

ABSTRACT

This study attempts to examine the relationship between place and enjoyment on street performance from audience perspective. This study based on Hong Kong sample, questionnaires were distributed at four distinctive street performance locations across two street nature: transit stop, commercial district; and two density condition: high density, low density. Targeted participants were street audiences attended to the designated street performance, each location aimed at 50 participants and a total of 209 feedbacks were received. The questionnaire consists of four main components, description of place features, liking towards the area, Street Audience Experience and overall enjoyment on street performance, and demographics. A place model was developed from the data, categorized by exploratory factor analysis, and construct hypothetical factor model capturing the place features. Six factors of place attributes were suggested: safety, aesthetic, density, noise, convenience, famous. Based on the proposed place model, the relationship between place and liking of place; place, *Street Audience Experience*, and overall street performance enjoyment were examined by using regression and SEM model. An effect of place with positive features significantly predict liking of place, results matches hypothesis in place attachment theory; and there is significant effect of place on street performance enjoyment mediated through street audience experience, which matches with the prediction again in place attachment theory and the existing model of SAE to overall street performance enjoyment. The results suggested a hypothetical model of the effect place on overall street performance experiences, and further research may considered to consolidate the model by evaluate boarder dimension of place characteristics and extent the target to varieties of street performance.