in how individuals interact and perceive the urban environment.

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