

Emotion Mapping of Macau

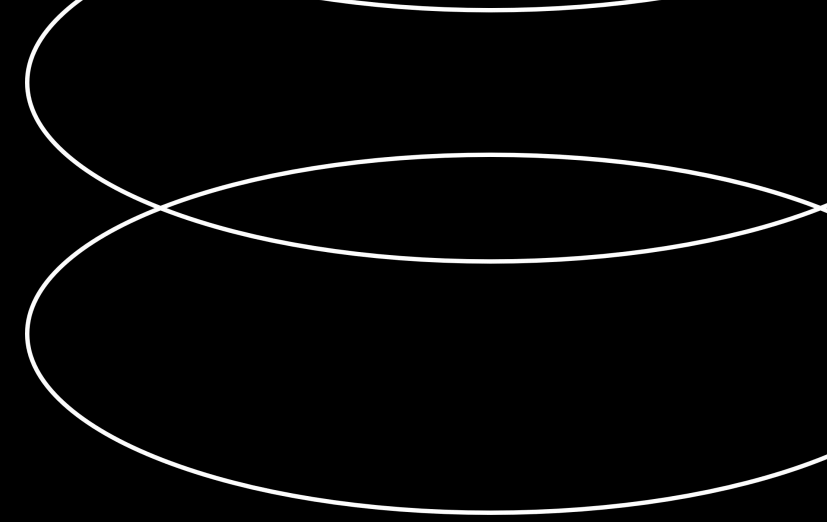
Emotion Mapping of Macau explores how urban atmospheres influence emotional responses through everyday movement in the city.

Traces emotional shifts during a walk across Macau, transforming spatial navigation into affective mapping.



Project Background

Methodology:

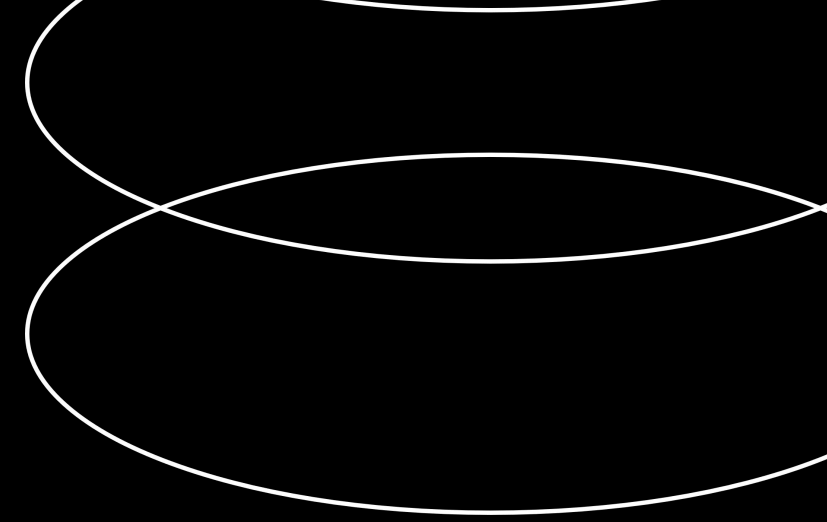


Conducted a walking route across three zones: Macau Peninsula, Taipa, and Coloane.

Noted emotional responses at key spatial moments.

Mapped each point with a distinct color-coded emotion.

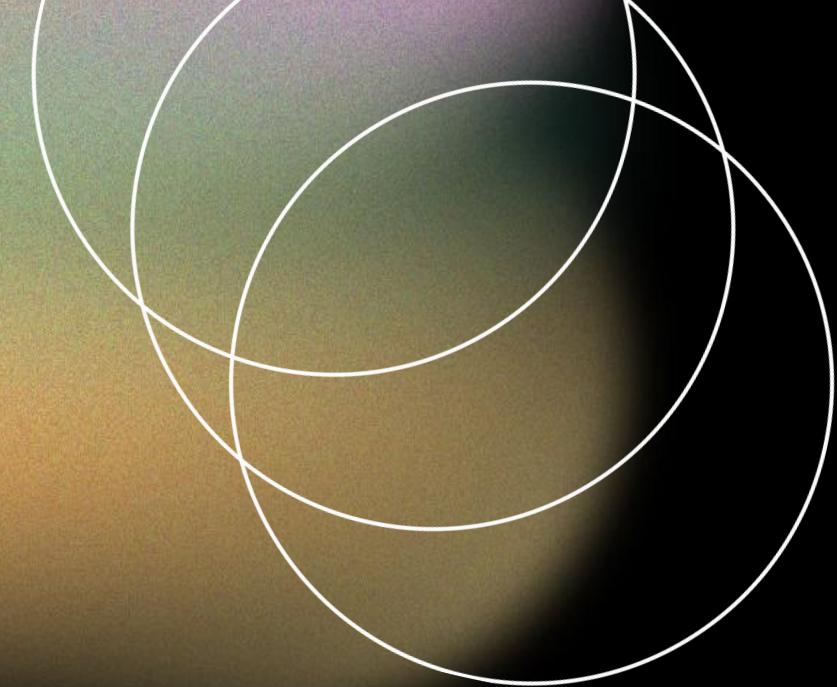
Approach:



Combines
psychogeography and
digital cartography.

Translates subjective feelings into
visual design language.

Maps affective experience through
spatial triggers and memory fragments.



Emotional Triggers & Spatial Contexts

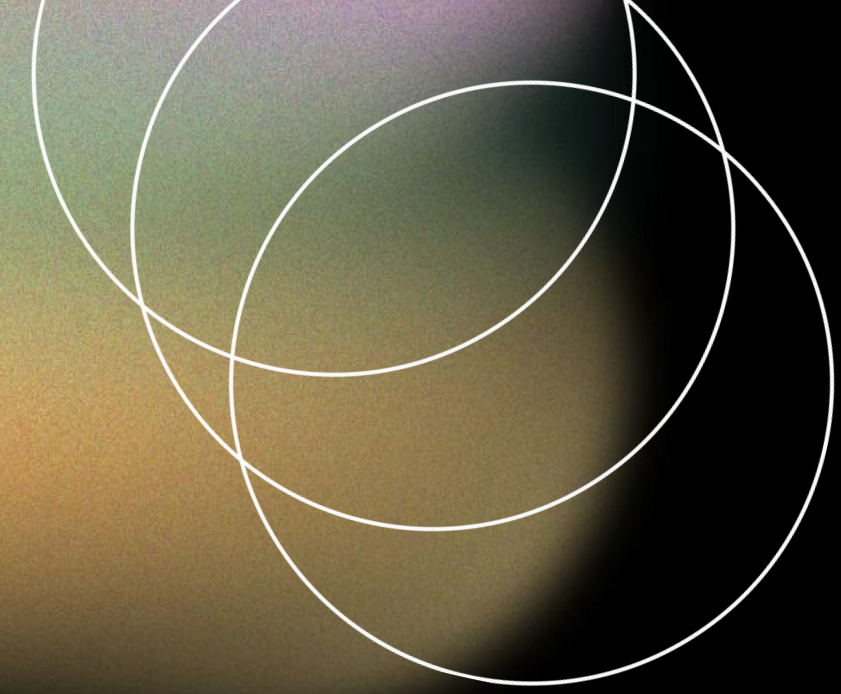
Anxiety	_____	border checkpoints, crowd control
Oppression	_____	overpasses, dense traffic corridors
Indifference	_____	residential backstreets
Loneliness	_____	greenbelt paths between buildings
Comfort	_____	parks, tree-lined paths
Curiosity	_____	unexpected alleys, heritage stairs
Healing	_____	sea-view lookouts and hidden walkways

From Route to Design

Process Highlights

- Converted hand-noted routes into layered vector maps.
- Designed emotional symbols and color palettes.
- Created spatial-emotional diagrams and a 2D emotion coordinate system.
- Integrated keywords, photographs, and quotes for each location.





Mapping Emotions Visually

The final map integrates:

"Emotion Journey
Route"

7 mapped
emotional points

Keywords and
photos for each

A spatial emotion
coordinate graph

Lexicon of urban
affect

Summary insight
block

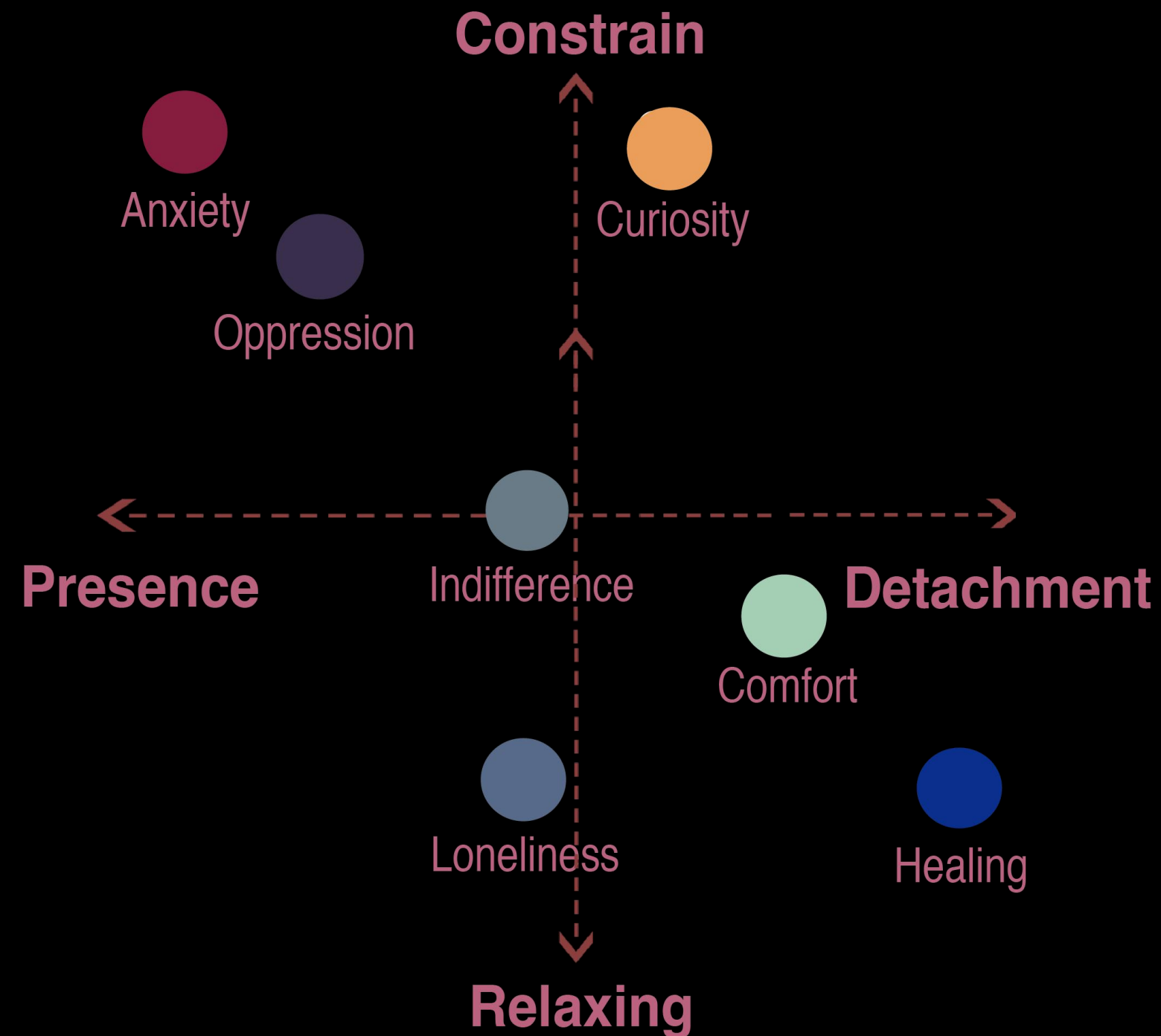
Key Insight

The city is more than a set of coordinates—it is a felt experience.

This project redefines place as a convergence of mood, memory, and movement.

Through design, emotion becomes mappable, and atmosphere becomes legible.

Interpreting Urban Emotions



- Introduce the two-axis framework:
- X-axis: Presence \longleftrightarrow Detachment
- Y-axis: Constrain $\uparrow \downarrow$ Relaxing

(Each emotion was placed in this grid based on its experiential qualities.)

Emotional coordinate system
diagram

Anxiety

Border Gate — “A constant blur of ID checks...”

Oppression

Hac Sa Wan Bus Terminal — “Everything closes in...”

Indifference

Avenida do Hipódromo — “No one looks. No one slows down.”

Loneliness

Mong Ha Greenbelt Path — “Quiet, shaded, and strangely cut off...”

Seven Sites, Seven States

Comfort

Tap Seac Square Green — “The city exhales, and so do I.”

Curiosity

Staircase behind St Paul’s — “What’s behind this wall?”

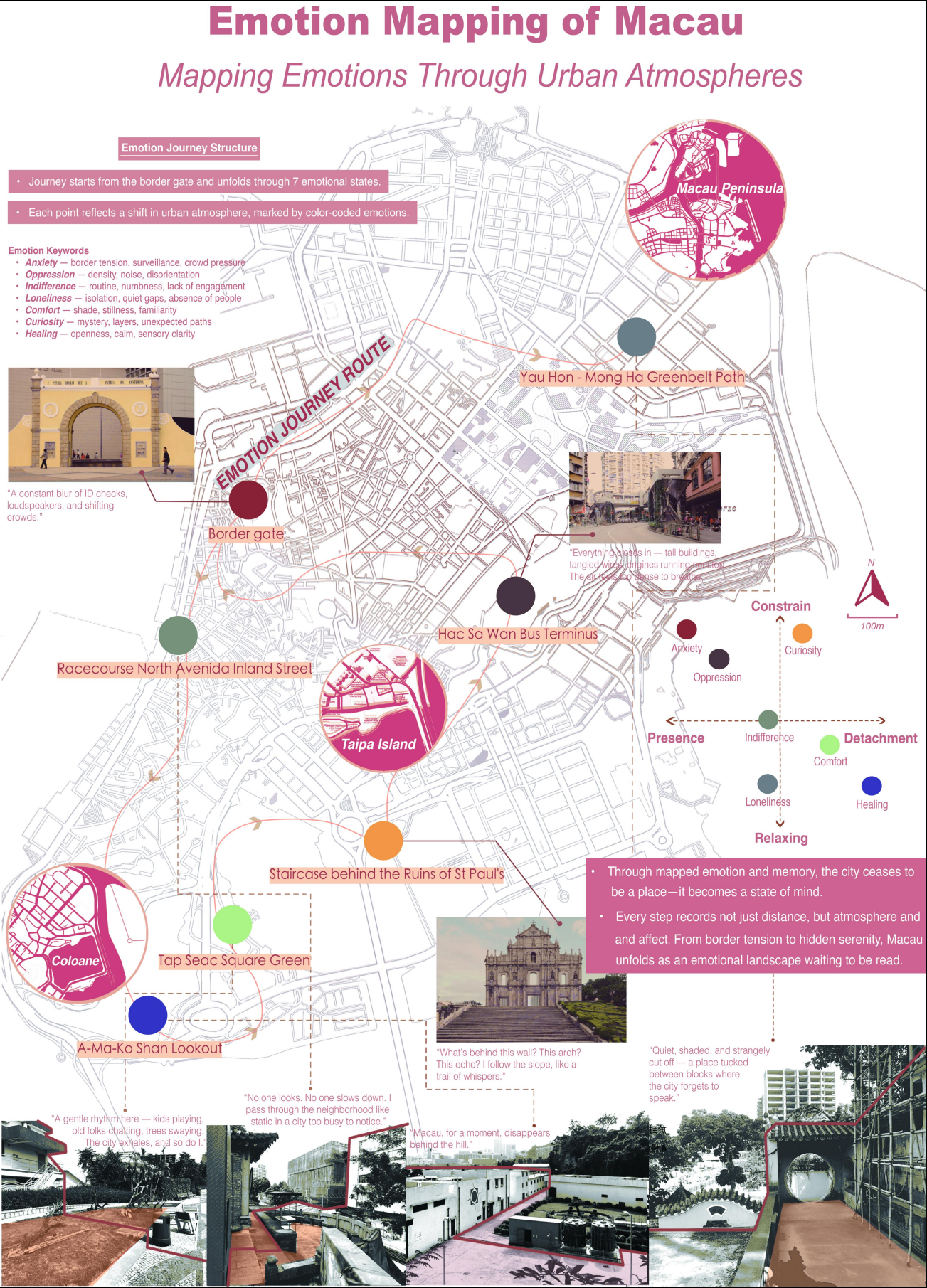
Healing

A-Ma-Ko Shan Lookout — “Macau, for a moment, disappears behind the hill.”



DESIGN EVOLUTION

- Balancing visual density with narrative clarity
 - Adjusting emotion color palette for better contrast
 - Introducing spatial anchors (north arrow, scale, route path)
 - Positioning content (e.g., coordinate axis + legend + photo quotes) for user legibility
-



The Final Map

- Layered data: map, emotions, images, coordinates
- Combines psychogeography, storytelling, and visual design
- A walkable narrative of Macau’s hidden emotional topography

Cities are not just physical —
they're affective systems

Emotional response is a way of
mapping space

Mapping makes visible the hidden
atmospheres we often overlook

Thank you for
watching