

Bridge 1: Case Studies
Maya Wu



Prada Marfa, 2005

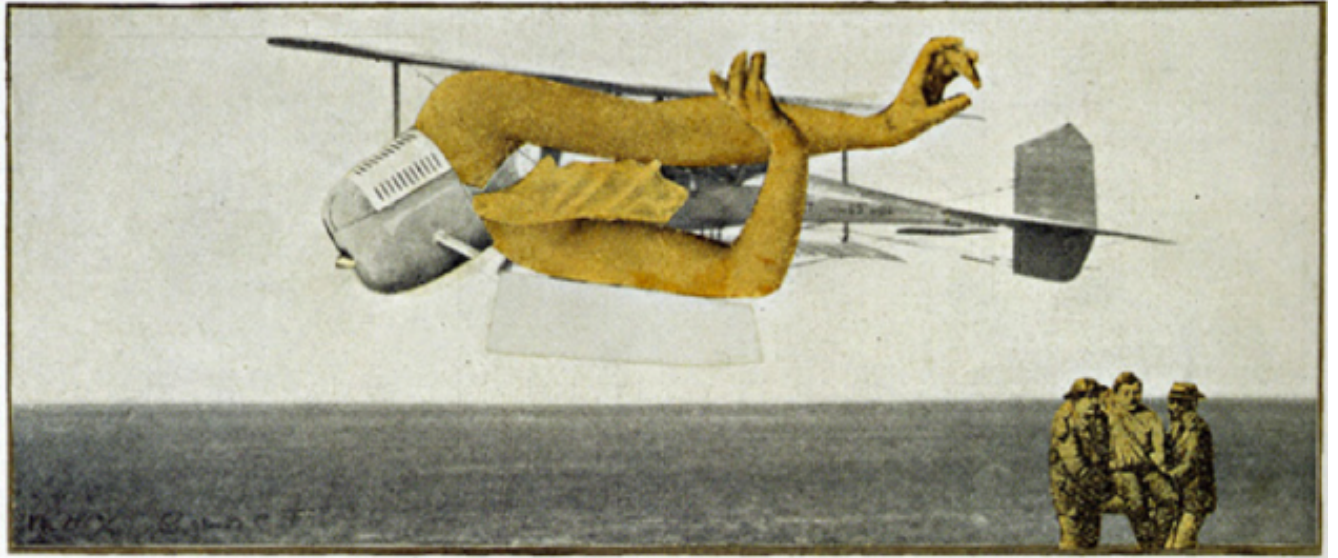
Michael Elmgreen and Ingar Dragset

15' 1" x 24' 11"

Carpet, Aluminium, Glass, Paint, Medium-density fibreboard, Plaster, Adobe
Valentine, TX

The *Prada Marfa* is a Prada store that is located in Valentine, Texas. The funny part about this is the fact that this is a high-end store in the middle of nowhere. It throws people off to suddenly catch a glimpse of this unconventional store on their drive down the road because this is a spot where you would least expect a Prada. Not in a lavish city, not in a populated shopping mall, but a small, wisp spot in this area called Valentine, Texas on Route 90. "Built of a biodegradable adobe-like substance, the building is meant to slowly melt back into the Earth, serving as a surrealist commentary on Western materialism." Essentially, this Prada was here to challenge both the common 'stereotype' of the location of a store as well as tackles the heavy issue of Western materialism as Prada is a name-sought brand that one could die to have. The fact that there have been attempts to steal the real Prada products within the display of the store proves how the name brand can manipulate one's mind as society praises the brand to be of greatness.

<https://www.atlasobscura.com/places/prada-marfa>



The Murdering Airplane, 1920

Max Ernst

6.35 cm × 13.97 cm

Collage

The Murdering Airplane, by Max Ernst, is a dynamic collage piece made to challenge and stand up the ideas of war and manmade machine with the plane. It depicts a monstrous aircraft with human arms flying over an open field. In the lower right-hand corner, two soldiers are carrying a third wounded soldier. Ernst is trying to protest that it is not the machines we create that kill us, it is we the people. "Machines are not capable of murdering but of killing, and murdering is an act that only humans can do, therefore, this murdering creature that Ernst creates, has human qualities, or at least the human quality of murdering". Hence, he triggers a dilemma of human technology and the *responsibility* we have on our hands that remind us that we are the ones who created the killing machines.

<http://karlosarnallacalle.blogspot.com/2013/08/analysis-of-ernst-max-murdering-airplane.html>



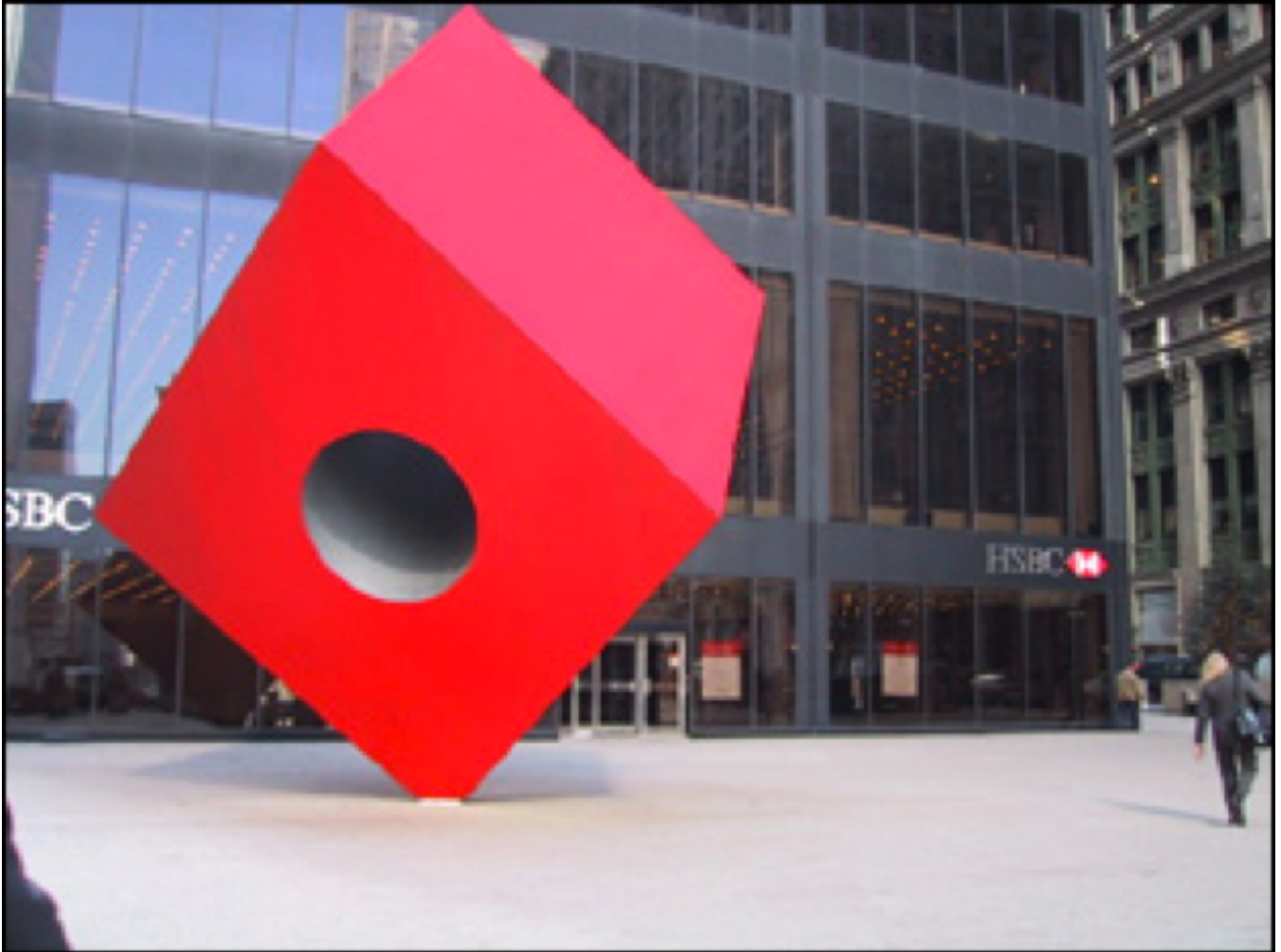
Fountain, 1917

Marcel Duchamp

2' 0" x 1' 2" x 1' 7"

Ceramic, glazed ceramic

The *Fountain* by Marcel Duchamp sparked major controversy in the art world. What sparks controversy is how Mutt just bought some random urinal, added a random signature and called it art. Is it art if the artist calls it art? Moreover, why call it a Fountain if it's clearly a urinal? How does the perception of the name associated with the item conflict to what's normally accepted by society?
<http://www.tate.org.uk/art/artworks/duchamp-fountain-t07573>



Red Cube, 1968

Isamu Noguchi

The *Red Cube* by Isamu Noguchi is a . . . Noguchi challenges the ideas of the relationship between sculpture and architecture as he claims, "a sculptor is not merely a decorator of buildings but a serious collaborator with the architect in the creation of significant space and of significant shapes which define this space." He wanted to explore the system of what is considered to be architecture and what is considered to be a sculpture and wanted to try to create a balance of both into one. *Red Cube* also stands out from the surrounding architecture in that all of its lines are diagonals, whereas the buildings are made up of horizontal and vertical lines. Additionally, the sculpture is balanced somewhat precariously on one corner, while the buildings, by contrast, are solidly placed, alluding to the difference of what is normally perceived to be a standard building. The creation of an architectural sculpture is what gave attention to this piece.

<http://www.blueofthesky.com/publicart/works/redcube.htm>



Seven Magic Mountains, 2016

Ugo Rondinone

Seven Magic Mountains by Ugo Rondinone is a large-scale, public artwork that is located in a desert outside of Las Vegas. The location is physically and symbolically mid-way between the natural and the artificial: the natural is expressed by the mountain ranges, desert, and Jean Dry Lake backdrop, and the artificial is expressed by the highway and the constant flow of traffic between Los Angeles and Las Vegas. Although what he may be challenging is the comparison to what we think is natural in nature to the contrast of what we actually see when we see the neon-colored rocks sticking out of the earthy landscape. According to Rondinone, “the location is physically and symbolically mid-way between the natural and the artificial: the natural is expressed by the mountain ranges, desert, and Jean Dry Lake backdrop, and the artificial is expressed by the highway and the constant flow of traffic between Los Angeles and Las Vegas”.

<http://sevenmagicmountains.com/about/>

Maya Wu

Interference Archive Visit

The Interference Archive is a fully volunteer-run facility and they rely on donations from their patrons to keep their tiny library running. Everything, from buttons to stickers to their whole collection of books are entirely donated from the people and to this day they're still wholeheartedly accepting donations whether it'd be important articles or an artifact from a certain protest era; but they must be in a good condition. Then, they take their resources & sort them into boxes by name, the year it was published, & the publisher.

They archive an event against the system by compiling specific information of the incident and then they lay it out by labeling. They're organizing a system that went against another system.

Archival does not defeat the purpose of a protest but rather it preserves the purpose that sparked the protests from the start. If there was no protest, then there would be no record of interference. The whole point of a protest is to declare and demand a change in the system, mainly for the better good (ie. gay rights, women's rights, equality). Whether it'd be political or social, it's still an act of the people, from the people that need to be preserved to reference how hard we have pushed and transform society to where it is today.

Maya Wu
Bridge 2: Mapping Systems

Date : Friday, 12/09/2018
Time : 5:00 PM

Location: Home, Little Neck, Queens, NY

I decided to let my *dérive* take place in my small little suburbia town of Little Neck. It's still within the parameters of the city but it is indeed far quieter than the bustling city that located about 2 hours away via transit. Also, I'd like to think it would be refreshing to take a nice little stroll in less chaotic setting as well as taking it as an opportunity to explore around my neighborhood more, as I've never really bothered in my own little mind making the time to discover some new paths & roads. For the past 7 years I have resided in this tiny town, the only things I really knew were my usual route to school, important places like CVS, Stop & Shop, and several food places I occasionally ordered from. I could use whatever I've witness to expand the mental map of what I know, and what I find to be relevant in this area. Although knowing the time, the sun is in the middle of setting, so I knew I didn't have a lot of time before my grandmother starts to constantly ring my phone in hopes of knowing where in the world I am. As usual, I start my road off by walking down the same usual slope but instead of turning my usual right, I turned left. It felt odd to turn left, because I've been turning right for the past 5 years only because it was a part of my usual path to school, work, and even a friend's place. Turning left made me feel as if I'm about to go on a mini exploration, to discover what I have been missing. Immediately after turning, I become enveloped with the scale of the trees and plants that extend completely shade my path. Well, this is different. Normally I'm not covered by plants. But alas, the path is quiet. I walk by a person. I walk by another person. Oh! There's a dog walking on the same path as me! Now I see a familiar structure that I haven't stepped afoot in years: my middle school. Looking at it sort of made me reminisce my time over there. Their backyard was empty (well, the children have been already dismissed). The playground, which I almost never went to, had some people in there. There is a grandmother trying to maintain her two little rascals. Next to them is a mother with a stroller. By the swing set, there is a small group of teenagers. I kept on walking. Something that I've taken a noticing are that there are a lot of houses under construction. I ponder to myself: *Who's moving in? Who's moving out? Where are they from; A different town? A different city? A different state? Or maybe a different country?* I wonder how much this neighborhood is changing... I wonder how the people of this neighborhood would shift within the next decade or so. I walked down to the highway where there are more cars than usual (is it rush hour?) I walked on Horace Harding Expressway, the road next to the highway & every second there are at least 3 cars passing by me. By the time I made it back to the main road, I realized it was time for me to head home. Well, things indeed take itself to an interesting turn.

After taking the *dérive*, I come to have realized that when there's no clear objective, no clear path that I need to walk in, I tend to take a look at my surroundings a lot more... and to think and wonder more about it. When you're on a wander, you notice more. In contrast to the city, there's also a lot going on over here... but it's just less bizarre and the main focus is more towards the little things. It gave me an epiphany that even though this part of the city is really quiet, it's still constantly changing even if it's the slightest thing.

Maya Wu
Integrated Seminar 2
Feb. 26, 2018

I was reading Ruth J. Abram's "Kitchen Conversations: Democracy in Action at the Lower East Side Tenement Museum" and this particular paragraph stood out to me.

"The facilitator continued, "Does anyone here have a family member who never learned to speak English?" Two hands shot up. "My grandmother only spoke Italian," said one. "Mine only spoke Yiddish," said another. "Where did they live?" asked the facilitator. Not surprisingly, these grandmothers had lived in neighborhoods where their language was dominant. "Did they work?" the facilitator pressed. Both had worked—before they had married—in jobs where the boss and workers spoke their language. The participants grabbed cookies and refilled their glasses. They were in this for the long haul. "Did their children learn English?" "Of course," both participants asserted."¹

The paragraph where the facilitator asked these families about their backgrounds, and of the relatives that managed to survive without learning the English language really stood out to me. From what I interpreted, people immigrate to urban areas like New York City to seek opportunity despite major obstacles such as language barriers. You don't need to know English to live here. I can also connect to this topic within my own blood. Both of my parents immigrated here from Taiwan; my mother immigrated with her father, & my father arriving here with his mother. My parents ended up learning English, but their parents did not. Yet, they were still able to land on jobs within their community because they lived in areas where their language was dominant. This reflects on the system of communities; as how each community can support one despite the major handicaps. Background & connections can bring people together in efforts to maintain sustainability of all involved.

¹ Ruth J. Abram, "Kitchen Conversations: Democracy in Action at the Lower East Side Tenement Museum" *The Public Historian*, Vol. 29, No. 1 (University of California Press, 2007)

Maya Wu
Integrated Seminar: Systems & Strategies
Bridge 3

Topic: How the invention of cars innovated a brand-new system to our society.

The reason why I chose this topic was because it was a peculiar topic I never really thought about but was really interested in for some silly reason. However, the idea of how the invention of a machine that can transport organisms from point A to point B at a faster pace than by foot sparked the creation of a brand-new system within the world is really intriguing to discover more about. The automobile (or the car) was a symbol of communication and interaction and because people were eager to discover newer areas by this device, structures such as the stoplight & the highway have flourished!

The first link below is an article that briefly describes how the development of the automobile has impacted America economically. It explains how the rise of the car has led to the formation of brand new businesses related to the automobile, such as motels, drive-thru restaurants, and etc.

The second link is an online encyclopedia that provides the reader a thorough description of the history behind the automobile. It goes over how Leonardo da Vinci was the first one to design it, how the technology of steam during the Industrial Revolution contributed, and the many models that came afterwards.

<http://13d.cs.colorado.edu/systems/agentsheets/New-Vista/automobile/commerce.html>

<https://www.britannica.com/technology/automobile/History-of-the-automobile>

Maya Wu
Integrated Seminar 2: Systems & Strategies
March 26, 2018

I was reading Sigrid Kannengiesser's "Digital Storytelling as a Feminist Practice" and this particular line stood out to me: "It is important to stress that the women and women's rights activists produce the stories themselves, they are the ones who speak, who decide about what is said and how it is said. It is not that they are represented, through the storytelling they represent themselves." Reading that peculiar line forced me to ponder about not just Feminism but mainly the act of storytelling. Storytelling itself is an act that communicates a lesson, an experience for the listeners to indulge to their bones. It's not just a method to introduce memorable fairy tales to children but a voice directed to an audience to represent a wave emotion to the message they wanted to create. When you add Feminism to it, storytelling is one of the reasons it was formed. We story tell our experiences of gender oppression to open up a path of pathos within many others who have gone through the same and to raise awareness to supporters of how women have been treating unfairly that overall creates the movement of women's suffrage, women's rights, and the need for both man and woman to be equal in our ever-changing society.

Annotated Bibliography

Thesis Statement:

When the automobile was invented, it was a revolutionary object amongst our civilization. It had impacted society in more ways than one as it positively affected the co-existent system of peoples' lives. A new system was created and assimilated within the pre-existing system, transforming the existed to something new. The automobile created many different paths and openings ranging from communication to business-wise terms.

Blake, David. "*Rise of the Automobile*" <http://teachinghistory.org/history-content/beyond-the-textbook/24073>

This is a scholarly essay from a professor who provides a deep insight that pertains to the subject of the topic of how the rise of the automobile impacted on American society and has provided information that a normal textbook would not. He discusses about Henry Ford's process of creating the automobile and the American Societal demands that pressured him behind it. This source would be reliable because of the sources he has taken the information are from areas such as university archives and The New York Public Library

The University of Colorado. "*The History of the Automobile*" <http://13d.cs.colorado.edu/systems/agentsheets/New-Vista/automobile/>

The University of Colorado provides a deep and detailed explanation of many topics behind the automobile. This website was designed as an academic resources for courses focused on the automobile and the industry. Each section – the history, the impact, economic and growth—has a section to their own.

University of Michigan, Dearborn, and The Henry Ford. “*Automobile in American Life and Society*” <http://www.autolife.umd.umich.edu/>

The University of Michigan provides a deep and detailed explanation of many topics that pertain to the automobile. This website was designed designated to students to refer this site as an academic resource for courses focused and related automobile. Each section—design, environment, gender, labor, and race—has a short introduction, and a section of their own. This website also includes illustrated scholarly essays (often including annotated bibliographies).

Heitmann, John Alfred. *The Automobile and American Life* 2009, McFarland & Co.

This is the story of how the automobile changed the essence of life in America. Both a general history of the automobile and a broad-ranging analysis of its cultural effects, the text addresses such topics as cars' inception as a mechanical curiosity and later a plaything for the well-to-do; Henry Ford and the rise of the machine age; competition and the evolving consumer in the 1920s; the development of roads and the accompanying road culture; religion, gender, courtship and sex; effects of the Great Depression and World War II; the 1950s golden age of automobiles and the emergence of youth culture; and how American car culture has been represented in film, song, poetry and literature.

The National Academies Press. <https://www.nap.edu/read/1806/chapter/7#91>

This source is tertiary but provides an explanation and a deep insight using five main points to clearly discuss how the rise of the automobile has affected our culture in terms of finance, employment, structure, and internationally. It also provides a set of sourced graphs and data to back up their claims and research.

Maheshwari, Sapna. *Different Ads, Different Ethnicities, Same Car*. The New York Times, October 2017 <https://www.nytimes.com/interactive/2017/10/12/business/media/toyota-camry-ads-different-ethnicities.html>

This is a newspaper article that discusses and analyzes the patterns the well-known car company, Toyota, plays around with different factors & tactics in attempt to appeal to consumers around the world with their ads to buy the same car around the world. The author makes a different section per audience that Toyota tried appealing to: African America, Asian American, Hispanic, & “The ‘Transcultural Mainstream’”. It reveals a side of modern-day advertising.

Wood, Andrew. *The Twilight of the Mom and Pop Motel*. The Conversation.

https://theconversation.com/the-twilight-of-the-mom-and-pop-motel-64212?xid=PS_smithsonian

This is an article that explains the motel: a lounging place that was implemented as a demand right after the rise of the automobile. The author brings into light the initial boom of the motels, to an analyzation to why motels were such a hit back in the 1920s for American leisure to how they’ve slowly died down in later times.

Maya Wu
Integrated Seminar 2
Introduction
April 6, 2018

Before you had your first wheels, how was moving like? With only two wee little feet, you can only really move so much and so far, you have a limit to how far you can go; with a yearn to strive to see more. What was out there beyond your boundaries? What sort of environment, what kind of society, what mixture of people would you meet if you were to escape out of your little neighborhood? Then, came your wheels. You have obtained the skill to go further than you already can on your own. Alas! You can see what else is out there! Go somewhere quicker than the usual trolley! Go venture out of this estranged land! When the automobile was invented, it created a brand-new system within the culture of the people. It had impacted society in more ways than one as it positively affected the co-existent system of peoples' lives.

Maya Wu
Integrated Seminar 2
Bridge 4: Talking to Strangers
April 6, 2018

1. How has the convenience of a car affected your daily life?

The convenience that a car brings to my everyday life has become a necessity. While I have not lived a period of my life where an automobile has not been my main mode of transport, I understand there are those who do not have such a privilege. Being able to travel quickly in a local setting or even across the country allows for great flexibility. Without a car, I would not have as much free time as I do because much of it would be spent using a less efficient mode of transport.

2. If you didn't have your car with you, how drastically different would your life have been?

If I was without a car throughout my entire life, the range of places I could go would drastically change. Being in a situation where many of my everyday activities are located miles away, a car is the least time-consuming way to get places. My options for school, friends, church, work, and other activities would decrease and I would not have been able to know the people and communities I know now. Instead, travelling more than 20 miles would be a very rare occurrence due to there being no efficient public transit available in my area. A car has proven necessary to my current lifestyle.

3. Do you think the automobile has impacted American society and lifestyle?

The automobile's impact on American society is irremovable. After the automobile was made popular by Henry Ford in America, the industry began to boom especially in the roaring 20's. Since then, automobile's have become a staple in the everyday lives of the American people. Car culture has evolved throughout the decades both as a form of transportation and art. There is nowhere in America currently where the automobile is the main mode of transportation. Before automobile's, American's did not have the same level of ability to travel short and long distances without taking a train or wagon. Today, American culture is dependent on automobile's for the economy and our everyday lives

4. What do you think is the system that the automobile has created within not just our society, but the world itself? [Like, what or how do you think the automobile has not only just revolutionized America itself but the world as a system too?]

The affect that the automobile has had around the world is immense. While not seen as the most environmentally friendly form of transportation, automobile's are a permanent tool for use by humans. Currently, there are countries experimenting with intricate train systems to

reduce the flawed public highways, but even so automobiles will not be completely removed from our culture. They have created both efficiency but at the cost of higher danger. Although automobile's provide ease of transport, they also increase the risk of injury and death for any individual using one. Deaths caused by automobiles cannot be ignored, not to mention the harmful gasses emitted by the majority of these automobiles. Nonetheless, automobiles have proved to be an important and beneficial tool allowing us to travel in ways never done before, even though the process is not perfect.

Depending on the method of approach you take to the interviewee, the process of an interview can either be nerve-wracking or very simple. In my case, I chose to conduct my interview to an online friend of mine who lives in Although these questions may not go too deep into my topic itself, I just wanted to notice the difference between interviewing via online text versus a call. I felt like in text, the questioning and answering session felt concrete. There wasn't exactly too much emotion involved within the text, yet we were still able to conduct the interview with a lost list of texts that pile upon each other. We also did a voice call to discuss more about the matter and it really felt different. My experience drastically went from a simple question-answer format into a conversation. It turns out that the interviewee had a lot more to discuss about in terms of his viewpoints, his experiences and how he felt about the whole system of the convenience of the car in general. Overall, depending on the subject of the matter that is being questioned, conducting an interview is certainly a way to receive an opinioned source that can be used to take the subject further in depth and when played your cards right, you can obtain a lot of information that can be used.

Maya Wu
Integrated Seminar 2
April 6, 2018

SHIT FREE WRITE

So. Cars. We can't live without them. We sort of need them. They're pretty much an essential that us Americans needs to navigate or to get things done. Without the car, we wouldn't exactly have a lot done. I mean we have bicycles so that's sort of something of a start or some sort but heck a bike can only really take us up to a certain point; or just take us slightly further out of the neighbor zone. Bikes are great but the car was revolutionary. Thanks to the car, we have the highway. Teenagers own them to look cool. We can go further now. Further? How much further? Well, with them you get go across the country because of it (or at least in the east coast of the US). It's really brought us together. But hm. The rise itself is what also brought us a lot of things like drive in movie theaters, the drive-thru, THE ASSIMILATION OF SURBUrBAN CULTURE AND HOW IN THE WORLD IT JUST SORT OF THREW ITSELF IN THERE. Oh wait the car itself brought the suburban culture because people are now able to navigate to and fro' / uh. Research research.

Maya Wu
Integrated Seminar 2
Rough Draft
April 16, 2018

Cars are Revolutionary

Before you had your first wheels, how was moving like? With only two wee little feet, you can only really move so much and so far. You have a limit to how far you can go; with a yearn to strive to see more. What was out there beyond your boundaries? What sort of environment, what kind of society, what mixture of people would you meet if you were to weed out of your little neighborhood? You weren't really able to discover much until you've obtained your first set of wheels: the bicycle. When the automobile was invented, it created a brand-new system within the culture of the people. It had impacted society in more ways than one as it positively affected the co-existent system of peoples' lives.

When Henry Ford revealed of the early automobile. It became a prominent symbol of mobility. Mobility for convenience, mobility for communication, and mobility for connection. The automobile created mobility on a scale never known before, and the total effect on living habits and social customs is endless. "In the days of horse-drawn transportation, the practical limit of wagon travel was 10 to 15 miles, so that meant any community or individual farm more than 15 miles from a city, a railroad, or a navigable waterway was isolated from the mainstream of economic and social life. Motor vehicles and paved roads have narrowed the gap between rural and urban life. Farmers can ship easily and economically by truck and can drive to town

when it is convenient.”¹. Since then, farmers had always relied on motor vehicles to smoothly and continuously communicate within our community, adapting the convenience of the strong, swift automobile in their business.

The automobile has also lead to the development of the highway. The highway is essentially an artery full of pathways that all connect into one no matter how far, and how vast Point A is to Point B. From my standpoint, I view the highway has something incredible. It is a product of the newly grasped mobility. We were ambitious enough to expand out parameters, to move West & to contribute with the East, despite the known consequences that came from the Pioneer era. The construction of the highway gave opportunity for both the poor and the wealthy. It gave the wealthy the opportunity to explore a stranger’s home valley. It gave the poor the opportunity to work and survive over hard labor. Up until today, the highway is still heavily used by everyone, everyday as its convenience to allow drivers to drive at higher speeds than on the local road, letting them reach their destinations faster.

Speaking of expanding, the automobile has also brought us the suburbs. The automobile gave the wealthier residents of the city to expand out of the city, out of its congestion of the never-ending influx of immigrants entering their grounds. Unlike the bustling cities, the suburbs were more quiet, more spacious, less polluted, and more rural, but is still an outlying district of the city (hence, the name suburban; a sub-unit of a city).

¹ The University of Colorado. “*The History of the Automobile*”
<http://13d.cs.colorado.edu/systems/agentsheets/New-Vista/automobile/>

From the wealthier standpoint of the impact of the automobiles, the daily lives of teenagers have heavily revolved around the convenience of the automobile.

Businesses took advantage of leisure-seeking drivers to boom businesses up. For example, the motel.

There were also ads that fetishized the car

Maya Wu
Sebastian Grant
Integrated Seminar 2: Systems & Strategies
April 30, 2018

Car Shock

Before you had your first wheels, how was moving like? With only two wee little feet, you can only move so much, yet so far. You have a limit to how far you can go with a yearn to strive to see more. What was out there beyond your boundaries? What sort of environment, what kind of society, what mixture of people would you have a chance to meet? It's frustrating how difficult it is to branch out of your neighborhood, knowing the limit walking could only take you. The automobile developed to be another system within the culture of American lifestyle that reflected opportunity and branched out a new cultural and structural outlook in America.

When Henry Ford revealed the early automobile, it became a prominent symbol of mobility and modernity. A symbol that comprised of convenience, mobility, communication, and connection. The automobile maneuvered high up a scale never known before, and the total effect on living standards and social customs was endless. According to the University of Colorado,

“In the days of horse-drawn transportation, the practical limit of wagon travel was 10 to 15 miles, so that meant any community or individual farm more than 15 miles from a city, a railroad, or a navigable waterway was isolated from the mainstream of economic and social life. Motor vehicles and paved roads have narrowed the gap between rural and

urban life. Farmers can ship easily and economically by truck and can drive to town when it is convenient.”¹

Since then, farmers had always relied on motor vehicles to smoothly and continuously communicate with their community, adapting the convenience of the strong, swift automobile in their business.

In the business aspect, the automobile generated an influx of opportunities from this fresh industry. The rise of the demand of automobiles benefited poor labor workforce. Building cars for those who can afford them created jobs. Henry Ford established and configured the assembly line by positioning part-based specific roles. Workers performed only small fragments of work in the motor assembly department. A Progressive journalist John A. Fitch recorded this process:

“One man fits the parts together, so that the bolt holes come right. The next man fits the bolt holes into place. The next has a pan of nuts before him and all day he scoops them up and with his fingers starts them on the thread of the bolts. The next man has a wrench and he gives the final twist that makes them tight.”²

Ford had rooted the construction of the automobile to move flowingly, with the additional ease of the simplicity of these jobs. These specific roles had blossomed employment that caved in job-seeking immigrants and the lower working class in dire to make an income.

Another opportunity was the development of the highway. The highway is essentially an artery full of pathways that all connect together no matter how far, and how vast Point A is to

¹ The University of Colorado. “The History of the Automobile”
<http://13d.cs.colorado.edu/systems/agentsheets/New-Vista/automobile/>

² University of Michigan, Dearborn, and The Henry Ford. “Automobile in American Life and Society” <http://www.autolife.umd.umich.edu/>

Point B. From my standpoint, I view the highway has something incredible. It is a product of the newly grasped mobility. We were ambitious enough to expand out parameters, to move West & to contribute with the East, despite the known consequences that came from the Pioneer era. The construction of the highway gave opportunity for both the poor and the wealthy. It gave the wealthy the opportunity to explore a stranger's home valley. It gave the poor the opportunity to work and survive over hard labor. Up until today, the highway is still heavily used by everyone, every day as its convenience to allow drivers to drive at higher speeds than on the local road, letting them reach their destinations faster.

Speaking of expanding, the automobile has also led to the development of the suburbs. The automobile gave the wealthier residents of the city an opportunity to expand out of the city, out of its congestion of the never-ending influx of immigrants entering their grounds. Unlike the bustling cities, the suburbs were quieter, more spacious, less polluted, and more rural, but is still an outlying district of the city. "As automobiles became more widespread, there was a political and economic pressure to expand the road network. In 1958 the Interstate Highway Act connected all the major cities in the US with highways. A demand for housing, particularly single-family homes, was met in the United States with government loans and other incentives to expand housing in suburban areas"³ Life in the suburbs became feasible with the automobile, which provided mobility everywhere, anytime.

Retracing to the ideas of opportunity, businesses took advantage of leisure-seeking drivers to boom businesses up. Motels, hotels, fast food, drive-in-movies, drive-through banks,

³ *ibid*

convenience stores; many new businesses thrived from the automobile influence. Many leisurely businesses flourished in our society. Motels, one of the biggest industries built at the time “were first made in 1925 and they can be mainly found by busy interchanges, the outskirts of towns, or near airports. Most motels do not require reservations because the traveling motorist do not exactly know if or where they would stay for the night.”⁴ The development of the motel was a result of the influences of travelling further and leisurely activities the drivers seek by the automobile. This industry has evolved even up to today. Unfortunately, fewer motels have ceased to live up to this day due to the construction of the Interstate Highway, but hotels have replaced motels in this industry. A lot of these businesses have lasted to this day. A given example of a business thriving off of the automobile would be McDonalds. This iconic (but still horrible) fast food chain triggered something that caused a major commercial growth in our nation's food industry. Fast food and other chain restaurants started opening everywhere in the world. The fast food empire grew competitively as they continued innovating to appeal to their consumers such as drive-thru lanes, and many other methods to continue expanding. Essentially, businesses implemented automobile-related systems and integrated into their own systems to cope and benefit from the trend of the culture use of the automobile.

Automobiles have also have heavily influenced the youth culture as well; Especially, within the developing suburbia. “Freed from the constraints of the home, young people found their leisure beyond the watchful eyes of their parents and other relations.”⁵ The hype of the functionality of the automobile eager teenagers to explore out their parameters, as owning a car instantaneously granted them access to conveniently drive further. Soon arose the necessity of a

⁴ *Ibid*

⁵ Blake, David. “Rise of the Automobile” <http://teachinghistory.org/history-content/beyond-the-textbook/24073>



Figure 1: Cruising Woodard in 1951.

car in order to ‘be cool’ and to make the most out of teenage years. Many friend groups hung around their friend’s cars (see *Figure 1*). The automobile became a highlight that revolved around the youth. Many high schools established parking lots for the daily commuting students that drove to their classes.

Although, it may be questionable whether it is appropriate to allow our youth to embrace upon these individualistic freedoms. Some may think that by giving the youth this “sense of belonging were lost as Americans hit the gas pedal.” Joseph Neuhardt, a high school senior residing in Denver, Colorado asserts, “The convenience that a car brings to my everyday life has become a necessity.”⁶ If the location were to be a busy metropolis that had its own massive public transportation system, like New York City’s MTA or Toronto’s TTC, owning a car would not be the biggest loss of mobility. But, this was not his case.

“If I was without a car throughout my entire life, the range of places I could go would drastically change. Being in a situation where many of my everyday activities are located miles away, a car is the least time-consuming way to get places. My options for school, friends, church, work, and other activities would decrease, and I would not have been able to know the people and communities I know now. Instead, travelling more than 20 miles would be a very rare occurrence due to there being no efficient public transit available in my area. A car has proven necessary to my current lifestyle.”⁷

⁶ Interview

⁷ *Ibid*

The car isn't just a tool for societal leisure, it is a tool that has proven itself to be advantageous. Even up to now, the car has proven to be an essential especially in our youth for the sake of convenience. The access of mobility can enable one to spread out and do many things that they couldn't do without the quick movement of the wheels.

There were also ads that heavily fetishized the car. These ads have affected the outlook of its original conventional use as another. Noticeably, if one takes a look at automobile



Figure 3: Pontiac Ad, 1958

advertisements from the 50s, they display one of these two key points: leisure, a woman (see Figures 2 and 3). What is the subject they are appealing? Are they fetishizing the car or are they fetishizing

the subject

(woman)? Why are these leisurely, happy looking pictures encourage us to pursuit their activities? Does it suggest other uses of the car? "Some of the ads that are meant to appeal specifically to certain groups will also run on programming that appeals to a general audience"⁸. When advertisements like these are plastered around billboards, magazines, screens and whatnot, it can really affect the audience and their perception of the automobile. This is the power of visual culture. Visual culture can create, change, and



Figure 2: Chevrolet Ad, 1954

⁸ Maheshwari, Sapna. Different Ads, Different Ethnicities, Same Car. The New York Times, October 2017 <https://www.nytimes.com/interactive/2017/10/12/business/media/toyota-camry-ads-different-ethnicities.html>

dissolve the public perception of everything. Literally anything and everything can appeal to the public eye.

To this day, the effect of the automobile has had upon American culture is immense, serving as a permanent tool for use by humans. Currently, there are countries experimenting with intricate train system to reduce the flawed public highways, but even so automobile will not be completely removed from our culture as it is a key component to our society. It has brought us to the creation of many other systems that expanded our country, promoting mobility. Nevertheless, automobiles have proved to be beneficial, allowing us to travel in ways we have never done before.

Bibliography

Blake, David. "Rise of the Automobile" <http://teachinghistory.org/history-content/beyond-the-textbook/24073>

This is a scholarly essay from a professor who provides a deep insight that pertains to the subject of the topic of how the rise of the automobile impacted on American society and has provided information that a normal textbook would not. He discusses about Henry Ford's process of creating the automobile and the American Societal demands that pressured him behind it. This source would be reliable because of the sources he has taken the information are from areas such as university archives and The New York Public Library

Heitmann, John Alfred. *The Automobile and American Life* 2009, McFarland & Co.

This is the story of how the automobile changed the essence of life in America. Both a general history of the automobile and a broad-ranging analysis of its cultural effects, the text addresses such topics as cars' inception as a mechanical curiosity and later a plaything for the well-to-do; Henry Ford and the rise of the machine age; competition and the evolving consumer in the 1920s; the development of roads and the accompanying road culture; religion, gender, courtship and sex; effects of the Great Depression and World War II; the 1950s golden age of automobiles and the emergence of youth culture; and how American car culture has been represented in film, song, poetry and literature.

Maheshwari, Sapna. Different Ads, Different Ethnicities, Same Car. *The New York Times*, October 2017 <https://www.nytimes.com/interactive/2017/10/12/business/media/toyota-camry-ads-different-ethnicities.html>

This is a newspaper article that discusses and analyzes the patterns the well-known car company, Toyota, plays around with different factors & tactics in attempt to appeal to consumers around the world with their ads to buy the same car around the world. The

Interview

An interview of a Colorado teenager who discusses his daily conventional use of a car.

The National Academies Press. <https://www.nap.edu/read/1806/chapter/7#91>

This source is tertiary but provides an explanation and a deep insight using five main points to clearly discuss how the rise of the automobile has affected our culture in terms of finance, employment, structure, and internationally. It also provides a set of sourced graphs and data to back up their claims and research.

The University of Colorado. “The History of the Automobile”

<http://13d.cs.colorado.edu/systems/agentsheets/New-Vista/automobile/>

The University of Colorado provides a deep and detailed explanation of many topics behind the automobile. This website was designed as an academic resources for courses focused on the automobile and the industry. Each section – the history, the impact, economic and growth—has a section to their own.

University of Michigan, Dearborn, and The Henry Ford. “Automobile in American Life and

Society” <http://www.autolife.umd.umich.edu/>

The University of Michigan provides a deep and detailed explanation of many topics that pertain to the automobile. This website was designed designated to students to refer this site as an academic resource for courses focused and related automobile. Each section—design, environment, gender, labor, and race—has a short introduction, and a section of

their own. This website also includes illustrated scholarly essays (often including annotated bibliographies).

author makes a different section per audience that Toyota tried appealing to: African America, Asian American, Hispanic, & “The ‘Transcultural Mainstream’”. It reveals a side of modern-day advertising.

Wood, Andrew. The Twilight of the Mom and Pop Motel. The Conversation.

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This is an article that explains the motel: a lounging place that was implemented as a demand right after the rise of the automobile. The author brings into light the initial boom of the motels, to an analyzation to why motels were such a hit back in the 1920s for American leisure to how they’ve slowly died down in later times