



LABORATORY FOR EXPERIMENTAL MEDIA

Text Threat | Maroussia Lévesque | LogoCities 2007



TRADITIONAL FACADES: HARDCODED, STATIC DISPLAY

Engineering and architecture's agenda. Emotionally touch the user, inspire fear, admiration, etc



FACADE 2.0: REFRESH RATES

Large scale screens enable facades to constantly update themselves.

A series of moments.

Instantaneity—>Hyperreality (Baudrillard)

Screens reinforce commercial content continuum in which we bathe everyday.

Shopping malls prelude, television ads follow-up, 16:9 desires staring at us from above.



LOGOS & ADVERTISEMENT HAVE DE FACTO MONOPOLY OF TEXT IN PUBLIC SPACE

Dollar sign, for the economy of public space, the vigorous power battles for the right to broadcast, the blatant non-sense by which commercial content is the only form of text allowed in public space. **Public signs as real estate.** Brand Integrity effectively monopolizes public discourse. **Off-limit skyline.**



static facades-->dynamic facades
add-ons logos-->logos as integral parts
of space commercialisation saturation

LOGO LUDDITES: DELETTERING THE PUBLIC SPACE



WHAT OTHER KINDS OF TEXT COULD BE READ IN PUBLIC SPACE?

WHAT DOES IT MEAN FOR INDIVIDUALS TO WRITE IN /ON THE CITY?

L.A.S.E.R. Tag (Graffiti Research Lab) \ \ go gorilla

Economies of Scale (Brenda Goldstein) \ \ strike a deal with commercial screens

Cityspeak (Obx Labs) \ \ user-written content on large public screens



L.A.S.E.R. EPHEMERAL GRAFFITI



Point and spray. Do it yourself. Open source.



ECONOMIES OF SCALE: STREET BRANDING, LIABILITY AND PUBLIC SPEECH

Logos extend private ownership from the realm of tangible goods to symbols and slogans. As legal persons, brands transfer a set of restrictions designed for the marketplace to the street.

trage! How would you have done it? Don't be
to display your talents Freud the recording bar
medium Tidy up Artists wanting to exhibit
write to jdamtl@gmail.com... Artists wanting
in Montreal write to jdamtl@gmail.com...
Put in earplugs Artists wanting to exhibit
write to jdamtl@gmail.com... Use an unaccept
(Define an area as 'safe' and use it as an anchor
paulwarne.com paulwarne.com Giv
r worst impulse State the problem in words
possible Always first steps don't wake daddi
5126 don't wake daddi! VORPALMUSIC VOL
Fnord is the 43 1/3rd state, next to Wyoming
the list in the novel of the mites that eat Fnord
strophe on drugs. Fnord lives in the empty spa
e a decimal point. Kiss Me Please! Kiss Me Please
not with what weapons world war 3 will

CITYSPEAK: THE THREAT OF TEXT

non commercial | interactive | user entered text

Screen owners perceive text-based interactive work, such as Cityspeak as risky; this corroborates its potential to affect space with a radically different agenda than the commercial content typically carried out on large public displays.



CONCLUSION

WRITING IN THE CITY AIN'T THAT EASY

GRL: complete liberty \\ artist just bailed out, trial soon

Goldstein: seen by thousands of people \\ had to make compromises

Obx: 1st outdoor installation this summer \\ in public space?



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