



## Venice International University VIU Summer School

### Linguistic Landscapes: Using Signs and Symbols to Translate Cities

**June 29 – July 3, 2026**

#### **Faculty**

Kurt Feyaerts, KU Leuven (Coordinator)  
Richard Toye, University of Exeter (Coordinator)  
Matteo Basso, Iuav University of Venice  
Bert Oben, KU Leuven  
Eliana Maestri, University of Exeter  
Michela Maguolo, Independent researcher  
Paul Sambre, KU Leuven

#### **Guest lecturers**

Alberto Toso Fei, Director *Urbs Scripta* (tbc)  
Desi Marangon, Co-director *Urbs Scripta*

#### **Program**

##### **Monday, June 29th**

9:00 - 9:15 *Registration and Welcome remarks*

9:15 - 10:45

- INTRODUCTION: Introduction to the program (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 and Desi Marangon
  - Focus on (potential) LL issues

## Tuesday, June 30th

9:15 - 10:15

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

10:15 - 11:15

- LECTURE 4: Alberto Toso Fei (tbc) and Desi Marangon

*11:15 - 11:45 Coffee break*

11:45 – 12:45

- LECTURE 5: Alberto Toso Fei (tbc) and Desi Marangon: Venice Urbs Scripta

*12:45 - 13:45 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 (tcb)*

## Wednesday, July 1st

9:15 - 10:15

- LECTURE 6: Bert Oben: Using eye-tracking for Linguistic Landscape research

10:15 - 11:15

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

*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 2nd**

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

*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 3th**

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 Iuav 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 Iuav 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 Iuav 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.



**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 Iuav 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.