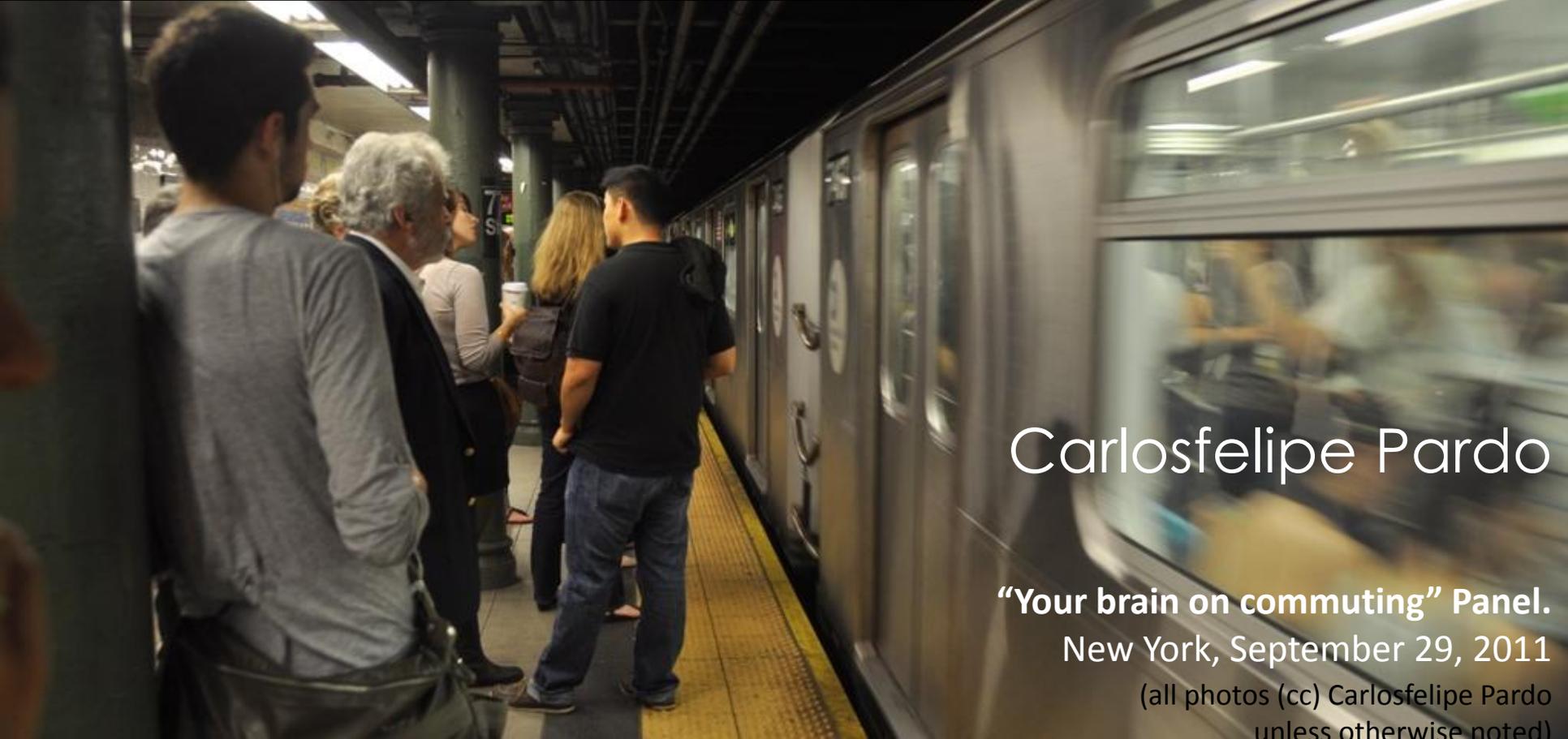


Perceiving travel



Carlosfelipe Pardo

“Your brain on commuting” Panel.
New York, September 29, 2011

(all photos (cc) Carlosfelipe Pardo
unless otherwise noted)

Which is more beautiful?

(please don't answer "both")



- **What people do/ feel when they travel**
- What we're supposed to feel
- What we did
- What came out...

This is what you think you'll get...



THIS IS WHAT YOU GET



Sleep



Talk



Read



Think of
some
other
place...

SlowResearch.org



Hug!

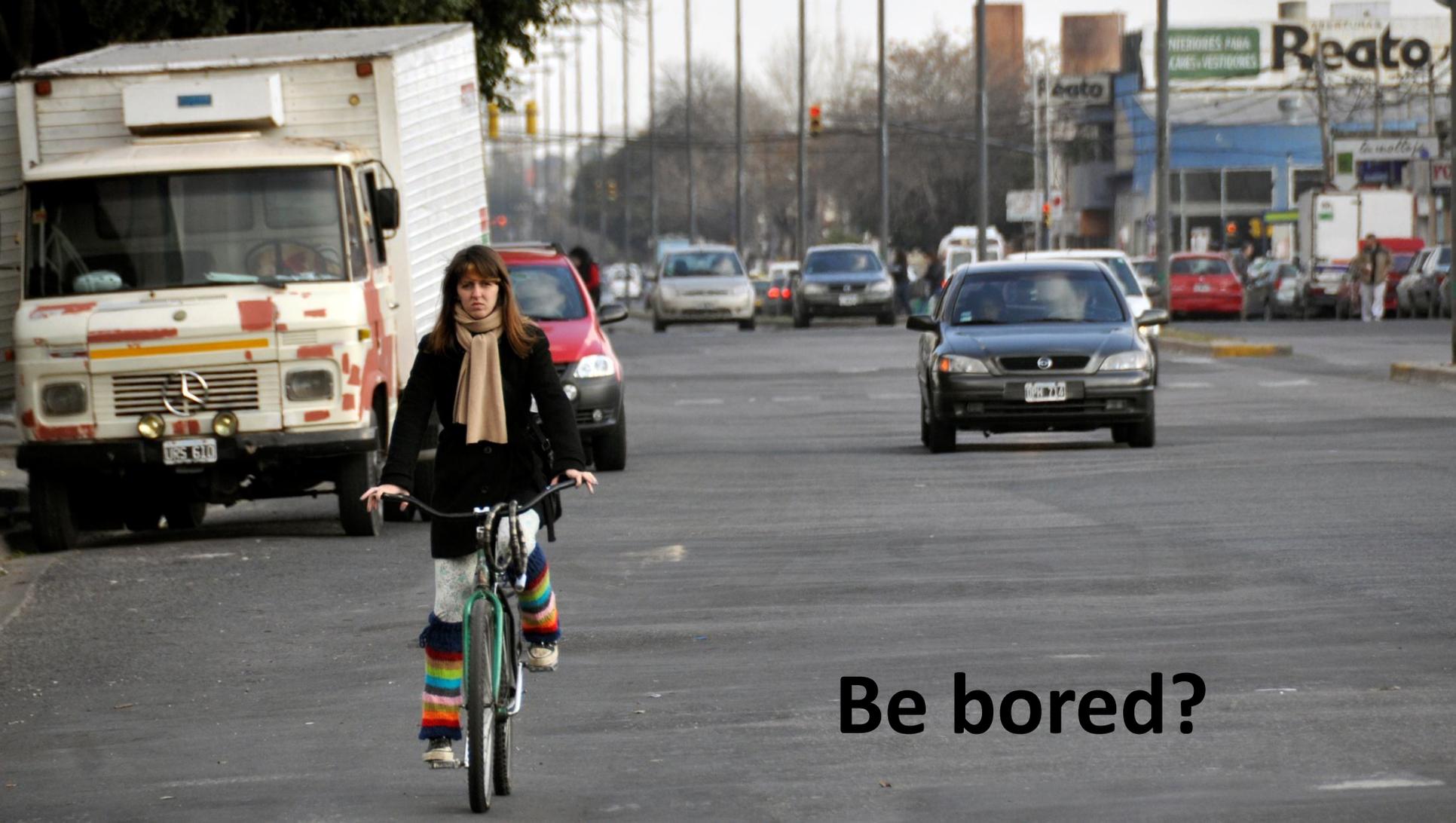








Claudio Olivares



Be bored?

Hate?



Love?



- What people do/feel when they travel
- **What we're supposed to feel**
- What we did
- What came out...

The Theory...

- “**Ideal**” trip time: 1 hour (Marchetti, Zahavi, Metz)
- “**commute** time is not unequivocally a source of disutility to be minimized, but rather offers some benefits (such as a **transition between home and work**).” Redmond & Mokhtarian.
- Transport is a **non-place** (Augé)

A reflection upon speed...

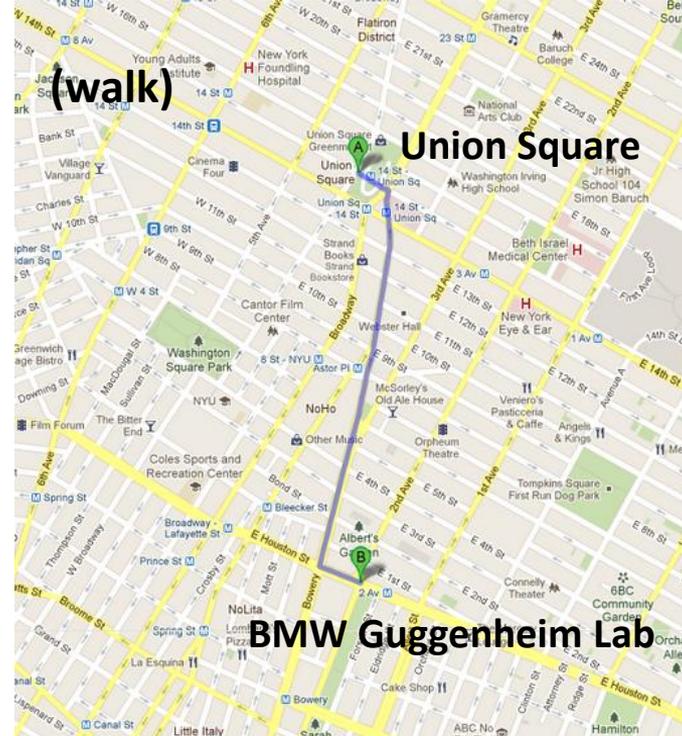
- “The **bicycle** was about four times faster than walking and warnings were issued about getting ‘**bicycle face**’ by moving against the wind at such high speeds” (Kern, 1983)
- “**railroad** carriages are pulled at the enormous speed of **fifteen miles per hour** by “engines” ... The Almighty certainly never intended that people should travel at such breakneck speed.”
Attributed to Martin Van Buren (Government of New York) in letter to Andrew Jackson.
- “in traveling on most of the **railways**... the face of nature (is) lost or changed or changed to...the **screaming engine**” (London, 1844)
- “The **train** was experienced as a **projectile**, and traveling on it, as being shot through the landscape” Schivelbusch, 1983.
- “We declare that the splendor of the world has been enriched by a new beauty: the **beauty of speed**. A racing **automobile** with its bonnet adorned with great tubes like serpents with explosive breath ... a roaring motor car which seems to run on machine-gun fire, is more beautiful than the Victory of Samothrace.” (Marinetti, Futurist Manifesto, 1909)

- What people do/feel when they travel
- What we're supposed to feel
- **What we did**
- What came out...

- “The Ride”
- Cognitive maps
- Semantic differential



The Ride



Cognitive maps

- The instruction: “Draw your trip”
- 15 min to draw subway portion
- 15 min to draw walking portion

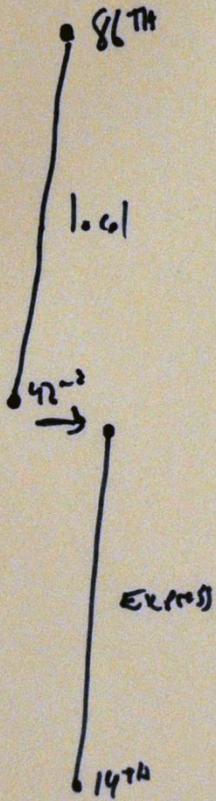
Semantic differential

Now, please rate the SUBWAY portion of the trip you just made on each of the following dimensions:

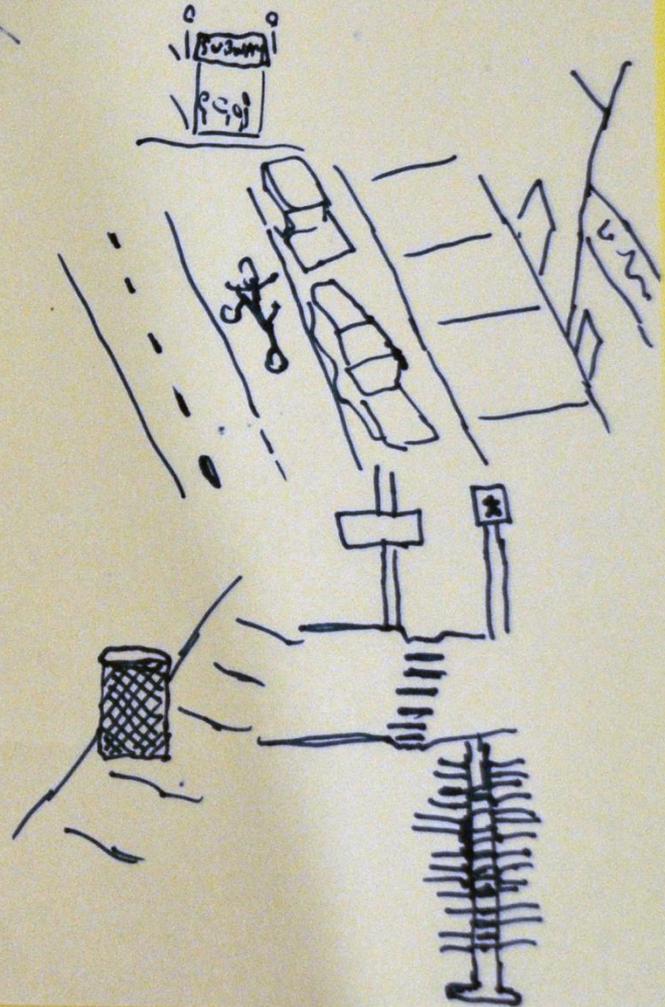
Sad	-	-	-	-	-	-	-	Happy
Slow	-	-	-	-	-	-	-	Fast
unaesthetic	-	-	-	-	-	-	-	aesthetic
Ugly	-	-	-	-	-	-	-	beautiful
Old	-	-	-	-	-	-	-	new
Uncomfortable	-	-	-	-	-	-	-	comfortable
Monotonous	-	-	-	-	-	-	-	Varied
Simple	-	-	-	-	-	-	-	complex
Easy	-	-	-	-	-	-	-	difficult
Colorless	-	-	-	-	-	-	-	colorful
Short	-	-	-	-	-	-	-	long
Far	-	-	-	-	-	-	-	Near
Serious	-	-	-	-	-	-	-	playful
Expected	-	-	-	-	-	-	-	unexpected
Dull	-	-	-	-	-	-	-	interesting
Non-place	-	-	-	-	-	-	-	place
Thoughtless	-	-	-	-	-	-	-	thoughtful
Secretive	-	-	-	-	-	-	-	Communicative
Isolated	-	-	-	-	-	-	-	Sociable
Hectic	-	-	-	-	-	-	-	Relaxed
Delayed	-	-	-	-	-	-	-	Punctual

- What people do/feel when they travel
- What we're supposed to feel
- What we did
- **What came out... drumroll please!**

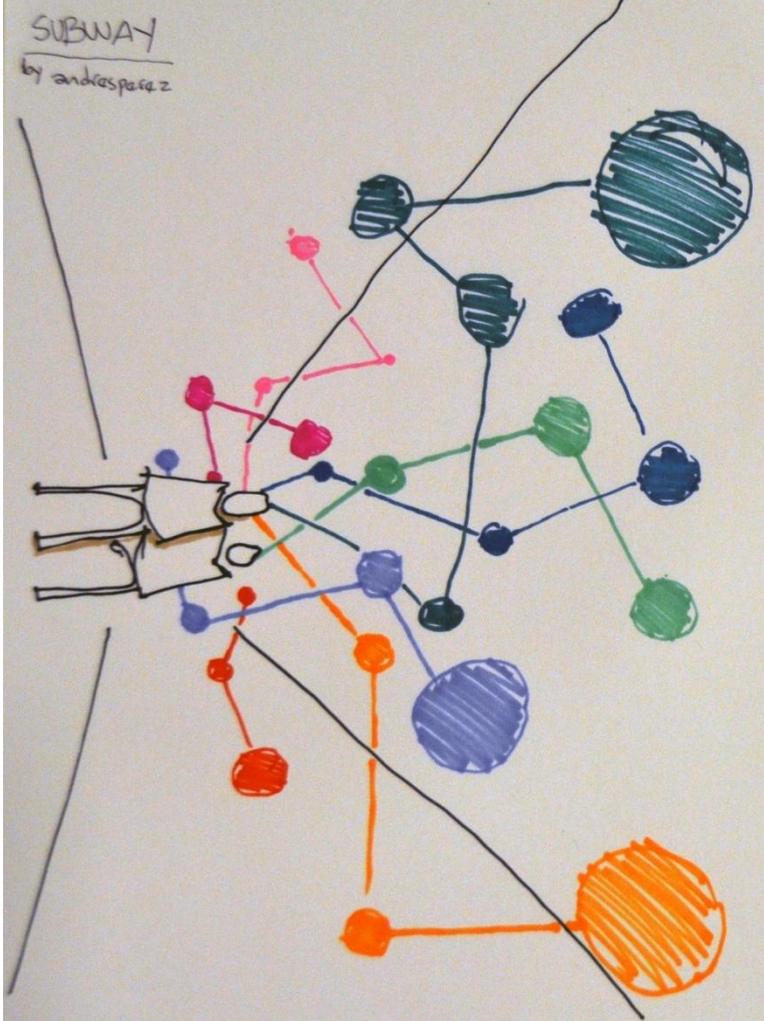
parallel road



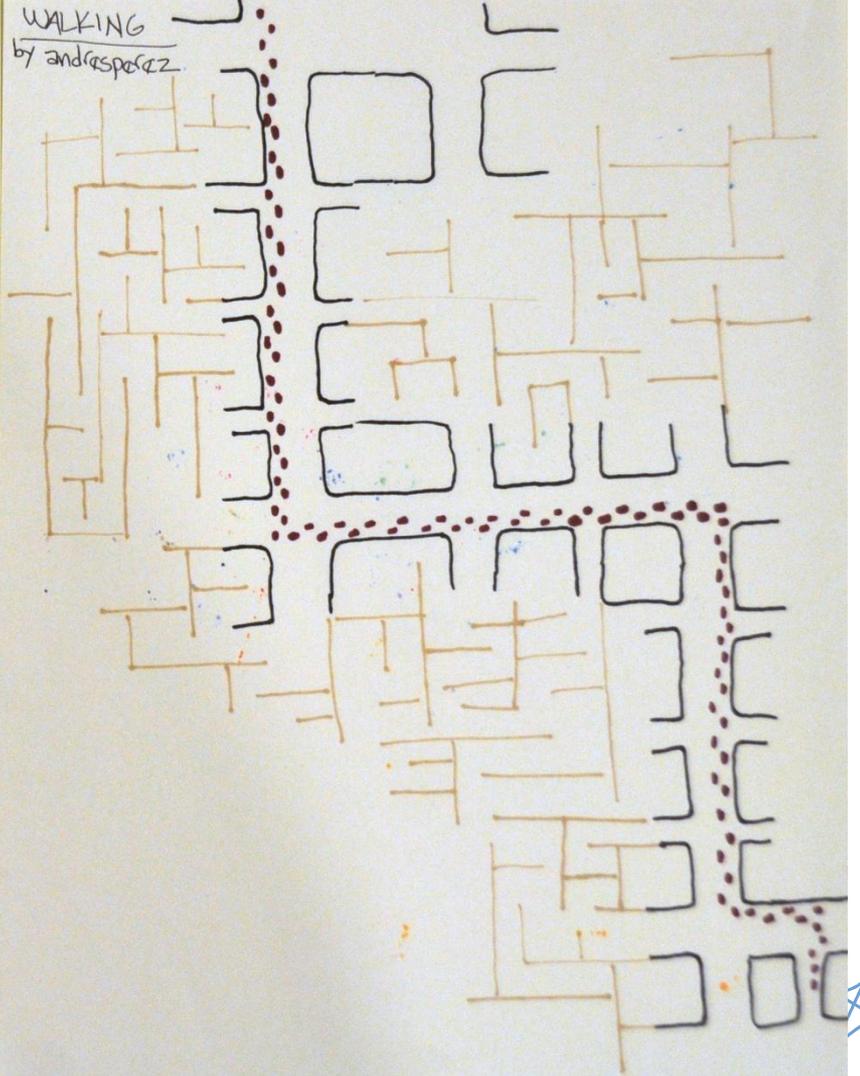
main road



SUBWAY
by andresperaz

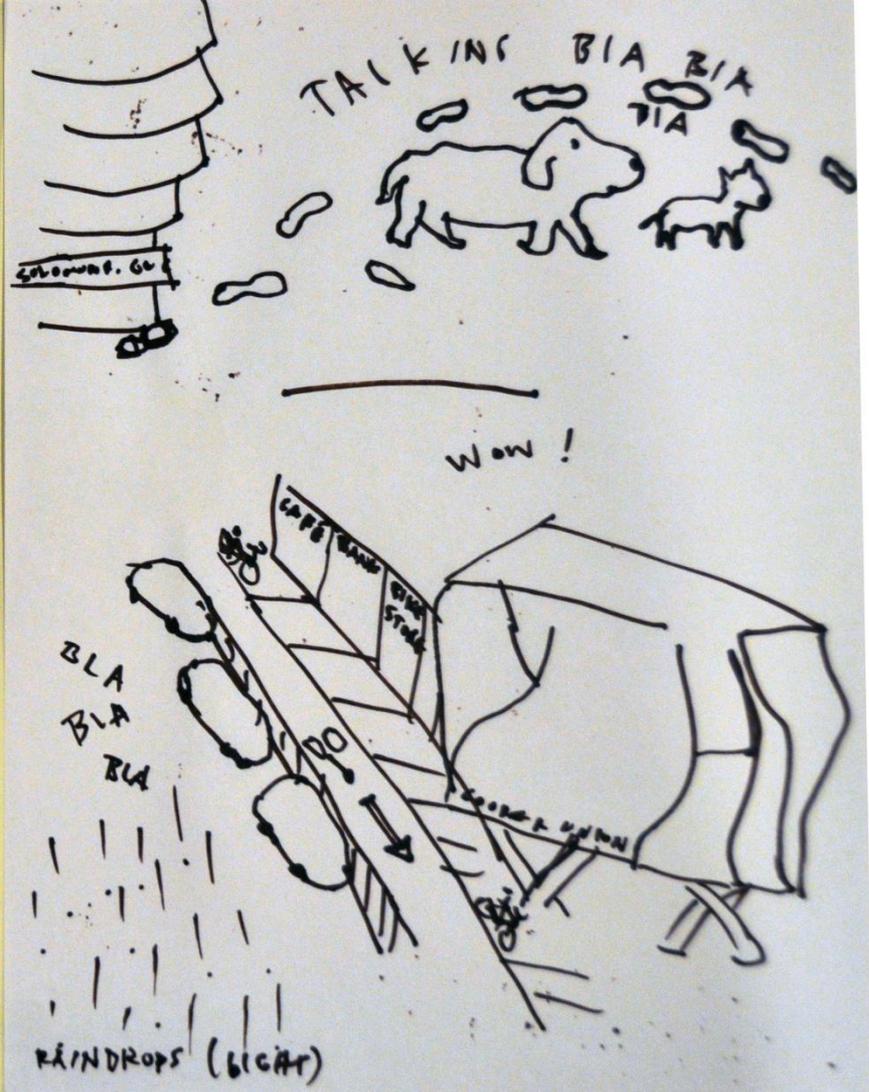
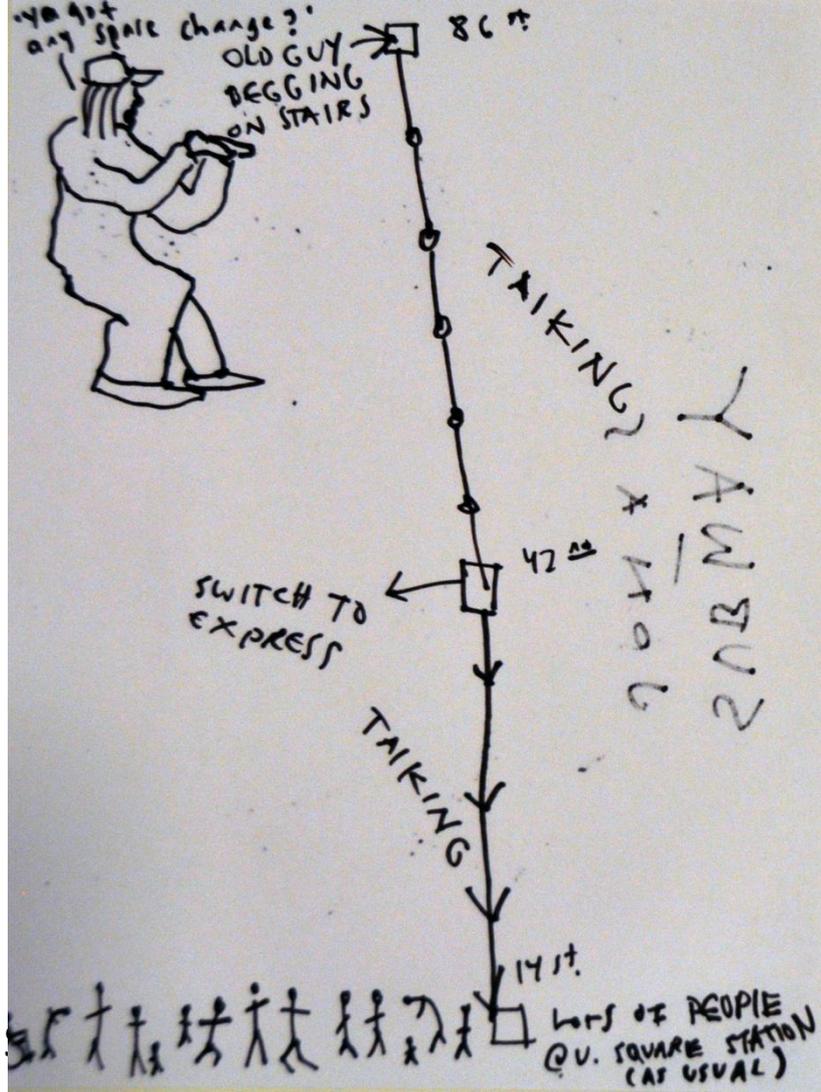


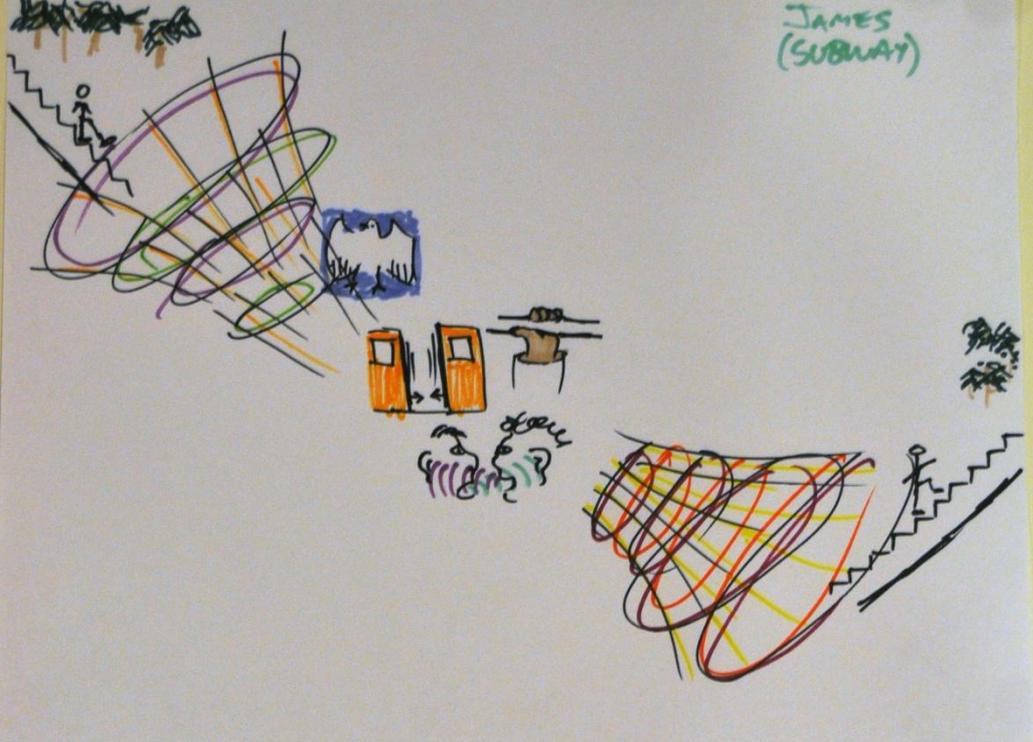
WALKING
by andresperaz



Slow

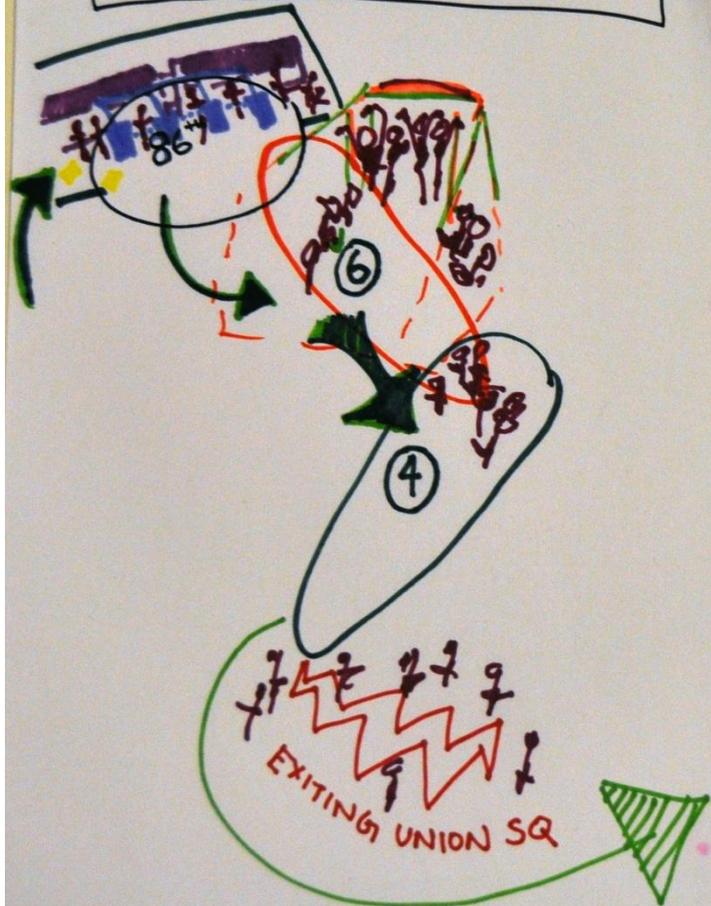








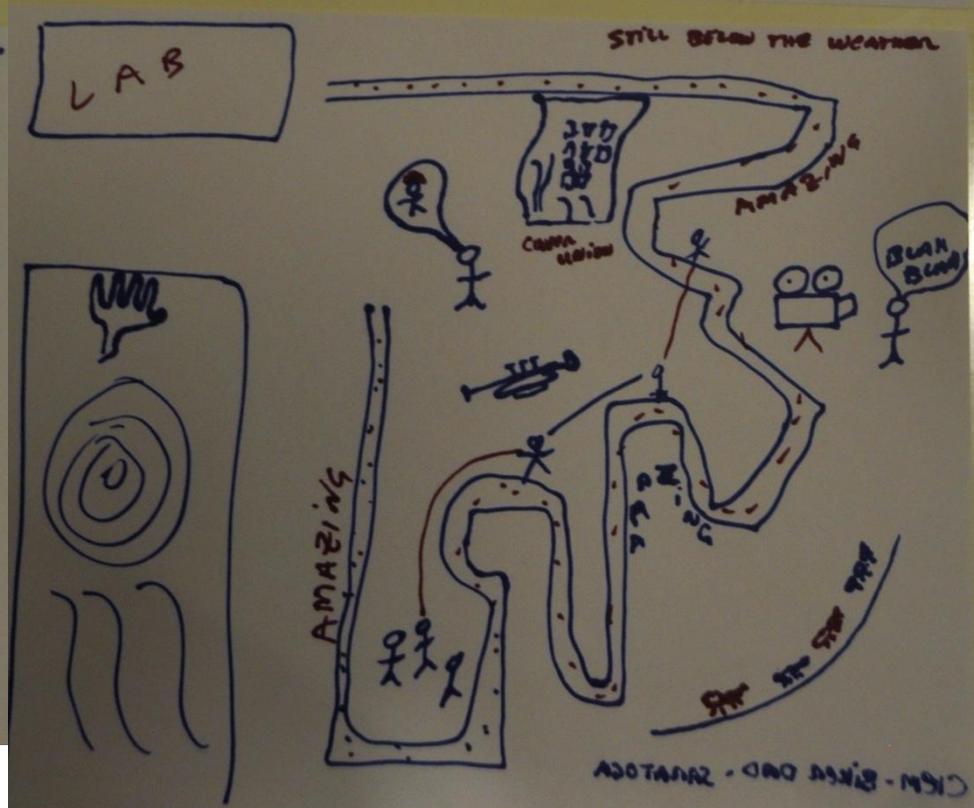
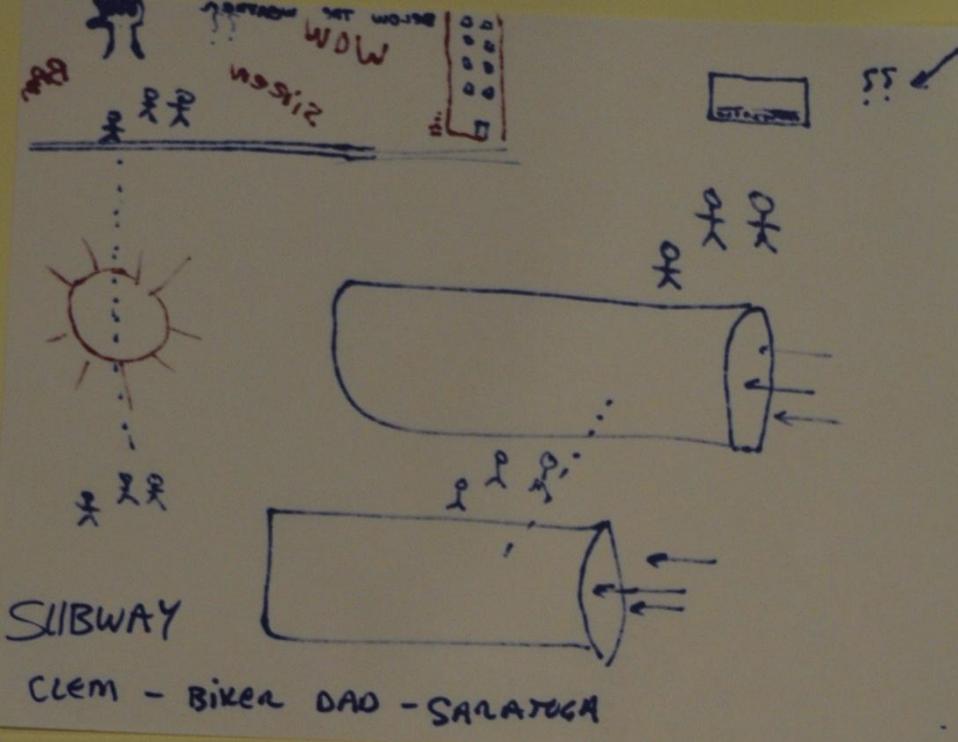
DRAW SUBWAY PORTION OF TRIP



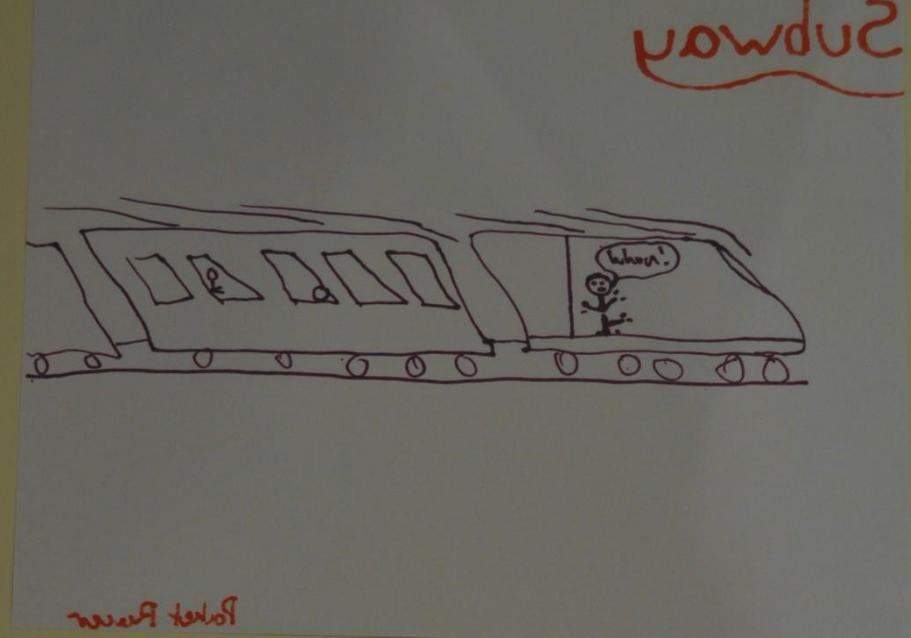
NS.

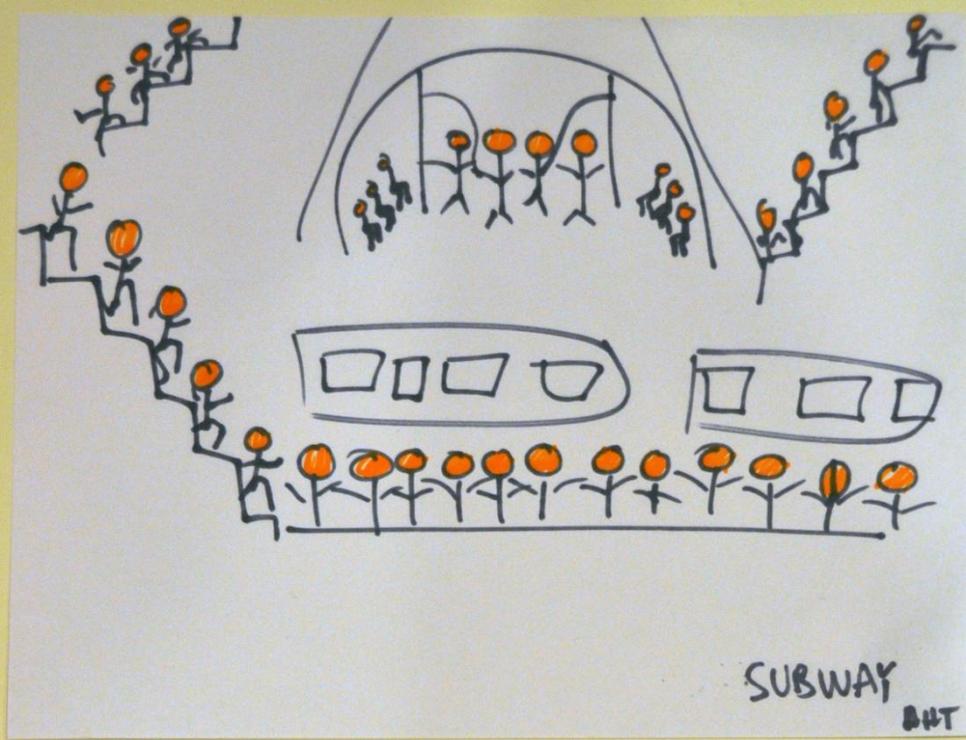


WALKING!

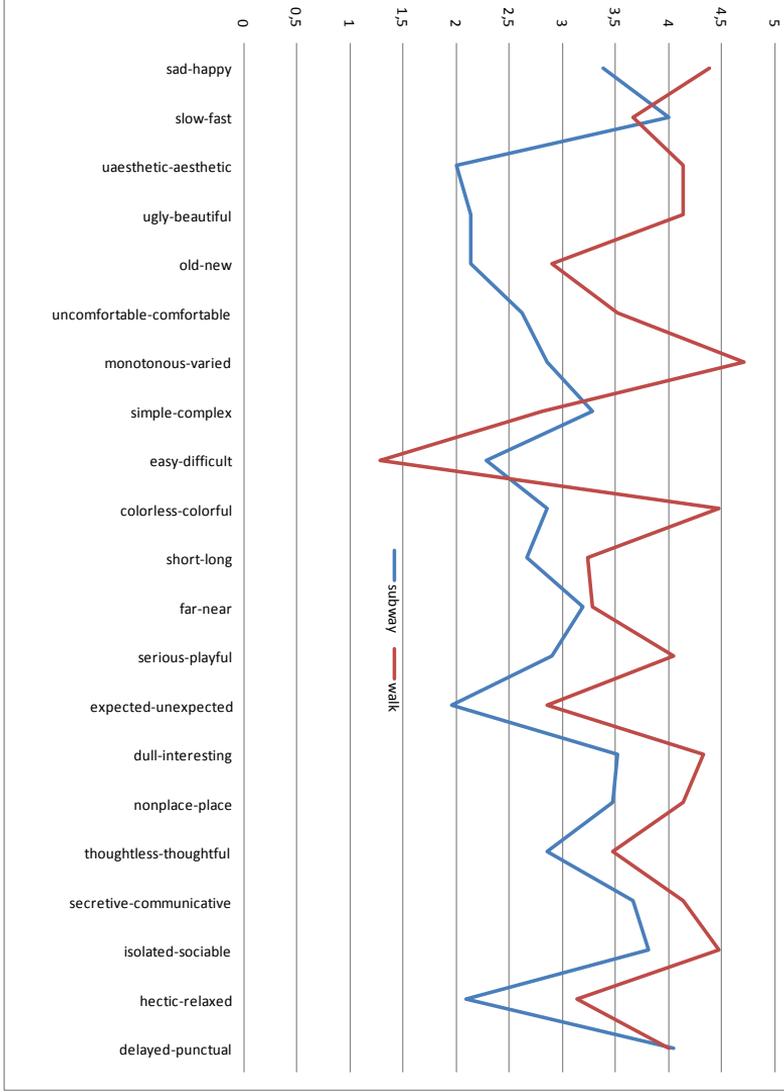




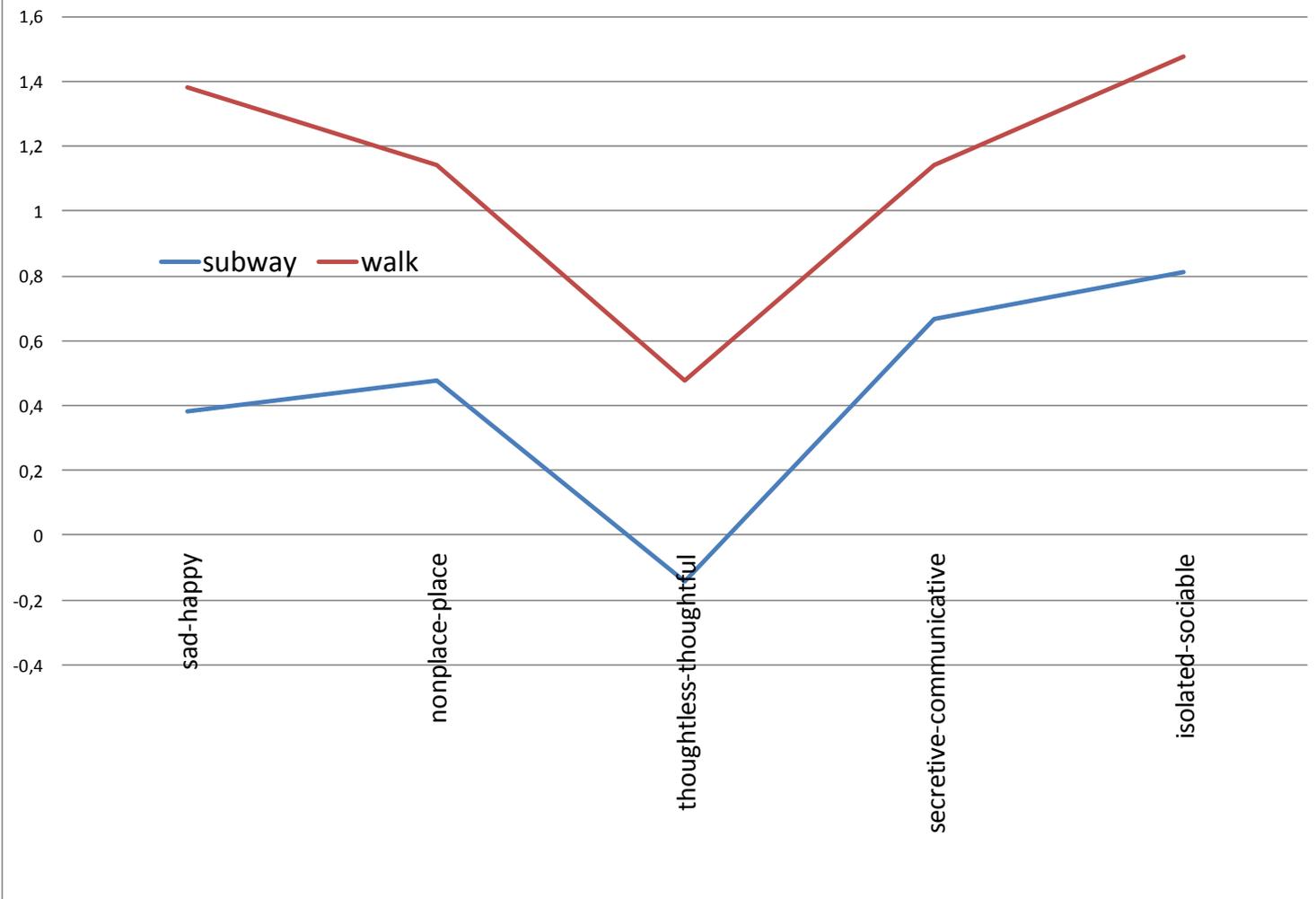




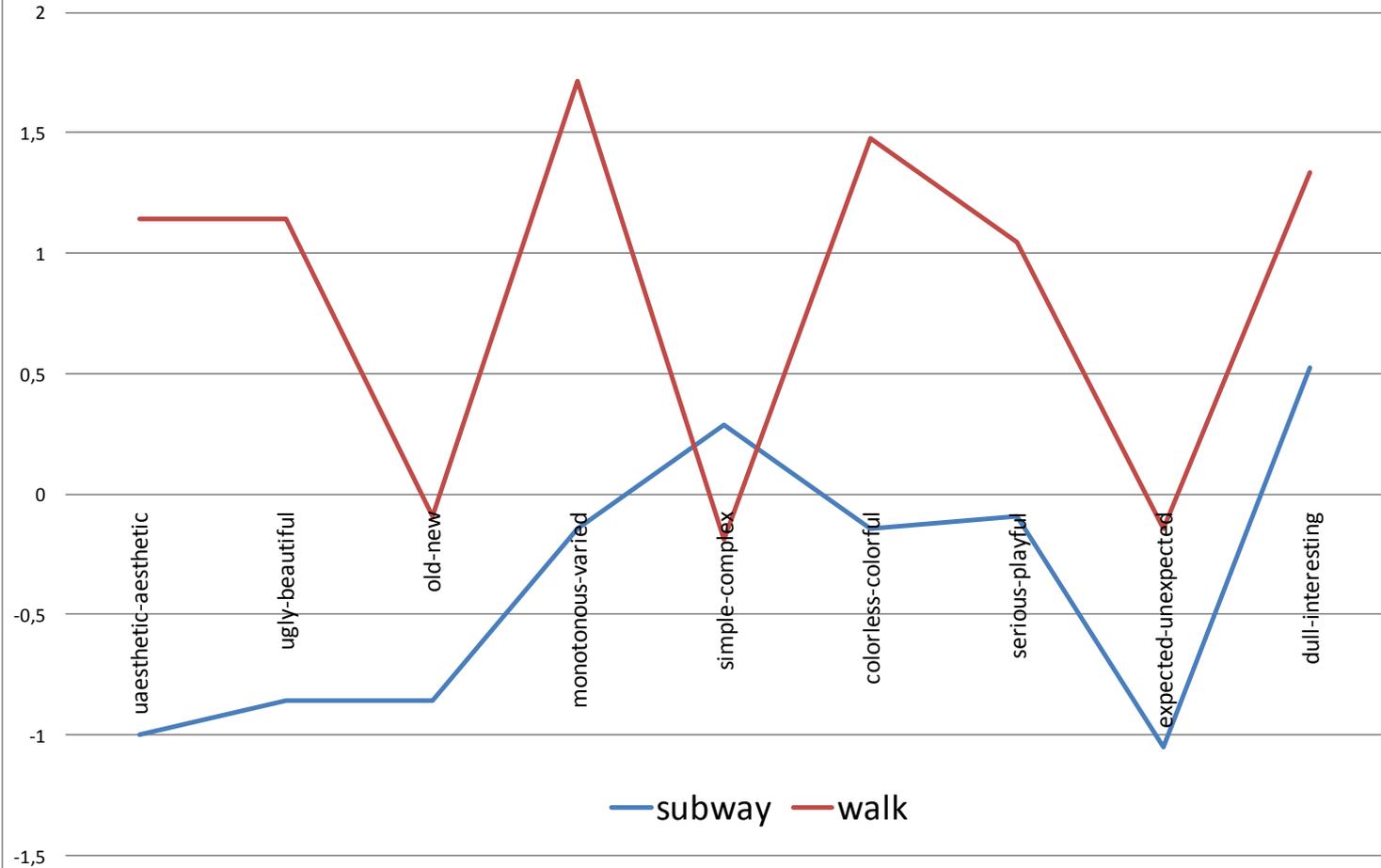




Personality traits



Aesthetic qualities

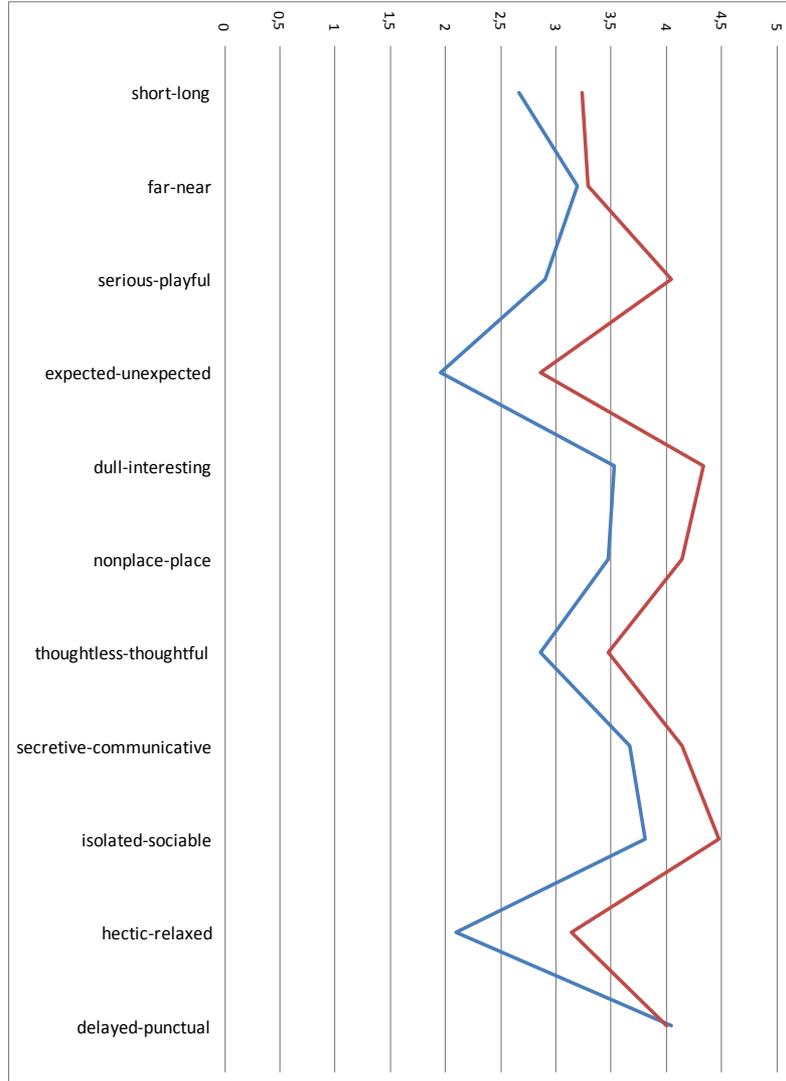
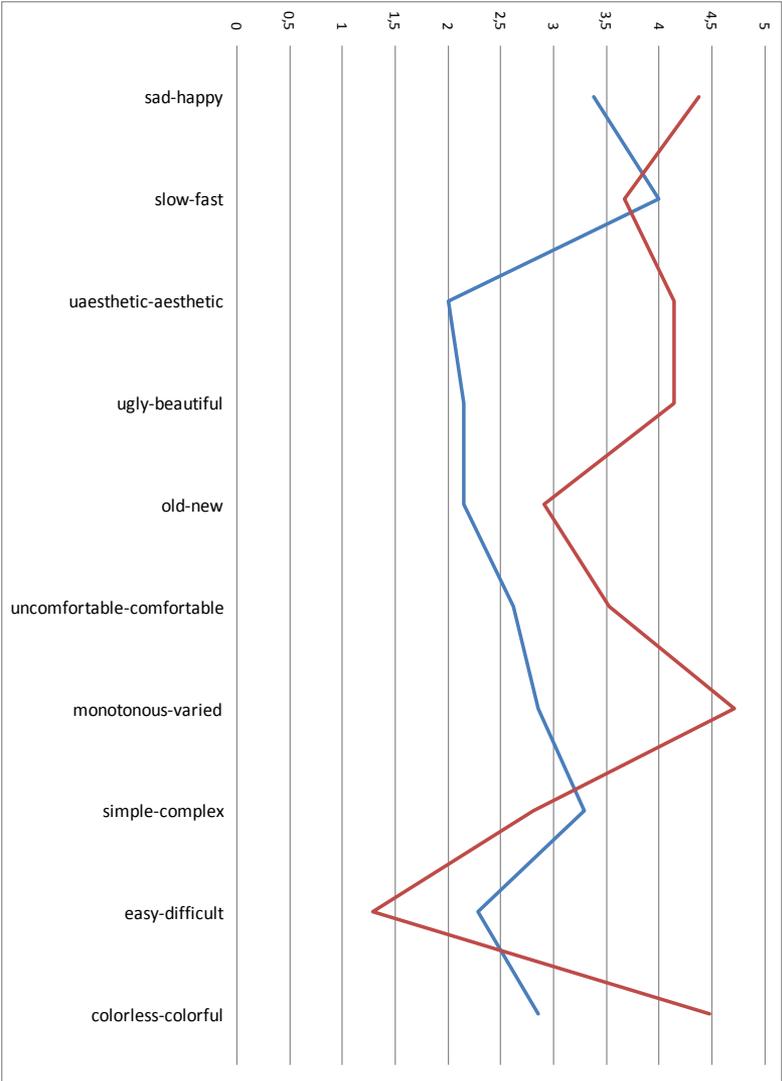


Related to quality of service



Thanks for your time. Hope you enjoyed it. deespacio@gmail.com - www.despacio.org





Saw art:
76.2% subway
81% walking

— subway
— walk