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Fall 2019

## Alternate Americanisms

Ella Arne

*Syracuse university*

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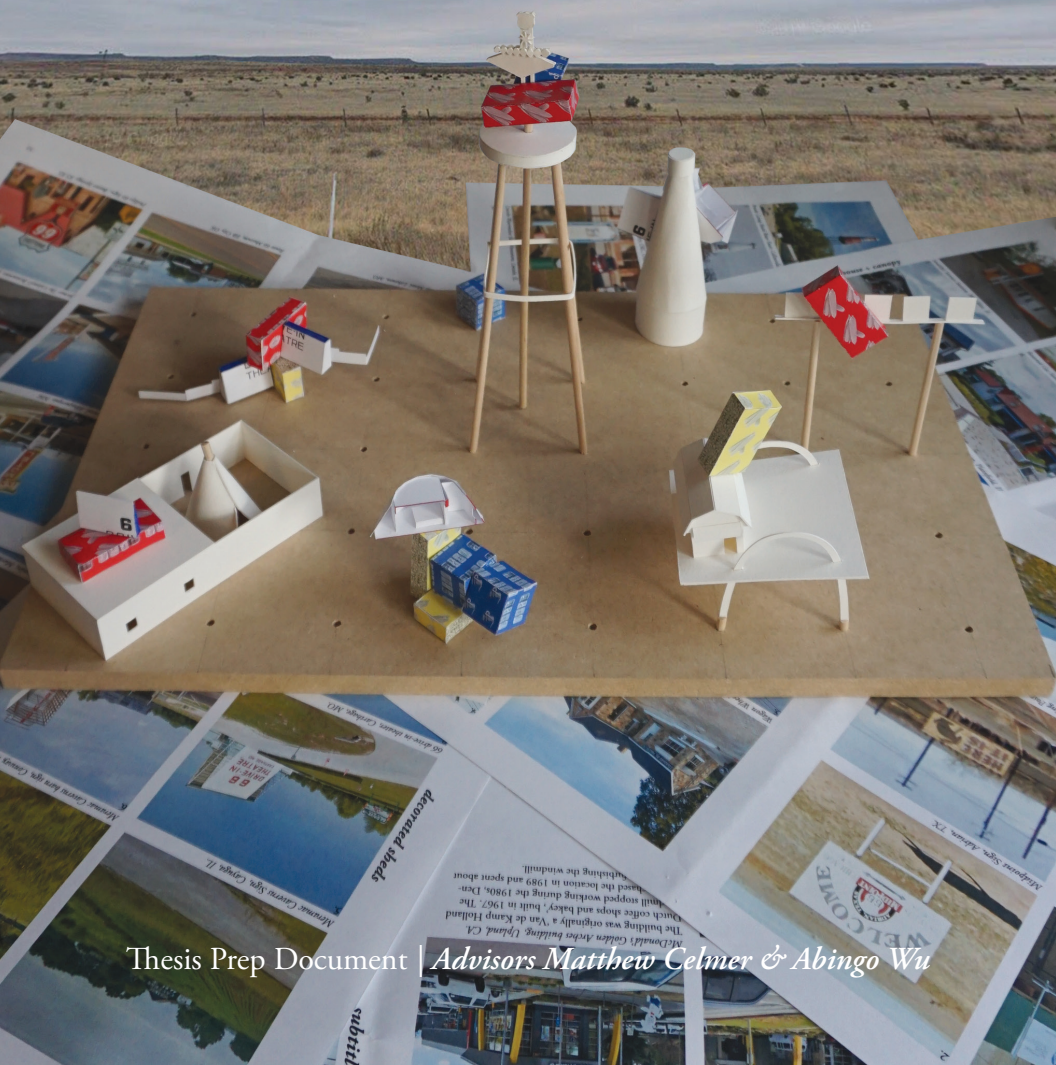
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# ALTERNATE AMERICANISMS!

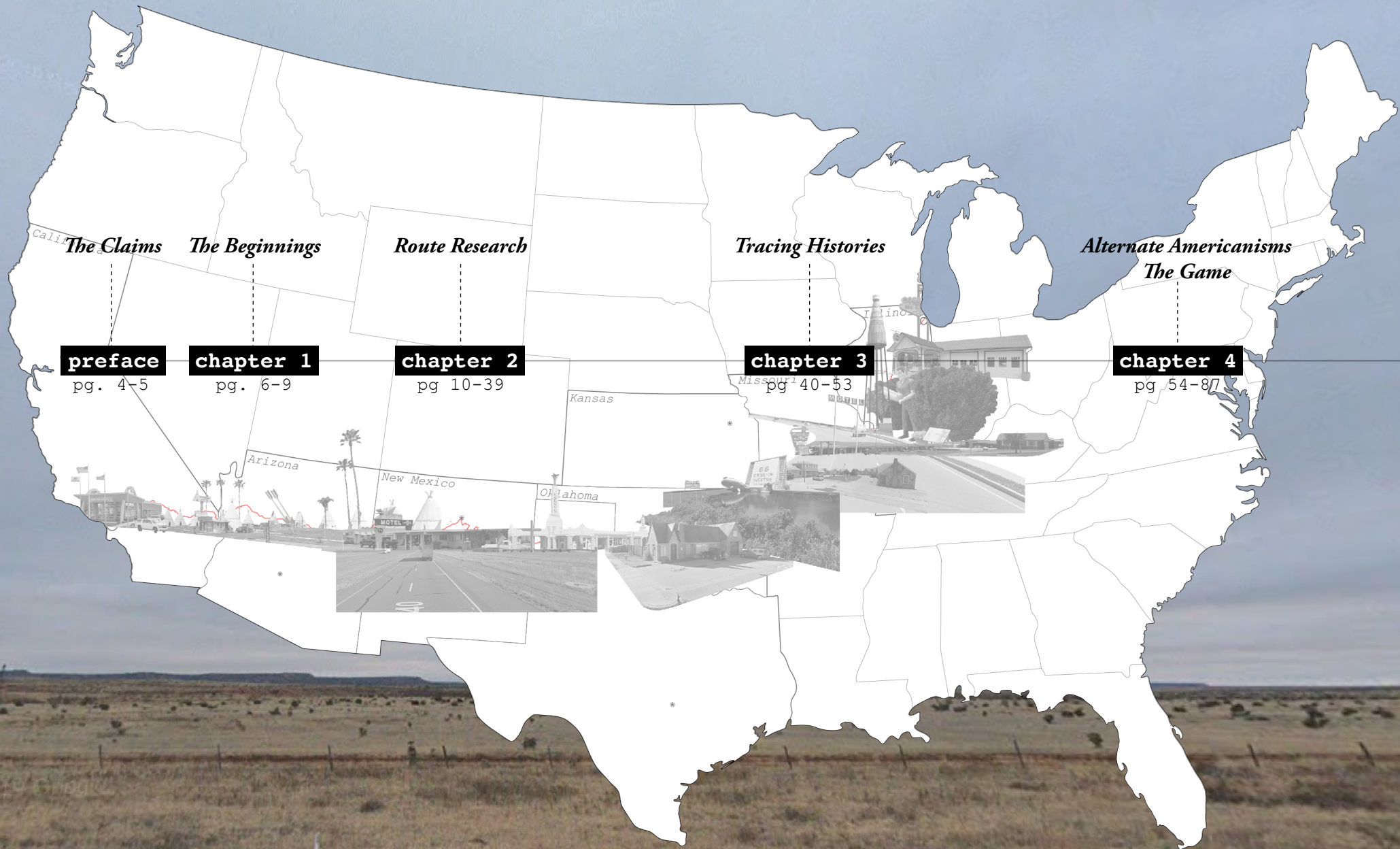
*Ella Arne | Fall 2019*



Thesis Prep Document | Advisors *Matthew Celmer & Abingo Wu*



# contents...



# ***preface***

## *the claims*

*Architecture is actively crafting reality, culture, and identity. It is simultaneously constructed from and constructing meaning.*

*Route 66 exists as an American invention, cultural manifestation, and now, ruin.*

*Today, the objects on the route sit innocently on the landscape, covering their complex histories and power networks that lead back to the dominant government administration.*



## *the questions*

*How are roadside American architectures on Route 66 active players in telling American narratives and identities?*

*What and who's "America" are the objects on the route defining?*

*Can these objects be used to react to the complex power networks that built them to speculate possible futures?*

## chapter 1

# the beginnings

Objects on Route 66 embody mediated histories that are simultaneously constructed from and in turn constructing American identity. The objects on the route are built to represent an idea or place, and in turn contribute to the idea and identity of the place they created. This loop of meaning, to architecture, back to meaning shows the agency of architectural objects in crafting our realities, histories, and collective identities.

The route exists as an American invention, expression, and now, ruin. It represents a specific America built on pseudo-events<sup>1</sup>, which expects ever more illusions and fantasy. An America which glorifies the freedom of the open road. An America defined by the boom of the mass culture industry in the 19th and 20th centuries which ushered in scenic spectacles along American landscapes. These sites capitalize on “natural” or constructed novelty to overwrite culture and history in favor of exotic fantasies<sup>2</sup>. In some cases they present romanticized, idealized versions of the past that conflates the American landscape into an iconographic self-referential image<sup>3</sup>, the places become meaningful because they say they are and become repeated and believed to be. In other ways they celebrate everyday object to give a visual and physical identity to a place.

The built environment determines much of history through physical reality. The sites preserved today are owned by those who have vested interests in them physically, economically, historically, or culturally. Oil, cars, and road infrastructure continue to define an auto-centric culture as people become ever more dependent on cars. Today, these architectural objects sit innocently on the landscape, covering their complex histories and power networks that lead back to the power relations of the dominant government administration. With the current administration, what will the future of the objects on the American landscape be? Can these objects be used to react to the complex power networks that built them?

In a game which reflects reality and the systems at play, the architectural objects become the characters, and the players act through these characters to understand the impact of one decision on the entire physical landscape. It produces endless alternate histories and futures to critically reflect on the American narrative through Route 66. This reveals the tangible agency of architectural characters in crafting our environment through meaning, culture, and identity, and speculates on the ways we can operate within these *Alternate Americanisms*.

<sup>1</sup> Boorstin, Daniel. *The image: a guide to pseudo-events in America*. 1964. p 11.

<sup>2</sup> Tenneriello, Susan. *Spectacle Culture and American Identity 1815-1940*. 2013. p. 6.

<sup>3</sup> Wood, A. *The Best Surprise Is No Surprise*: Architecture, Imagery, and Omnitopia Among American Mom-and-Pop Motels. 2005. p. 407



## *a brief history*

Groundwork for the Route begins in the 1910s and is officially established in 1926 as the fastest route from Chicago to Los Angeles, though would take more than a decade to be complete. This linear sequence strung together pieces of the American landscape to create one uniquely “American” experience. During the Dust Bowl era, some 210,000 people migrated to California along the route, though many would return. Many military training bases were created in West during WWII, and the route became a major artery of transportation.

Route 66 reached its cultural peak in postwar 40s, 50s, and into 60s. The route contains objects of similar necessities (motels, gas stations, food, entertainment) all delivered in exoticized, adventurous, idiosyncratic ways (primitive, vernacular, iconographic architectural motifs). They break up the monotony of the vast road with spectacles that differentiate *this place* from *that place*. The popularity can be explained by the intensified mass consumer culture following the war, and the autoboom of the early 20th century, which spread the population from the city to the suburbs. American car culture was both a result and propagator of the oil powers of the 20th century. By unpacking the power and the relationships they have had with the U.S. Government it is clear they are responsible for the way oil and cars are perceived today. Their capitalist agenda has created an America that sees cars at the center of national identity for our security, well being, and their profit.

The Route’s demise leads back to Eisenhower’s Federal-Aid Highway Act of 1956. The public works program, inspired by the German Autobahn, proposed building 40,000 miles of Interstates and by 1970 most of the road was bypassed by 4 lane highways thus rendering the road obsolete and decommissioned in 1985. The Route was not forgotten, in 1999 the Route 66 Corridor Preservation Program was established. Since then, the National Register of Historic Places, which is under the National Parks Service, which is under the Department of the Interior, has been listing to preserve property which have significantly contributed to major patterns of American history. This begs the question, who are these sites really being preserved for. How can we investigate American identity through the built American landscape of Route 66 and speculate on the future?

# chapter 2

## route research

Architectural objects are signs which signify meaning for someone, and thus meaning does not exist in itself, but rather through systems of interpreted relationships.

The objects on the route were cataloged and organized by signifying their meaning as a building, object, or sign.

building as sign.

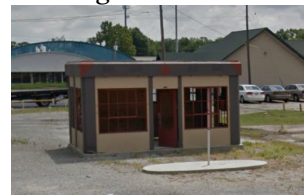
tudor cottage gas



house + canopy gas



ice box gas



gull wing gas



art deco + moderne gas



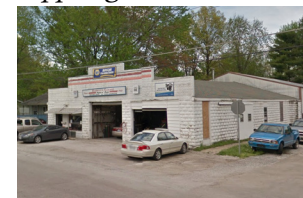
domestic stone



all images are screenshots from google street view along Route 66

Cataloging

stepped gas



x 12

x 4

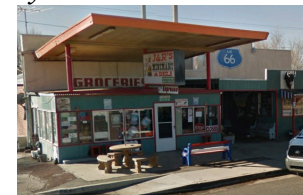
barn



x 14

x 6

hybrid/misc



x 12

x 9

(former +) Denny's



x 8

x 5

(historic) McDonald's



x 12

x 4

windmill



x 4

x 3



building as sign.

giraffe rock style motel



x 4

cottage style motel



x 8

motor courts



x 13

diners



x 4

'spanish pueblo revival'



x 8

castle



x 4

## Chapter 2

bar motel + l motel



x 10

u motel



x 11

swiss + chalet style motels



x 8

roadhouses



x 4

drive-ins



x 4

decorated sheds



x 8

object as sign.

food



world's largest + tallest + sunk



x 8  
largest  
x 2  
tallest  
x 6  
sunk

animal



sign as sign.

food



x 8

misc 3d sign motel



signs of signs + letters only



x 15

## Cataloging

muffler men



x 4

water tower



x 4

'teepees'



x 7

arrows



x 20

western theme motel



x 7

barns



x 4

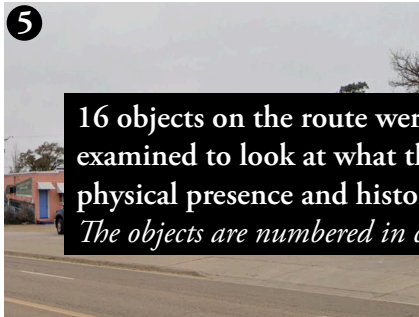




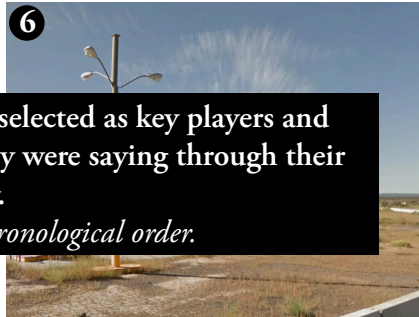
Phillips 66 Station #473, Tulsa, OK.



Standard Oil Gas Station, Odell, IL.



Blue Swallow Motel, Tucumcari, NM.



Twin Arrows Trading Post, Flagstaff, AZ.



Wigwam Motel 7, San Bernadino, CA.



Catsup Water Tower, Collinsville, IL.



Muffler Man with hotdog, Atlanta, IL.



Blue Whale of Catoosa, Catoosa, OK.



CONOCO Station, Shamrock, TX.



El Vado Motel, Albuquerque, NM.



Rock Fountain Court, Springfield, MO.



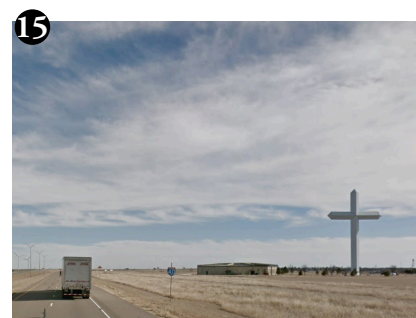
Munger Moss Motel, Lebanon, MO.



66 drive-in theater, Carthage, MO.



McDonald's golden arches, Upland, CA.



The Biggest Cross in Texas, Groom, TX.



Welcome to McCook Sign, McCook, IL.



*Phillips 66 Station #473  
Tulsa, OK.*

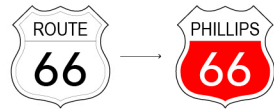


*Standard Oil Gasoline Station  
Odell, IL.*

*original 'tudor cottage' signature style  
of Phillips Petroleum to blend into  
domestic surroundings*

*brick with gabled roof,  
cross-gable over door,  
brick chimney,  
originally multicolored*

*"I'm a small cottage, you can  
feel at home!"*

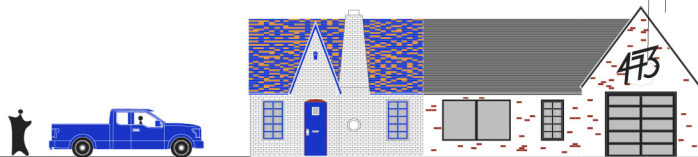


*adopts Route 66 sign as Logo in 1959  
shield remained  
until Nov 2019  
as Bar 473...*



*"Don't forget me!"*

*typical  
garage  
addition*



*typical 'house with canopy' gas  
station style*

*built in early 1930s  
based on 1916  
Standard Oil of Ohio  
'house and canopy'*

*"You can trust me, I look  
just like home!"*



*closed in 70s, restored  
in 90s, currently on  
National Register of  
Historic Places*

*"This is the America  
we are proud of."*

*garage service bays  
added in late 30s*

*"Come drive your car in,  
we'll fix you up!"*







*CONOCO Tower Station  
Shamrock, TX.*

*unique example of art deco used on  
commercial roadside architecture  
built in 1936*

“Over here! We’re modern  
and flashy, come get your  
CONOCO gas!”

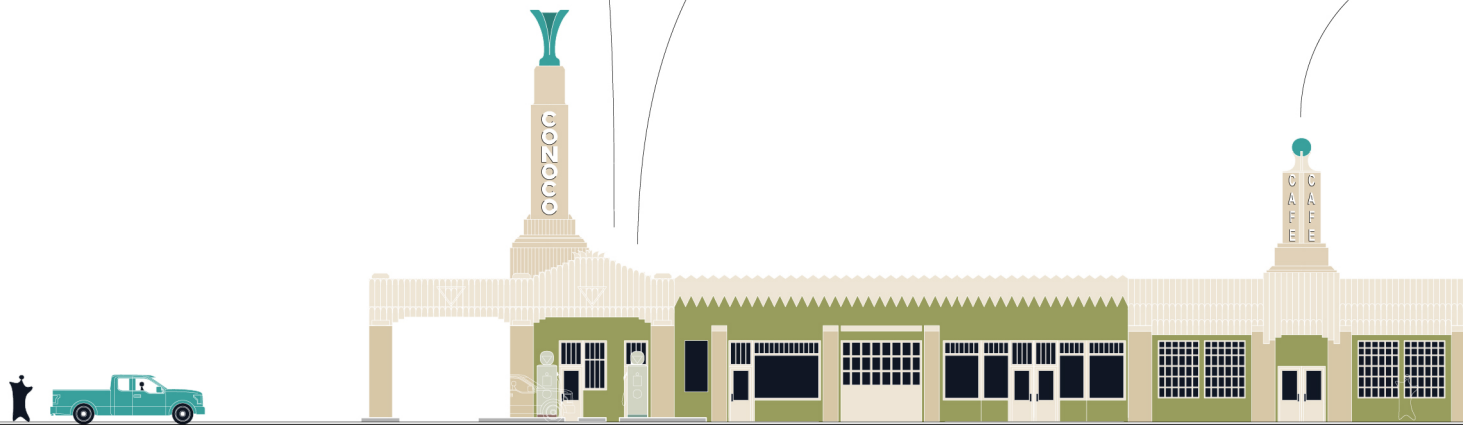
*inspired Ramone’s House  
of Body Art in Pixar’s  
“Cars” in 2006*

“Route 66’s history isn’t  
forgotten.”

*closed in 1990s, the building  
appeared on National Register for  
Historic Places in 1997 and  
subsequently bought by bank and  
given to the city of Shamrock!*

“This is an important part  
of American history.”

“and don’t forget to eat!”







*El Vado Motel*  
Albuquerque, NM.

*Built in Spanish pueblo revival style in 1937,  
imitating nearby Pueblo motifs*

“Explore exoticism and  
mystique of Southwest  
America in comfort!”

“Come experience local  
history!”

*Listed on National Register  
of Historic Places 1993*

“This is an important part  
of American history.”



*Blue Swallow Motel*  
Tucumcari, NM.

*built in Southwest  
vernacular style in 1939*

“Experience the  
Southwest by car!”

*sign added in 50s*

*swallow symbolism (hope of coming  
home safely, love, and family)*



“Come stay and feel  
at home!”

*Listed on National Register  
of Historic Places 1993*

*Motel has been in operation  
since its opening*





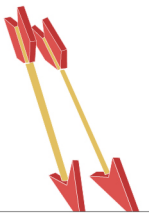
*Twin Arrows Trading Post  
Flagstaff, AZ.*

*built in 1940s, thename  
change was inspired by  
nearby town of Two Guns,*

*“Come get souvenirs  
and exotic goods!”  
abandoned in 1995  
buildings in ruined state*

*arrows built to attract visitors to trading post  
land currently owned by Twin Arrows Navajo  
Casino, who restored the arrows in 2009*

*“We are in Native American  
territory, come check us out!”*



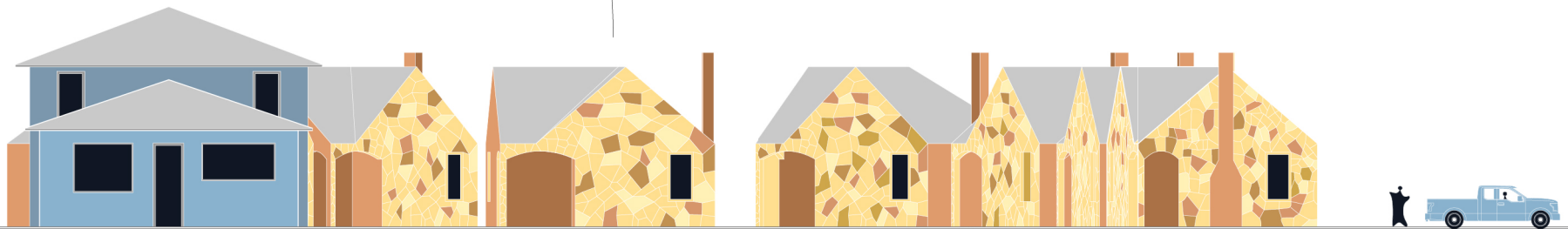


*Rock Fountain Tourist Court  
Springfield, MO.*

*'cottage style' tourist court opened around 1945,  
frame construction with masonry veneer of various  
types of vernacular Ozark sand stone construction*

"Your home away from home!"

*Listed on National Register of Historic  
Places in 2003  
today they are Melinda Court Apartments, a  
long-term rental property*



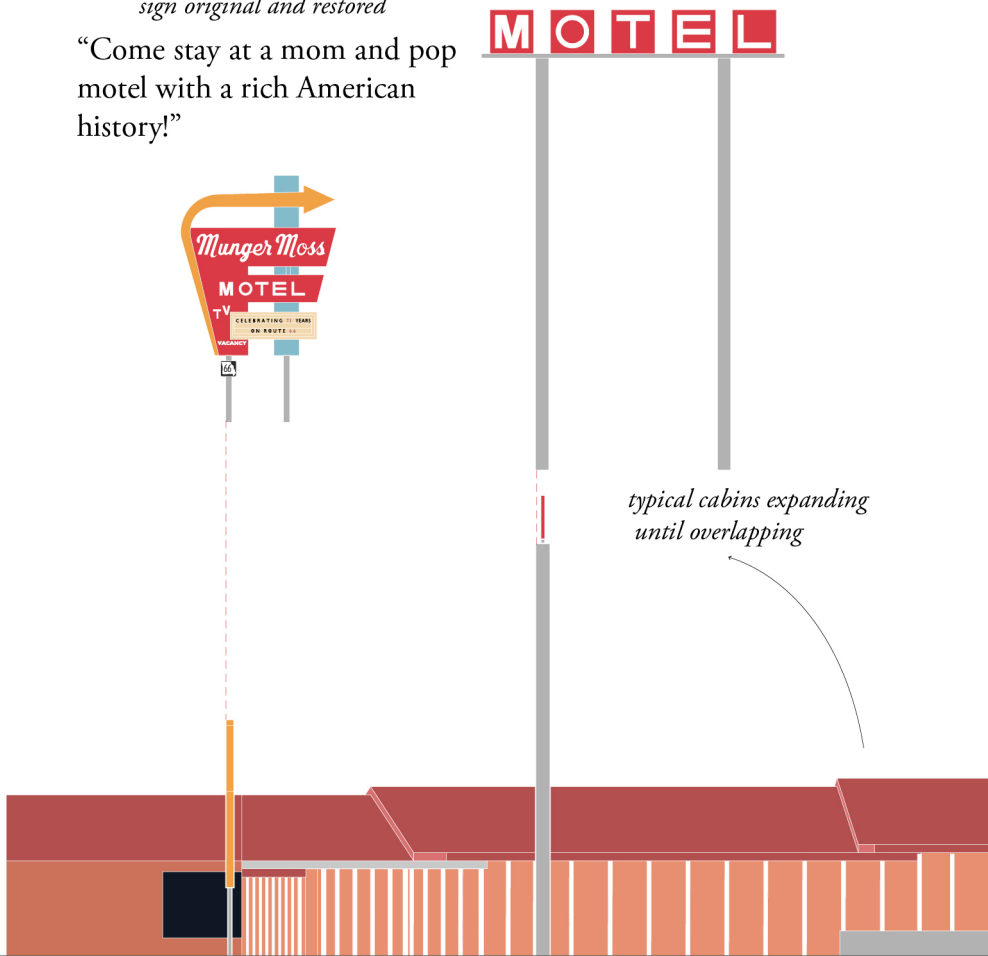




*Munger Moss Motel  
Lebanon, MO.*

*built in 1946, continuously operating  
built by owners of Munger-Moss Sandwich Shop  
in Devil's Elbow down the road with a gas station  
sign original and restored*

"Come stay at a mom and pop  
motel with a rich American  
history!"



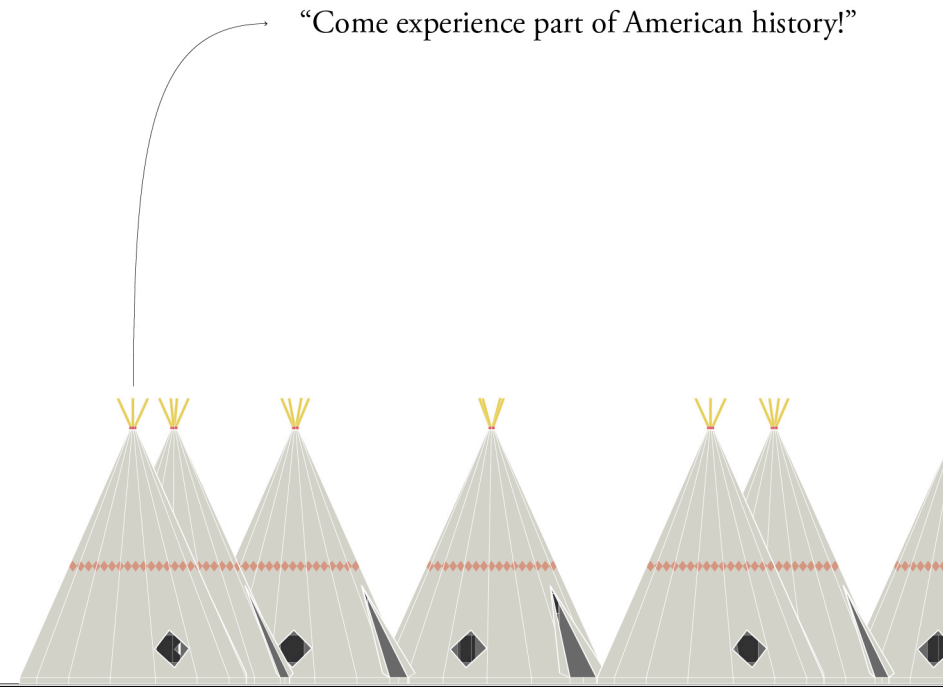
*typical cabins expanding  
until overlapping*



*Wigwam Village Motel no. 7  
San Bernadino, CA.*

*building patented by Frank Redford,  
constructed in Kentucky in 1937.  
Chester Lewis bought rights and built in the  
West, this was the last village built.*

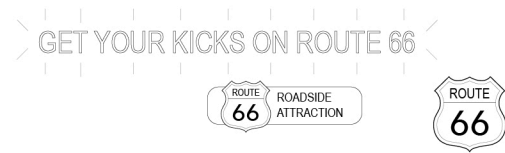
"Come experience part of American history!"



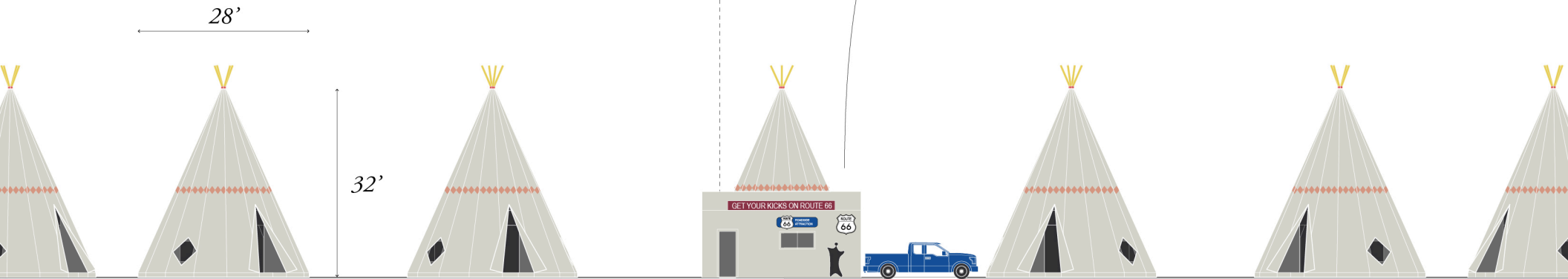
*made of wood frame construction  
covered with stucco*

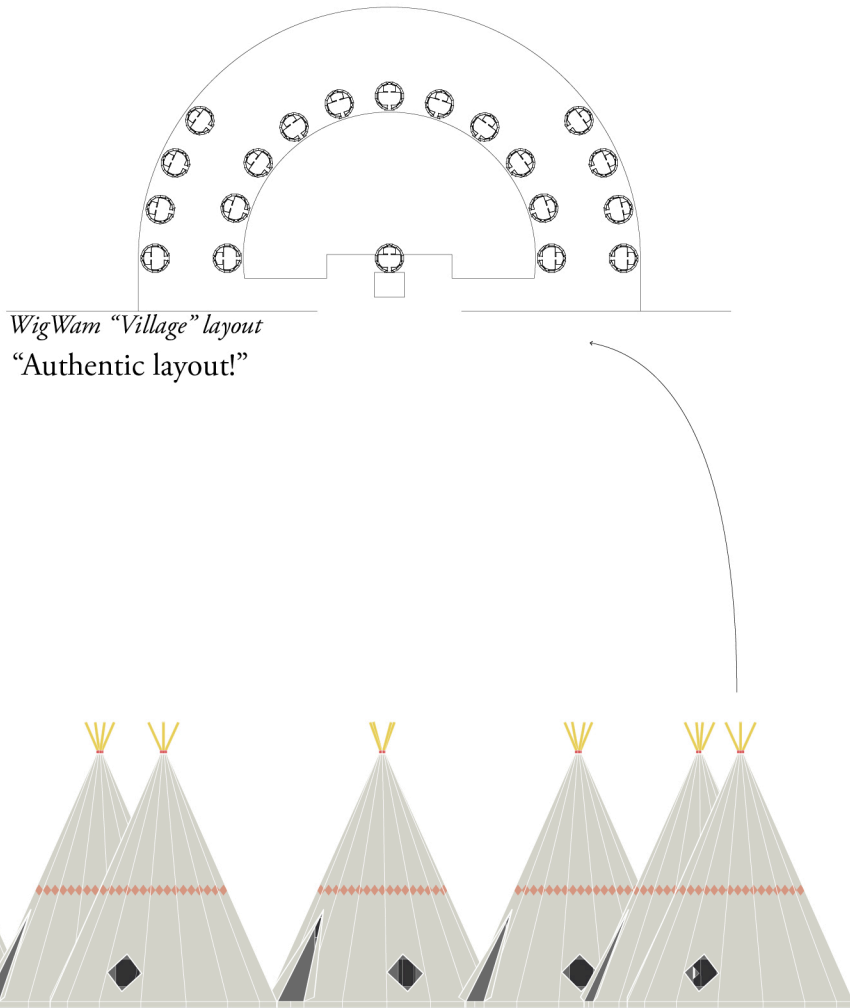


“Have you slept in a Wigwam lately?”



“We’re American!”





"I'm a ketchup bottle.  
Ketchup is important here!"

restored to original condition  
in 1995 by preservation  
groups!

water tower for Brooks Catsup  
Bottling Plant built in 1949,  
and remained after the plant  
moved in 1971



Brooks Catsup Bottle  
Water Tower  
Collinsville, IL.

holds 640,000  
(regular) bottles  
worth of ketchup!

170'!

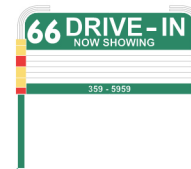


11



*66 Drive-In Theatre  
Carthage, MO.*

*opened 1949 in the post-war, auto-centric boom*  
*"I am a Drive-In Theatre on Route*  
*66, come watch a movie!"*



*closed 1985 due to unpopularity,*  
*reopened in 1997, listed on*  
*National Register of Historic*  
*Places in 2003*  
*"50s Nostalgia"*

**66**  
**DRIVE-IN**  
**THEATRE**





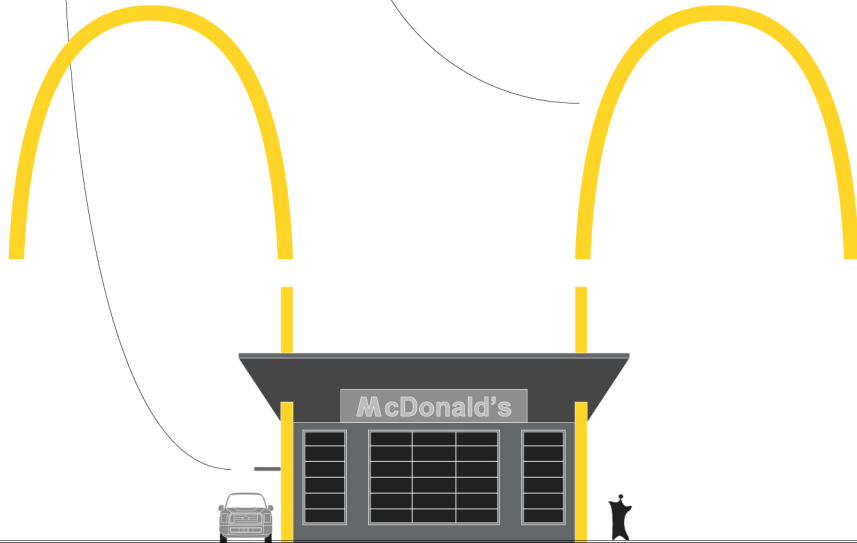
*McDonald's Golden Arches  
Upland, CA.*



*Muffler Man with Hotdog  
Atlanta, IL.*

The building was designed with the idea of arches to attract customers to the McDonald brothers revolutionary "speedee service system" (fast food). The 25' parabolic "golden arches" were born in the 50s, eliminated from buildings in 1960s, and now mainly survive in the logo's 'M'.  
"Come through the Golden Arches!"

drive-thru added later



\*not Paul Bunyan for copyright purposes  
Fiberglass structure modeled after folklore giant, usually replacing his axe with mufflers, here he holds a hot dog. Many "Muffler Men" appear across the U.S. selling various things.

"I'm an courageous strong American!" - Paul Bunyan\*

formerly located in Cicero, IL outside Bunyon's Hotdogs before closing in 2003  
"The best hotdogs!"



14



*Blue Whale of Catoosa  
Catoosa, OK.*

*Originally private, however due to popularity it was opened to public, adding sand and a enlarging pond.*

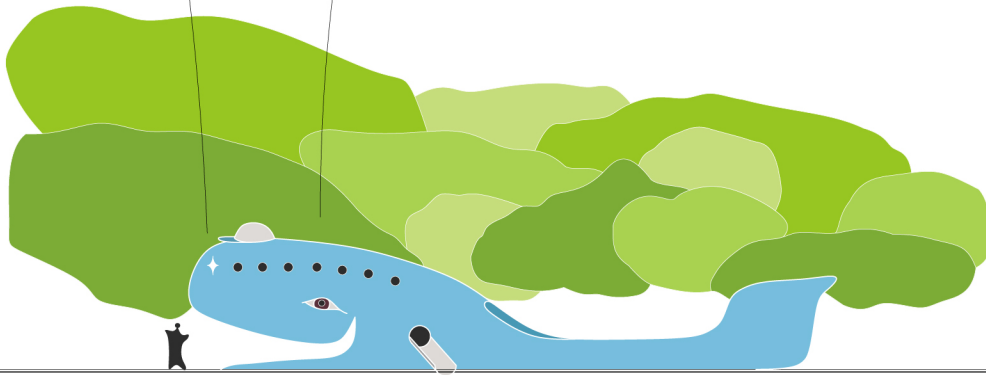
*Closed in 1988, resored in 2000s by locals!*

*Former Tulsa zoo director built this whale as a gift to his wife for their 34th wedding anniversary.*

*The couple ran an alligator farm, and his Acoma Indian Brother-in-law's Indian trading post.*

*"Come play!"*

80'!



15



*The Biggest Cross in Texas,  
The Cross of Our Lord Jesus Christ  
Groom, TX.*

scaled cross

190'!





*Welcome to McCook Sign  
McCook, IL.*



*originally intended to be a spiritual billboard (because upset by the surrounding "adult entertainment" ads), the cross ministries ended up building the largest cross in Texas in 1995*  
"RELIGION!"

*built in 2013 in a town of 200 to draw on route 66 history and associate itself with the Welcome to Fabulous Las Vegas Sign*  
"Welcome to our fabulous city!"

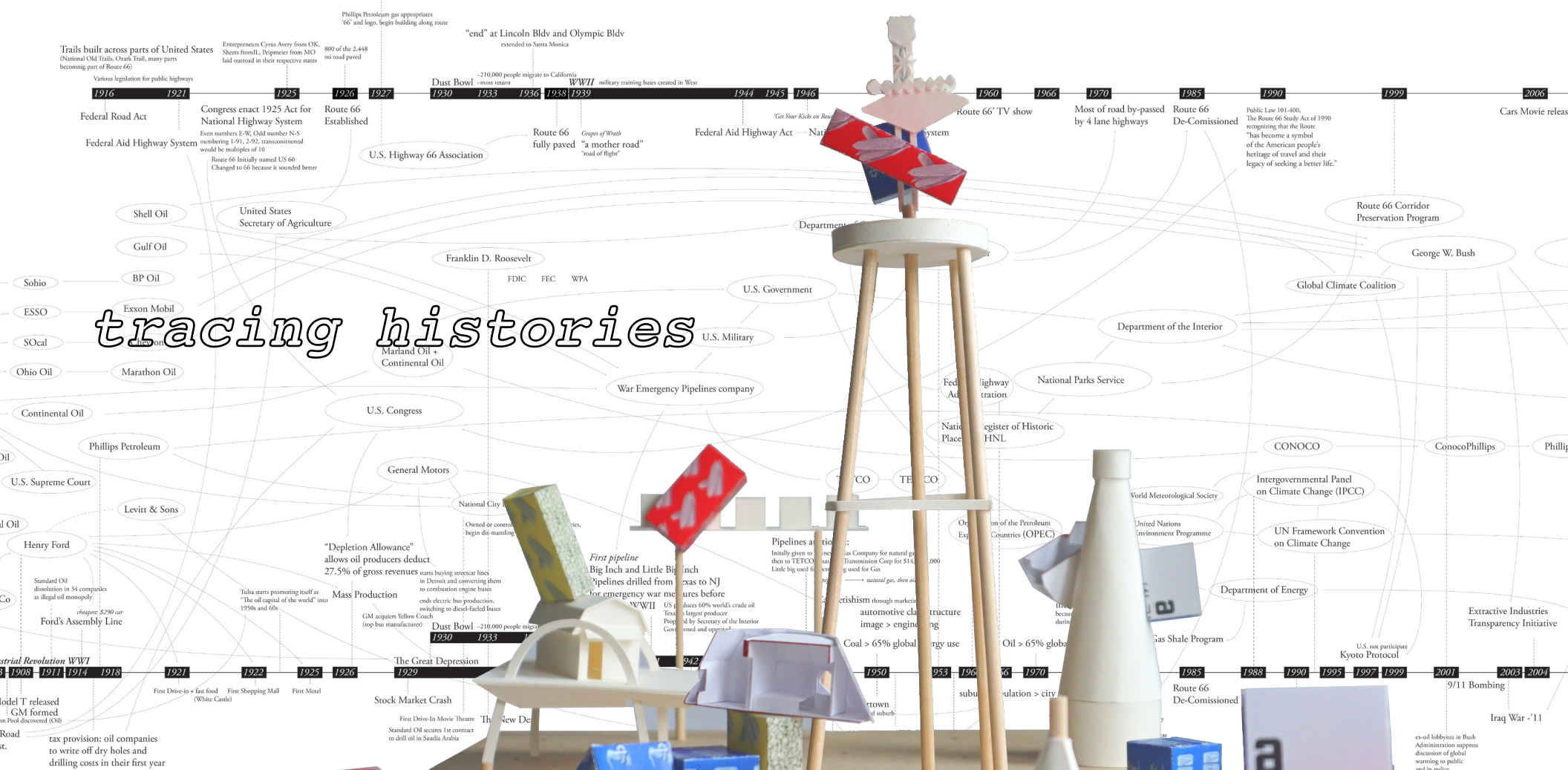


"Don't forget...Route 66!"

*says Welcome on both sides...*



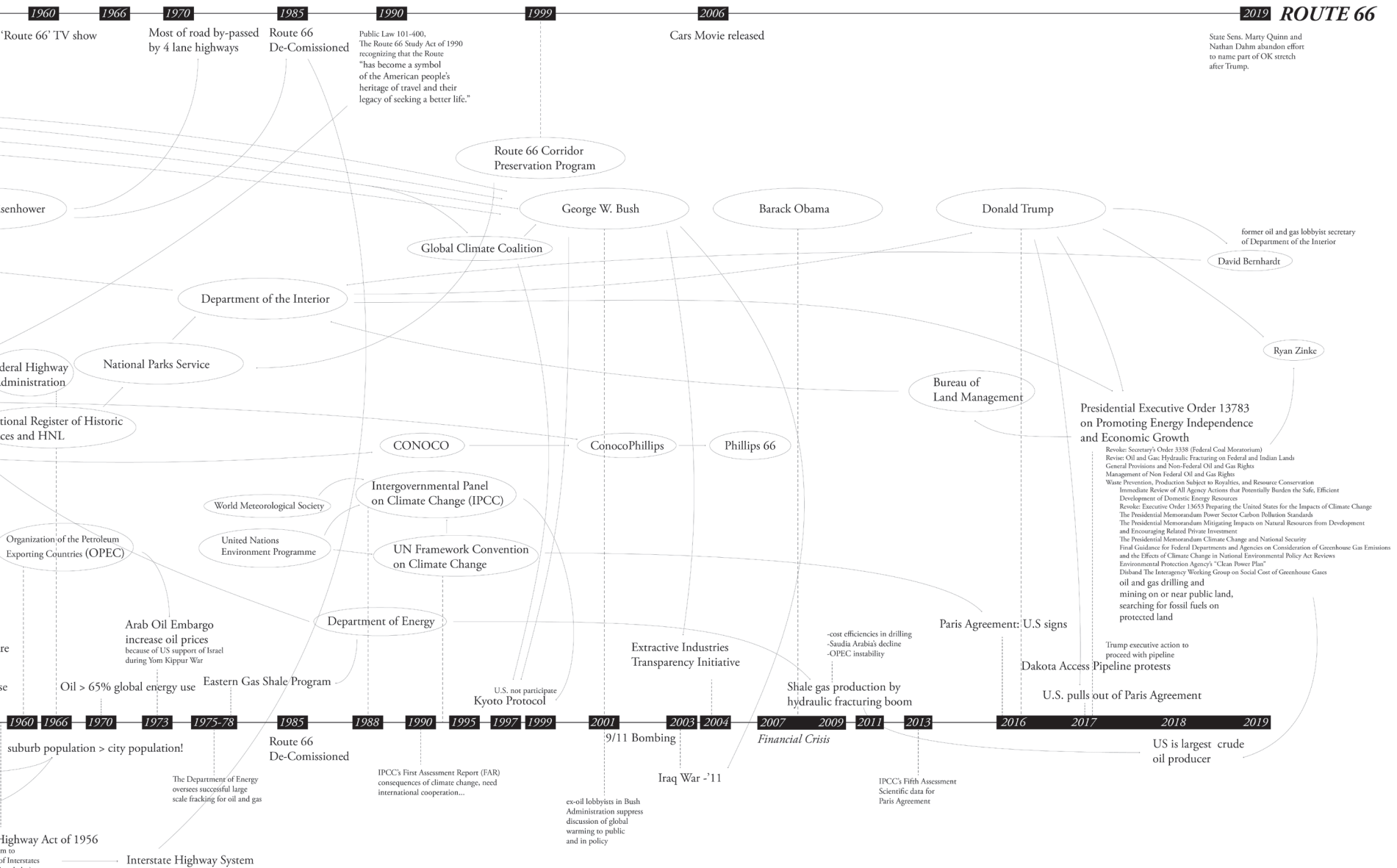
## chapter 3



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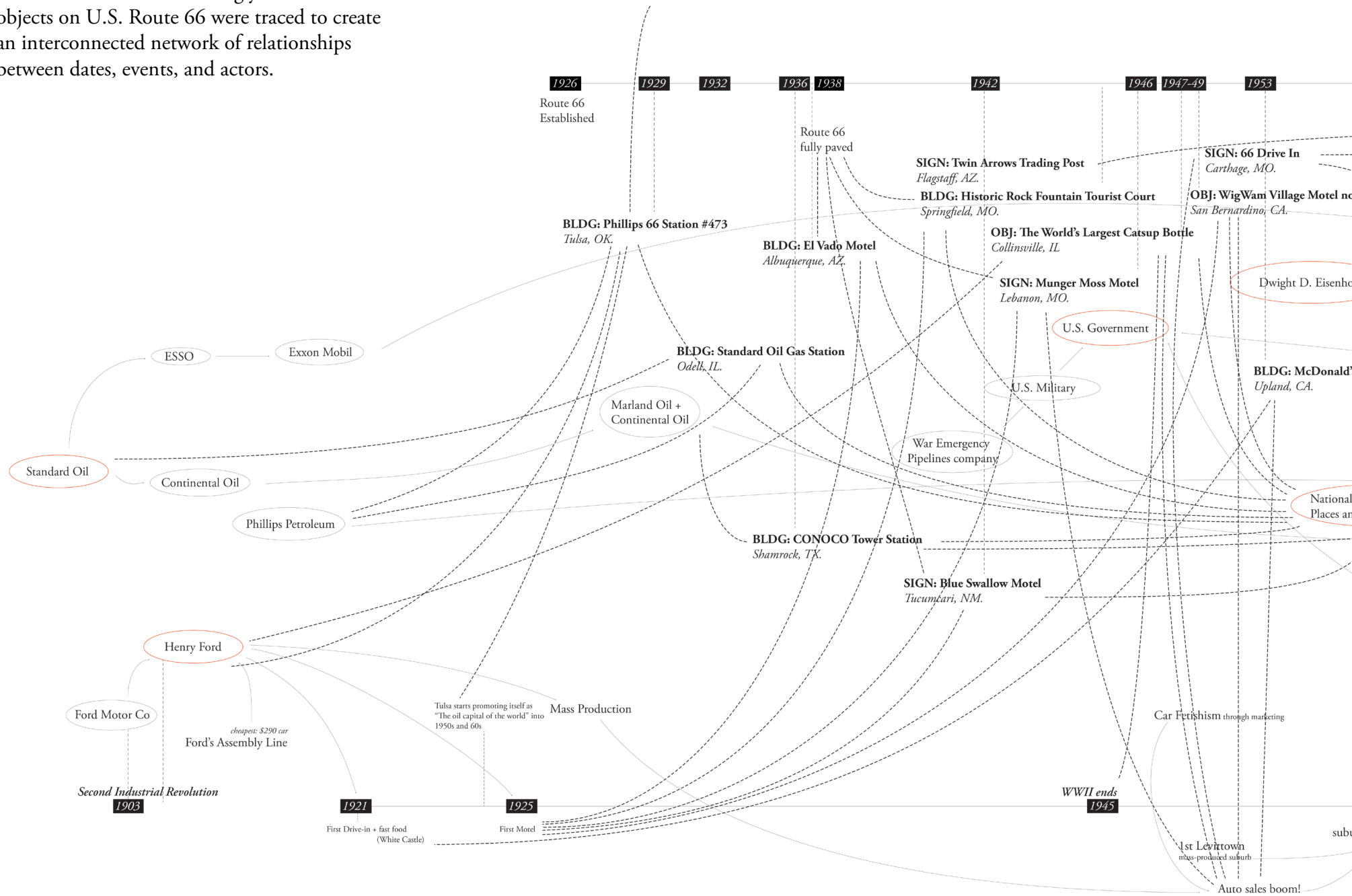


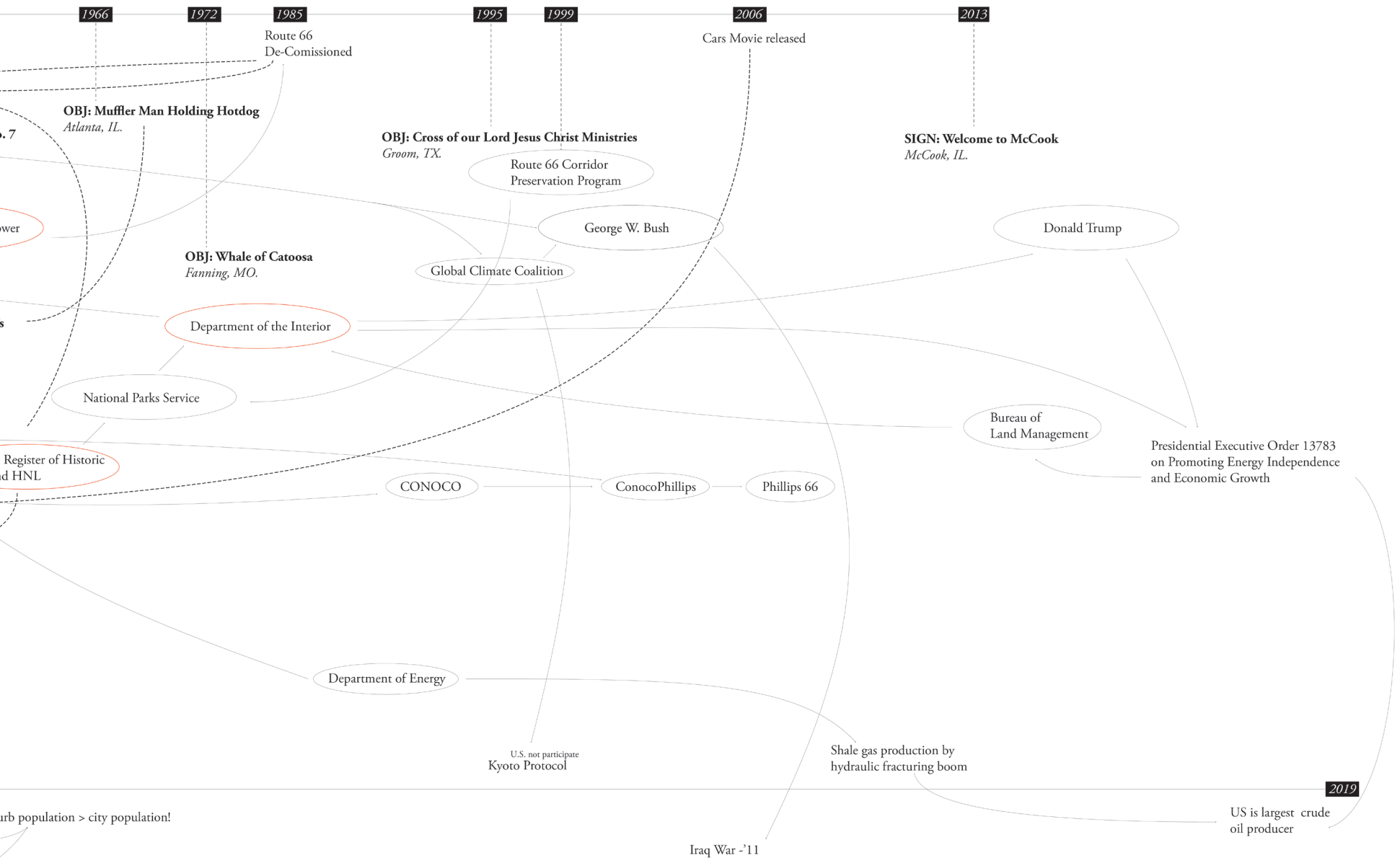




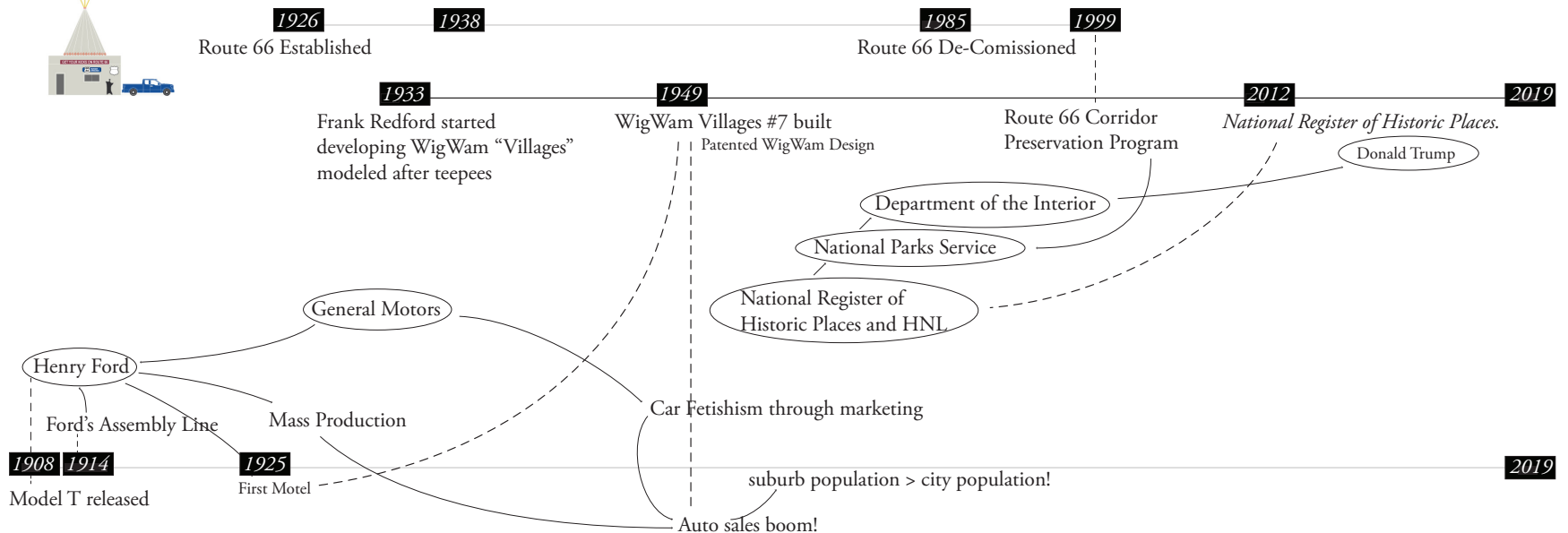
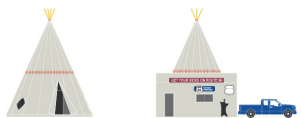
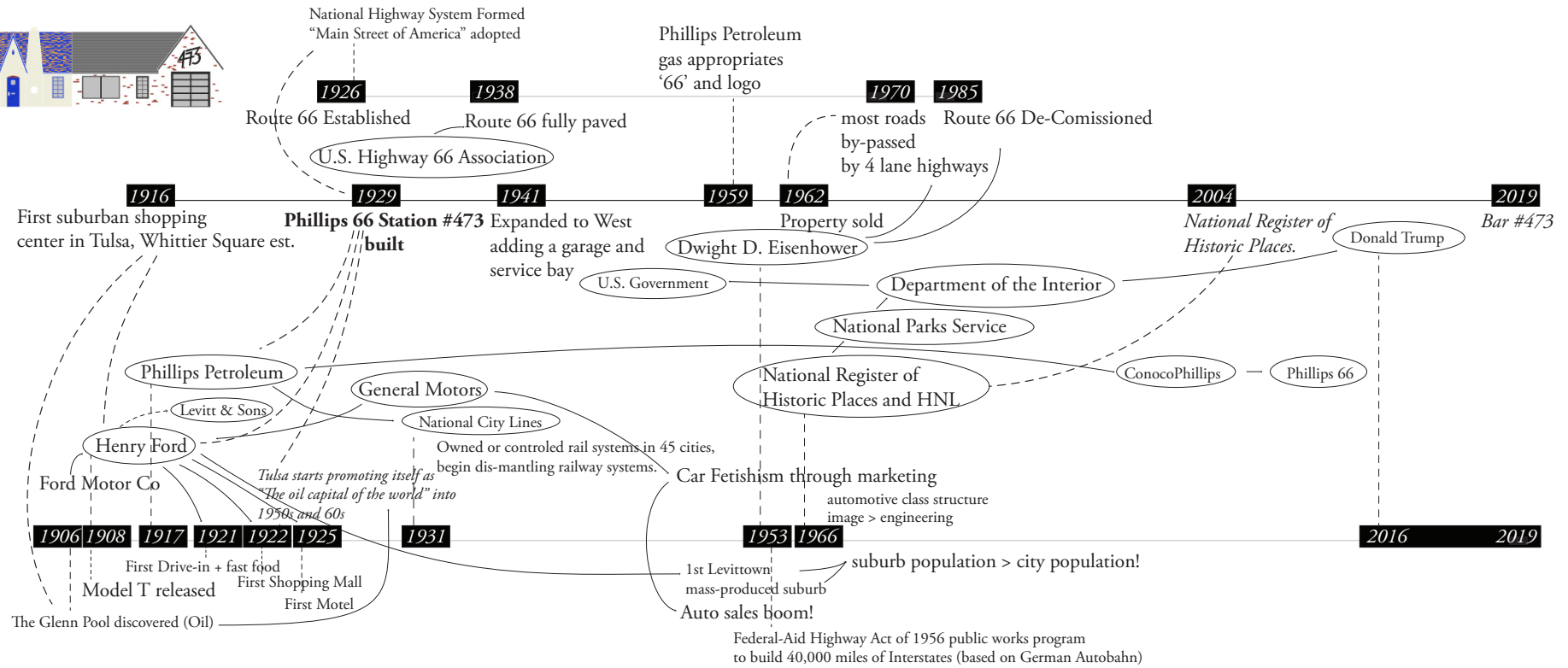
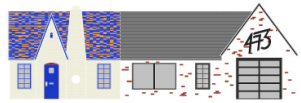
The histories of these seemingly innocent objects on U.S. Route 66 were traced to create an interconnected network of relationships between dates, events, and actors.

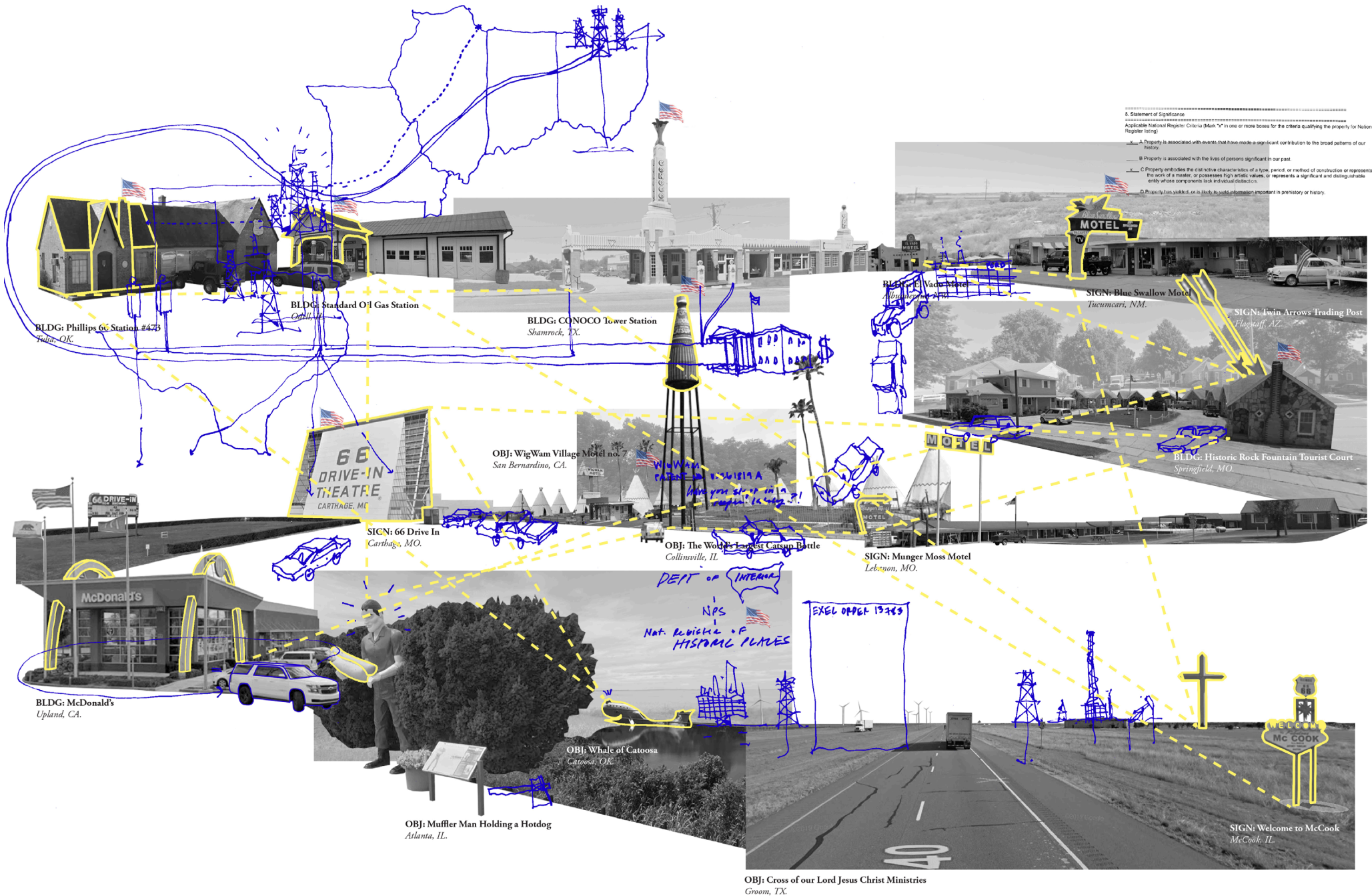
National Highway System Formed  
"Main Street of America" adopted  
Phillips Petroleum gas appropriates  
'66' and logo, begin building along route











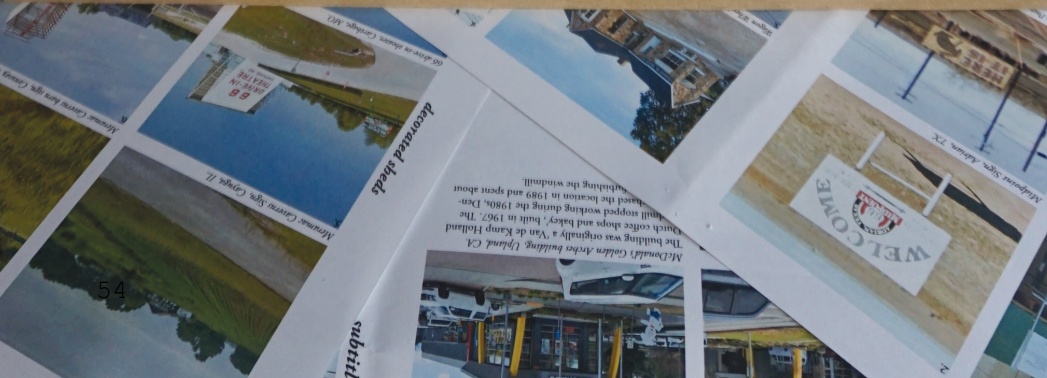
collage tracing narratives of architectural objects on Route 66



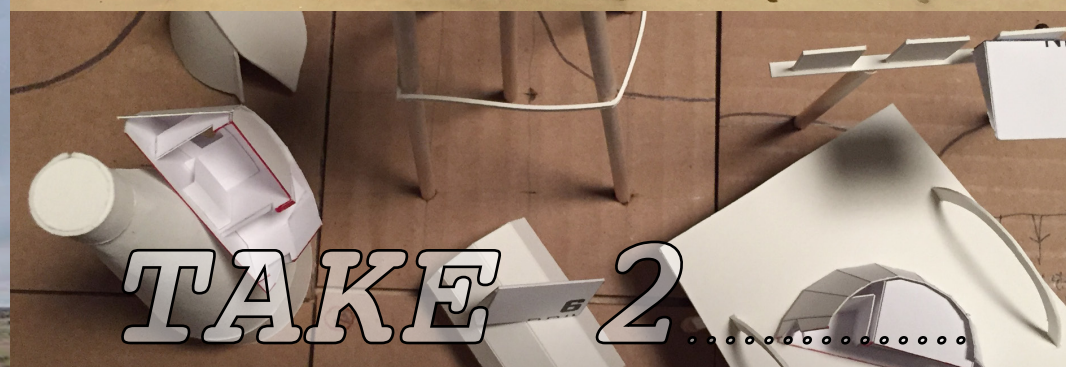
## chapter 4

# ALTERNATE AMERICAN- ISMS

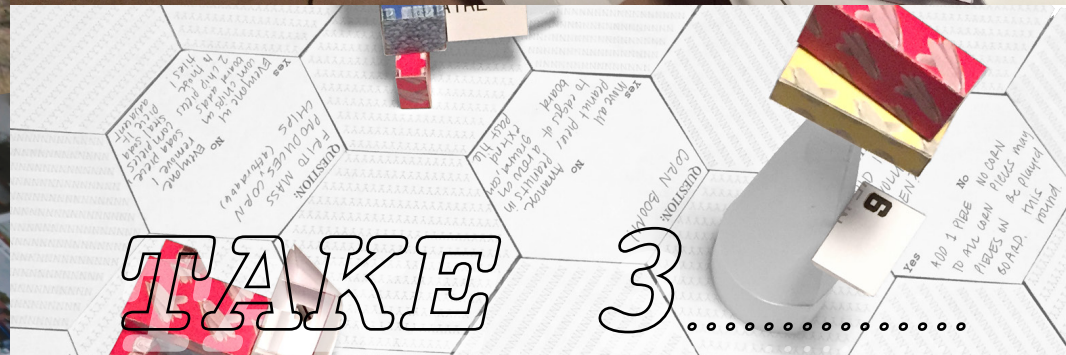
*The Game*



## TAKE 1



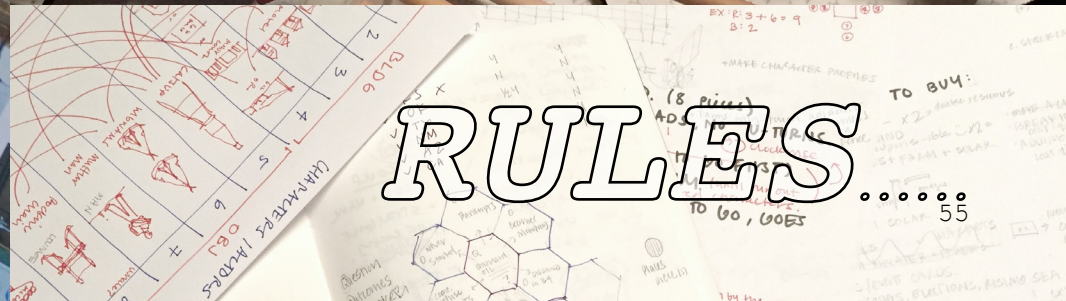
## TAKE 2



## TAKE 3



## PARTS



## RULES



# TAKE 1.....

## physical tests

### How does rearranging and recombining objects change their meaning?

The play began with making six different architectural objects on the route. The six pieces were made with pegs to be recombined, removed, and reset to create various scenes and scenarios of the landscape. Different backdrops were tested to explore both the range of geographies the route has and the different effects they produce.





# TAKE 2.....

**The goal of the game was to show the agency of architectural objects in creating new realities, identities, and histories.**

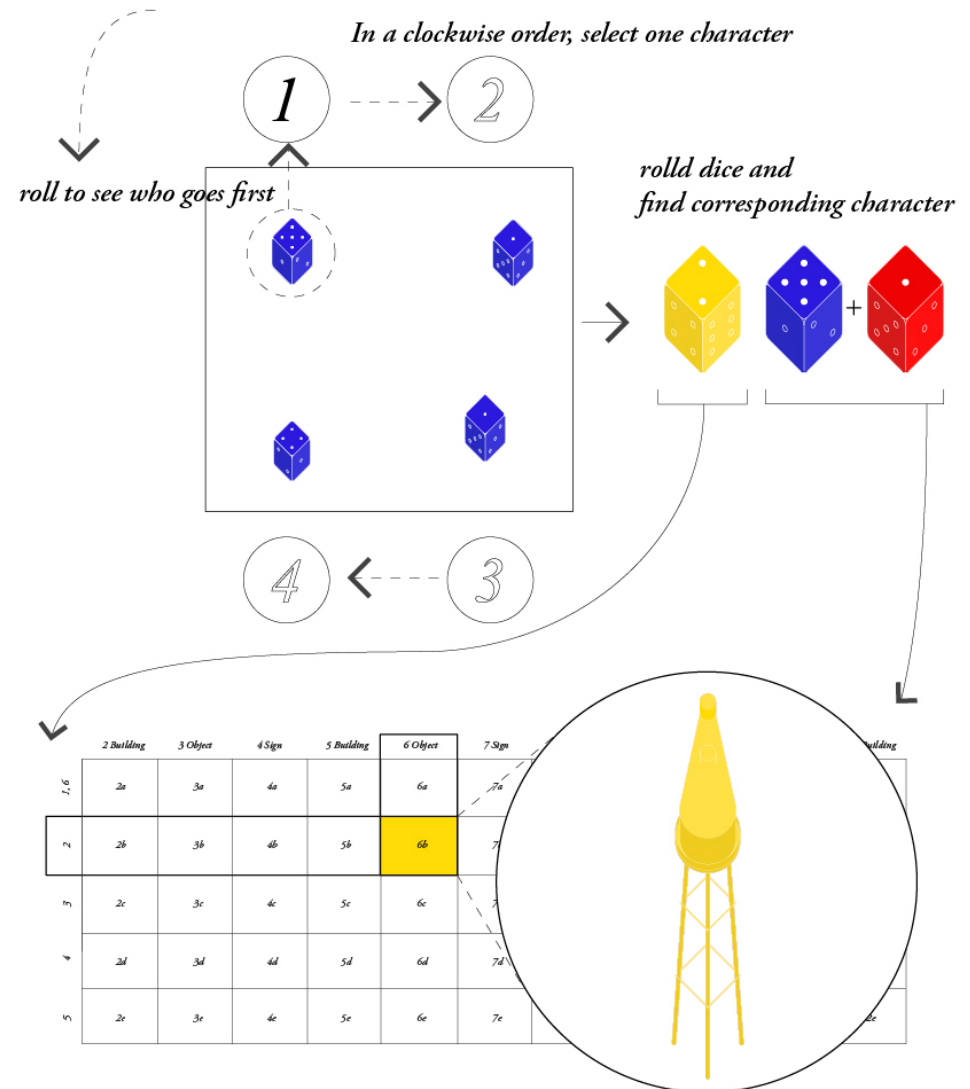
Each game would play out differently, and would parallel the frameworks of our reality to create endless *Alternate Americanisms*.

*rules*

*A. OBJECTIVE: have the most points at the end of the game!*

*B. SET UP: select your characters (2 total)*

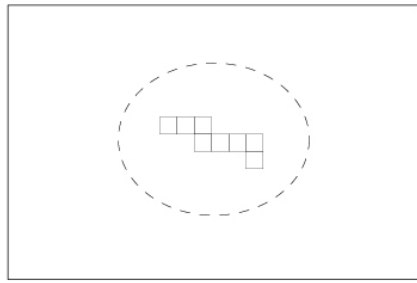
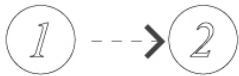
*In a clockwise order, select one character*



*after last player selects first character, they select their second character and order reverses until everyone has 2 characters*

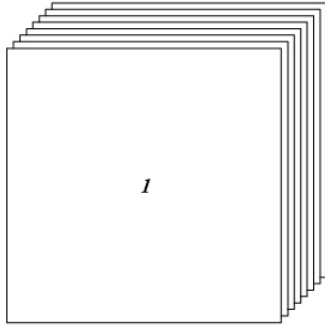
C. PLAY: i) build initial road

Begin playing in a clockwise direction

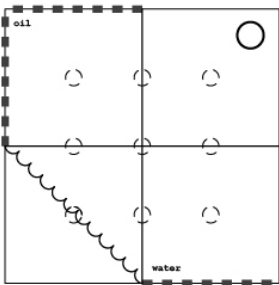


shuffle 8 initial tiles (with #s 1-8 on back)

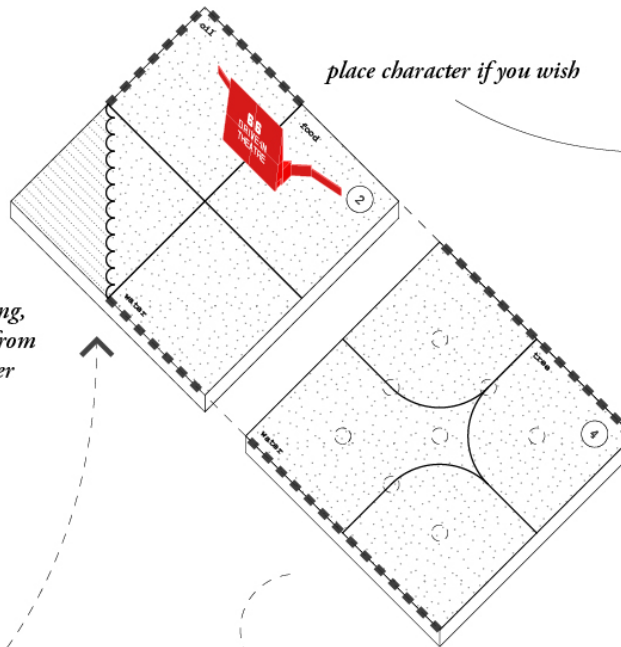
(if more than 4 playing, add number of tiles from bag so that each player gets 2 tiles)



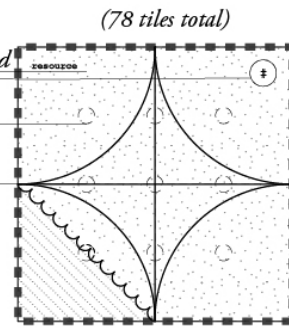
player 1 draws first tile, flips, and starts board



player 2 draws next tile and places it  
-roads must touch roads  
-corresponding fields must touch matching fields unless a fence exists on edge  
place character if you wish



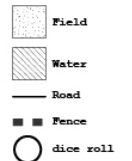
place character if you wish



resource collected when # rolled

9 possible spots

road

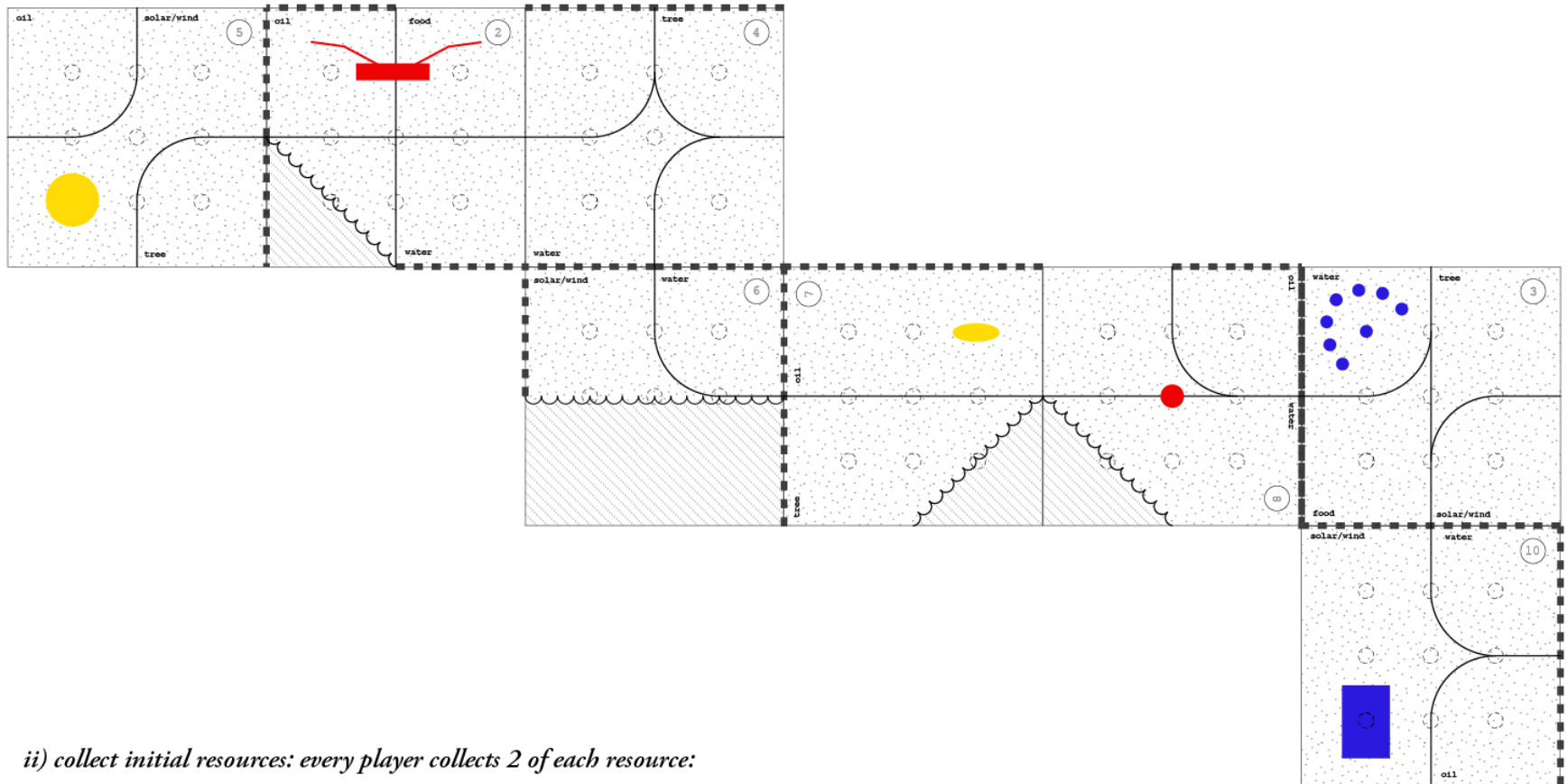
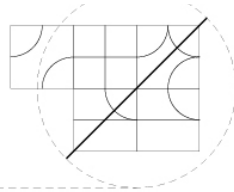


- = Objects must be placed in field
- = Buildings must be placed in field
- = Signs must be placed on road

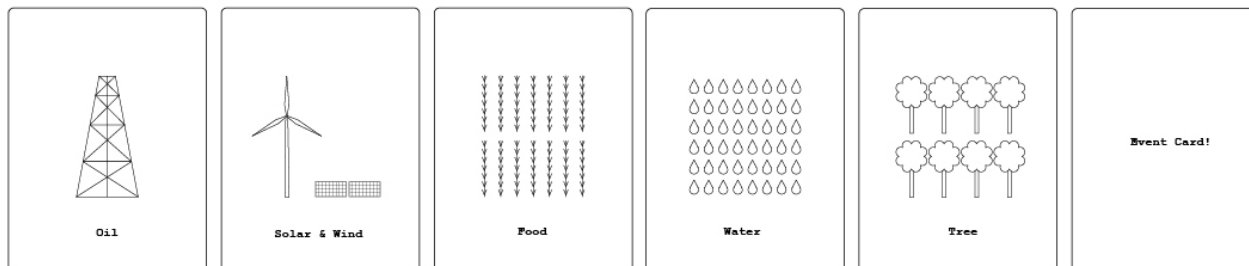
## C. PLAY: i) build initial road

place first road, next player repeats  
must place on either end of the road  
no U-turns!

continue until each player has played 2 tiles



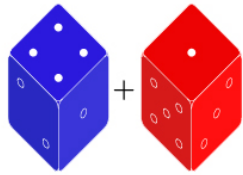
ii) collect initial resources: every player collects 2 of each resource:



**C. PLAY:**      *iii) begin play!*

--> draw a tile from bag and place, may play piece if you wish

--> roll dice (red and blue)



total = number required to collect specific resources  
depending on the tile your pieces sit on.

number of spaces signs and  
ads can move along roads

if 12 is rolled, an event card gets played!

--> can trade with other players for resources

--> buy places

--> re-form character

break apart = x2 of any resource --- then break piece apart and place on adjacent spot

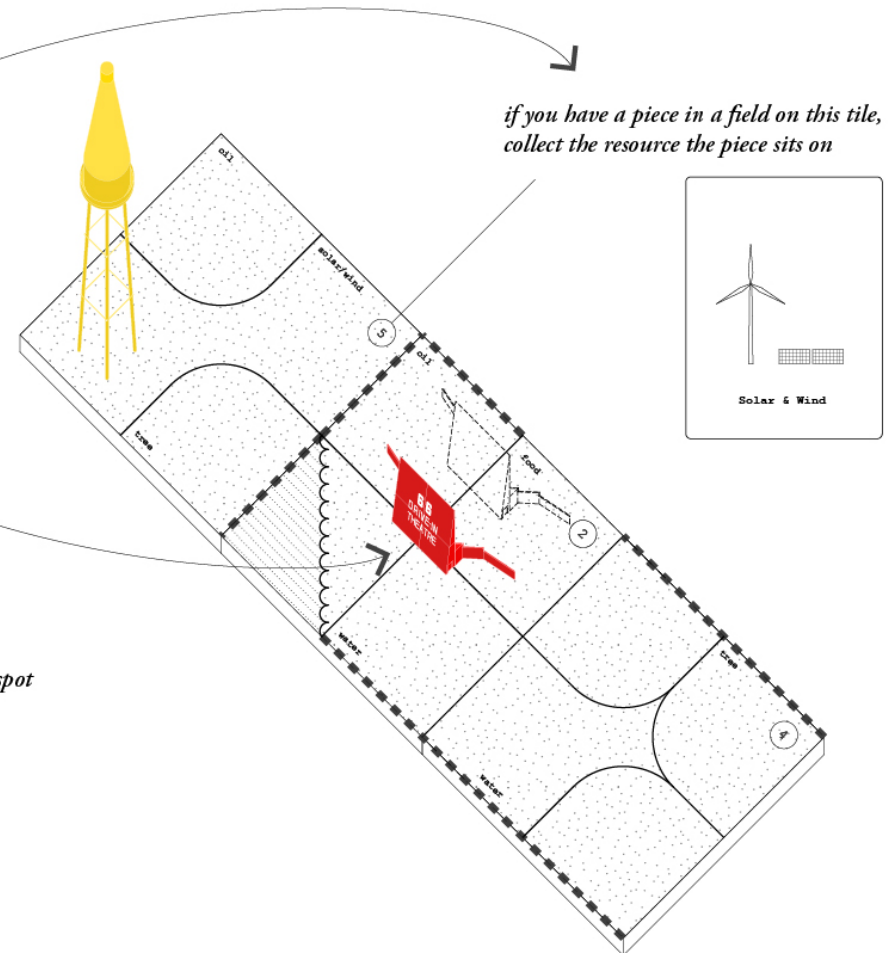


add pieces = x2 of any resource --- then add piece to your character

--> stealing a piece from another player

if you move a piece adjacent to the same spot as the piece you wish to steal,  
you challenge the character, you both roll a di, whoever is higher gets the other piece.  
Alternately, you can pay 3 resources to challenging player to avoid giving up your piece. You  
only capture a part, not the entire piece.



can only challenge once per round






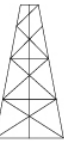


if you have a piece in a field on this tile,  
collect the resource the piece sits on

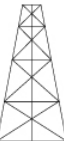





---> **buy places** -- once built they may be immediately played on the tile drawn, or may be held until player wishes to play  
once placed, they collect resources when corresponding number rolled

 +  =  
**infrastructure** =

 +  +  =  
**shelter** =

 +  +  =  
**energy plant** =

 +  +  +  =  
**converting your energy source** =

 +  +  =  
**action cards** =

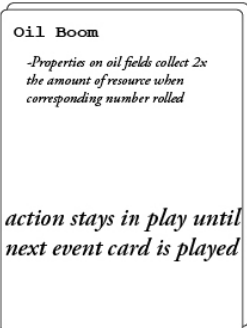
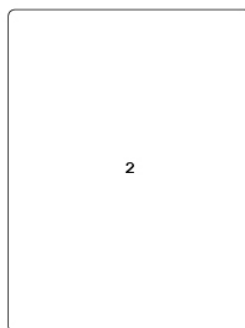
**character** = look at character card for cost, cost varies

**signs** = x2 of resource it will sit on

**D. EVENT CARDS:** play every other round

---> organize deck so it is chronological from 1 -17

---> when played: first player roll dice, that number of cards will be turned over from event card deck, action on card will immediately play out



deck includes 3x:

|  |   |   |
|--|---|---|
| <b>Oil Boom</b> (1)<br>-Properties on oil fields collect 2x the amount of resource when corresponding number rolled                  | <b>Auto Boom</b> (7)<br>-Everyone receives 2 cars, those 2 cars must only build shelters  | <b>Financial Crisis</b> (13)<br>-Sell 1/2 of factories, receive the resource of each corresponding field  |
| <b>Route 66 Est.</b> (2)<br>-Everyone receives 1 sign<br>-Everyone receives 1 energy station   | <b>Interstate Roads</b> (8)<br>-Everyone gets 2 cars<br>-Cost 1 less resource to buy energy station   | <b>Renewable Energy Boom</b> (14)<br>-Provide Infrastructure for energy factories and stations on fueling or supplying wind turbines & solar panels   |
| <b>WWI</b> (3)<br>-Everyone gets 3 oil resources for every field their piece sits on<br>-Everyone may collect and build 1 place free | <b>Oil Monopoly</b> (9)<br>-1/2 pieces on oil fields get infrastructure to support them   | <b>Extreme Flooding</b> (15)<br>-Lose 1/2 all buildings and places on ground within 1 tile of water<br>-Pieces on infrastructure safe<br>-Cost 3 resources to rebuild<br>-1 Less resource to build infrastructure |
| <b>Market Crash... Depression</b> (4)<br>-No new resources for 1 round<br>-Signs and cars may move up to twice the amount on the di  | <b>Route 66 decommissioned</b> (10)<br>-All existing signs must stay in place   | <b>Mass Migration</b> (16)<br>-Cost 1 more resource to build a shelter<br>-Each player required to build a shelter before anything else   |
| <b>Route 66 paved</b> (5)<br>-Everyone receives 1 car<br>-All pieces on oil fields may break apart or be added to for free           | <b>Climate Change Agreement</b> (11)<br>-Oil collects no resources when corresponding number rolled<br>-Everyone must discard 1/2 the total oil resources in their hand<br>-Cost 1 less resource to convert energy source<br>-Solar & Wind receive 2x the amount of resource when corresponding number rolled | <b>Sea Levels and Temp Rise</b> (17)<br>-Lose 1/2 all buildings and places on ground within 2 tiles of water<br>-No water may be collected  |
| <b>WWII</b> (6)<br>-Must develop every oil field adjacent to your pieces if possible<br>-Everyone gets 1 factory                     | <b>Route 66 Preservation</b> (12)<br>-All signs must be used to break apart or add to existing pieces, no new pieces may be purchased   |   |

**E. GAME ENDS:**

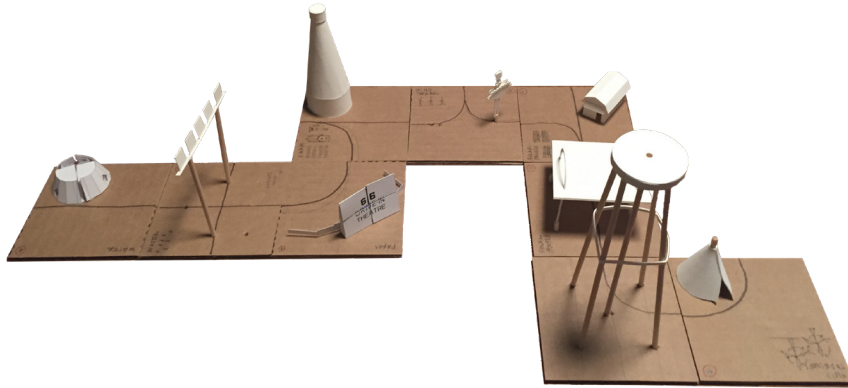
**F. SCORING:**

when there are no more tiles

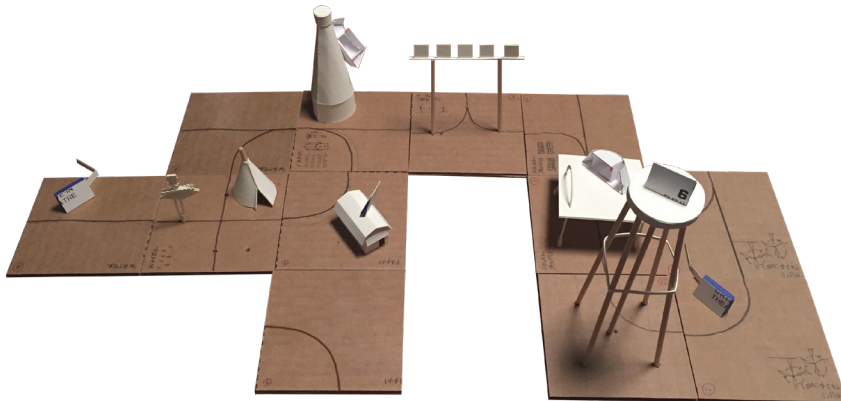
throughout game

- Buying new Character: 6
- Building shelter or energy plant: 4
- Converting your energy source: 3
- Adding or stealing character pieces: 3
- Building infrastructure: 2
- Building signs: 2
- Car = 1
- Building piece = 10
- Object piece = 10
- Sign piece = 5
- Player on most fields = 10
- Player with most signs on roads = 10
- Player with most shelters and person with most energy plants = 5

# testing

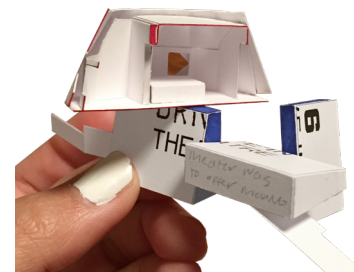
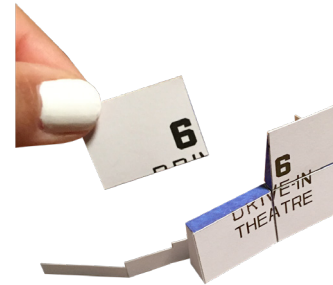
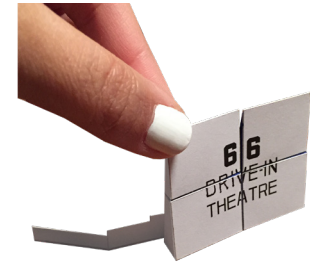


*start game: initial 8 tiles*



*play begins!*

# prototyping



Pieces made reconfigurable with magnets. The color indicates if they are a building (yellow), an object (red), or a sign (blue). Text was written on pieces to create new mixed narratives with new mixed pieces.

# TAKE 3.....



The game explores how every single decision changes the entire built landscape.

It reflects and translates alternate histories to speculate alternate futures.

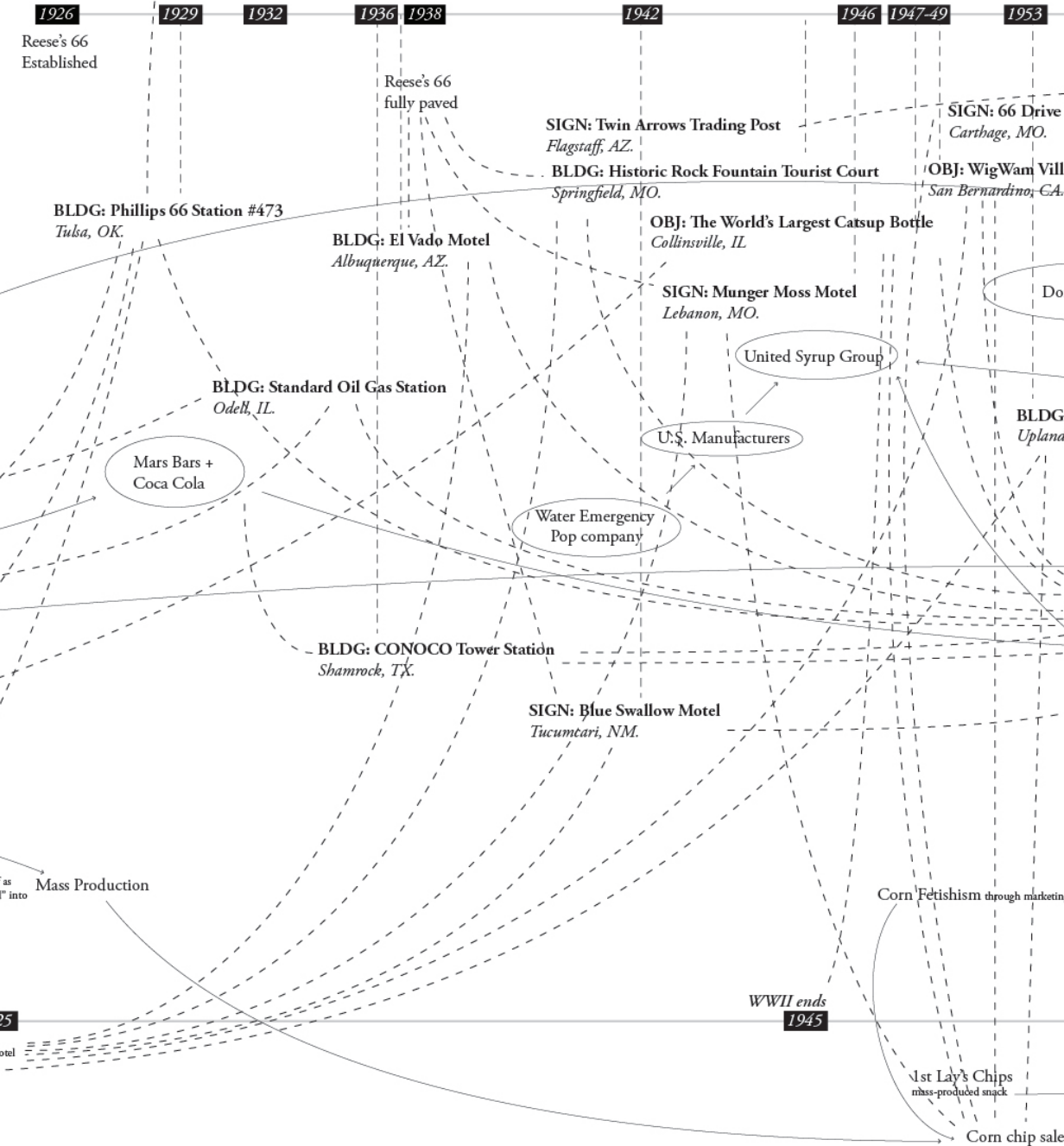
The game examines the relationship between meaning and architecture, identity and the built environment.

The result tells the history of objects in the built landscape and allows for understanding and speculation.

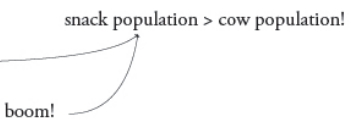
# translating

First, important actors/interest groups, and events from tracing the objects' histories are translated into the world of the game.

National Highway System Formed  
"Main Street of America" adopted  
Phillips Petroleum gas appropriates '66' and logo, begin building along route







# interest groups

Interest groups were identified...

## GOVT

\_United States Govt.  
\_United States  
Military

## CAR

\_Ford Motor Comp.  
\_Henry Ford

## PRESERVATION

\_National Parks Service  
\_National Register of  
Historic Places  
\_Route 66

## PRESIDENT

\_Donald Trump

## HIGHWAY

\_Levittown  
\_Dwight D.  
Eisenhower

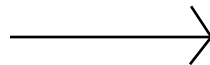
## GOVT

\_Dept. of Interior  
\_Dept. of Energy  
\_Global Climate  
Coalition

## OIL & GAS

\_Continental Oil  
\_Phillips Petroleum  
\_War Emergency  
Pipelines Company  
\_Exxon Mobile

...and translated



## SYRUP

\_United Syrup Group  
\_United Syrup  
Manufacturers



## CORN

\_Fritolay  
\_Henry Frito



## PEANUT

\_National Peanut Service  
\_National Rescued  
Historic Peanuts  
\_Reese's 66 Cups



## CANDY

\_Dr. Twinkie



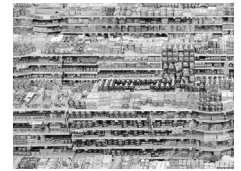
## CHIPS

\_Lays  
\_Dorito Enterprise



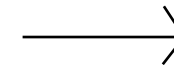
## CONSUMPTION

\_Dept. of Indulgence  
\_Dept. of Eating  
\_Great Consumption  
Coalition



## DRINKS

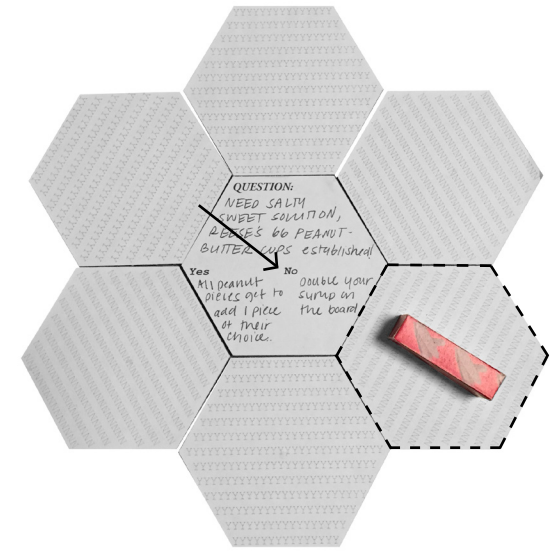
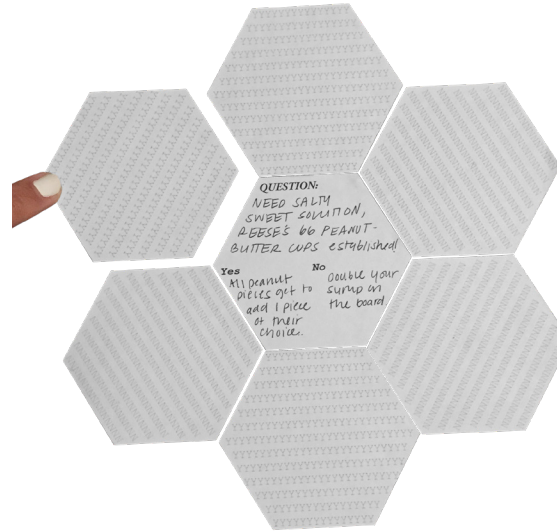
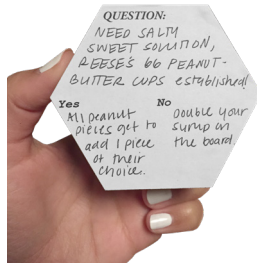
\_COCACOLA  
\_PEPSICO  
\_Water Emergency  
Pop Company  
\_Energy Drink



These icons become patterns  
on test pieces to show interest  
groups of each character



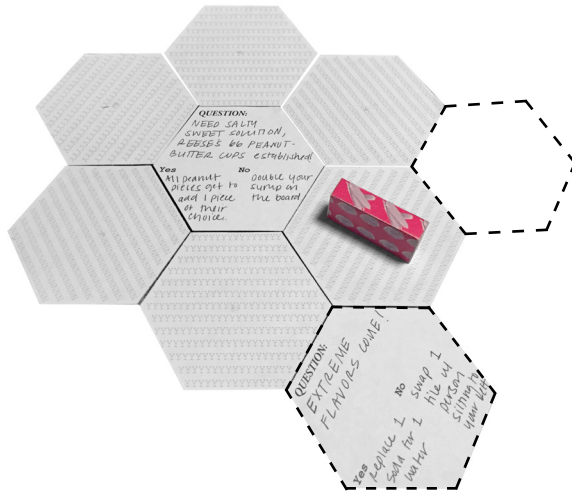
# how to



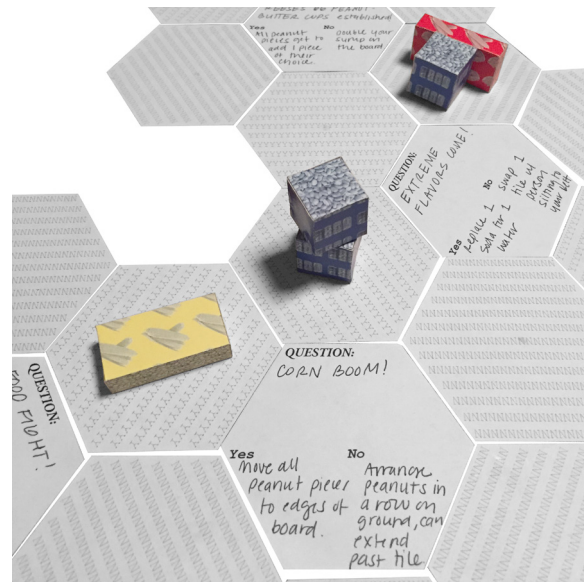
- 1) Receive Box with characters.  
Shuffle question answer tiles.  
Draw an event card from its shuffled pile.

- 2) Place on board and surround with Y (yes) and N (no) tiles.

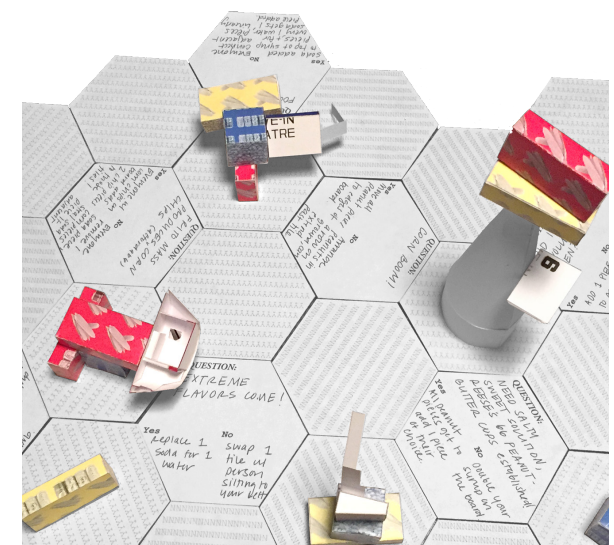
- 3) Choose answer to question (yes or no) by placing 1-2 pieces on a tile.  
Play out action!



- 4) Next player draws and places question tile 2 segments away from previous question.



- 5) Surround with Y and N tiles and repeat step 3. It's possible to return to an earlier question.\*



*play continues until no more event tiles*

## event samples

### Question: CORN BOOM?

yes

Move all peanut pieces to edges of the board.

no

Arrange peanuts in a row on the ground, can extend past tile.

### Question: FRITO MASS PRODUCES CHEAP CORN CHIPS?

yes

Everyone with corn chips on board adds 2 chip pieces to those tiles.

no

Everyone removes 1 soda pieces, corn pieces steal soda piece if adjacent.

### Question: FOOD FIGHT?

yes

Soda added to top of syrup pieces, for every 1 water, soda gets 1 piece added.

no

Everyone connect adjacent pieces linearly.

### Question: DID ICING REVOLUTION HAPPEN?

yes

Add 1 piece to all corn pieces on board.

no

No corn pieces may be played this round.

### Question: SCHWEPPES SODA ESTABLISHED?

yes

Accumulate adjacent soda pieces if your piece has more soda sides showing.

no

Each player loses a syrup piece.

### Question: EXTREME FLAVORS COME?

yes

Replace 1 soda for 1 water.

no

Swap 1 tile with person sitting to your left.

## test pieces

Abstracted volumes representing characters are cut into 4 pieces in the X, Y, and Z direction. Pieces are connected with magnets.



Blue = Sign

Interest groups: syrup & soda



Red = Object

Interest groups: corn & chips



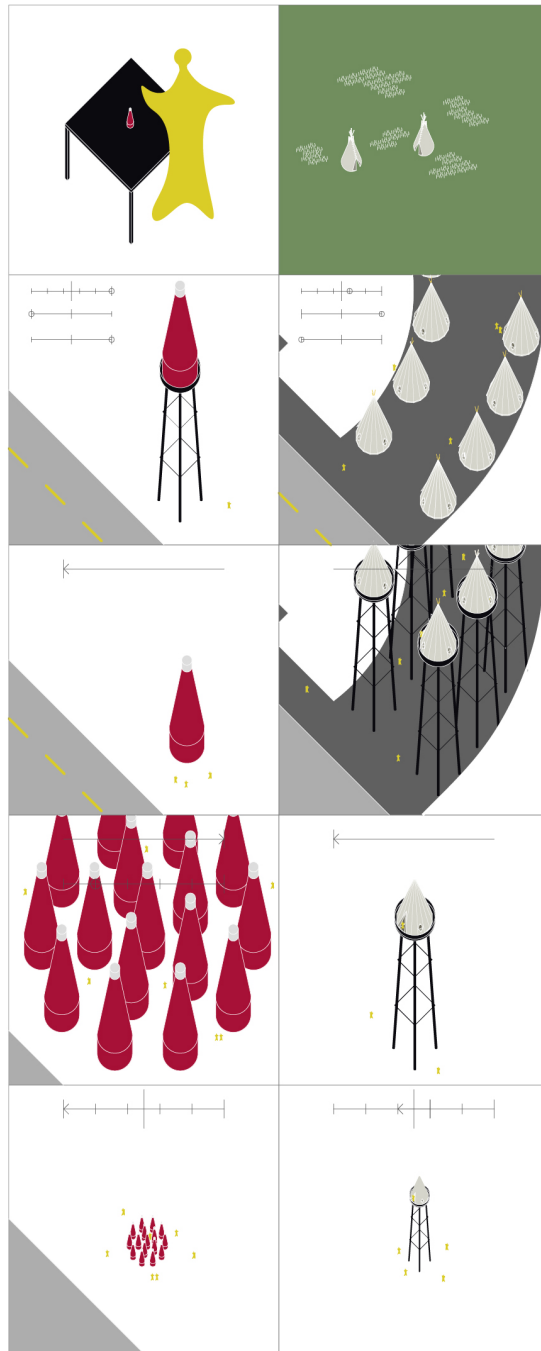
Yellow = Building

Interest groups: chips & corn



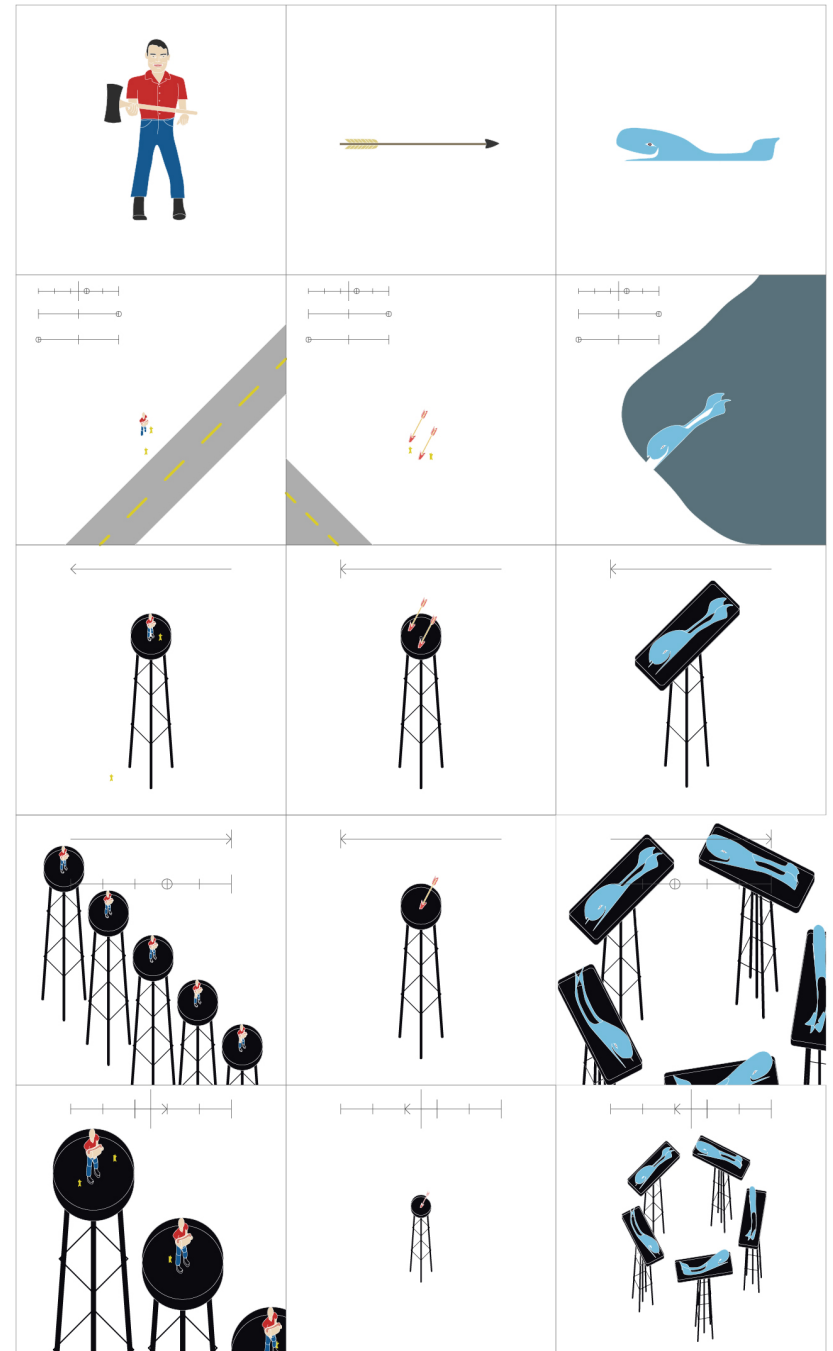
## Chapter 4

Based on: Brooks Catsup Bottle Water Tower, Collinsville, IL. Wigwam Village #7, San Bernadino, CA.



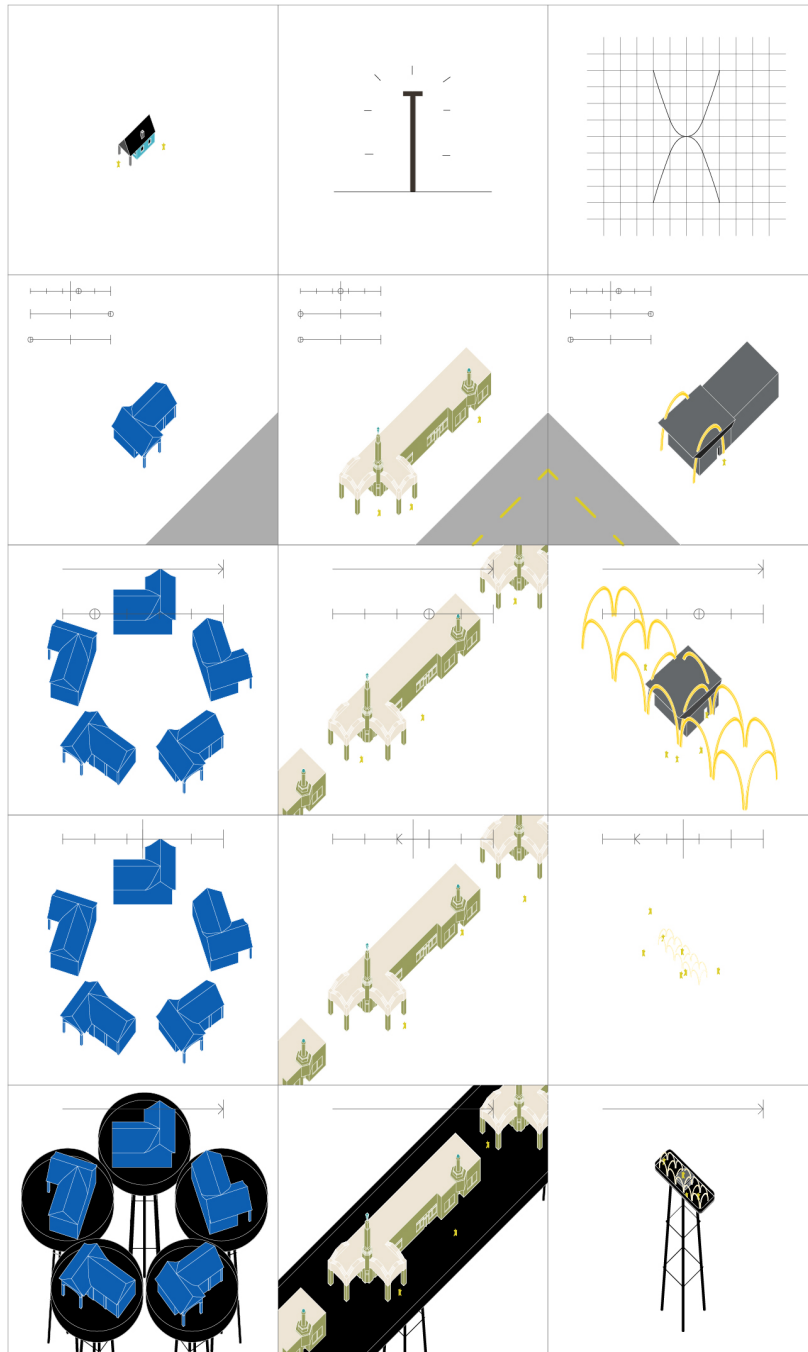
## Alternate Americanisms: The Game - Take 3

Muffler Man with Hotdog, Twins Arrows Trading Post, Blue Whale of Catoosa, Atlanta, IL. Flagstaff, AZ. Catoosa, OK.



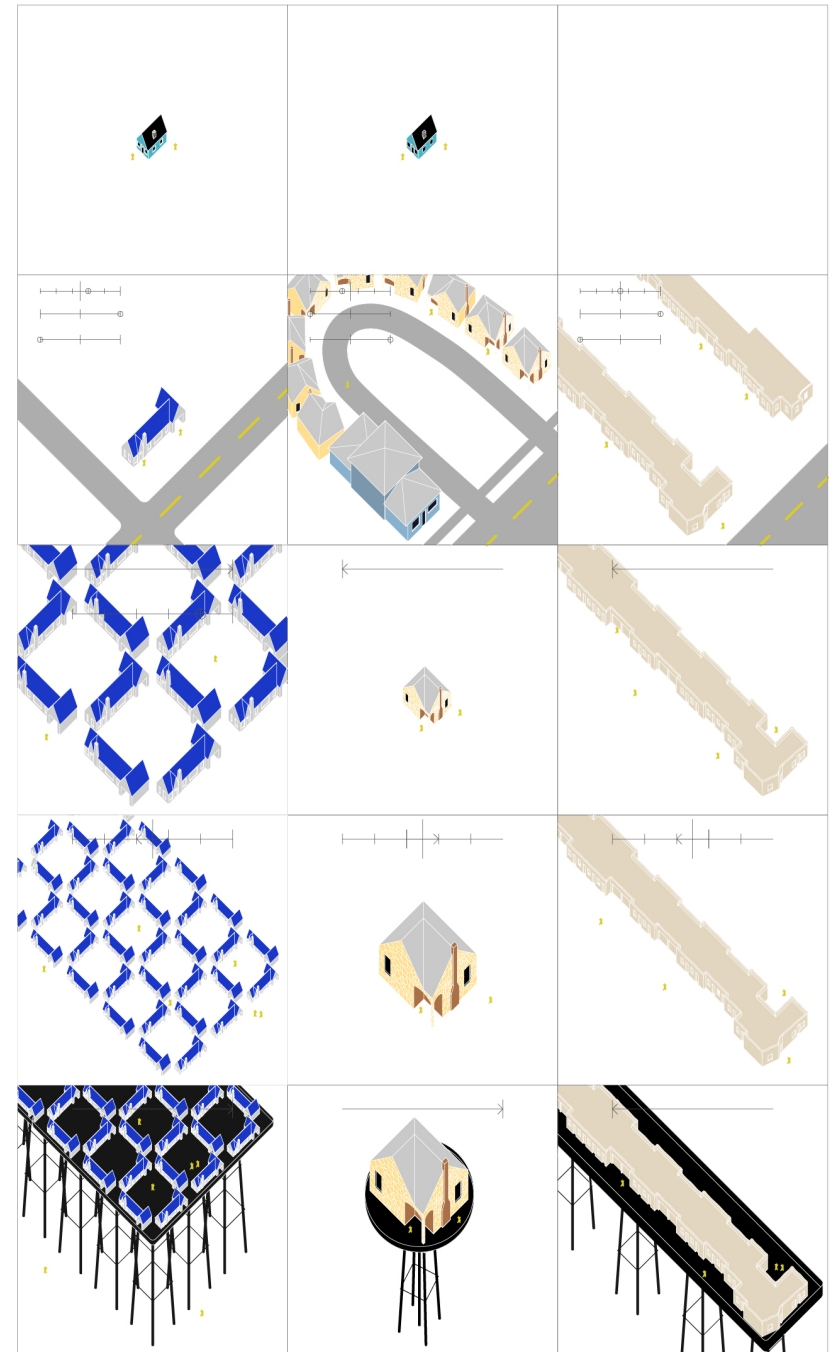
## Chapter 4

Standard Oil Gas Station, Odell, IL.  
 CONOCO Station (U Drop Inn), Shamrock, TX.  
 McDonald's, Upland, CA.



## Alternate Americanisms: The Game - Take 3

Phillip's 66 Station #473, Tulsa, OK.  
 Historic Rock Fountain Court, Springfield, MO.  
 El Vado Motel, Albuquerque, NM.

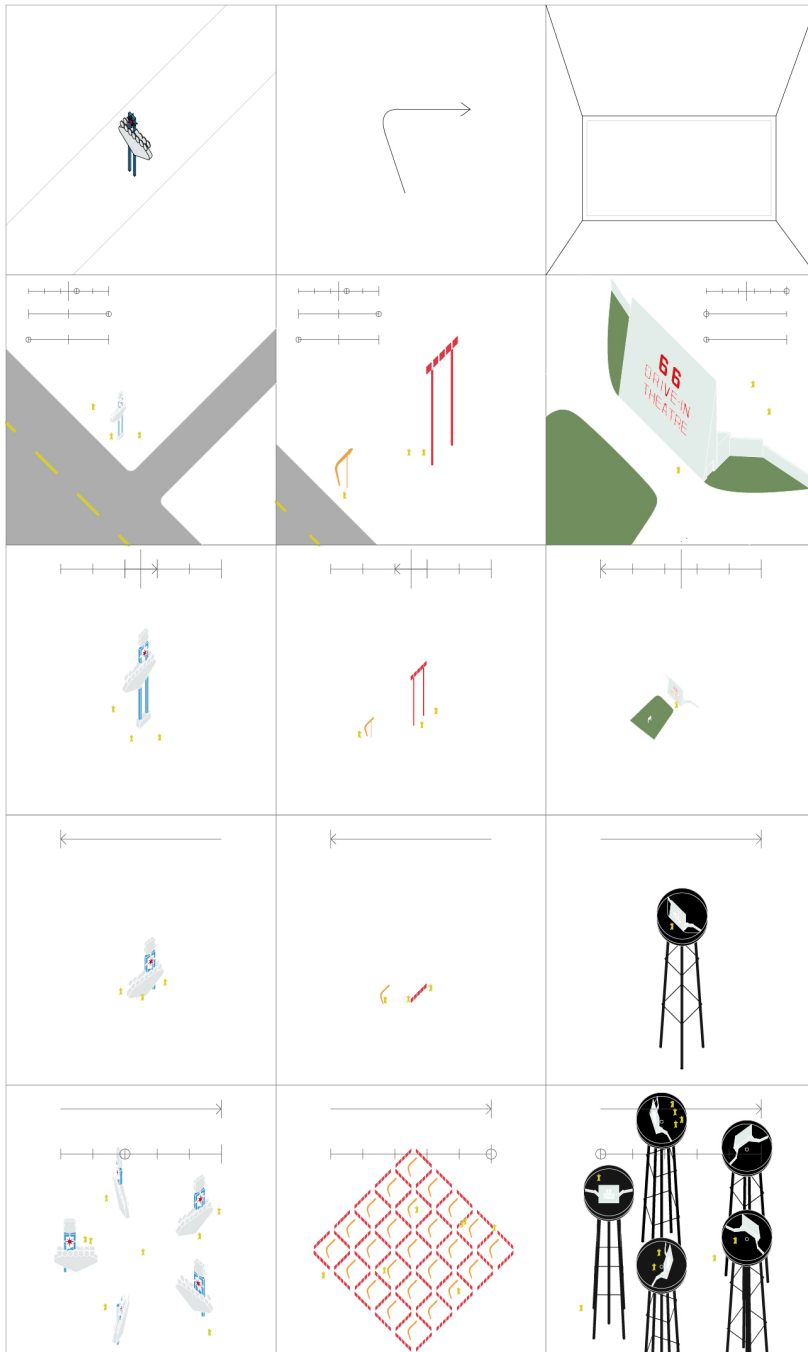


## Chapter 4

Welcome to McCook Sign,  
McCook, IL.

Munger Moss Motel,  
Lebanon, MO.

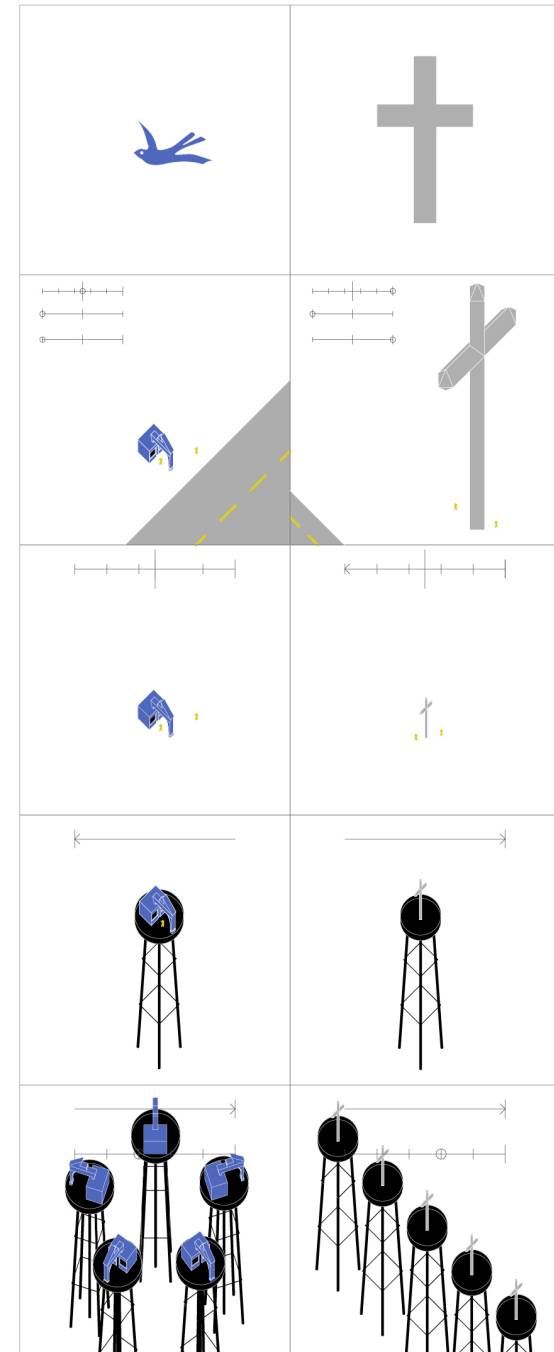
66 Drive In Theatre,  
Carthage, MO.



## Alternate Americanisms: The Game - Take 3

Blue Swallow Motel,  
Tucumcari, NM.

Biggest Cross in Texas,  
Groom, TX.



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Architecture is actively crafting reality, culture, and identity. It is simultaneously constructed from and constructing meaning. Route 66 exists as an American invention, ruin, and manifestation of American Identity. The objects on the route sit innocently on the landscape, covering their complex histories and power networks that lead back to the dominant government administration.

*Alternate Americanisms* shows the agency of architectural objects in creating new realities, identities, and histories.

The game explores how every single decision changes the entire built landscape. It reflects and translates alternate histories to project alternate versions. It examines the relationship between meaning and architecture, identity and the built environment. It tells the history of objects in the built landscape and allows for understanding and speculation. Each game plays out differently, and parallels the frameworks of our reality to create endless

*Alternate Americanisms.*

