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

Eliana 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 Toye: 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