

Zeitschrift: Trans : Publikationsreihe des Fachvereins der Studierenden am
Departement Architektur der ETH Zürich

Herausgeber: Departement Architektur der ETH Zürich

Band: - (1997)

Heft: 1

Rubrik: Pleasure of loss

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On every single escalator you lose money.
Everybody loses money, not just you. It is
the radical failure of the system.

Let's assume that for every item bought, the
average time is 10 minutes. So if an esca-
lator ride is approximately 30 seconds, it is 5%
of the buyer's total time per item. There, the
system loses control.

Assumed again you spend \$5 for the average item,
25 cents are lost per each escalator ride.
With 3000 persons traveling on one escalator every
hour, with 18 hours of operation a day, that is a daily
loss of \$13500 on a single escalator.
With about 100000 operating escalators worldwide,
this adds up to \$135 Billions a day.
So multiplied by 365.25 days that is a total loss of
\$4930875 Billions a year.

The buyer's money?

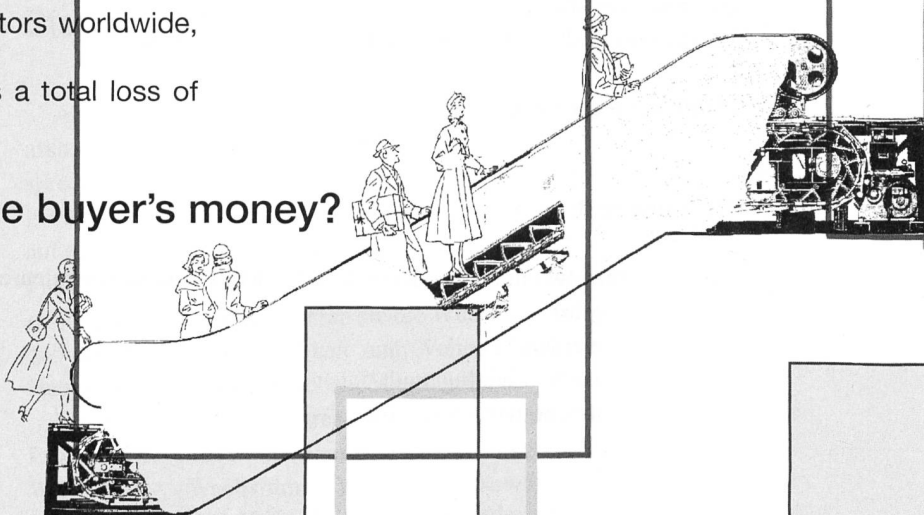
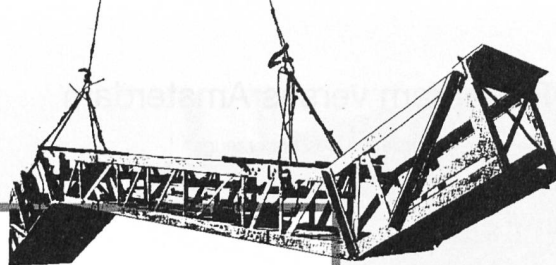
The potential shopper's money.

So if divided by the population's 8 Billion that is a result of
\$6163.59375 Billion per capita. The system is defeated by each
single individual ever on an escalator. There you resist buying.

The consumer spends most of his and her time on
sidewalks. A flaneur tranquilized by escalators and
conveyor belts. A mechanized wanderer is an error
in the system - a malfunctioning consumer unit
which cannot be repaired. It subverses the system.

The subversion is accepted and processed
by the system.

Just standing is even more subversive than
having sex. A refusal to be affected by the
mechanization of the movement.



While traveling on the escalator, the flaneurs continuously change their viewpoint. They move without any physical effort. The maximum pleasure occurs in transition between the spaces of consumption: as if the stability of the vanishing point was replaced by a continuous change of the horizon in escalation.

What kind of pleasure is this?

The corporations' loss of profit?

Or the eroticism of idleness?

An excessive discipline of being moved and exposed in the system.

The pleasure of the victim.

Hypnotised by the moving staircase.

Only the instrument of mechanical control can be victimized, never the consumer. once he has entered, he becomes immune. Meanwhile the escalator can not be certain of its purpose to move X from pleasures at A to pleasures at B. A and B can be exchanged randomly. X remains anonymous.



Pleasures on escalators exceed the habitual behaviour of the consumer. The expectation of an upcoming new horizon can open the opportunity for any social, political or economical enterprise.

Like the idea of sex in teenage magazines.

It postpones the real action beyond sight.

PLEASURE OF LOSS
random access 1997

