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Beijing (2009)

NOTICES AND REMINDERS

State or non-state notices are usually serious business: things you have to know, orders you have to follow, behavior that is forbidden. Their layout is usually either text-heavy or very short and the tone is formal and strict. Reminders—also the ones issued by state actors such as police—come rather light-handed with cartoon faces and sweet vocabulary. Many reminder signs alert you to *zhuyi* (pay attention) to safety or be generally *xiao xin* (cautious), often about your head or variations of that body part. Corporate management signs have replaced a lot of caution signs previously issued by the state, highlighting the continuing trend of commercialization of public space.



Yunnan (2014)



Shenzhen (2018)



Suzhou (2018)



Pingyao (2009)



Chengdu (2012)



Suzhou (2016)