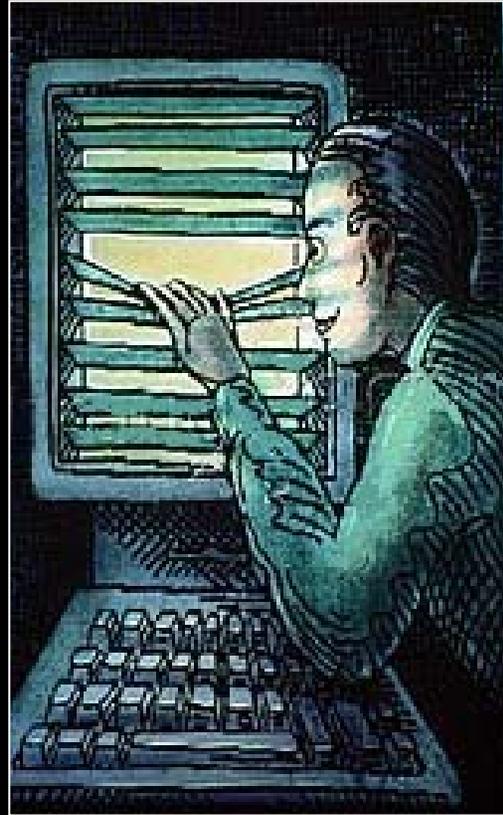


Five Urban Search Terms



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Five Urban Search Terms

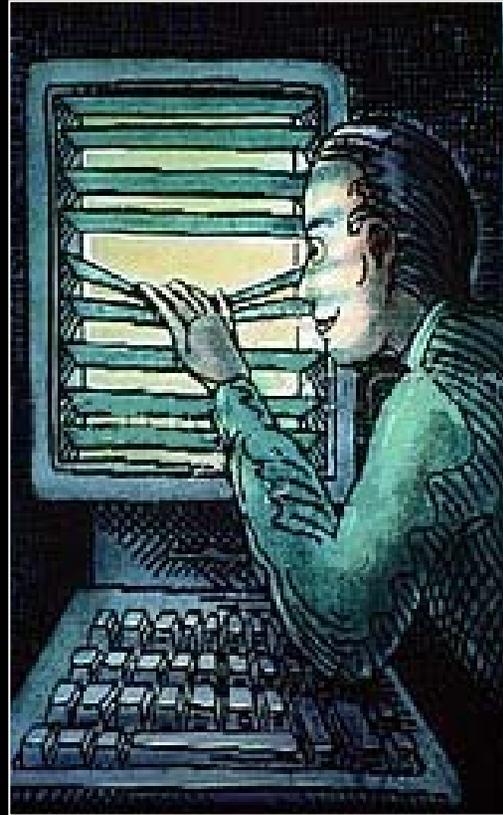
to search is to:

probe

examine

explore

come to know



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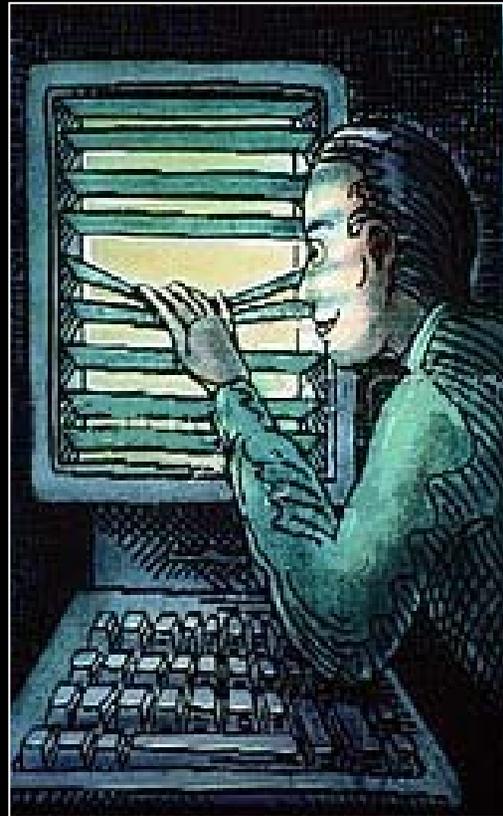
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terms are:

language of a certain kind;
chosen words

the elements or conditions of
a proposed agreement

the relationship between two
people or groups; personal
footing

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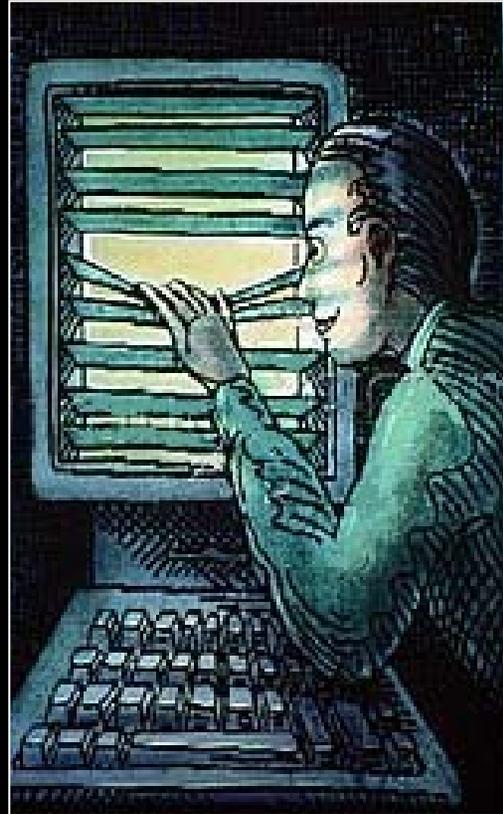
to search is to:

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terms are:

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people or groups; personal
footing

terms are also:

a limited period of time

the end of a normal gestation period

Five Urban Search Terms

1. public pareidolia
2. site-specific superhero
3. benevolent conspiracy
4. transparent spectacle
5. desire spots

quickfire context: flash mobs



quickfire context: the Go Game



Chronicle / Kim Komenich

quickfire context: central park events



keywords: massively-scaled, urban, play



Five Urban Search Terms

rethinking massively-scaled, urban play

1. public pareidolia
2. site-specific superhero
3. benevolent conspiracy
4. transparent spectacle
5. desire spots

Five Urban Search Terms

rethinking massively-scaled, urban play

1. **public pareidolia**
2. site-specific superhero
3. benevolent conspiracy
4. transparent spectacle
5. desire spots

Public pareidolia

What is pareidolia?

pareidolia n.

the erroneous or fanciful perception of a clear pattern or meaning in something that is actually random or ambiguous.

Case in point →



Public pareidolia

ceci n'est pas un pareidolia.

Public pareidolia

ceci n'est pas un pipe.

Surrealist painter Magritte adjures us not to confuse mimetic representation with reality... that is to say, not to misperceive signs as things. (*Pareidolia* is the *reverse* misperception: things as signs.)



Public pareidolia

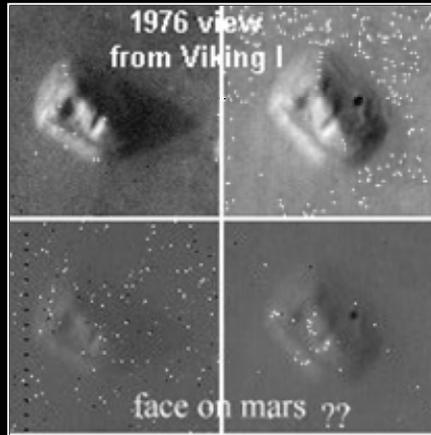


+



The pervasive and intentional confusion of things as signs and signs as things is a powerful strategy for urban play.

Public pareidolia



+



The pervasive and intentional confusion of things as signs and signs as things is a powerful strategy for urban play.

*Public pareidolia: massively multi-player
(mis)recognition*

Five Urban Search Terms

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Site-Specific Superheroes

Who are the site-specific superheroes?



They are people who answer ringing payphones...

- alert and responsive to opportunities for (inter)action in their everyday environments
- favor location-specific, rather than mobile, engagement

Site-Specific Superheroes

Who are the site-specific superheroes?



... and then massively mobilize the data across space and time.

- leave physical traces
- make cell phone calls
- send text messages
- blog
- upload files



661-716-blog

Site-Specific Superheroes and what are their superpowers?



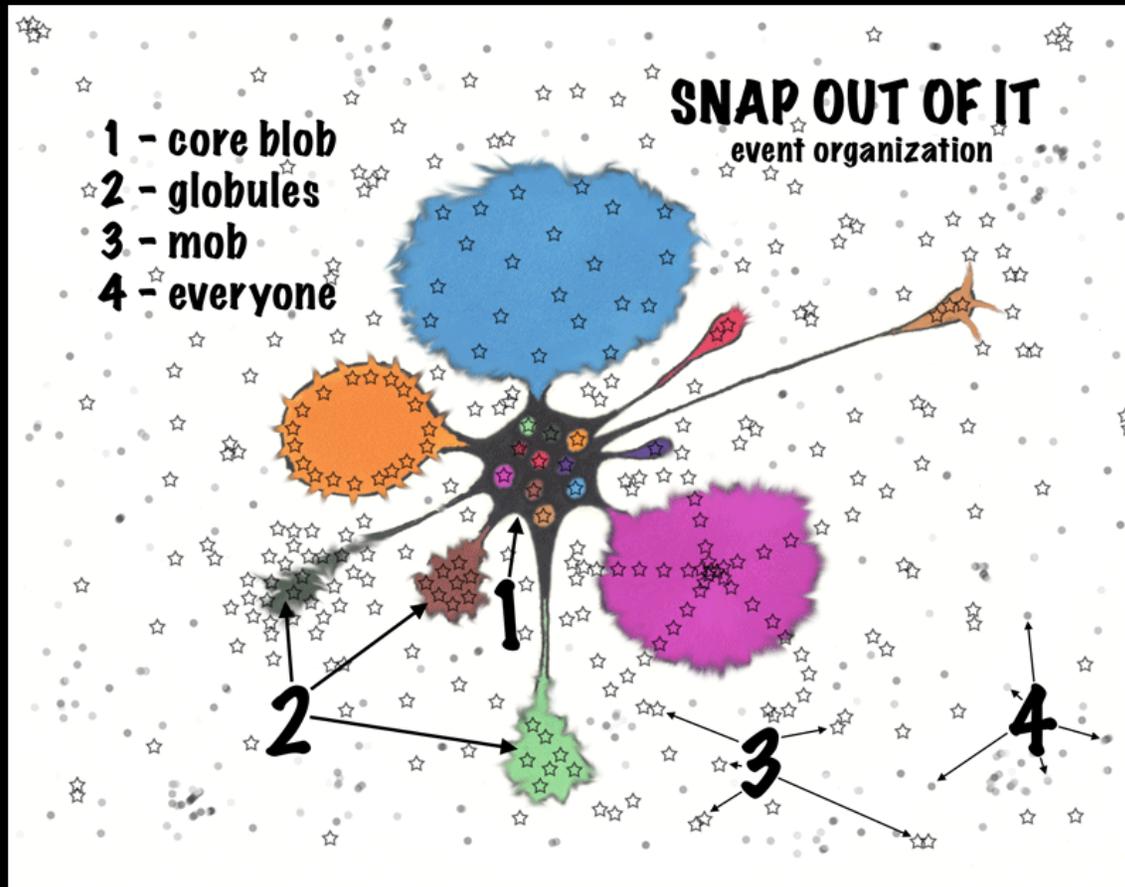
- See through pre-determined structures
- Spontaneously generate more playful structures
- Make the new structures clear and visible to others
- Meaningfully engage with environmental affordances

Five Urban Search Terms

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Benevolent Conspiracy



Conspiracy theories



conspiracies

Five Urban Search Terms

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Transparent Spectacle

the opposite of
“dark play”



Chronicle / Christina Koci Hernandez



Chronicle / Christina Koci Hernandez

“Duck Duck and Cover” massively multi-player duck duck
goose in Mission Dolores Park, San Francisco

Transparent Spectacle



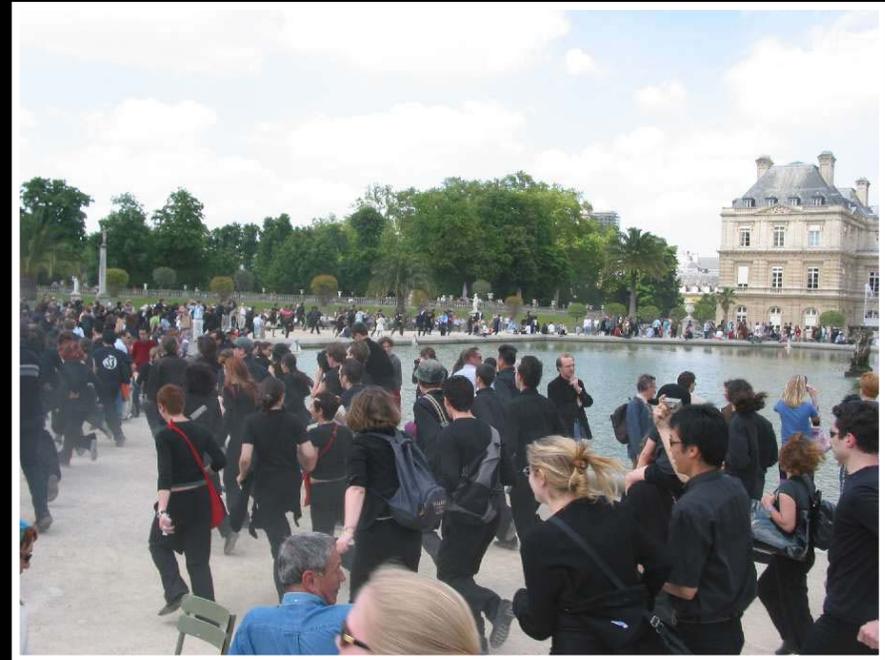
the opposite of
“dark play”



“Chalking it Up” sidewalk treasure hunt, Montreal

Transparent Spectacle

the opposite of
“dark play”



“Black and White” massively multi-player, cooperative tag
in the Jardin du Luxembourg, Paris

Five Urban Search Terms

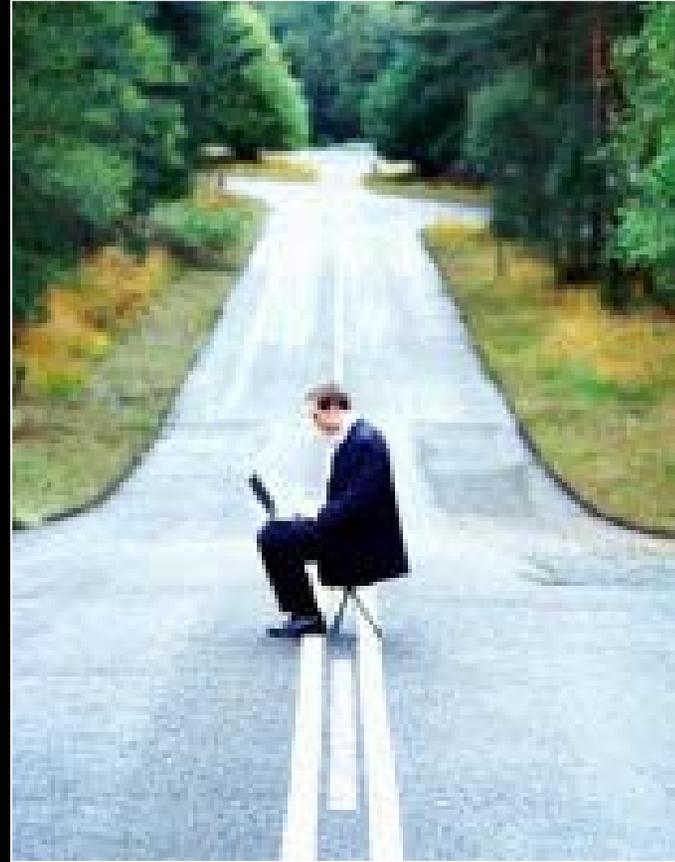
rethinking massively-scaled, urban play

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Desire Spots



+



desire paths + hot spots = desire spots

Desire Spots

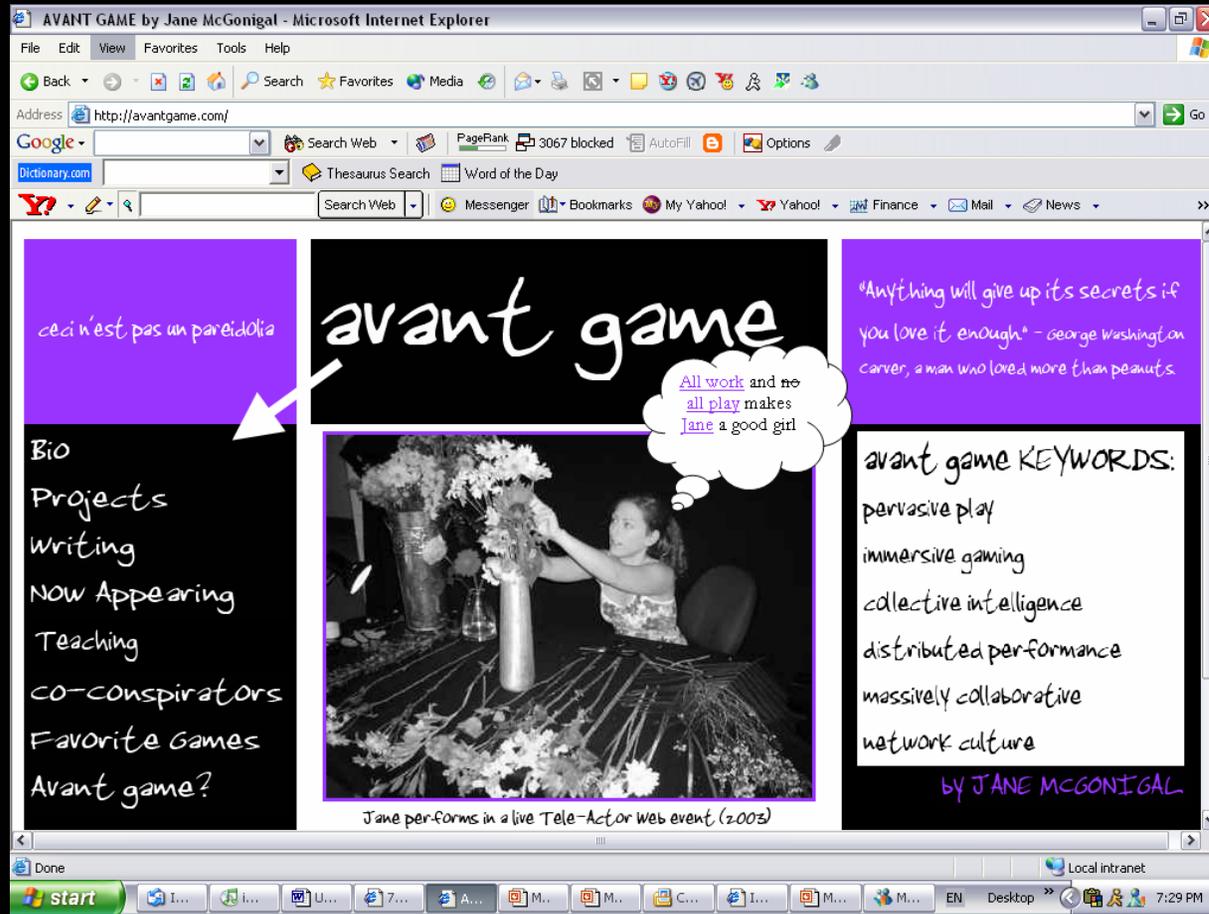


(l-r) "Pirate Ride" San Diego; "Roller coaster Escalator" Singapore; "Escalator Merry Go Round" Minneapolis; "Escalator Parade" Seattle

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Urban Search With Me @ avant game



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ceci n'est pas un pareidolia.