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A MATTER OF DESIGN
Making Society through Science and Technology
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Airports as an encoding/decoding device: a semiotic analysis of a designed space

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*Do airports **mean** what they **say**?*

(in 15 minutes..)

Method: structural analysis of airport space
From the *passenger* and the *builder's* viewpoint

Research questions 1

Do the *traveller's* and *designer's* viewpoints match? [no]

Are there informative asymmetries? [yes]

Research question 2

Does this informative asymmetry have the power to induce [encode] new behaviors in travellers?

Is the “structure structurée” also a “structure structurante”?



Charles W. Morris

Semantics: signs \rightarrow designata (objects, meanings)

Syntactics: signs \rightarrow signs

Pragmatics: signs \rightarrow interpreters (persons)

What airports **say** (to us)

Semantics: *freedom*

Syntactics: *flow & security*

Pragmatics: *“take flight”*

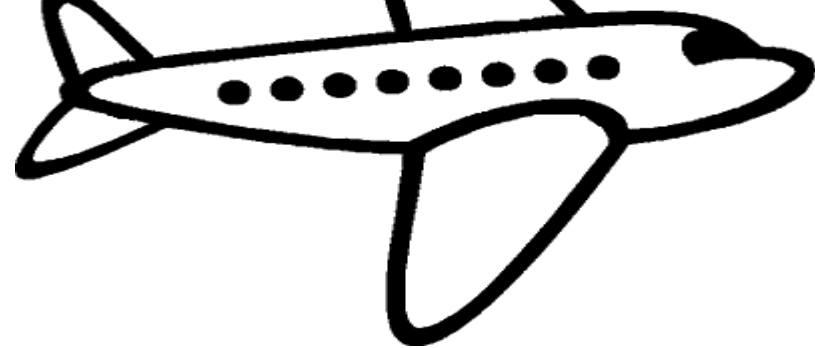
What airports **mean** (for those who build them)

Semantics: *captivity*

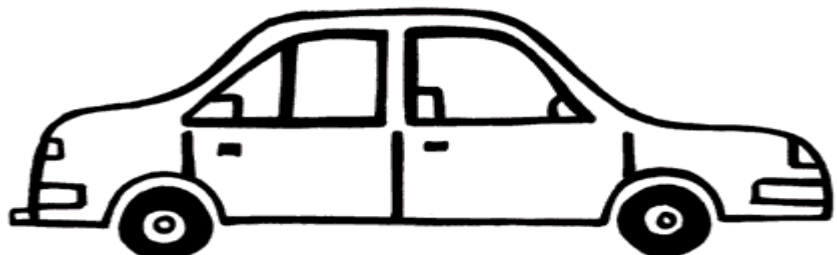
Syntactics: *disciplinary & theatrical world*

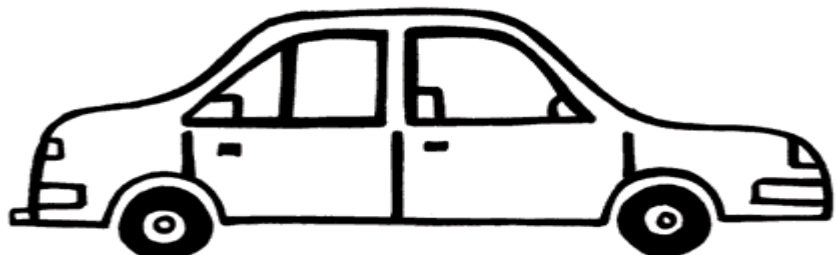
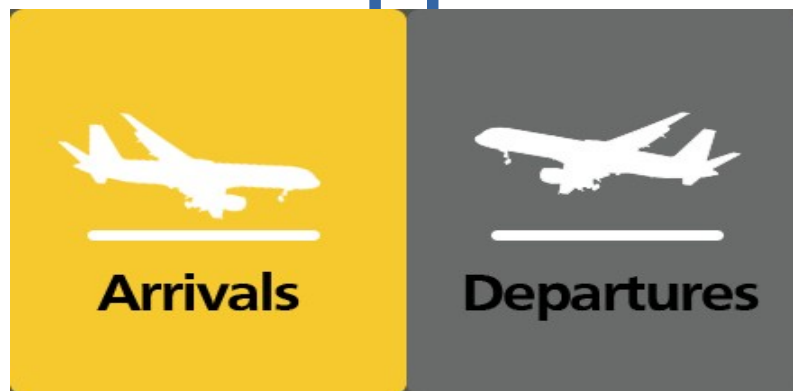
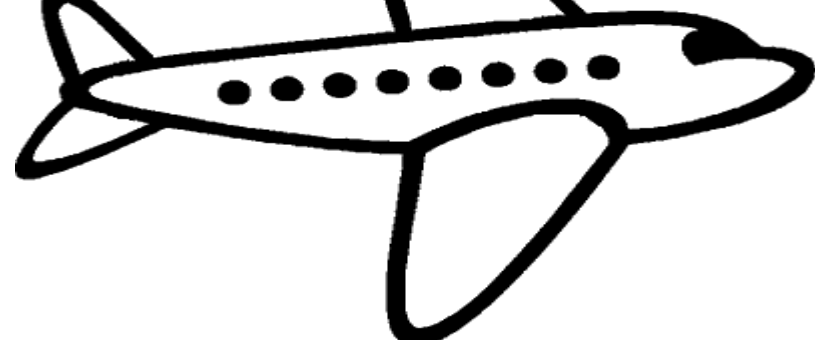
Pragmatics: *“keep calm and buy”*

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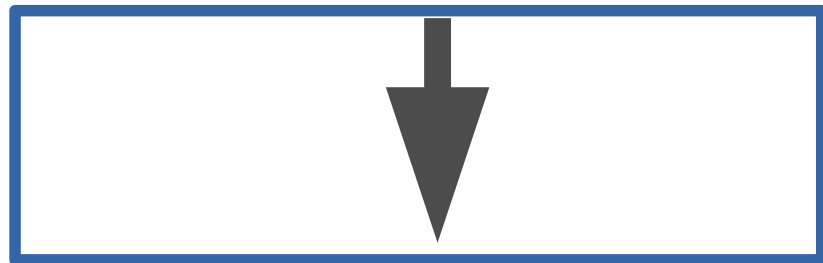
Airport



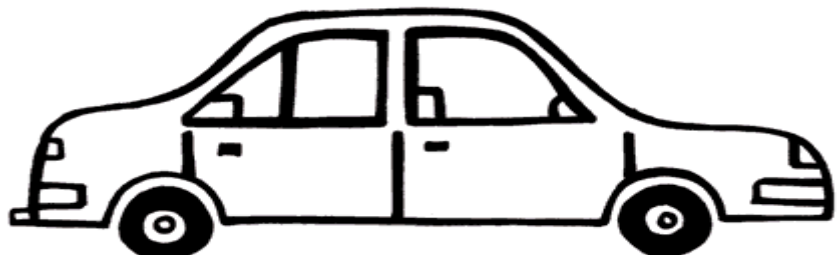
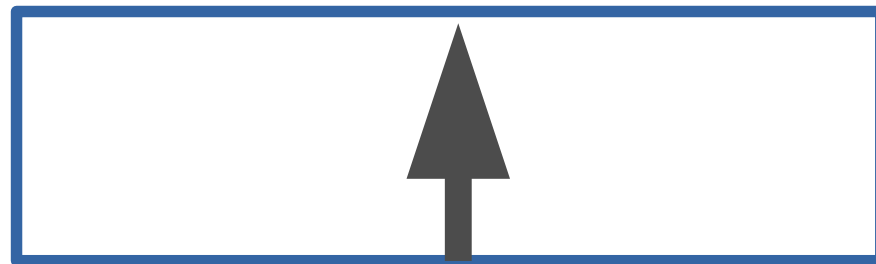


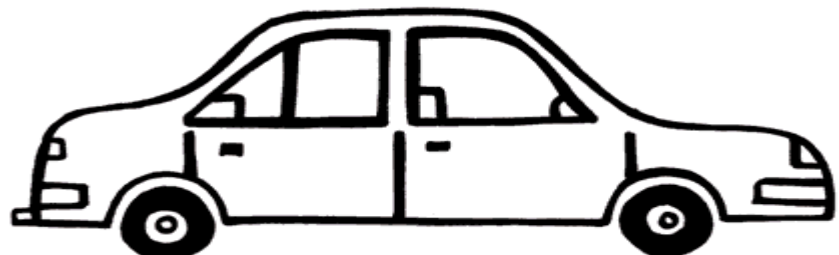
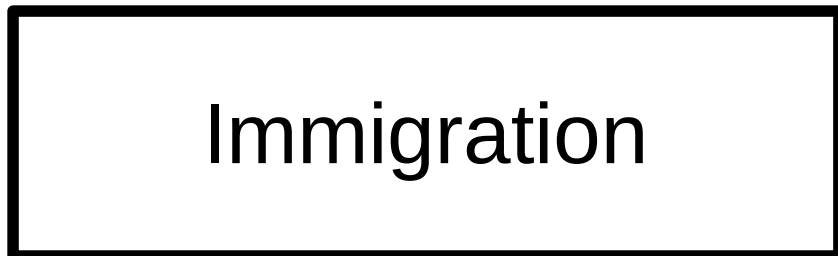
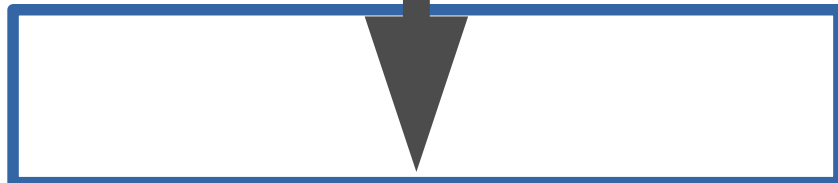


Airside



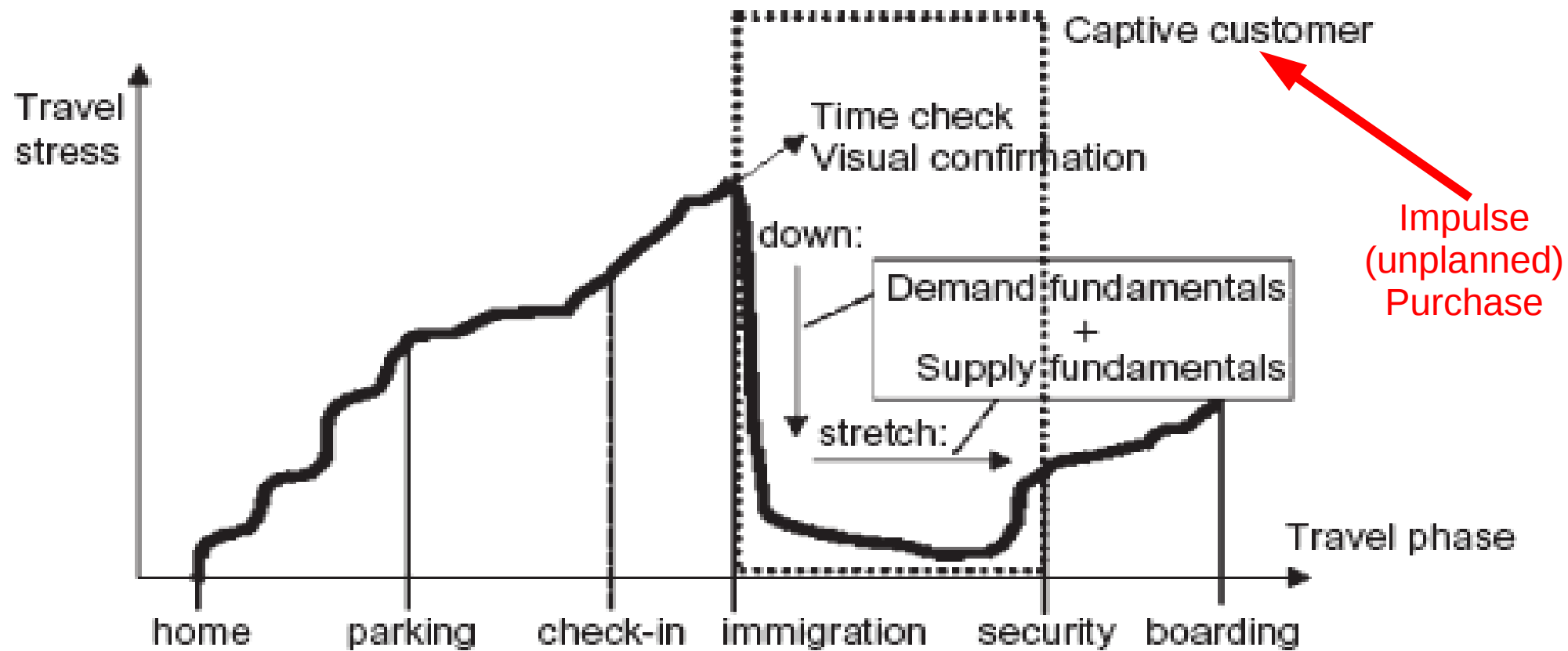
Landside





<pragmatics>

[Part one: **decoding** passengers behavior]



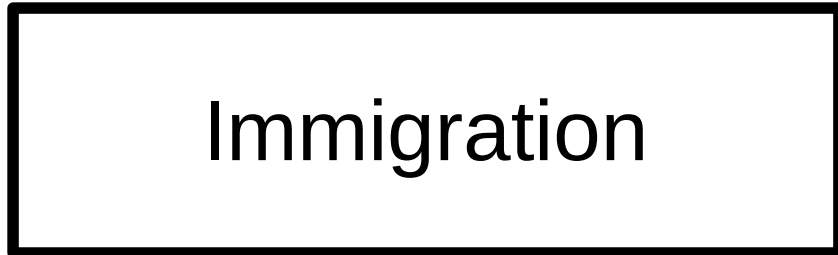
(Crawford and Melewar 2003)



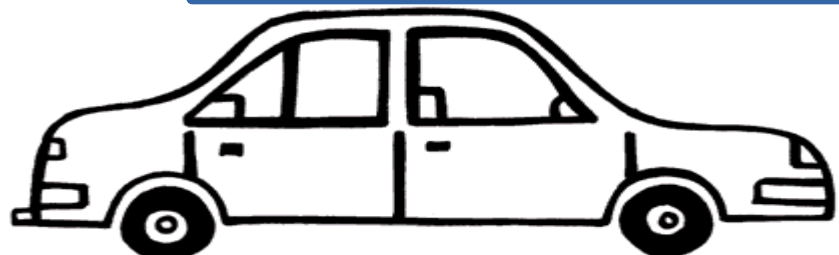
~ 50% of revenues are “non aeronautical”: food and beverage, shops, park, rents, advertising



Captive customer



Security



«To maximize performance and profitability
an impulse strategy
should permeate
all elements of airport retail activities»

(Volkova,2009)

International airports are considered attractive [..] due to the high guaranteed footfall, high sales per area and the fact that there is what is considered to be a 'captive' audience.

This is especially the case with passengers as they are forced to stay in the environment until their flight is called with little or no diversions except to shop.

OK,
since we *need* security barriers,
why bother
if this boosts revenues?

<syntax error>

for security reasons
shops should **not** be placed
after
security barriers

McCino Mark II :: Frag Grenade



(Evan Booth 2013)



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Moreover
this kind of **security** just doesn't work

According to 2 reports to Congress [TSA]
“with a budget of \$5.5 billion per Year, [...] has not led to
demonstrably improved protection of planes from
dangerous objects”

(Poole 2009:267)

Our current response to terrorism
is a form of "magical thinking"

(Schneier 2009)

When people are scared, they need something done that will make them feel safe, even if it doesn't truly make them safer.

Politicians naturally want to do something in response to crisis, even if that something doesn't make any sense

(Schneier 2003:38)

some countermeasures provide the feeling of security instead of reality. These are nothing more than **security theatre**.

(Schneier 2009)

“Airport security” is a *simulacrum*

/security/ → /security theatre/

<pragmatics>

[Part two: **encoding** passengers behavior]





Richard Colvin Reid, December 22, 2001, volo 63 Parigi – Miami







LS - SafeView Proprietary



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Viviane's Sex Carnival
Spanking Bethle
BJ's Land
The Spanking Writers

Random Old Post:

Grabbed Girl

I have a boundless appreciation for the lurid cover art from the old detective and adventure magazines: This grabbed girl is from the cover of an old Private Detective magazine, from Faustling's photos on Flickr.



Archives:

Archives for 2008

Eros Blog

Sex Blogging, Gratuitous Nudity, Kinky Sex, Sundry Sensuality



Home » Public Submission Ritual

September 5th, 2006 — by Bacchus

Public Submission Ritual

Wow, is this kinky or what?

On wednesday, I will walk up to one end of a long line of men. Sometimes there are women, but it's always mostly men. They are there to watch me, and I am there to be watched. I start at one end, smile at the first man I encounter, and begin. Slowly. Carefully, I take off my glasses and fold them neatly, just like my nighttime bedroom ritual. Then I lean over and unzip one long black platform boot, and then the other. I present each piece of footwear as proof — as if the sudden shortness in my height, and its message of vulnerability isn't evidence enough. I am now smaller, more feminine, and a little more helpless. I take off my earrings, my necklace, deliberately placing the girlish silver with my glasses. I'm usually still smiling now, because it's time to take off my belt. I know what's going to happen. I unbuckle the metal and leather, sliding the belt through its loops around my waist, which serves to loosen my pants and move the denim to and fro as I work the belt free. The top straps of my g-string always peek out; I can't help this. I unzip my hoodie and peel it off, revealing the light cotton tank top I always wear. And even though it makes no sense, I always take off my stripey arm warmers, because if I don't, they "make me" take them off. So I do it in a subtly slow demonstration, one opera-length glovelet at a time. Next, and last, I unclip my hair, letting my almost waist-length black and blonde locks down over my now-bare shoulders and arms.

They all watch. Then I wait for their commands, and their approval. I do what they say, unconditionally, and this is an unspoken agreement between me and the men. Hardly a word is said, and I make sure to smile as I softly pad past all eyes, which are on me, even if just for a flicker or two. Then at the end of the line, I slowly dress — I like to take my time putting my clothes back on.

That's Violet Blue — well, anybody, really — going through airport security. As she explains:

[W]hat I related to you above is very much my experience when I go through security.... [W]hen you think about it, the modern process of going through pre-boarding security has far more kinky sexual elements than it should. Here's why:

- * You have to undress.
- * While you undress, you are being watched and sized up.
- * It's a power-exchange scenario.
- * Lots of uniforms.
- * You are totally vulnerable, and it is humiliating.
- * You are exposing intimate details of your person and dress in front of dozens of strangers.
- * Your submission is unspoken. It is a rule, and it is unconditional. Your submission is for public consumption.
- * There is a constant threat that a stranger will touch you. They can touch you anywhere, and in your most intimate places if they want to.
- * There is an undercurrent and tension that they will open your possessions and touch your private items, such as your underwear, clean or dirty.
- * It is nonconsensual. And in garden-variety BDSM practice, even this is forbidden territory.

Airport environment
subverts established social practices

What is sanctioned outside
becomes prescribed inside

«From the master of discipline to him who is subjected to it the relation is one of signalization: it is a question not of understanding the injunction but of perceiving the signal and reacting to it immediately, according to a more or less artificial, prearranged Code»

(Foucault 1975)

Placer le corps dans un petit monde de signaux à chacun
desquels est attachée une réponse obligée

(Foucault 1975)

**faire passer dans la pierre
l'intelligence de la discipline**

(Lucas 1836)

Will the same or similar signaling environment
trigger the same behavioral response?

e.g. “Big Events”

Thank you
Questions?