

THE EXPERIENCE OF MATERIALIZATION IN THE URBAN-TOURIST SPACE THROUGH THE ONLINE PHOTOGRAPHS

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The urban-tourist space as a city, with its inherent dynamism and its multiple senses and meanings, becomes a rich object of study, because different nuances allows the researcher to glimpse new 'looks' and prospects. The city, in its essence, is a web composed of livingness and experiences of those who enjoy daily, so your image is built from existing panoramas, where representations are now considered feasible or not based, mainly, in the materialization and propagation of previous experiences of individuals. Thus, this article has as main objective to present a methodology that can understand the materialization of experience in the tourist-urban space considering the photos posted on the social network Instagram, using as an object of study the tourist destination Curitiba, Brazil. To do this, the bibliographical research and documentary as well as the premises of netnography for the compilation and photos' analysis shared on Instagram were the methodology used. As search result are presented the discussed analysis categories that first was introduced by Donaire and Galí (2011) and was adapted for this study, wich are based, mainly, in the materialization of experience and named as follows: Visitor; visited; the relationship between the visitor and the visited and replication of tourist pictures. In addition to this perspective are presented the experiences materialized in the urban-tourist space by users of the Social Network's Instagram, based on the analysis categories presented.

KEY WORDS: *photography, materialization of experience, urban-tourist space, Instagram, Curitiba, Brazil.*