

Publi-cidade e comunicação visual urbana **[Advertisement and the city: urban visual communication]**

Call for Papers due on 30th July 2017

The public space is the scene of multiple communication manifestations, from public art, urban screens, fashion, political manifestations, and visual communication in general, including commercial signs, shopping windows, street art and visual communication non-institutionalized, such as graffiti, paintings, architecture and design.

The privatization of the public space, particularly associated with the outdoor advertising, but also the urban screens, has been the subject of deep criticism. In contrast, the most spontaneous expressions, often interventional or political, are defended. In this publication, it is not intended to stir up such tension or contribute to extreme positions, whose social, cultural, and historical reasons go back more significantly to the 1960's, as several movements inspired the consumerism and the society. On the contrary, we intend to map, along with the contrasts, approximations, mixtures of genres and languages, contiguities between different types of uses and appropriations of space, different systems and expressions of urban communication, within advertisement contributes largely to.

What kind of urban landscapes do we have in Portugal today? How is the urban image portrayed? What sort of possibilities of interaction are available to the citizens? What role does advertising play in the context of a new and changing urban ecology? How do researchers and professionals perceive the transformations of the public space and the new technological potential of intermediation in specific mobility contexts?

In *Advertisement and the city: urban visual communication*, the editors seek to gather contributions, academic and non-academic, relevant to (re)think advertisement in a specific environment, where multiple semiotic communication entities are entangled in everyday life. Thus, this publication welcomes research projects, essays and proposals from other fields of expertise, following the possible items:

- Urban advertising;
- The urban space as a place of intervention;
- Public art and advertising;
- Outdoor advertising and new media;

- Urban screens and advertising;
- Visual communication, design and urban furniture;
- Alternative advertising in the urban space;
- Fashion and advertising in an urban environment;
- Advertising: a landscape exaggeration or a visual pollution?
- Advertising, urban semiotics and space;
- Image of the city;
- Architecture and urban landscape;
- CittaSlow / smart cities, etc.