

## Lecture

### *Urban semiotics: meaning and form of Central European Cities*

Semiotics is the study of signs and symbols, both individually and grouped into sign systems. It studies how meaning is constructed and understood, based on denotative significance within given society, usually representing values of their culture. Urban landscape can be seen as a particular system of communication, based on signs, where buildings and places code meanings in shapes and forms. Capital cities, like on others, concentrate principal national sets of signs, constructing and representing local societies and their cultures. Post-socialist metropolises of Central Europe have faced liminal, but often superficial, revolution of urban semiotics after 1989, while many old signs still carry old meanings, were supplemented by a number of new urban symbols, standing for new societies. The old and new signs are interwoven into urban pattern, and create vivid mélange of semiotic systems.

