

## ■ 5.7 SUMMARY

The aim of this doctoral dissertation is broadly understood redefinition of visual message and carrying out a visual art experiment in existing public spaces of the city of Radom. The experimental setting was the public space with respect to Radom Theatre activities. The place of experimental artistic activities is an architectural object, namely the theatre building, the building foreground and some spaces chosen by me in the city centre.

The assumption which I made with reference to the existing architectural structure of the theatre was focusing on the development of a concept of an innovative form of its “outer shell”, an eye-catching temporary scenographic representation functioning as a specific visual message, the contents filling the object. First of all, my aim was to draw attention to the form, show the contrast, give an intriguing unreal architectural form, indicate the dominant element in the urban landscape, divide the space monotony with a distinctive feature, surprise, give the impression of novelty and otherness due to a distinguishing attribute.

Based on the example of methods collected from different sources, analyses of the needs and ratings of attractiveness were carried out in order to understand a wide variety of forms and contents as well as a study of appropriate communication techniques which in the form of a temporary changeable visual message constitute a communication affecting the contemporary man's perception and interaction and allow to find a new language of signs for existing values.

A developed system of associative codes was to serve this purpose. I examined it in different configurations to systematize the way of representing and communicating these values. My objective was to create a temporary dynamic form affecting attractiveness of public spaces.

In the experimental part I used such basic visual elements as colour, form and shape. My choice was conscious as it allowed me to find an insightful and transparent symbolism of the visual code.

The techniques which I used for my visual experiment included: digital graphics, spatial forms, 3D computer graphics – visualisation of selected places in public spaces connected with the activities of the Powszechny Theatre in Radom.

In Part One I carried out a comparative analysis of the modern information society and its relationships with public space, connections and correlations in the field of art in public spaces as well as an analysis of sign as a form of expressing meanings and symbols.

Part Two presents a comprehensive view on complex phenomena occurring in transformation of visual forms in the global arena in the context of my artistic activities carried out within the framework of my doctoral dissertation which formed the basis for focusing on key transformations which currently occur in public spaces. In the further part I analysed the basic field of my activities in the area of the city of Radom as regards the assumed objective. I prepared the research material and analysis of the current situation. Design documentation, survey data analysis and research material were the basis for implementation of the design part.

Part Three presents the scope of the project based on the research material-gathered.

In Part Four I presented conclusions and reflections on the obtained results concerning significance of visual art experiments, visual message and its impact on public space.