

**PEOPLE'S INTERACTION WITH ATTRIBUTES OF PUBLIC ART IN  
URBAN SPACES**

**YEO LEE BAK**

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## ABSTRACT

The fitting of public art in towns and cities around the world has become favourable and has gradually been used in urban regeneration schemes. As today people begin to appreciate public artworks by interacting with it. This study explores public art in palpable forms namely sculpture, mural and street furniture. Many researchers have studied on the value of art in public realm and its artistry toward aesthetic, economic, social and cultural claims. Several studies have been conducted on attributes of the artworks such as attractiveness, size, material composition, placement and its social identity. However, there is still a lack of study namely on size, material composition and the placement of public art that can contribute to people's interaction, be it active or passive. This study began with an observation at Georgetown, Penang to garner a prerequisite understanding of the site and followed up with survey questionnaires (N=211) to generate the results of public art attributes, and eventually interviews (N=5) were adopted to strengthen the findings. The questionnaires were analysed using SPSS (Chi-square test) and AMOS (Confirmatory Factor Analysis) and observation and interview data were content analysed. The result suggests that people like to interact with a life-size public artwork, fabricated from natural and non-natural materials which located at streets, squares, plaza or parks. For those who took photos, touched or observed the artwork attentively, they are infused with positive vibes such as feeling pleasant, contented and excited. Whenever they felt positive, they are subsequently motivated to recommend their friends, family or relatives to visit the artworks. This research allows landscape architect, architect, urban planner, artwork producer, artist and local authority to understand the significance of adapting public art's attributes structurally and socially that can contribute to the renewal of urban space.

**Keywords:** Public art, interaction, attributes, emotion, urban regeneration

## ABSTRAK

Pemasangan seni awam di pekan dan di bandaraya seluruh dunia semakin diminati oleh orang awam dan lama-kelamaan seni awam ini digunakan dalam skim penjanaan semula kawasan bandar. Kini, cara orang awam menghargai seni awam adalah melalui interaksi dengannya. Kajian ini meneroka seni awam dari segi fizikal bentuk arca, lukisan dan perabot di tepi jalan. Ramai penyelidik telah mengkaji maksud awam dan seni dari segi faedah seni awam ke arah estetika, tuntutan ekonomi, sosial dan budaya. Segelintir penyelidik telah mengkaji tentang sifat-sifat karya seni seperti daya tarikan, skala, komposisi bahan, lokasi dan identiti sosial. Walaubagaimanapun, masih terdapat kekurangan atas kajian tersebut iaitu skala, komposisi bahan dan penempatan seni awam yang menyumbang kepada interaksi aktif dan pasif. Kajian ini dimulakan dengan tujuan tinjauan melalui pemerhatian di Georgetown, kemudian diikuti dengan pengedaran soal selidik (N =211) untuk mengeneralisasikan unsur-unsur kesenian awam dan akhirnya temu bual (N=5) digunakan untuk mengukuhkan pemahaman ini. Data dianalisis melalui SPSS (Chi-square test), AMOS (Comfirmatory Analisis Factor) dan analisis kandungan. Keputusan menunjukkan bahawa orang awam suka berinteraksi dengan karya seni bersaiz serdehana diperbuat dari bahan semula jadi dan bukan semula jadi yang terletak di tepi jalan atau taman. Bagi mereka yang mengambil gambar, sentuh atau melihat seni awam tersebut dengan penuh perhatian, mereka merasakan positif seperti menyenangkan, puas dan teruja. Apabila mereka merasa puas hati, mereka akan bermotivasi dan mengajak kawan-kawan, keluarga atau saudara-mara untuk melawat seni awam tersebut. Kajian ini membolehkan arkitek landskap, arkitek, artist, perancang bandar dan majlis perbandaran memahami kepentingan penyesuaian seni awam dari segi sosial dan struktur untuk penjanaan semula kawasan bandar.

**Kata Kunci:** Seni Awam, interaksi, unsur-unsur, emosi, regenerasi perbandaran