

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!