



## THE PSYCHOLOGICAL IMPACT OF PERSONALISED TEPESTRY INSIDE PUBLIC MEANS OF CONVEYANCE ON PASSENGER – STUDY CASE

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**Abstract:** *The present paper wishes to present the effects of the personalisation of tapestry inside public means of conveyance on the passengers' psychology. Thus, a study case is presented, regarding a project from May 2016. The project regarded a certain theme personalisation of the seat tapestry inside a tram in Iasi following the diminishment of vandalising acts on means of conveyance involved in the cultural project Iasi – The City of Painted Trams, initiated TRAMCLUB IAȘI NGO. Beyond its cultural role, the project aimed at growing the quality of the travel experience, both at a physical level, as well as a psychological one, by carefully choosing the fabrics, the colours and the graphic personalisation of the tapestry. Also, the project wanted to discourage the acts of vandalism by involving the members of the civil society. The participation of the students of the Faculty of Visual Arts and Design in the project of interior personalisation of the public mean of transport led to a sense of respect and belonging among the passengers. On a long term the project has as objective the change of the negative perception regarding urban public transport and discouraging the use of the personal vehicle in the urban areas.*

**Key words:** *personalised tapestry, public mean of conveyance, anti vandalism, passenger's psychology, travel quality, social cohesion.*

### 1. INTRODUCTION

A common presence in big cities worldwide, public means of conveyance represents, from the 17<sup>th</sup> century, a testimony of demographic, economic and political development of urban settlements. During the contemporary period, the urbanisation represents one of the most important processes in the evolution of society worldwide through the enrichment of the individual's life quality and through the access to a superior form of education, aspects which encourage the emigration and the establishment of people from the rural areas into urban areas. The expansion of cities in industrial and commercial areas and in neighbourhoods is directly proportional to the expansion of public transport networks, generating an evolving dynamic system [1]. Obviously, the public transport aspects are very important, the citizens' need of moving being a compulsory one.



Despite the growing number of personal cars, public transport remains one of the most important and stable component of urban dynamics.

## 2. GENERAL INFORMATION

Nowadays, public transport has various forms, result of climatic, topographic, political, social, cultural and economic influences. During the last couple of decades, in Romania's difficult economic context, the public transport networks from the big cities had to come up with a compromise solution in order to improve the transport conditions – acquiring second hand means of transport from the West-European countries. This measure was a positive alternative for a medium period of time on the safety and quality of local public transport [2]. Despite all of these, the passengers felt this decision in a very negative manner, fact which led, in time, to a hostile attitude towards public transport throughout the country. Thus, the citizens of big cities started investing in personal vehicles and gradually stopped using the public transport network. Some of the most visible effects of this hostility are the destructive acts of vandalising the exterior and interior of public means of conveyance as a form of protest.

Beginning with 2013, TRAMCLUB IASI NGO started various unconventional projects with the purpose of rehabilitating the public perception towards public transport. One of the most important projects is *Iasi – The City of Painted Trams* [3], project which was initiated and coordinated by Silviu Teodor-Stanciu (TRAMCLUB IASI NGO). The project refers to the graphic personalisation of the trams from Iasi in order to promote local and national cultural values, encouraging young artists, students or faculty graduates to actively get involved in designing the urban aesthetics of Iasi and on the other hand, encouraging the use of public transport and not the personal car. During four years, seven trams were personalised in this project, with the help of CTP Iasi [4], of the “George Enescu” National University of Arts Iasi and of the National Paints Factory. The personalised trams were noticed by the citizens of Iasi and by the local press, the passengers being respectful towards the entire work and the public means of transport. Unlike the usual trams, the seven personalised ones were not vandalised, fact which started a whole new project – the personalisation of seat tapestry. The Education Tram, the most recent project (May 2016), surprised the public with its theme personalised tapestry.

In full concordance with the style and colour of the exterior elements, the seat tapestry was personalised in the Department of Design, Section of Textile Design of the Faculty of Visual Arts and Design. The composition shows through a graphic language the importance of the educational process in order to achieve progress, everything being imprinted on a turquoise background, colour which represents the idea of support, depth and sensibility. In order to personalise the seats, the technique of thermal imprinting was used. The graphic elements were previously chosen by the students of the department, under the guidance of an interdisciplinary team made of professors. The films were applied on a textile fabric called duck (thick cotton fabric, used in making summer clothes, overalls, tarpaulins) [5], in a turquoise shade. For this project, there were used 81 different patterns, from which 22 were chosen, imprinted and distributed on the 45 back of seats from the Education Tram, **Fig. 1**.



*Fig. 1: The Education Tram - steps of the tapestry's personalisation -  
- FIE DESIGN exhibition (2016)*

The tram was presented in public on Sunday, the 22<sup>nd</sup> of May 2016, in the opening of the International Festival of Education. During the festival, the tram was the host of the unconventional design exhibition called "FIE DESIGN", made of projects belonging to students and graduates of the



Design Department. After that, the vehicle started being used in a normal way, on various routes throughout the city. Until now the tapestry was verified and, except certain normal wear marks, no acts of vandalism were registered, unlike the normal trams of the Public Transport Company. The exterior and interior personalisation of public means of transport has created among passengers a sense of belonging and respect, fact which changed the perception on the vehicles [6]. The Education Tram's interior became the subject of various newspapers and online articles, thus making the citizens of Iasi and the tourists eager for going on a trip with this personalised tram. The enlargement of the concept could lead in the future to the growing of the number of citizens who choose to use public transport, to a surplus of physical and psychological comfort during the travel period and to improve the traffic flow.

**PROJECT RESOURCES:**

INITIATION / DESIGN: TRAMCLUB NGO Iasi

EDUCATIONAL: "George Enescu" National University of Arts, Iasi

ECONOMIC: National Paints Romania

### **3. CONCLUSIONS**

In this case, the seat tapestry personalisation project went beyond the cultural feature, influencing in a positive manner the passenger's psychology. During the monitoring process, various commentaries and positive reactions were received from the passengers regarding the clean and unconventional look of the seats. Choosing a natural fabric, soft and resistant such as duck, represented an important surplus in achieving the goal. The involvement of local community members who come up with innovative and original ideas is a fact which leads to cohesion and respect among the citizens, discouraging the acts of vandalism.

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