

Place Management: Decoding the Visual Image of a Siberian City

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Abstract

The paper is dedicated to the process of visual perception of city representation and to the method of decoding, devised by Vayna Ch., enabling identification of those signs of urban environment to which people of different groups turn to in the process of perception of visual representation of the city and its further reproduction in their memory. Within the framework of semiotic structuralism, the city is represented as a text, which is read by city residents and visitors. Perception of city visual representation by city residents and visitors are envisaged as a process of individual decoding of signs important for the subject, expressed in objects, basing on which a person forms his or her impression of the city. The article reports the results of empirical research of perception of visual representation of Krasnoyarsk city by the decoding method, on the basis of which application features of this method for the local specificity have been revealed.

Keywords: place-management, Krasnoyarsk city, Siberia.

1. Introduction

Contemporary place management implies qualitative improvement of civic space where public and private sectors' efforts are well-coordinated. Current expansion to the Siberian Arctic has to do with a new turn in the development of Siberian and northern towns. The city of Krasnoyarsk is located in Central Siberia. Between the 1940s and the 1990s it was a large industrial centre with non-ferrous and ferrous metallurgies, and defence industry. Right now, Krasnoyarsk is undergoing significant changes due to the crisis in the manufacturing industry and its remoteness from large financial and logistics centres located in the west and east. Today, Krasnoyarsk needs dramatic improvement of its civic space, which requires more advanced place management. At the same time, high-quality place management for Krasnoyarsk means that a series of scientific studies looking into the city's relevant position and its image shared by its residents and tourists needs to be conducted. Decoding the visual image of Krasnoyarsk will reveal the content of this

Siberian city's image and indicate the locations in its civic space which will have to be addressed by means of contemporary place management.

2. Literature review

The city, as a scientific object of knowledge, is viewed by some researchers as a spatial and structural form of socialization with its own signature, for instance, by Berking (2012). A similar point of view is that of Kaymaz (2013), who singles out urban landscape as a complex structure, which is constituted in the interaction between a person and their environment. The same idea of interaction is highlighted in the studies of Rapoport (2013). The city is defined in various studies also as a space, or a cluster of spaces and places. Winter (2012) and Freksa (1992) approach the notion of place and its meaning while looking at city image through the concept of cognition, as well as linguistic analysis of the vocabulary, used by residents to describe particular places and build patterns of how they are related.

At the moment, a number of scientists, such as Riza, Doratli and Fasli (2012), Kaymaz (2013), Khirfan and Momani (2013), Hunter (2012), Johansson (2012), Weina (2009), are carrying out numerous studies in the field of marketing to see how brands (in particular, their visual component) and identity are linked to the city image. Khirfan and Momani (2013) draw attention to the impact of a brand on the city image and point out the values ascribed to the given city image. They state that brands and images are basically visual symbols that render the encoded status of the city. Hunter (2012) compares the way a city is presented in travel brochures aimed at attracting customers and its real physical look. The interrelation of branding and image is tackled by Johansson and Weina (2009). The emphasis on the process of transformation of the city image and its changes is made by Dembski, Khirfan and Momani (2013), Weina (2009), Hunter (2012), Smith (2005). In the course of globalisation, some megalopolises are changing their status from that of industrial company cities to post-industrial cultural and tourist centres. The interrelation of city transformation and globalisation processes is stressed by Weina (2009). Smith (2005) looks at how the process of its image and brand modelling influences its various parts and components, both tangible and intangible, in terms of the city image transformation. The studies performed by Weina (2009) postulate that undergoing transformation, the visual image of the city, anchored in a particular picture, tends to evolve into the impression of the city which is to a greater extent related to emotions and feelings, perceived through the city atmosphere.

Papers dedicated to city branding often address the issue of how a new image of the city should be formed and designed. Ch. Weina (2009) notes that the city image can be created and transformed both by city officials, who impose it top-down, and by immediate users, residents and visitors, who shape it bottom-up at grass roots level. The same way the brand, imposed by officials, is compared to that based on the city community public opinion polls in the work by Khirfan and Momani (2013).

Perception of the city image per se is viewed by Dolnicar and Grabler (2014), Burgmanis, Krisjane and Skilters (2014), Mijatovic (2014), Weina (2009), Papadimitriou, Kaplanidou and Apostolopoulou (2015), Atik, Qakir and Benian (2009), Khirfan and Momani (2013), Rapoport (2013), Tomko and Winter (2013). The city image is interpreted as an impression formed as a result of perception of the city's tangible and intangible characteristics. According to K. Lynch, it is a person who "builds" the city in their imagination, drawing on various details of the city landscape. Burgmanis, Krisjane and Skilters (2014) talk about perception in terms of reception of

spatial knowledge, accentuating perception of geographical environment and analysis of mechanisms, that hamper retrieval of spatial information. They emphasize the importance of interaction between person and environment at the moment of perception, as well as the fact that the number of functionally significant spaces in a particular area constitutes an important factor in delivering the city image to its resident. Atik, Qakir and Benian (2009) highlight that people and their environment are interrelated through perception, which enables them to recognize and accept the city. These researchers point out that most cities are perceived visually, so their image is based on significant or attractive features of the city, kept in a person's memory. Therefore, it is through the impression, which its features make on people that the city image is supposed to be brought to awareness. Similar ideas are expressed by Weina (2009) in her methodological study of city perception, which rests on signs and symbols of the city environment, retained in a person's memory. Papadimitriou, and Apostolopoulou (2015) turn to studying collective impact of the city identity as a travel destination, as well its emotional image and how it influences formation of the general city image to see its consequent effect on tourists' behaviour and attitude. Tomko and Winter (2013) state that perception of a city depends on ways of getting about, since the city image is directly related to accessibility of its parts and physical experience thereof. Rapoport (2013) turns his attention to the way people interact with the arranged environment, as it is how he tackles the city and its perception in his man- environment studies. Distinctions in terms of how the city environment and the city image are perceived by various groups depends on their sex, age, education, scope of activity, or nationality, as well as whether they belong to its residents or different groups of tourists, who have visited or are only going to visit the city. The visual image of a city comprises both objective and subjective characteristics. Nevertheless, the image, different people have, proves to be nowhere near the same. The issue is addressed by works of Styliadis and Shani (2015), Zenker and Beckmann (2013), Weina (2009), Riza, Doratli and Fasli (2012), Dolnicar and Grabler (2014), Papadimitriou, Apostolopoulou (2015), Atik, Qakir and Benian (2009). Dolnicar and Grabler (2014) stress, however, that there are archetypal ideas of cities. Due to globalization and increased mobility of people, more and more scientists concentrate on how the city image is perceived by locals and various groups of tourists, for instance, in the study of Riza, Doratli and Fasli (2012).

Researchers Tomko and Winter (2013), Lynch (1990), Weina (2009), Nas (2011), Mijatovic (2014), Riza, Doratli and Fasli (2012), Smith and Burch (2012), Krase and Shortell (2011), Johansson (2012), Golan (2015), Ilbeykina, Kolesnik, Libakova, Sertakova and Sitnikova (2015), Kolesnik and Mirkes (2011), Foxall (2013), Rapoport (2013), Utaberta, Jalali, Johar, Surat and Che-Ani (2012) while tackling the city image, its perception and identity, focus their attention on the tangible components of the image: architectural landmarks and their fragments, monuments and the city landscape in general with all its integral details. Foxall (2013) speaks about how tangible objects embody collective memory, which consequently translates into the city environment with all its monuments. Smith and Burch (2012) highlight the inclusive nature of the local city space in the residents' daily routines.

Many researchers look into the tangible foundation of the city image in terms of architectural landmarks, prevailing in the city environment. Riza, Doratli and Fasli (2012) stress in their study that monumental and iconic buildings contribute greatly to the city image, as well as the perceived standard of living in locals and tourists. Ilbeykina, Kolesnik, Libakova, Sertakova, Sitnikova (2015) have carried out a semiotic analysis of remarkable architecture. Sertakova (2014) analyses the social and cultural space of the city through architectural monuments.

Utaberta, Jalali, Johar, Surat and Che-Ani (2012) point out that buildings comprise a significant part of a city, as they perform a crucial role in organization and arrangement of the city appearance. The facades are particularly important for the city appearance, since they carry its identity and are appreciated by people from the perspective of how "rich" or "poor" their image is, basing on visual architectural and city (urban) elements that are found in the facades. Apart from architecture, scientists analyse yet other tangible components of the city image. Golan (2015) views a street as an example of a particular city symbol, a somewhat extended mark that is registered while getting around the city. Krase and Shortell (2011) look at the semiotics of local spaces (widely used) and state that their city spaces are filled with signs of collective identity, that can be represented by physical environment, various architectural elements, commercial symbols, billboards, or graffiti. They studied and compared visual images of public places in different world-class cities. The topic issue of city violence is raised by Aluko Opeyemi Idowu (2016).

Being representative of the Siberian urbanized space, Krasnoyarsk is seen in the context of ethnic and cultural identity in the Siberian Arctic (Koptseva 2014, Koprseva and Kirko 2014, Koptseva and Kirko 2015, Libakova *et al.* 2014, Mirkes and Sergeeva 2011, Petrov 2012). There have also been studies into the impact of urbanization on the indigenous peoples of Siberian Arctic (Kistova *et al.* 2014, Zamarayeva, Kistova, Pimenova, Seredkina 2015). Kolesnik and Mirkes (2011) consider city squares, the symmetry effect and its influence on the city residents and also search for visual signs in spaces of those squares. The key theory of visual perception of a city through its tangible nature, which referred to most often in various studies, is that of Lynch (1990). Lynch (1990) identified five basic elements that serve as a sort of mental "frame" for a city in a person's mind's eye. Such elements are paths, edges, districts, nodes, and landmarks. Later, the classification was extended by Tomko and Winter (2013), who also made an analysis of the local functional relations between the mentioned elements. Weina (2009) studies decoding of publicly accepted key elements of the city, which are retained in the memory of its residents and visitors and reproduced when recalled.

When the city image is studied in terms of its visual components, researchers often turn to photographs, as was the case with Krase and Shortell (2011) in their study of various cities of the world. Urban photographs are analysed to gain understanding of how local population accepts or rejects identities that could be imposed on them by the elite or outsiders (Smith and Burch 2012). Using photographs is especially relevant for identification of explicit and hidden messages that they promote (Hunter 2012). Salesses, Schechtner and Hidalgo (2013) approached the city analysis through photographs with location-based marks to construct the way the city is perceived by photographers.

3. Methods and materials

The city image can be approached from different perspectives. The most relevant today is urban symbolism and the concept of cultural memory.

Urban symbolism looks at how city symbols reveal themselves in architecture, statues, events and festivals, brochures and newspapers, outstanding personalities and historic events. Symbolism of urban environment is studied in the whole range of topics by Dembski (2014), Mijatovic (2014), Ilbeykina, Kolesnik, Libakova, Sertakova and Sitnikova (2015), Khirfan and Momani (2013). Mijatovic (2014) studies how cultural memory gets activated through various carriers of symbols, both tangible and intangible.

Researchers apply the concept of cultural memory and its interrelation with the city identity while looking into the city image and its perception. Mijatovic (2014) and Foxall (2013) investigate how memory, space, urban symbols, city landscape and identity correlate with one another. Mijatovic (2014) puts stress on the interrelation of identity and memory. D.J. Smith and S. Burch (2012) point out that various categories of identity (local, national, meso-regional and supranational) are integral to city monuments.

The method that can be considered contemporary is the one that analyses urban architecture from the point of view of philosophy and art history; in this way the visual image of a city and its perception can be tackled by means of analysing works of art. This approach is used by Ilbeykina, Kolesnik, Libakova, Sertakova and Sitnikova (2015).

Among specialized methods, there is one that decodes the city, which was developed by Weina (2009). This method enables city environment signs to be identified in order to single out those which people of various groups refer to when they perceive the visual image of a city and retrieve it later from their memory. The method can be applied to post-industrial cities, and it helps define "city impression" by revealing its signature as it is seen by the public in the form of symbols to accentuate those objects in the city continuum that are used by people to construct their visual image of the city.

The method of decoding the city implies drawing on polls with elements of photo survey. The collected materials are analysed by grouping the key elements indicated by the respondents into categories and aspects, which is followed by calculation of Identification Ratio and Presenting Ratio, as well as P-value. Besides, the elements are analysed considering the groups respondents belong to. Application of the decoding method to analyse surroundings of Krasnoyarsk stems from the city's special features. The civic space of Krasnoyarsk is varied and contains both standard and unique buildings. Stylistically, the buildings can be divided into three types: pre-revolutionary, Soviet and contemporary. The main feature of the city is its closeness and interaction with the natural background of the Yenisei River, its main waterway. It is worth noting that the city is changing in terms of its industrial facilities evolving into post-industrial ones, or emergence of new relevant facilities.

The purpose of the study is to investigate the process of visual perception of the city using the method of decoding, suggested by Weina (2009). The city of Krasnoyarsk is studied as a case to develop an effective strategy of place management for other Siberian cities.

4. Results

The historic centre of Krasnoyarsk was chosen as representative of the visual image as in most cases city image is represented in its residents' minds as its centre. It is the core of the city, a stable mental structure. Besides, it is one of the most frequently visited parts of the city and is apparently better known by its residents and visitors.

For the purposes of the study there were 156 pictures taken of the three main streets of Krasnoyarsk (Mira Prospect, Karl Marks Street and Lenin Street) and those intersecting them, as well as of the views of the rivers Yenisei and Kacha. Of those photographs, 32 were selected for the survey. The photos were selected in accordance with the requirements of methodology.

To administer the poll, a questionnaire was designed to collect the data from the respondents (Questions 1-6) and questions for photo recognition (Questions 8.1 - 8.32). The questionnaire also asked (Question 7) to give a brief description of their impression of Krasnoyarsk.

The survey involved 118 respondents. The main platforms for survey were the Krasnoyarsk Economic Forum, which was held in Krasnoyarsk between February 26 and February 28, 2015; Krasnoyarsk Cosplay Convent "AVector" held on May 1st, 2015; and the Siberian Federal

University. Apart from these, those who come from other cities but regularly visit Krasnoyarsk were also surveyed, as well as passengers of trains, arriving to the city. Not only were those spots selected because of their high pedestrian traffic but also due to a bigger probability of visitors to the city to know them.

In the place identification task, the respondents used 198 words that were generalized into 87 elements.

Further those words were grouped into 12 following categories: "Landmark building" (church, theatre, museum, library, etc.), "Building detail" (gates, columns, roofs, etc.), "Building characteristics" (styles, materials, sizes, etc.), "Road" (width, route, driving direction, etc.), "Street furniture" (lamp, fence, decoration, etc.), "Feeling" (illumination, condition of buildings), "Business and signs" (business sign, restaurant, shop, etc.), "Activity" (university, Ministry of Emergency Situations, post office, etc.), "Neighbourhood" (surroundings), "Green" (park, trees, flowerbeds, etc.), "Water" (bridge, river, embankment, etc.), "Terrain" (hill, skyline of buildings, view, etc.).

The most frequently mentioned category is the category "Business and signs" (Figure 1). It accounts for 20% of the word total. The next frequently indicated category is "Activity", accounting for 18%. It can be concluded that in the daily contacts with the visual image of the city the brightest impressions boil down to those city elements that have something to do with some sort of activity. It may be explained by the fact that for a long time the historic centre of Krasnoyarsk was also its business and trading centre as opposed to its outskirts. Over time, the situation changed, and although the business centre moved to a more recently developed part of the city (Vzletka) and large department stores appeared elsewhere in the periphery, the memory is still strong. Such indications can show that the centre of Krasnoyarsk is associated with active pastime: shopping, entertainment, business visits to various organisations, work and studying.

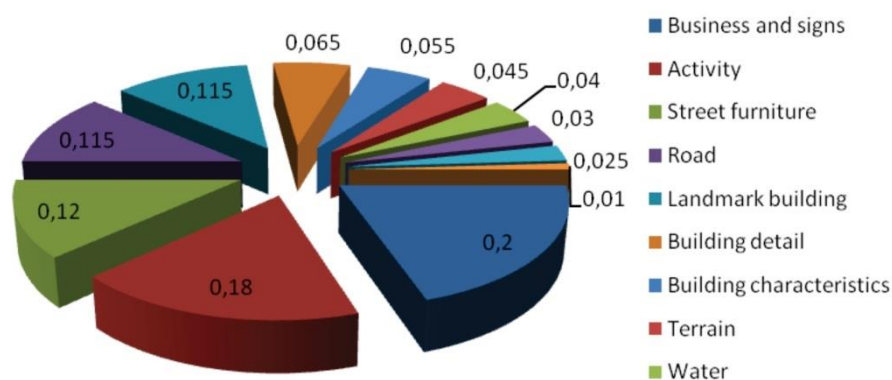


Figure 1 - Categories in proportion to the word total

Other important categories are "Street furniture", "Landmark building" and "Road". Popularity of the categories "Street furniture" (12%) and "Road" (11.5%) can be interpreted as a sign of large pedestrian traffic in the centre, since all the three main streets are located there. Besides, it speaks to the fact that the appearance of the central streets of the city is easy to remember.

Despite the fact that a fair number of architectural monuments and landmark buildings concentrate in the centre of Krasnoyarsk, the category "Landmark building" (11.5%) came fourth

in the list of the most frequently mentioned words. The reason for this is that buildings in the centre of Krasnoyarsk, apart from being important monuments of architecture, can also have a notable functional application. A good example is the building of Shmandin's trade house (N.G. Gadalov's) that is now associated with the shop "Detsky Mir" which is located there, or another building, formerly used as a girls' high school, which is currently the seat of the Primary School Faculty of Krasnoyarsk State Pedagogical University named after V. Astafyev. Moreover, most buildings in the city centre are overloaded with bright billboards, which is why it is associated more with the category of business. It also explains the importance of the categories "Business and signs" and "Activity".

In order to get a bigger overview, the categories were further grouped into 4 aspects:

- "Building" ("Landmark building", "Building detail" and "Building characteristics");
- "Road" ("Road" and "Street furniture");
- "Function" ("Feeling", "Business and signs", "Activity", "Neighbourhood");
- "Nature" ("Green", "Water", "Terrain").

Out of these four aspects, the most prominent one is "Function" (Figure 2). The percentage of words related to this aspect equals 41%. It was mentioned 997 times by the respondents and appeared 191 times in the comments of the 32 selected photographs. Within this aspect, nearly half of the words (48%) refer to the category "Business and signs" (Figure 3). It was mentioned 586 times in 118 interviews and appeared 89 times in the comments on the 32 selected photographs. The category "Activity" also comprises the biggest number of words - 43%. It was mentioned by respondents 398 times and appeared in the photograph identification 30 times.

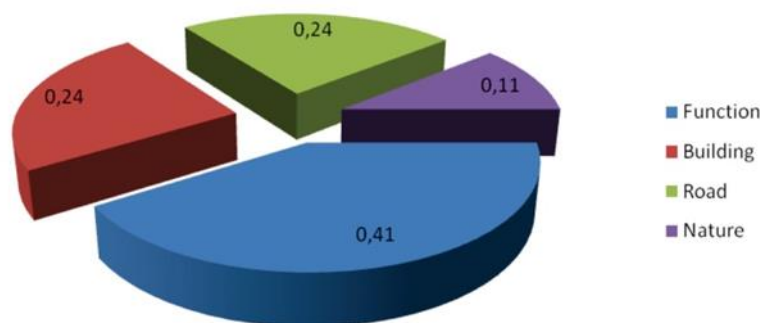


Figure 2 – Aspects in proportion to the word total

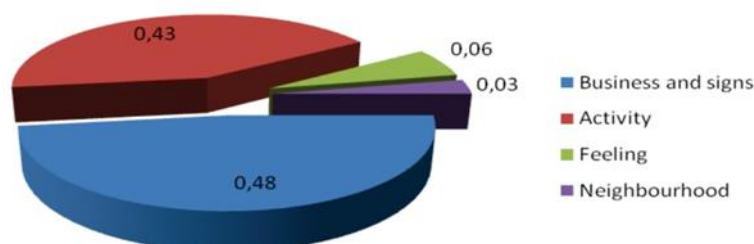


Figure 3 - Categories in proportion to the word total for the aspect "Function"

It is followed by the aspects of "Building" and "Road", which account for 24% of the word total. These figures are in complete conformity with the results obtained in the category analysis. Calculation of Identification Ratio (IR) and Presenting Ratio (PR) for the aspects showed that the highest IR characterises the aspects "Function" and "Building". On average, in the course of the interview every respondent mentioned some words relating to the aspect "Building" at the rate of about 8 times, whereas those relating to the aspect "Function" were mentioned more than 8 times (Figure 4). At the same time, the aspect "Building" prevailed in the photograph-based survey at the average rate of over 13 times per photo. The aspect "Function" appeared at the rate of 6 times per photo.

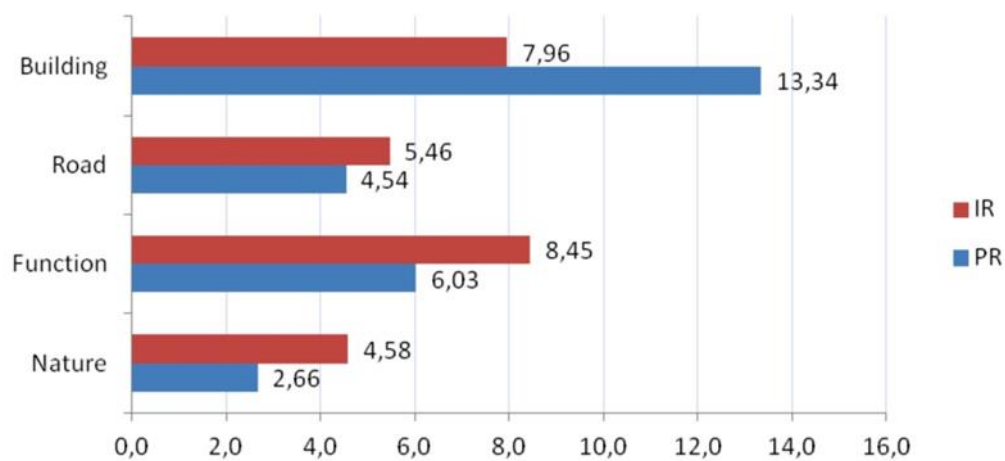


Figure 4 - Identification ratio and presenting ratio for the aspects

When viewed at the level of categories, the ratios showed that the most frequently named categories are "Landmark building", "Business and signs" and "Road". "Landmark building" was mentioned at the rate of about 7 times per interview, whereas "Business and signs" - about 5 times, and "Road" - 4 times (Figure 5). Similarly, high enough is IR for the categories of "Activity" and "Water" (3.37 and 3.6 correspondingly). The categories "Landmark building", "Building detail" and "Building characteristics" have the biggest Presenting Ratio. "Landmark building" was mentioned at the rate of about 6 times per photograph, the rate of other two is higher than 3. Similarly, high is PR for the categories "Business and signs" and "Street furniture" (2.78 and 2.66 correspondingly).

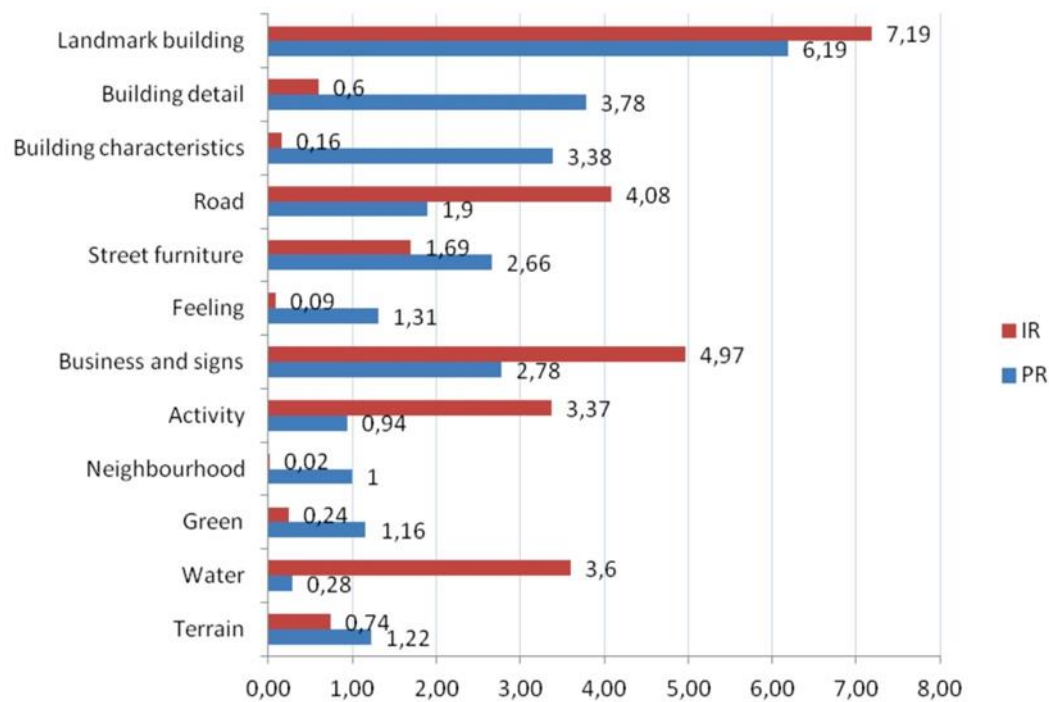


Figure 5 - Identification and Presenting Ratios for the categories

The most vivid visual image of Krasnoyarsk is concentrated in the buildings with unique details and characteristics. The city centre is full of landmark buildings and people tend to pick them as points on the plan of the place. Residents and visitors often refer to billboards and functions of those buildings as orientation cues, since such signs are plentiful in the city visual environment. P-value revealed the aspects and categories that are most recognizable signature elements when they appear in a photograph. These aspects and categories can represent the city identity as they are most often perceived by people as cues.

The aspect "Nature" has the highest P-value - 1.7 (Figure 6). It means that of all the aspects in photographs, "Nature" has a greater chance of being recognized and used as a cue in identification of a place, as well as forming an impression thereof. Although the aspect "Nature" has the smallest PR, which means it appears least of all in the photographs, it is still the most characteristic and recognizable feature of Krasnoyarsk.

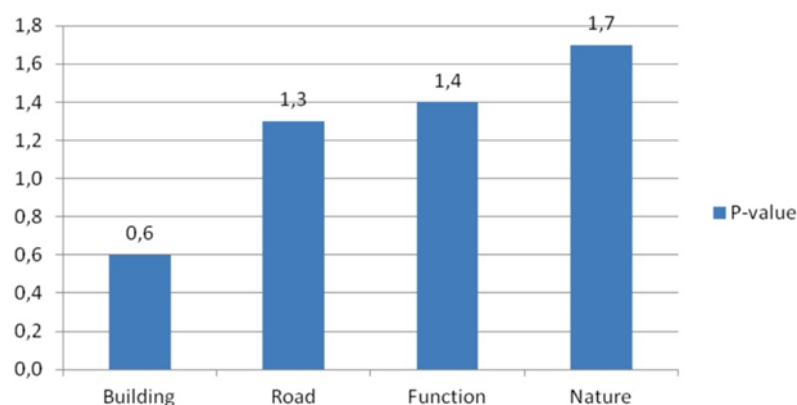


Figure 6 - P-value for Aspects

On the other hand, the aspect "Building" that has the highest PR, on the contrary, shows the smallest P- value. It can indicate that despite the big number of historic and landmark buildings, they cannot express the unique signature of Krasnoyarsk and create its individual impression. The reason may be found in a big number of shops, cafes, restaurants, various organisations and billboards that drown the visual and emotional impact of the buildings, their details or characteristics per se.

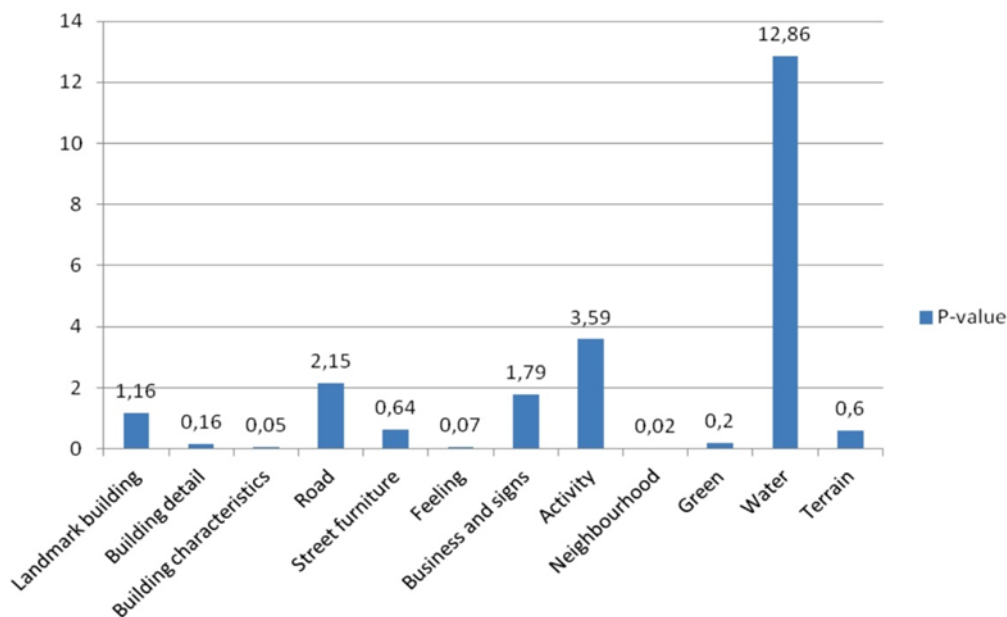


Figure 7 - P-value for Categories

At the level of categories, the absolute leader in recognisability is "Water". P-value for this category equals 12.86 (Figure 7). However, of all the categories "Water" has the smallest PR, which means that it appears least frequently in the photographs. Such a high indication can be explained by the fact that Krasnoyarsk is located on the banks of the affluent Yenisei River that is closely tied to the city visual image. It can be seen in the 10-ruble banknote, which places the image of the Communal Bridge and the Yenisei as clear and recognizable visual images of Krasnoyarsk. Besides, Krasnoyarsk is considered a city of fountains, which also refers to the category "Water".

P-value of the following important categories "Activity" and "Road" equal 3.59 and 2.15 respectively, which does not contradict the overall results obtained earlier and, indeed, indicates that the elements that have to do with activity in the city apart from being recognizable also fit well for creating a unique impression of the city.

In the course of the study there were elements that were mentioned in the survey over 100 times (Table 1). Out of these nine elements, three are related to the aspect "Building" and the other three to "Function". However, the elements with the biggest number of counts is "Trade", words that are related to it were mentioned 311 times in the surveys. The indications highlight the importance of the city centre functional role for residents and visitors of Krasnoyarsk, as well as users' attention to the buildings.

Table 1 - Presenting counts of elements mentioned more than 100 times, words

Element	Number of counts
Trade	311
Street	225
Bridge	196
Building	195
University	181
Church	144
Bus stop	144
Concert hall	140
State	105

The element "Street" was mentioned in the survey 225 times. It indicates the fact that residents refer to the travel space, the main arteries of the city environment. The element "Bridge" was mentioned fairly often, 196 times, since it is related to the element "Water", which is representative of the city visual image and impression it makes.

In order to distinguish differences in perception of the city visual image and formation of impression in various people, the frequency of categories mentioned by different population groups was analysed. The responses were sorted according to the following criteria: sex, age and duration of stay in the city. IR was taken as a control value. The obtained results apparently indicate which categories have bigger impacts on different groups of population.

The survey approached 46 men and 70 women, which constitutes 39% and 59% of the total number of respondents.

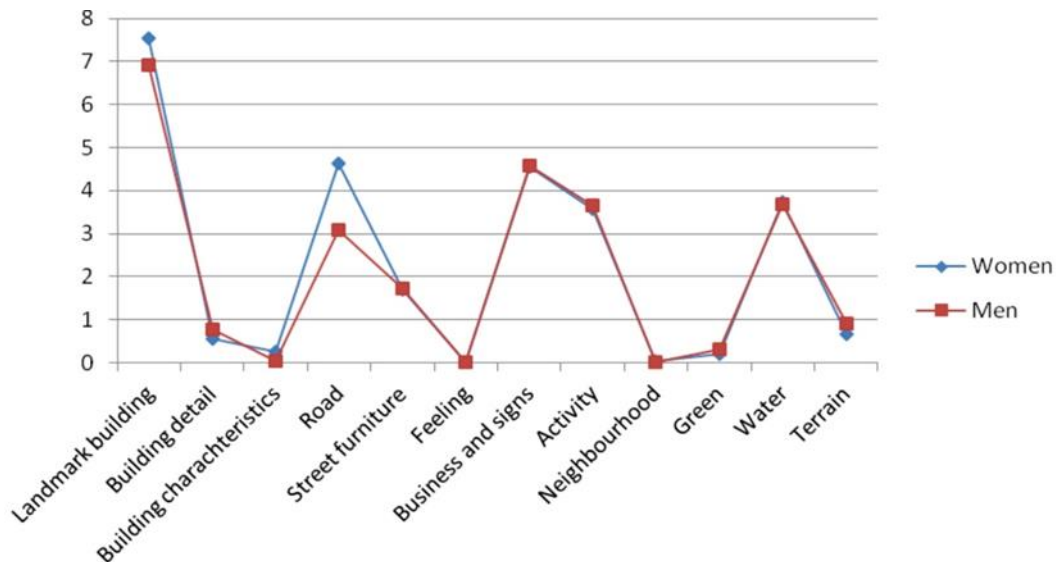


Figure 8 - Gender differences in category IR

Overall, the pattern of city perception for men and women is similar. Noticeable differences are seen in the categories "Landmark building" and "Road" (Figure 8). Women tend to pay more attention to these categories for identifying a place than men. It may suggest that women are more susceptible to visual cues included in these categories and react more vividly to their signals. Therefore, women should react to images of buildings to a greater extent than men. The five prevalent categories here coincide with those indicated earlier. It can be noted that men view the category "Road" as less important than others, though it occupied the third place in the overall analysis of categories. The survey encompassed people of all ages. The largest group of respondents are people of 18 to 31 years of age (79%) (Figure 9).

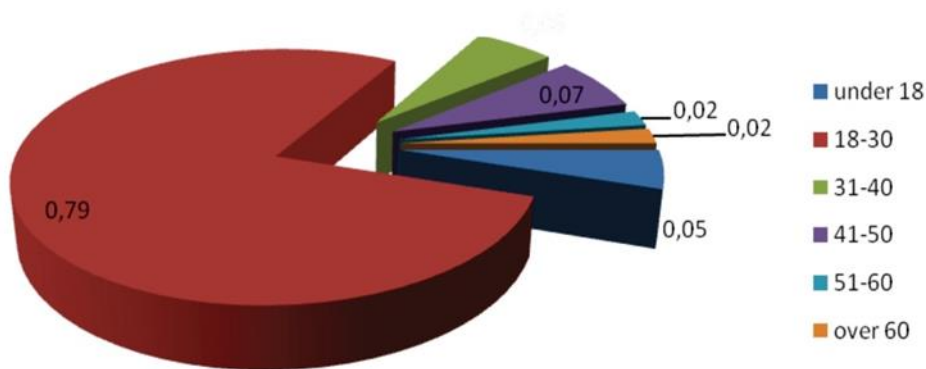


Figure 9 - Age groups

Similar patterns of city perception are registered in the age groups of 18-30 and 41-50 (Figure 10). The results in both of these groups confirm the overall pattern of the study. It can be noted though that the age group of 41 to 50 needs more visual cues to locate themselves. In general, in the categories prevailing in the study (namely, "Landmark building", "Business and signs", "Road", "Activity" and "Water") they mentioned more words than other participants.

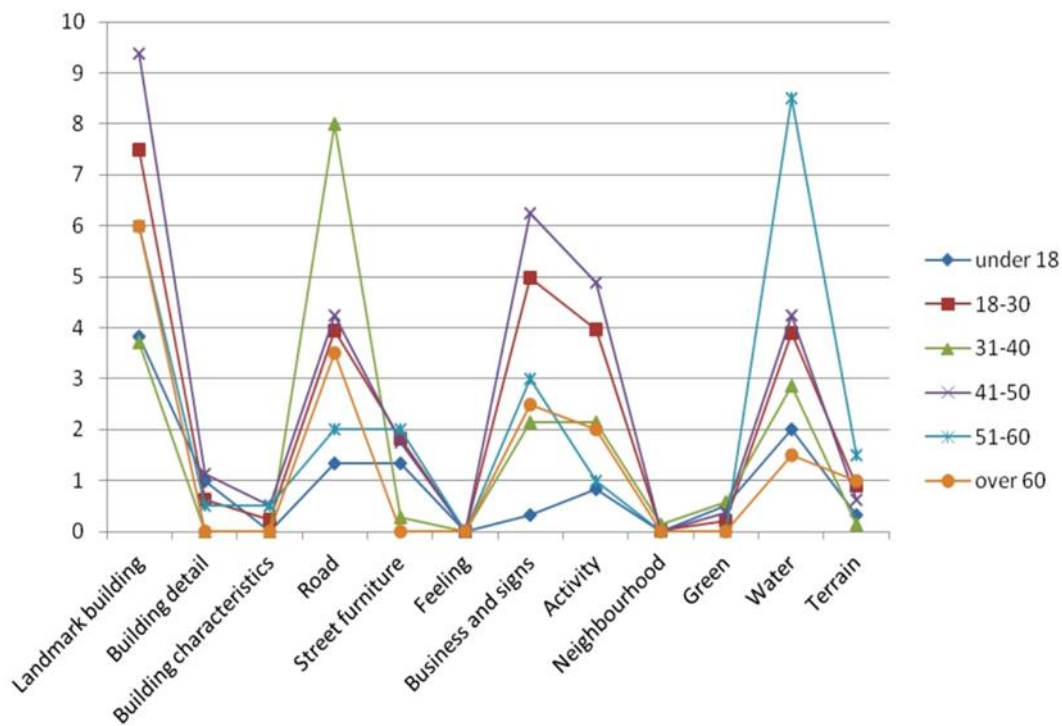


Figure 10 - Differences in category IR in relation to age

For people from the age group of over 60 it is characteristic to refer to the same prevailing categories as in the previous groups. It is worth noting that the category "Road" is more significant for them than "Business and signs".

The age group of under 18 stands out from the rest because of the lowest IR for the category "Business and signs". The reason can be the fact that people of this age may be financially constrained and show little interest in the facilities of this category. However, the most probable explanation is that due to their age these people do not associate the historic centre of the city with trade or business. People in this category live in newly transformed Krasnoyarsk, whose shopping and business centres are located elsewhere in the periphery, whereas the city centre is more of historic importance. Besides, they highlight the category "Water" as more significant, here it appears to be second. Also, this group pays more attention to such elements as street furniture or building details.

The age group of 31 to 40 proved to be mostly sensitive to the category "Road". This category has the highest IR in here. On average, people in this group mentioned the elements contained in the category "Road" 8 times each. It can indicate the high mobility of the group in the city. Moreover, another important category for them is "Water". People in the age group of 51 to 60 turned out to be more sensitive than others to the category "Water" (8.5). Also, they pay more attention to the street arrangement.

Respondents were divided into five groups according to how long they have stayed in the city. Residents comprise those who have lived in the city for 5 years and more, *i.e.* 5 to 10 years (6%) and more than 10 years (47%) (Figure 11). In total, residents make up a half of all respondents. Other groups can be considered visitors of the city.

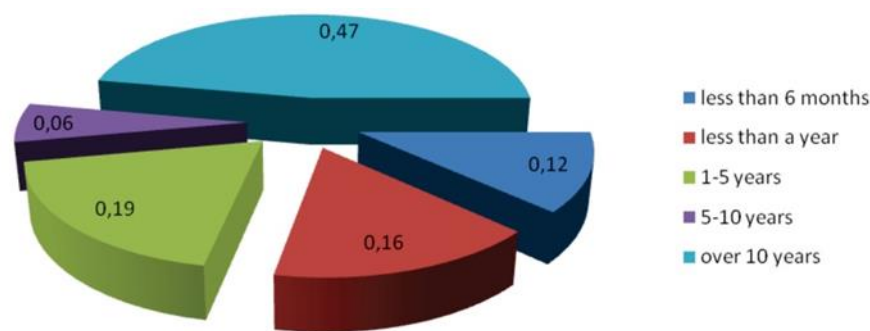


Figure 11 - Percentages of groups according to period of stay

The pattern across all the groups confirms the overall results of the study (Figure 12). Almost all of the groups indicate all the five elements as key, *i.e.* "Landmark building", "Business and sign", "Road", "Activity" and "Water".

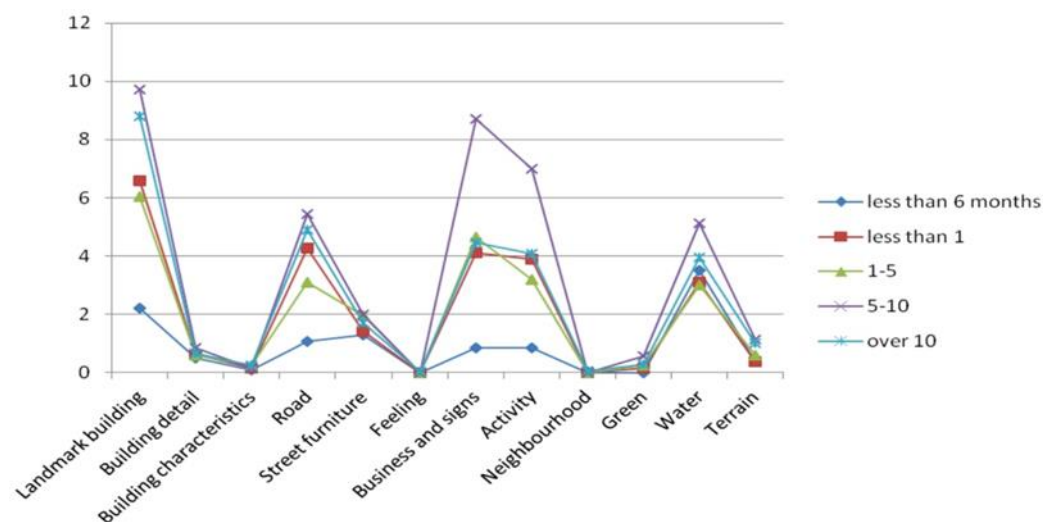


Figure 12 - Differences in category IR in relation to period of stay in the city

Among all the groups, those who have been there less than half a year and actual visitors of the city stand out. For these people, the most memorable and identifiable is the category "Water", followed by "Landmark building". It can be explained by the fact that Krasnoyarsk has a clear visual image, related to the Communal bridge, the Yenisei River and its embankment. Being depicted on a banknote, the image is expanding across the whole country and even abroad. Regardless of the fact that many Russian cities are located on river banks, and bridges of similar type can be seen elsewhere, this visual image refers specifically to Krasnoyarsk. What is more, like other frequently mentioned categories, this group is characterised by high IR for street furniture. It can be interpreted as closer attention to the details of the main arteries of the city.

It is especially interesting to note those who have lived in Krasnoyarsk for 5-10 years. They are most sensitive to the details and state a larger number of elements. It can be said that the city is quite familiar and easy to get around for them, but it has not yet bored them, so they are still attentive to its surroundings.

Conclusion

The study of the visual image of Krasnoyarsk by way of decoding shows that when identifying a place in Krasnoyarsk people tend to turn to cues and objects that are related to numerous activities. In day to day interaction with the city image, its elements leave their most vivid impressions. When perceived, the city image of Krasnoyarsk is often associated with some landmark building. The impression rests on the functional component of the city centre. Impression of Krasnoyarsk presents the city as a place where events and interactions take place at any given moment. Perhaps, this is why the city was selected as a platform for business and cultural cooperation of Russia and the Asian region, as well as the city-host of Universiade 2019. Most vividly, Krasnoyarsk city centre identity can be expressed through objects of nature. The Yenisei is one of such element, together with the embankment and the bridge. Krasnoyarsk city centre has a clear visual image created by the river, its bridges and embankments. This image is wide spread in numerous printed materials and, as a result, becomes recognizable not only by its residents, but also by its visitors.

Impression of Krasnoyarsk can be based on the functional component of the city and its nature. The unique natural objects (the Yenisei) are capable of creating a powerful and memorable impression of the city. A large number of cafes, restaurants and shops, as well as numerous events of all kinds held in the city can also contribute to the bright and exclusive impression of Krasnoyarsk.

The prospects of a further scientific research into the impression of Krasnoyarsk lie in relation to other areas of the city, as well as their comparative analysis. In the further study, the number of respondents in some of the categories can be increased, namely in the age group of people under 18 and over 30. The series of local studies will provide for a comprehensive analysis of the whole civic space of Krasnoyarsk and its impression in the context of extending place management to cities and towns of the North and the rest of Siberia.

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