

Can shapes have sounds and flavours?

Attention, please! (a) you
(look) at the two shapes carefully? What (b)
you (think) is the name of shape A? There
(c) (not be) a correct answer. But 95% of
people answering the question (d) (believe)
the answer is kiki. Kiki (e) (sound) like 'key' and
keys are angular, like shape A. And the letter K
(f) (look) angular, too.

I know what you (g) (think) right now. What
if your first language isn't English? (h) you
..... (have) the same answer, that shape A is kiki?
The answer is probably yes. And B is bouba, right? Maybe
it's because bouba (i) (sound) round. Your lips
(j) (be) round when saying the word 'bouba'.

Now, what about food? A lot of people (k)
(think) that milk chocolate (l) (belong) with
shape B. It (m) (seem) that the round shape
goes best with sweet flavours. Right at this moment, I
(n) (have) a fizzy drink and it (o)
(feel) exactly like the kiki shape on my tongue! So, yes,
strange but true – shapes can have sounds and flavours!