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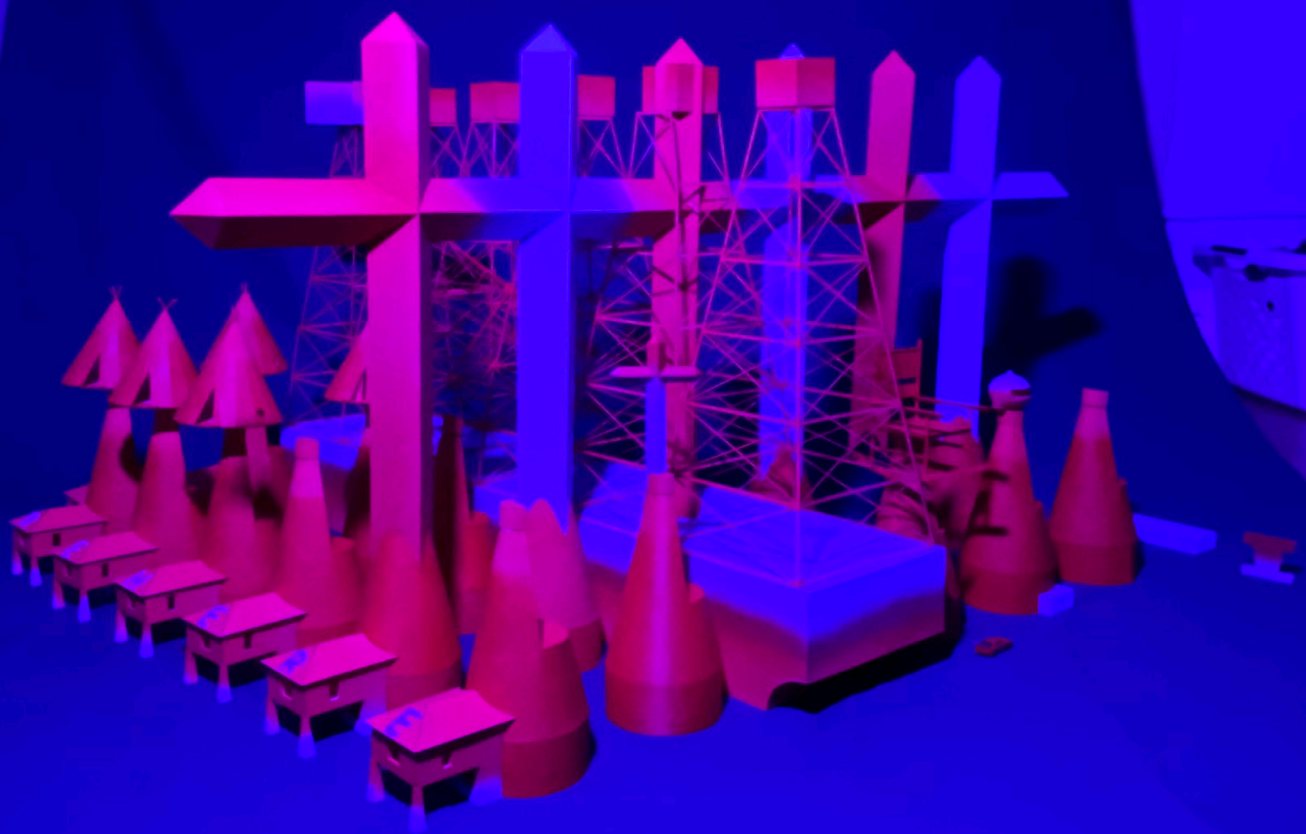


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ALTERNATE AMERICANISMS

Ella Arne


Thesis Document
Spring 2020

Thesis Advisors Matthew Celmer & Abingo Wu

Special thanks to Jacob Garcia, Hao Zheng, Jonathan Pang, and Paige Burke.

This project investigates the circular influence of architecture, meaning, and place across the built American landscape of Route 66. It focusses on the route as a uniquely American invention, reflection, and now obsolete piece of cultural infrastructure.

contents

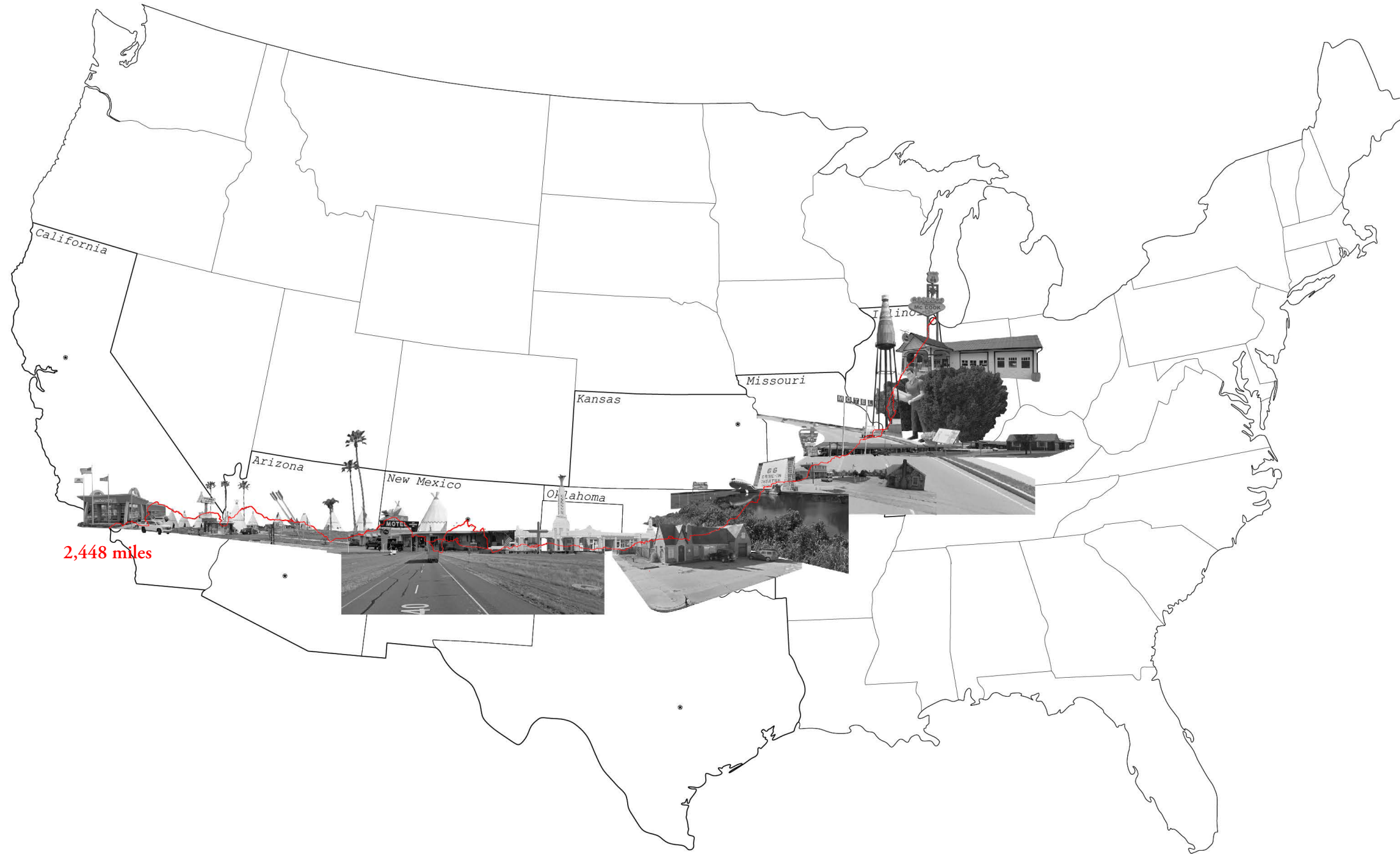


chapter 1	<i>the beginnings</i> pg. 4-13
chapter 2	<i>route research</i> pg. 14-19
chapter 3	<i>tracing histories</i> pg. 20-59
chapter 4	<i>playing</i> pg. 60-69
chapter 5	<i>constructing</i> pg. 70-77
chapter 5	<i>alternate americanisms</i> TM pg. 78-95

chapter 1

THE BEGINNINGS

This Route was established in 1926 as the most direct route from Chicago to LA. In those times it existed as a route to the “New Frontier” the “Wild West” and came to embody the freedom of the open road. Today it becomes a site to reflect on the American landscape.



Route 66 is “mediating the collective memory of roadside Americana as a linear museum.”
Wood, *Two Roads Diverge: Route 66, “Route 66,” and the Mediation of American Ruin.*

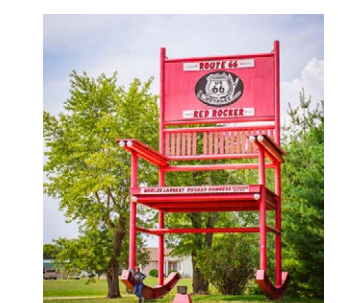
US 66

The route produces realities which bring in to question the relationship between meaning and architecture. It has become a physical manifestation of mediated identities that's simultaneously constructed from and in turn constructing identity. Architectural 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 shows the agency of architectural objects in crafting our realities, histories, and collective identities.

The route contains objects of similar necessities (motels, gas stations, attractions, etc.) delivered in more extreme, exoticized ways through form, signage, and objects. They break up the monotony of the road with spectacles differentiating *this place* from *that place*. They represent an America built on pseudo-events¹. That which expects ever more illusions and fantasy, 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 that ushered in scenic spectacles along American landscapes. The sites capitalize on "natural" or constructed novelty to sometimes overwrite culture and history in favor of exotic fantasies². In some cases they present romanticized, idealized versions of the past that conflate the American landscape into an iconographic self-referential image³, the places become meaningful because they say they are and become repeated and believed to be. In other ways they celebrate everyday objects to give a visual and physical

“Road narratives do not depict Route 66 so much as they play an important role in creating it.”⁴

¹ Boorstin, Daniel. *The image: a guide to pseudo-events in America*. 1964. p 11.
² Tenneriello, Susan. *Spectacle Culture and American Identity 1815-1940*. 2013. p. 6.
³ Wood, A. *The Best Surprise Is No Surprise*: Architecture, Imagery, and Omnipopia Among American Mom-and-Pop Motels. 2005. p. 407
⁴ Nodelman, Reading Route 66. 2007, pg. 165.
⁵ Ibid., pg. 165.



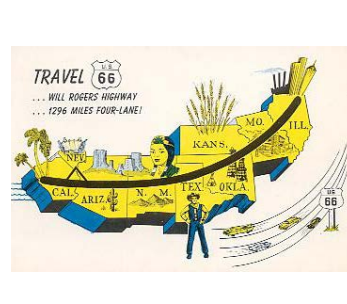
The built environment determines much of history through physical reality. The sites preserved today are owned by those who have vested interests in them physically, economically, historically, or culturally. Oil, cars, and road infrastructure continue to define an auto-centric culture as people become 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.

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

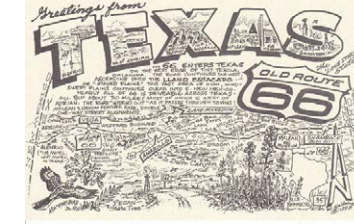
Alternate Americanisms.

“We cannot separate Route 66’s physical and imaginative dimensions, as all such highways are fields of relations that only exist to the extent to which they narrate and are in turn repeatedly narrated.”⁷⁵

OKLAHOMA



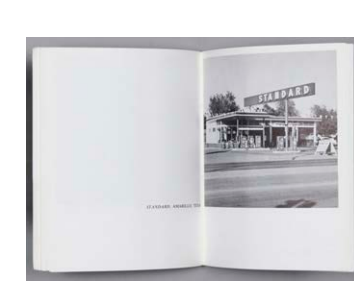
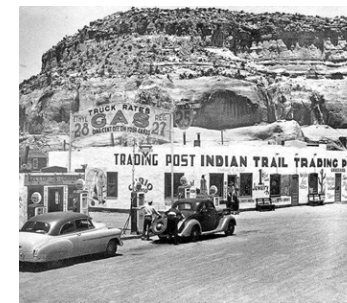
TEXAS



NEW MEXICO



ARIZONA



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?

statement

Objects on Route 66 are the protagonists in crafting realities, identities, and narratives of the American landscape. They are simultaneously constructed from and constructing meaning.

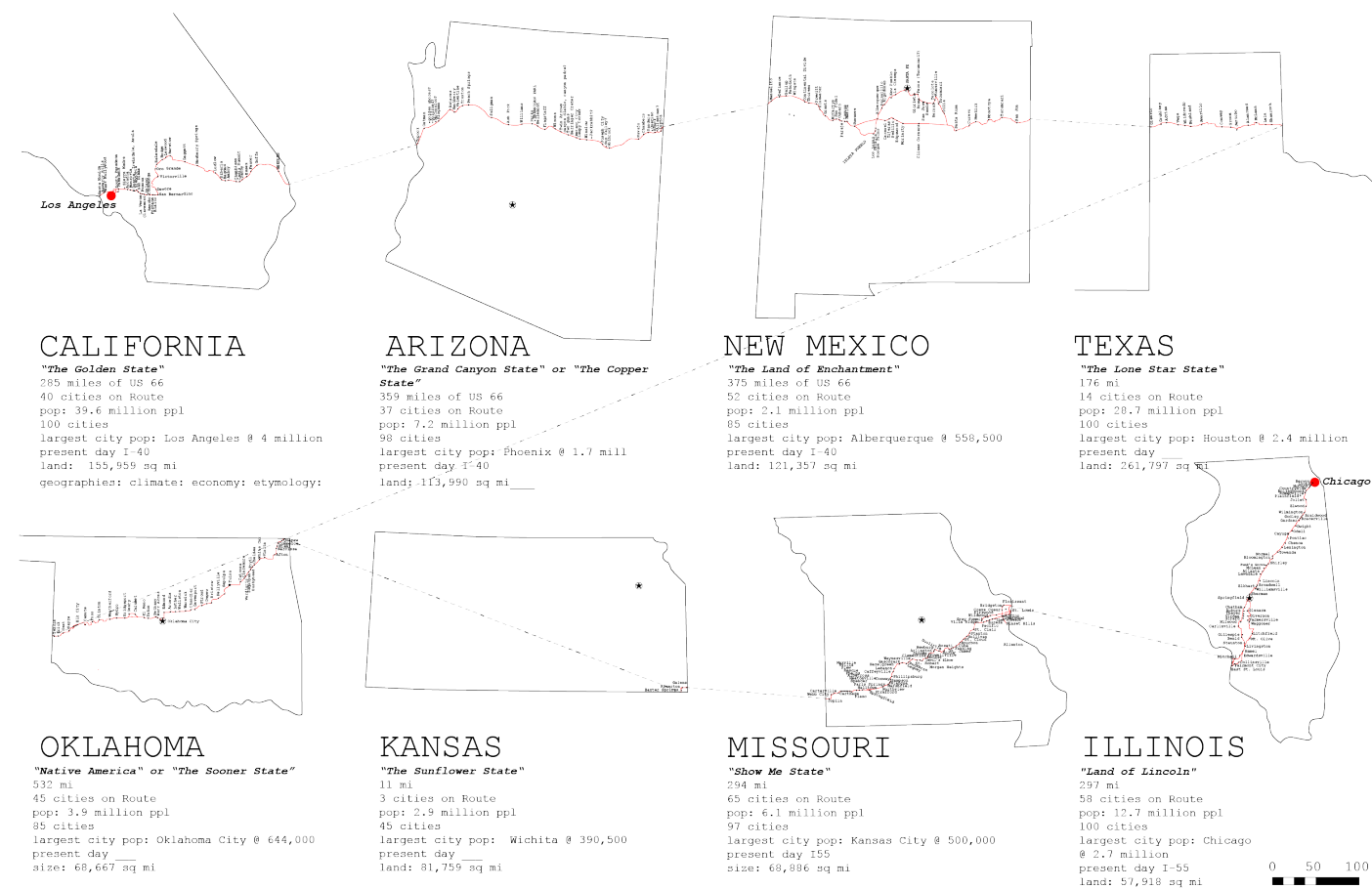
chapter 2

ROUTE RESEARCH

The route was cataloged from its “starting” point in Chicago IL to its “end” in Santa Monica, CA. A linear sequence through eight states with a variety of landscapes, climates, and regions. Its linear sequence strings together pieces of the American landscape to create one uniquely “American” experience.



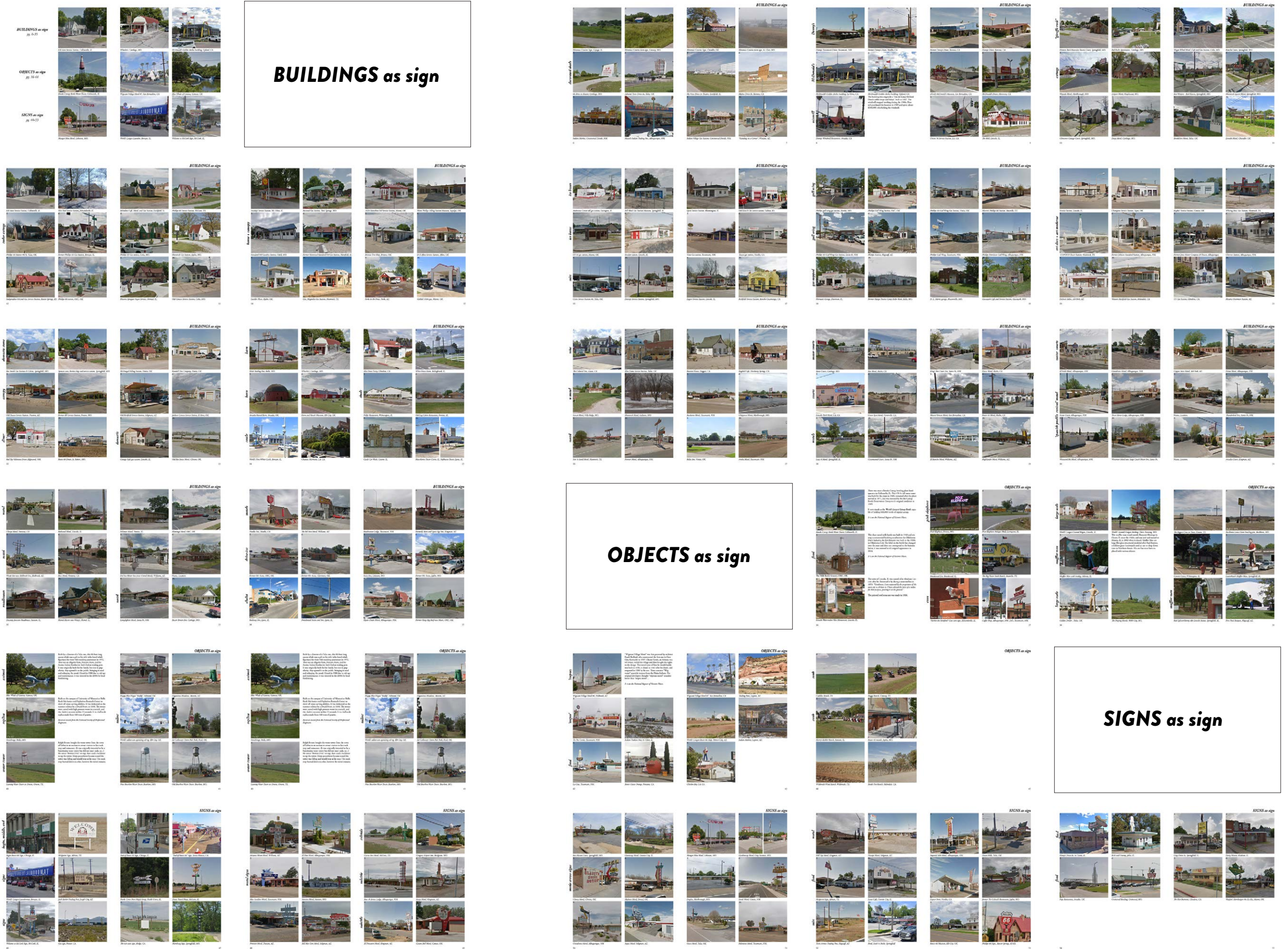
0 50 100 mi



0 50 100 mi

catalog

All Architectural objects are signs which signify meaning to someone through systems of interpreted relationships. A majority of the objects on the route today were cataloged and organized by signifying their meaning as a building, object, or sign. Other emerging signifiers come from the character of some of the objects catalogued. Character which evokes sensation, associations, produces a specific space or time, or suggests meaning through form.



typologies

building as sign.

tudor cottage gas



x 12

stepped gas



x 4

giraffe rock style motel



x 4

bar motel + l motel



x 10

house + canopy gas



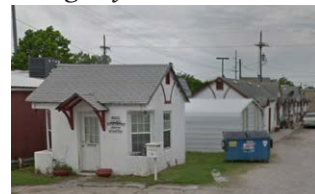
x 14

barn



x 6

cottage style motel



x 8

u motel



x 11

ice box gas



x 12

hybrid/misc



x 9

motor courts



x 13

swiss + chalet style motels



x 8

gull wing gas



x 8

(former +) Denny's



x 5

diners



x 4

roadhouses



x 4

art deco + moderne gas



x 12

(historic) McDonald's



x 4

'spanish pueblo revival'



x 8

drive-ins



x 4

domestic stone



x 4

windmill



x 3

castle



x 4

decorated sheds



x 8

object as sign.

food



x 4

world's largest + tallest + sunk



x 8

largest

x 2

tallest

x 6

sunk

animal



x 8

muffler men



x 6

water tower



x 4

'teepees'



x 7

sign as sign.

food



x 8

misc 3d sign motel



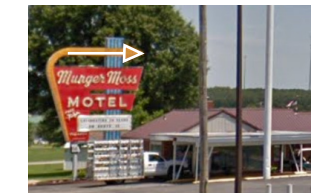
x 6

signs of signs + letters only



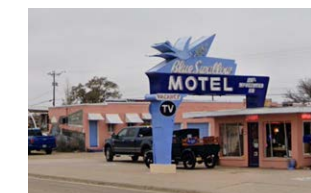
x 15

arrows



x 20

western theme motel



x 7

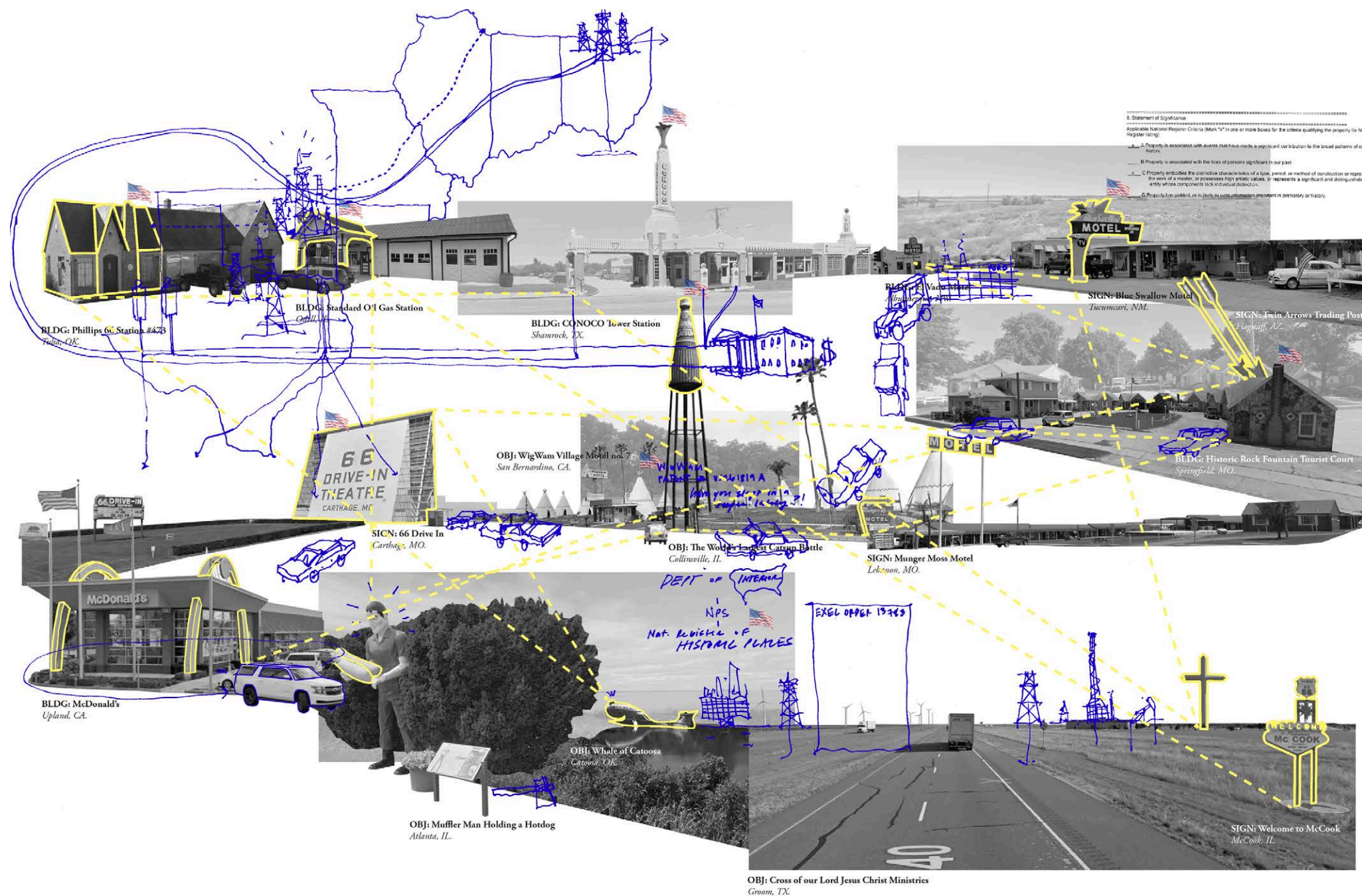
barns



x 4

chapter 3

TRACING HISTORIES

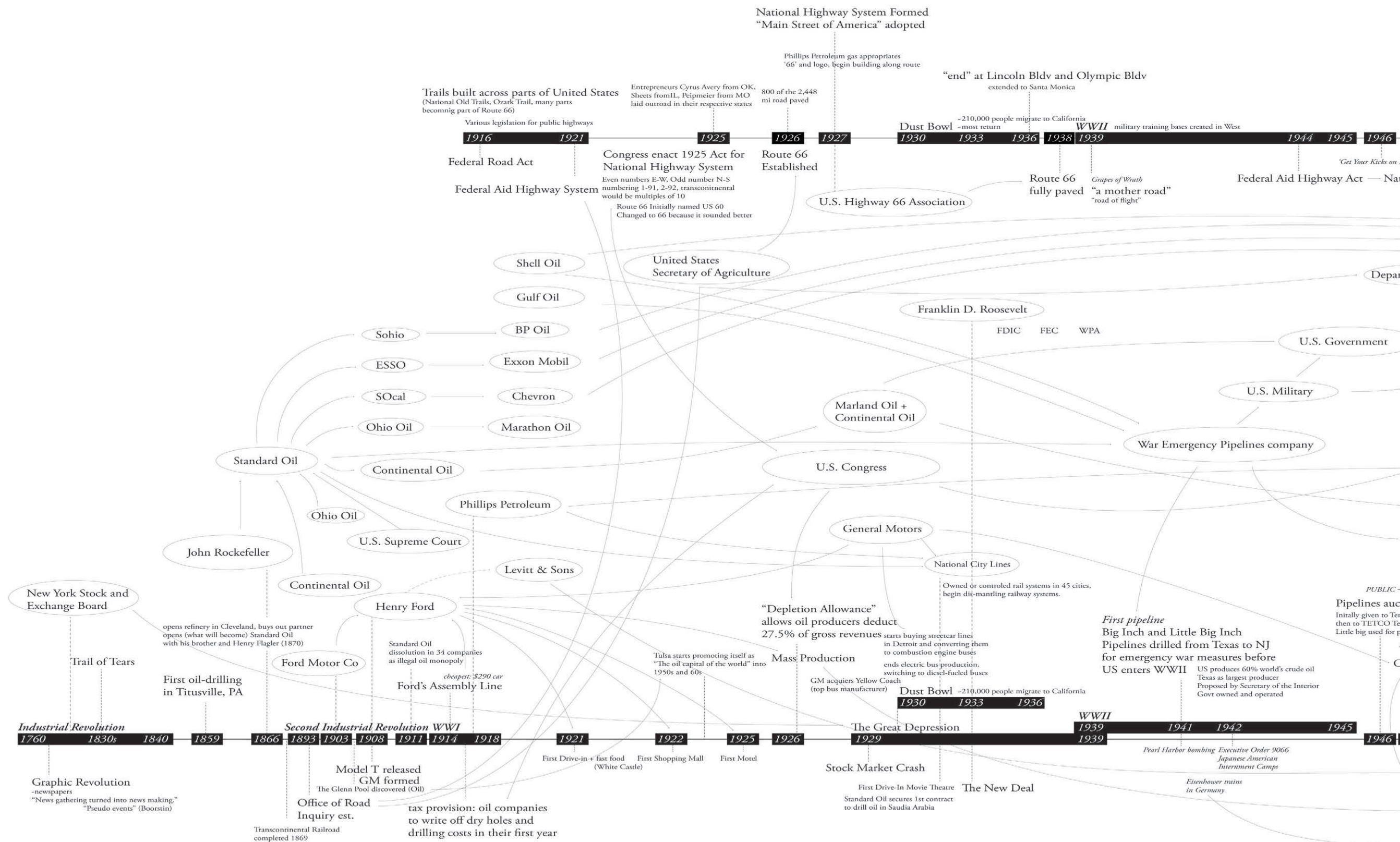


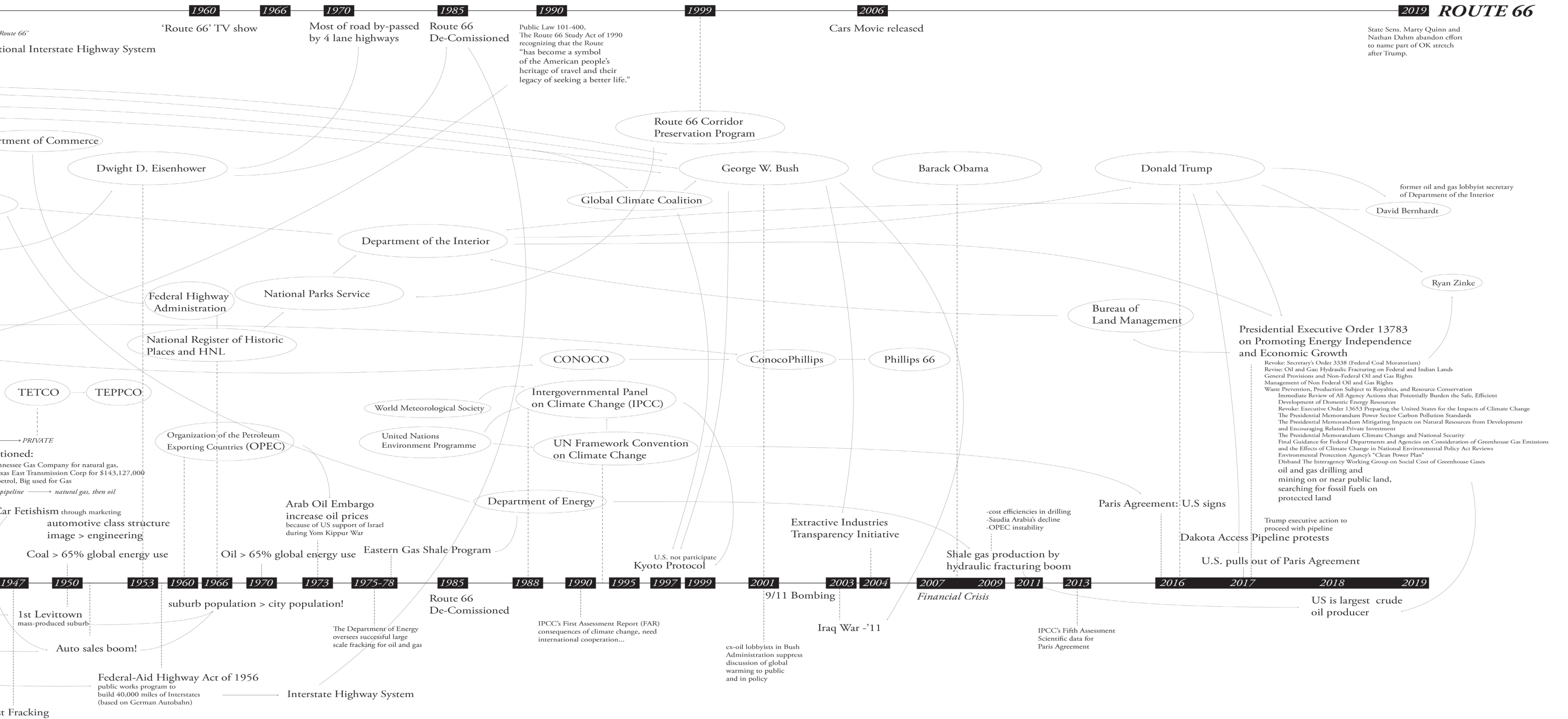
“It is in fact possible to retrace an evocative story of power and conflict in the making of the American nation while travelling along 66.”
Nodelman, *Reading Route 66*, pg. 173.

catalog

The sites preserved today are owned by those who have vested interests in them economically, physically, historically, or culturally. A majority of events and actors trace back to the rise of oil powers and popularity of the car. The route reached its cultural peak in postwar 40s, 50s, and into the 60s because of the intensified mass consumer culture following the war, and the auto boom of the early 20th century, which helped spread the population from the city to the suburbs. American car culture was both a result of and propagator of the rising oil powers of the 20th century. The route's demise leads back to Eisenhower's Federal-Aid Highway Act which built 40,000 miles of Interstates, bypassing the route and leading to its decommission in 1985. In the late 90s historic preservation programs, began to preserve the sites they deemed significant to American history.

Who are these sites being preserved for? How can we investigate the built American landscape of Route 66 to understand the construction of American identity?





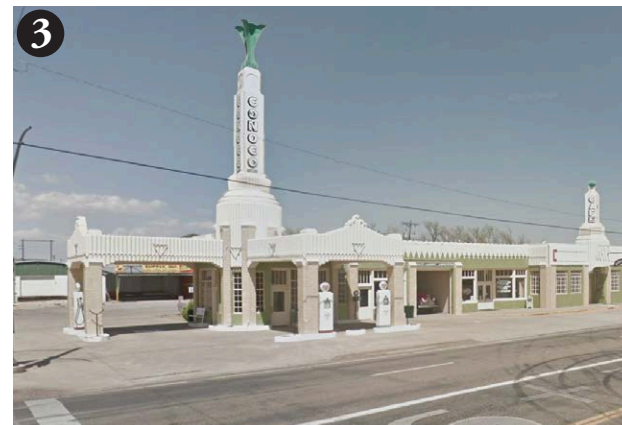
16 objects on the route were selected as key players. They appear chronologically starting from the 1930s-2010s.



Phillips 66 Station #473, Tulsa, OK.



Standard Oil Gas Station, Odell, IL.



CONOCO Station, Shamrock, TX.



El Vado Motel, Albuquerque, NM.



Blue Swallow Motel, Tucumcari, NM.



Twin Arrows Trading Post, Flagstaff, AZ.



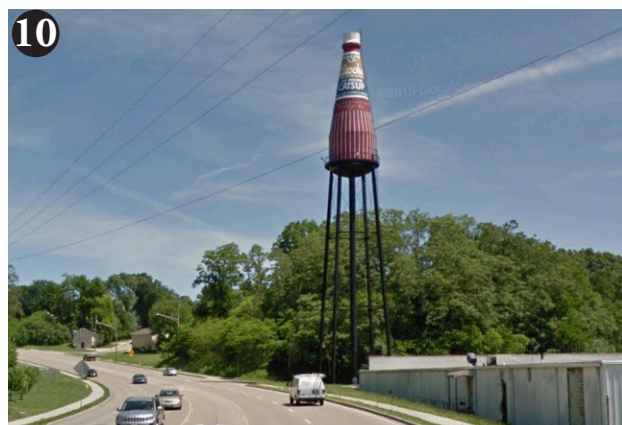
Rock Fountain Court, Springfield, MO.



Munger Moss Motel, Lebanon, MO.



Wigwam Motel 7, San Bernadino, CA.



Catsup Water Tower, Collinsville, IL.



66 drive-in theater, Carthage, MO.



McDonald's golden arches, Upland, CA.



Muffler Man with hotdog, Atlanta, IL.



Blue Whale of Catoosa, Catoosa, OK.



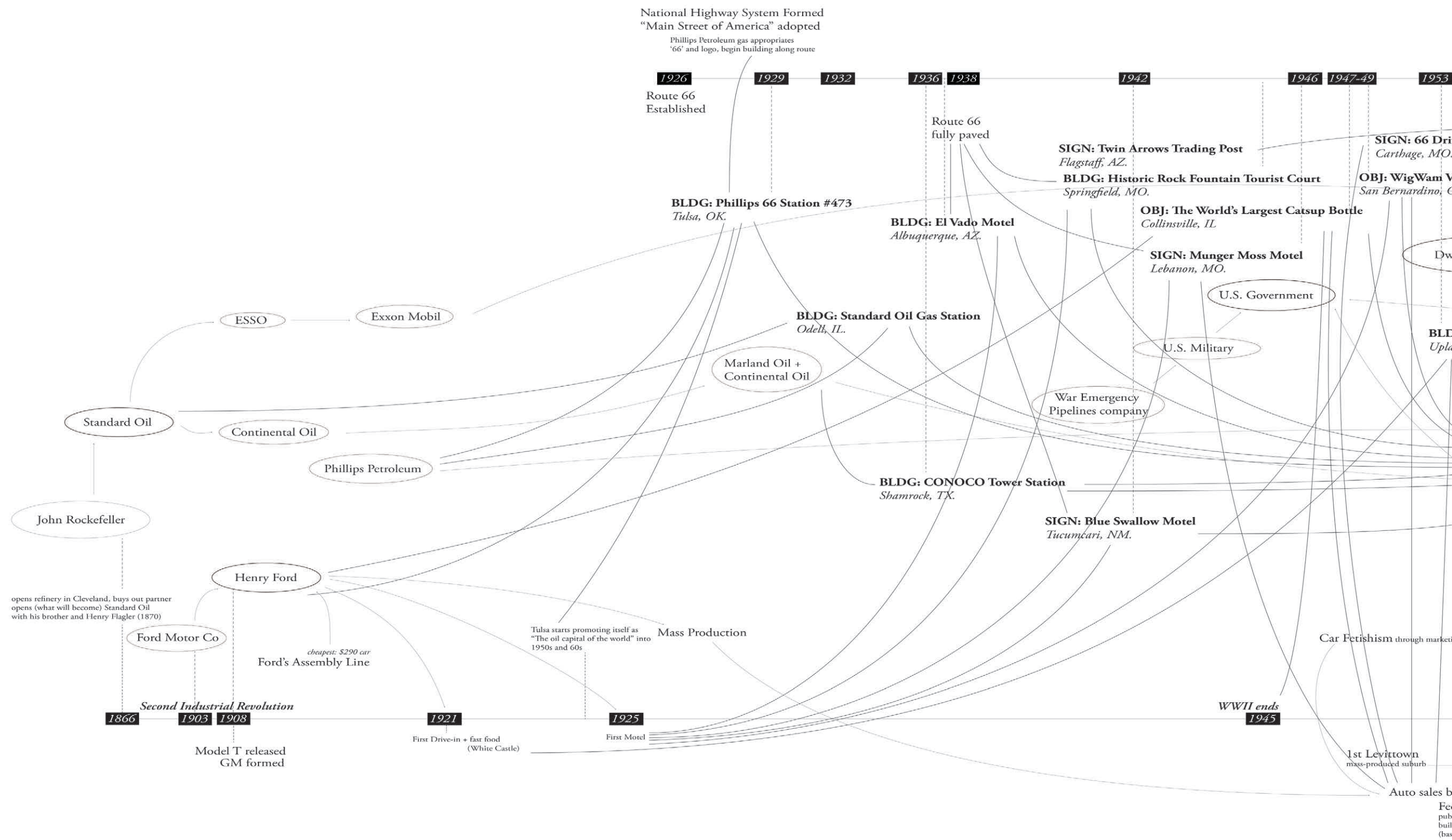
The Biggest Cross in Texas, Groom, TX.

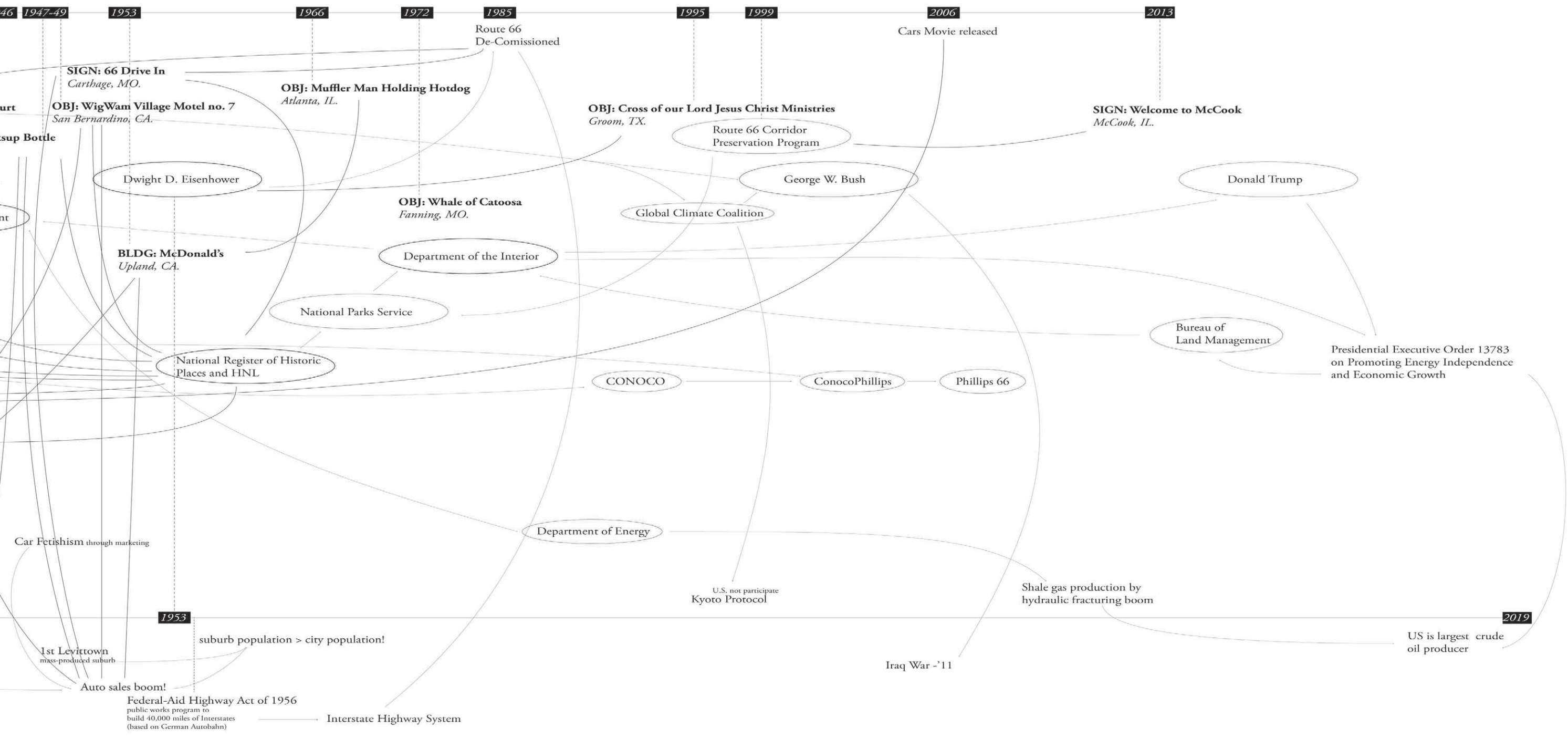


Welcome to McCook Sign, McCook, IL.

The histories of these seemingly innocent objects were traced to find that their main interest groups were oil, cars, and US gov administration. The capitalist agenda of oil powers, incentivized by the government, created an America that saw cars at the center of national identity. In looking at the preservation aspect, the National Register of Historic Places, responsible for preserving property deemed significant to American history is under the Department of the Interior.

Who's deciding what America to preserve?







Phillips 66 Station #473
Tulsa, OK.

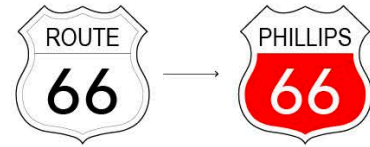


Standard Oil Gasoline Station
Odell, IL.

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!"

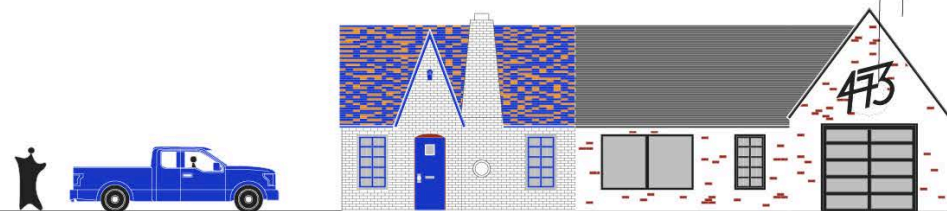


garage service bays
added in late 30s

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

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

"This is the America
we are proud of."





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.*



*Blue Swallow Motel
Tucumcari, 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.”*

*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)*

*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, then name
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.*

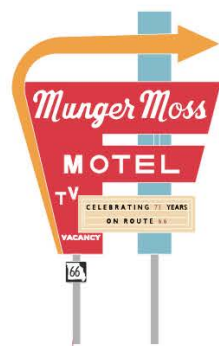


*Wigwam Village Motel no. 7
San Bernadino, CA.*

*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!”

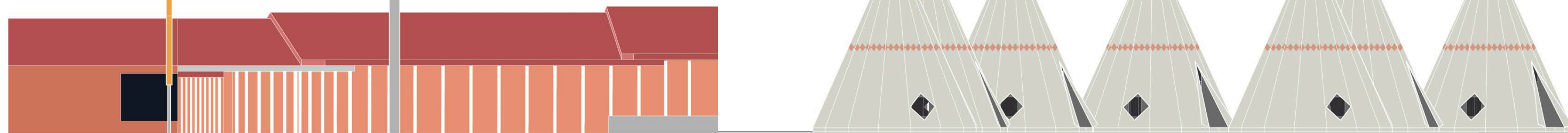
M O T E L



*typical cabins expanding
until overlapping*

*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.*

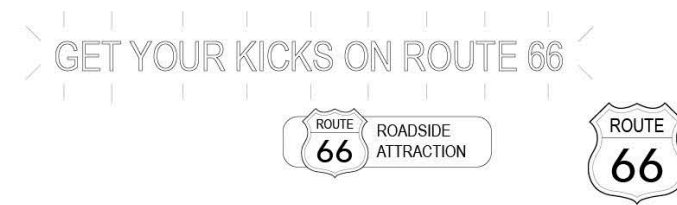
“Come experience part of American history!”



made of wood frame construction covered with stucco



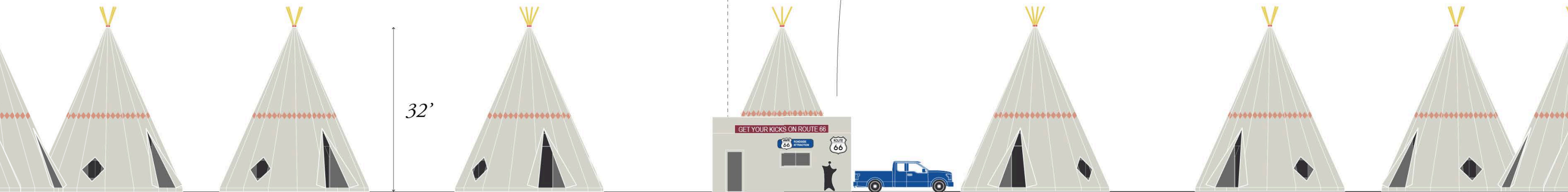
“Have you slept in a Wigwam lately?”



“We’re American!”

28'

32'

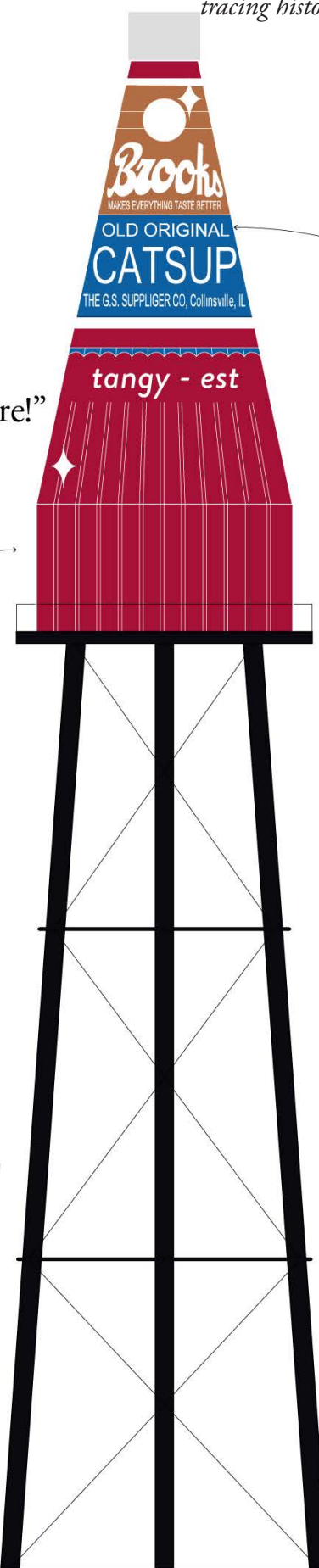




10
"I'm a ketchup bottle.
Ketchup is important here!"

tracing histories

Brooks Catsup Bottle Water Tower
Collinsville, IL.

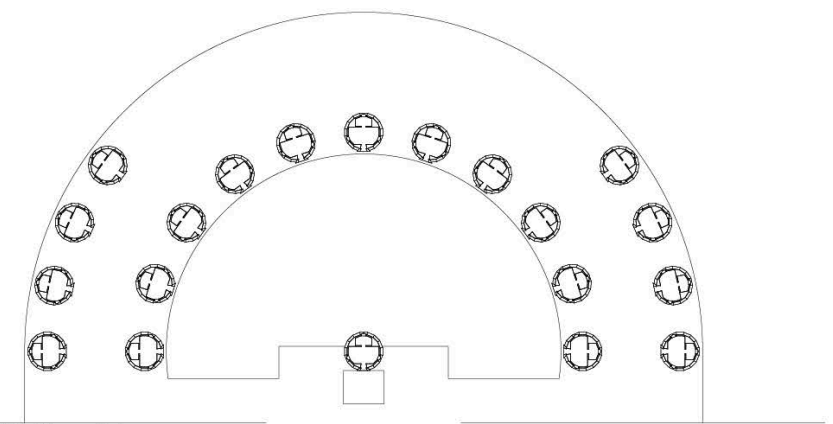


holds 640,000
(regular) bottles
worth of ketchup!

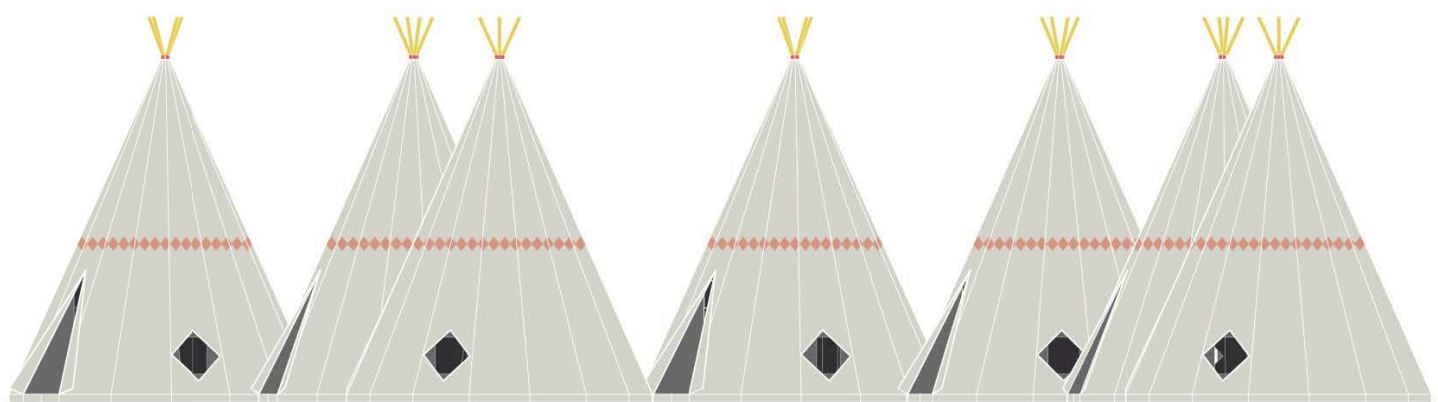
170'!

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



WigWam "Village" layout
"Authentic layout!"



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.*



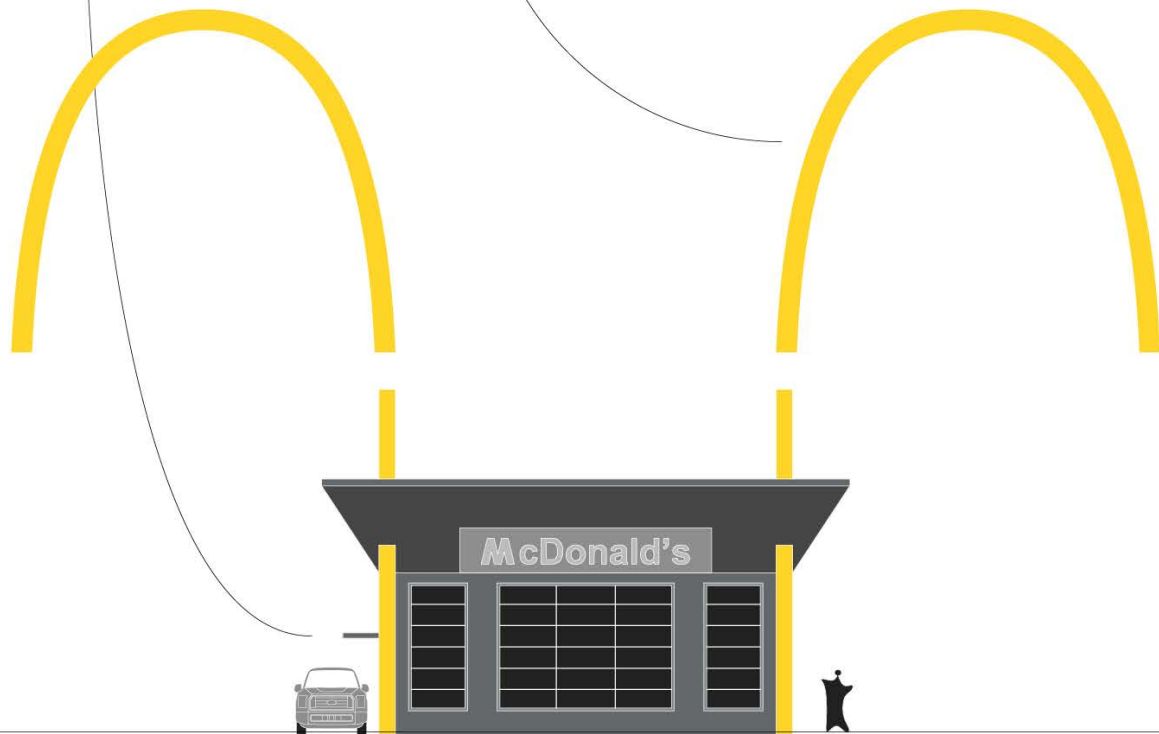
*Muffler Man with Hotdog
Atlanta, IL.*



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!"*





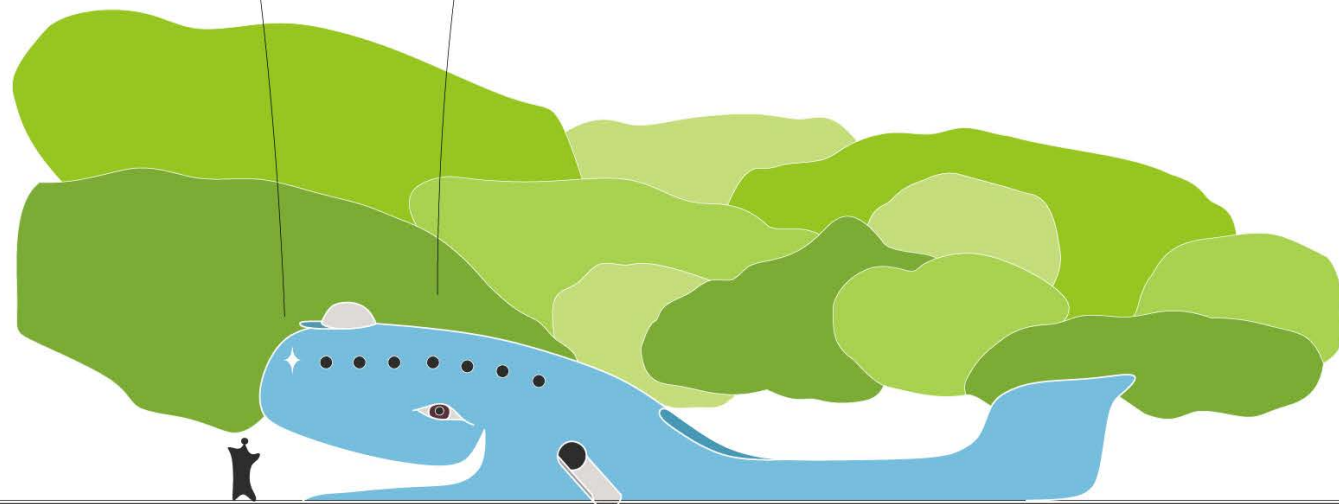
14

*Blue Whale of Catoosa
Catoosa, OK.*

*Originally private, however due to popularity it was opened to public, adding sand and an 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!"*

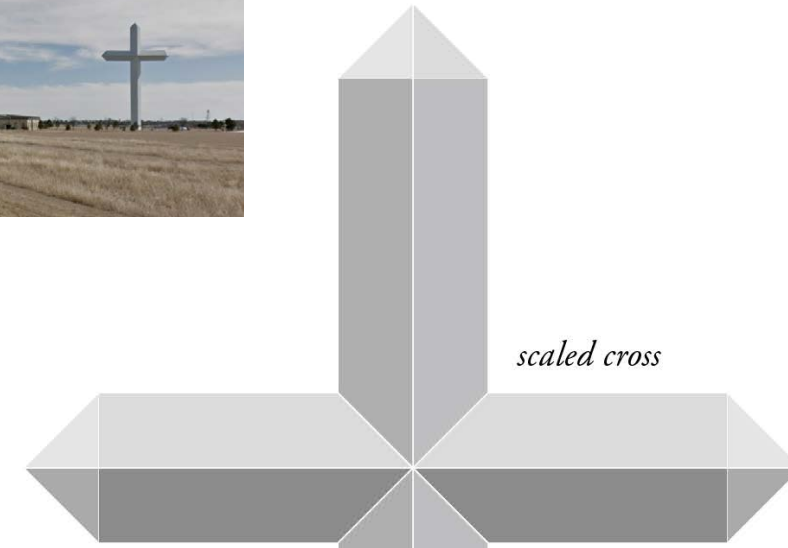
80'



15

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

scaled cross

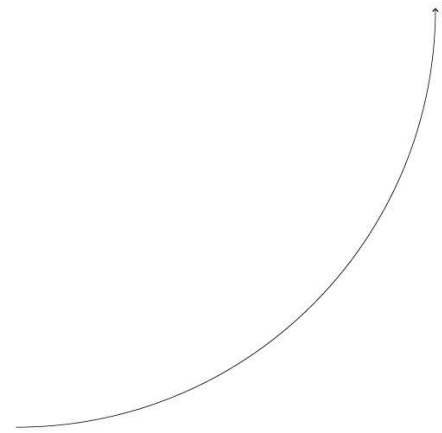


190'





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!"

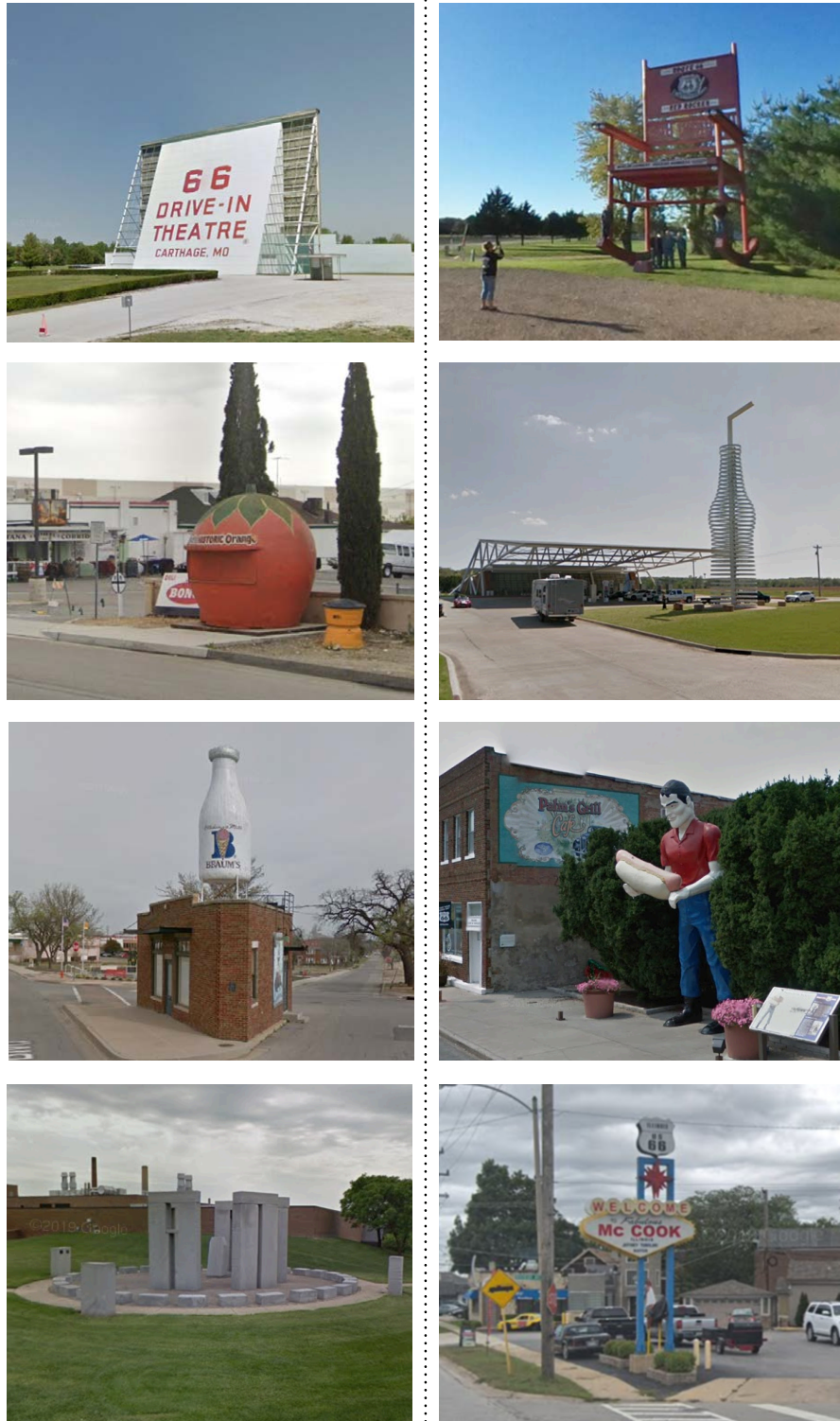


says Welcome on both sides...



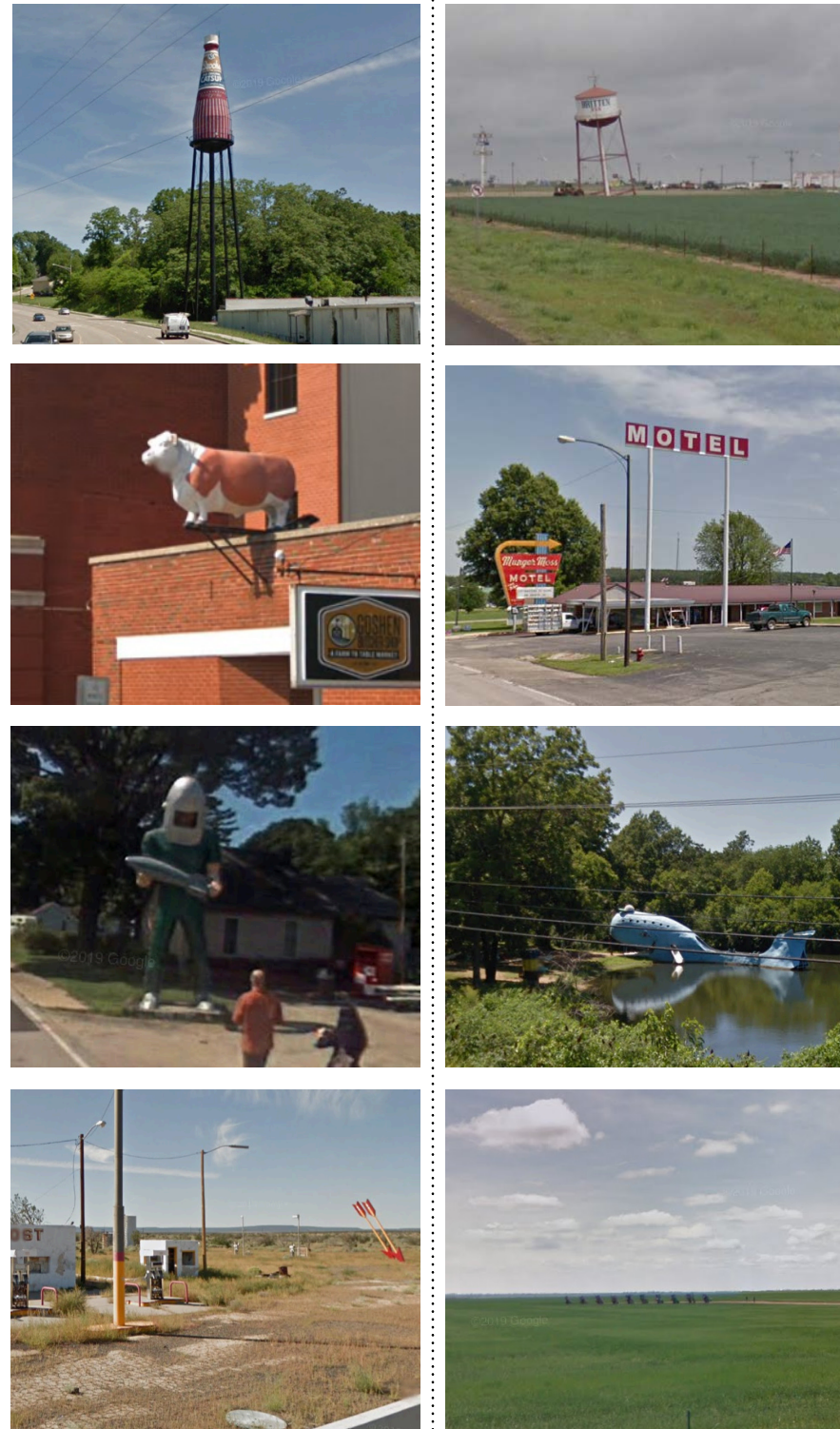
learning from route 66

gigantic



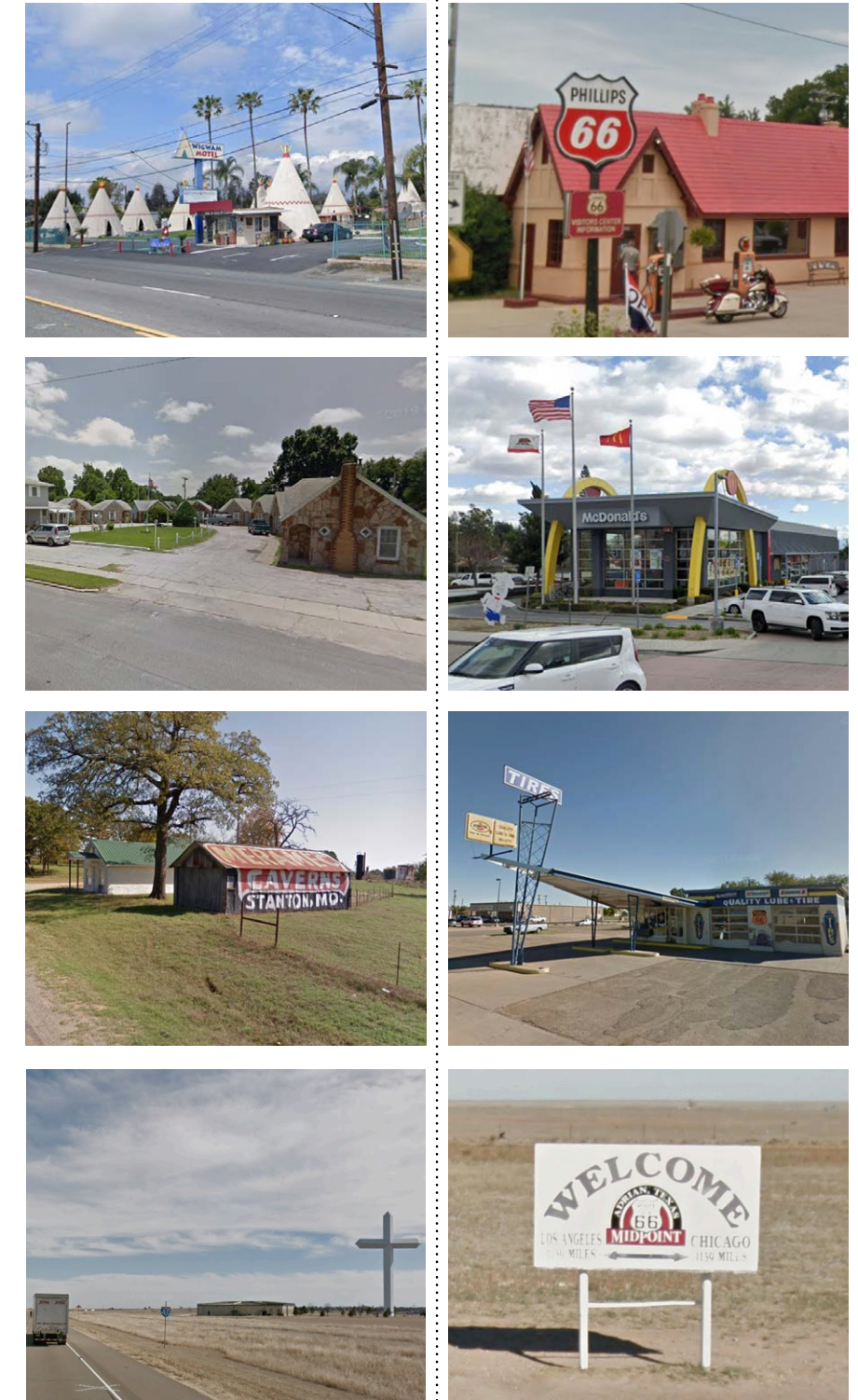
miniature

elevated



ground

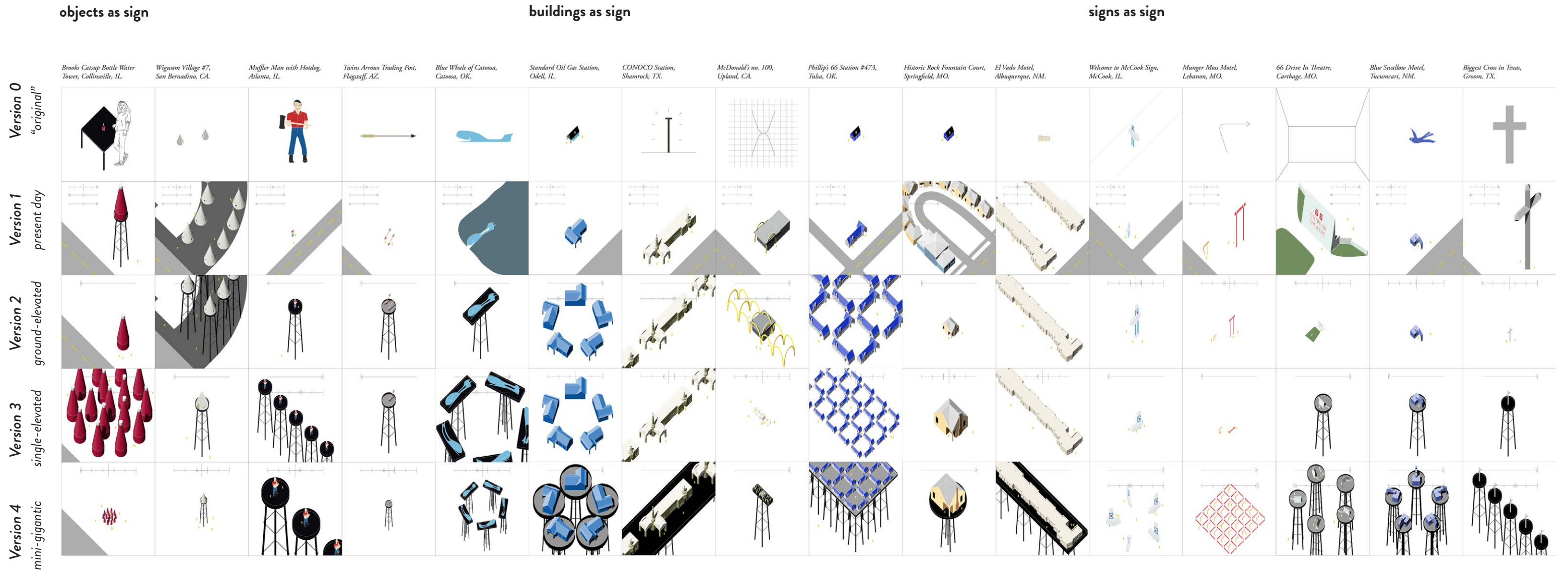
multiple



single

operation testing

These operations transform the 16 objects to heighten and understand the effect and meaning they produce. They become iterations, versions, translations of the originals, much the like the copying and simulating effect in the Route. Based on the way these objects exist on each spectrum today, the qualities are flipped.



chapter 4

PLAYING

Departing from the research, with an interest to simulate how architectural objects construct realities, narratives, and identities, the researched systems are used to make a game that would generate endless variations and Alternate Americanism objects.

A world with rules as idiosyncratic as those of Route 66 to transform architectures on the route in an Americanish place that plays out a new history each time. With architecture and meaning being closely tied to their historic contexts, the game allows us to alter historical timelines to create an alternate histories which can be traced in the architectural objects produced. The goal is to reveal the agency of architectural characters in actively crafting our environment through meaning, culture, and identity and speculates on ways we can operate within these Alternate Americanisms. A series of games were made to get at these questions:



“In play there is something “at play” which transcends the immediate needs of life and imparts meaning to the action. All play means something.” include?

Johann Huizinga, Homo Ludens

take 1

How does rearranging and recombining objects changes their meaning or the place they create?

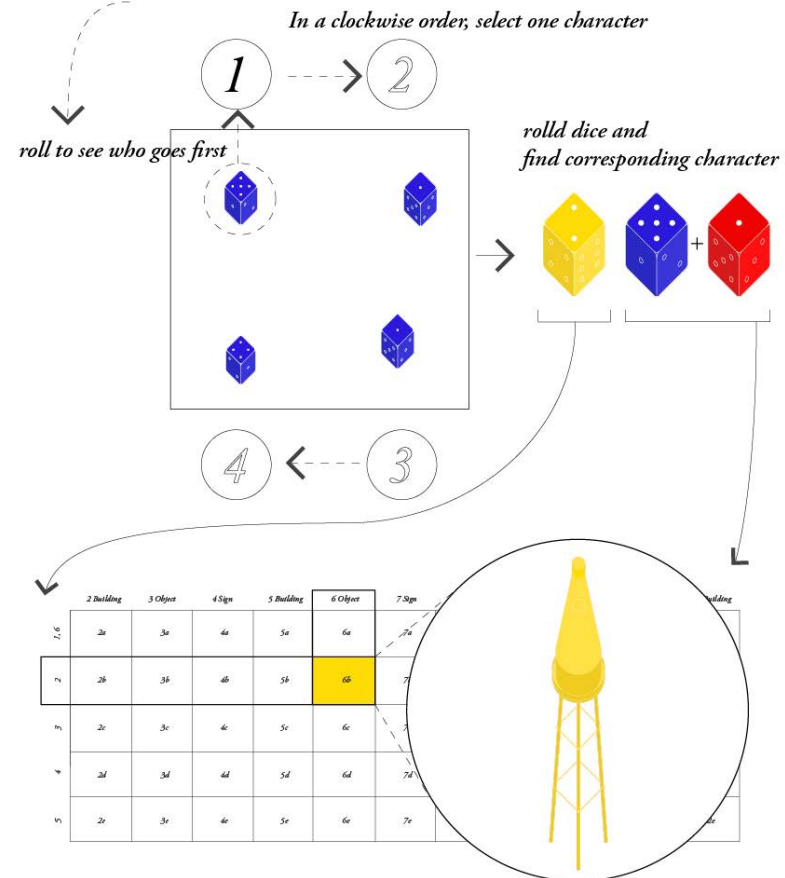


take 2

How can constructing landscape through tiles and characters be a way to both simulate and construct variation places?

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

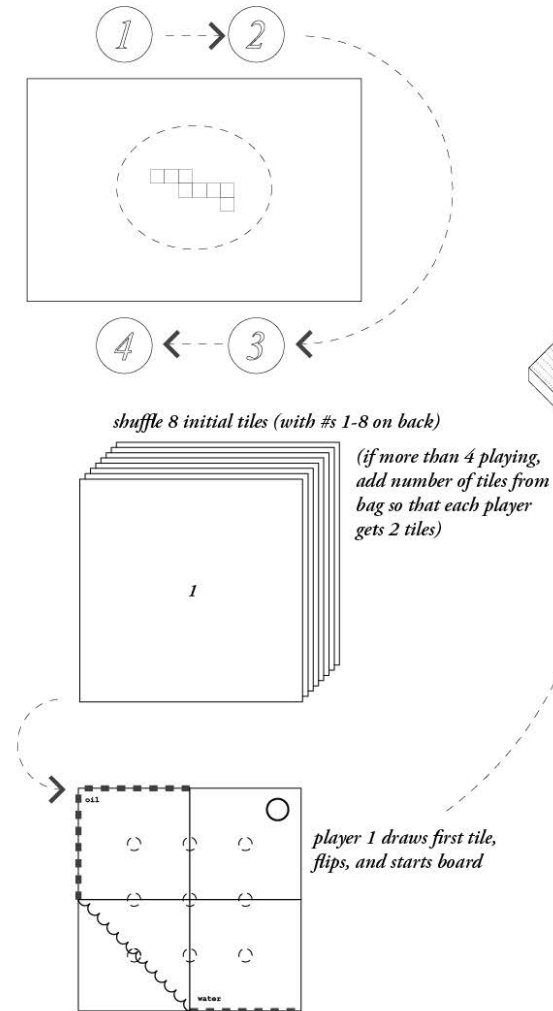
B. SET UP: select your characters (2 total)



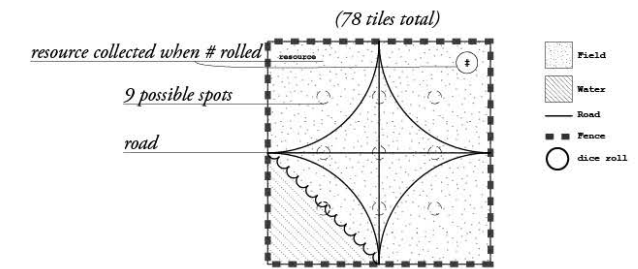
after last player selects first character, they select their second character and order reverses until everyone has 2 characters

C. PLAY: i) build initial road

Begin playing in a clockwise direction



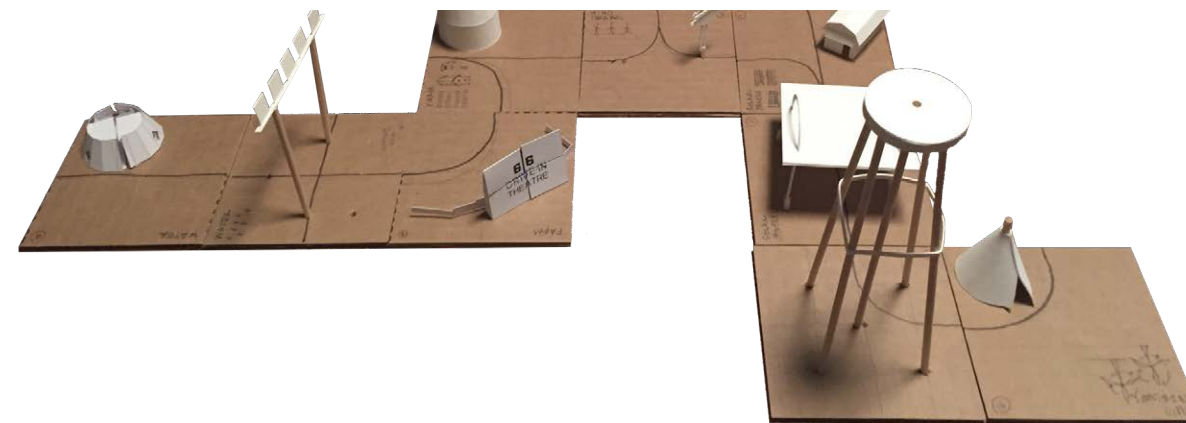
tiles with different landscapes and roads and resources

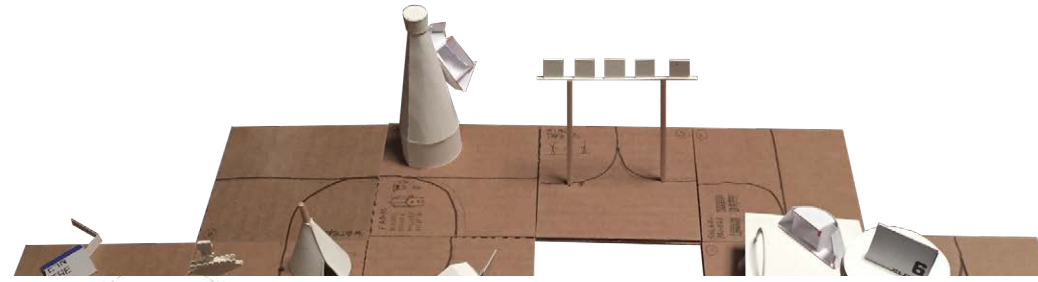


players construct board

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

color coded pieces

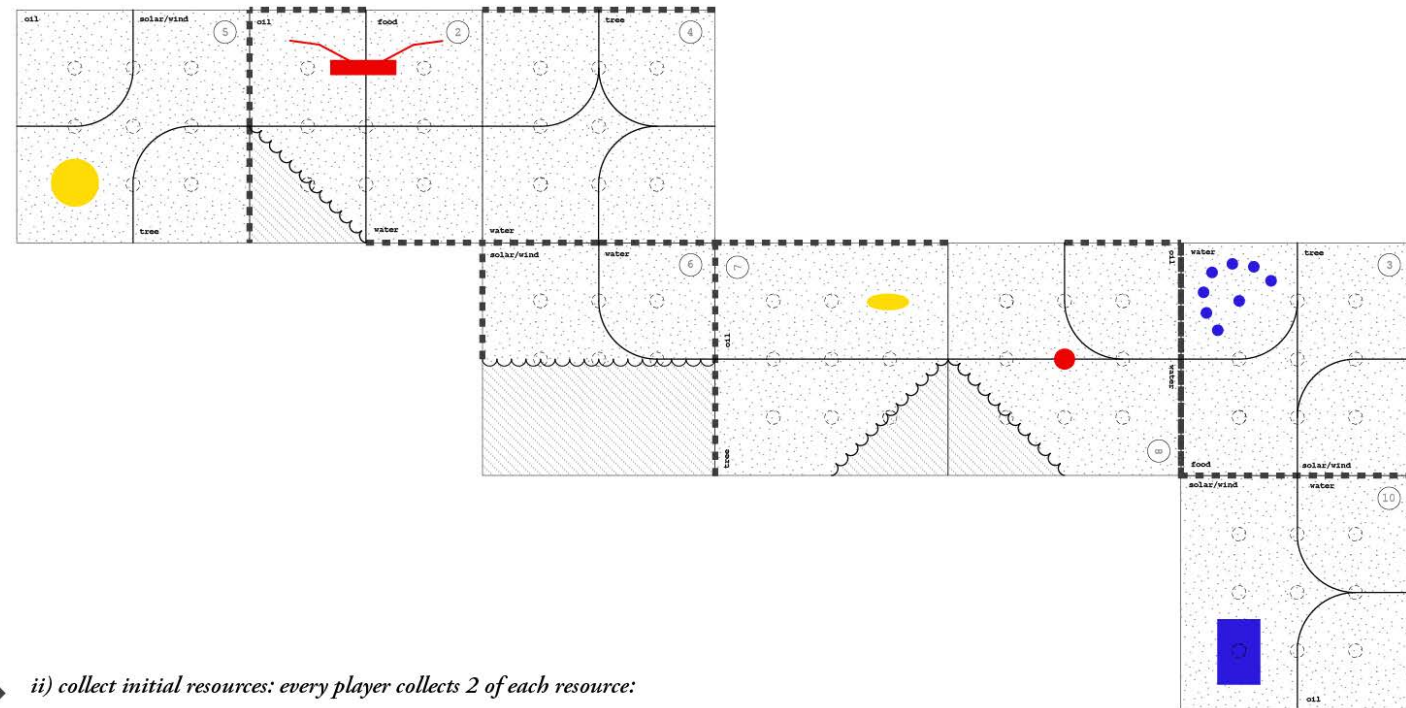
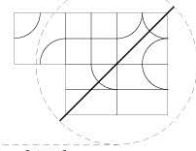




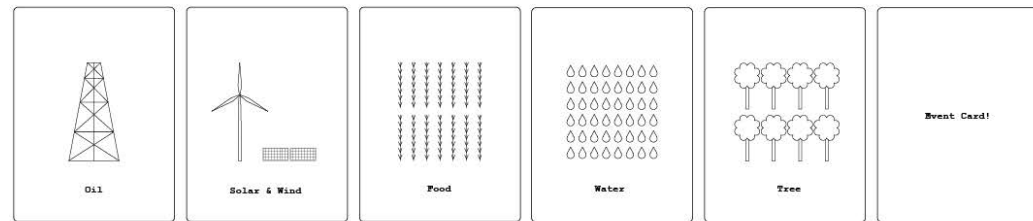
C. PLAY: i) build initial road

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:

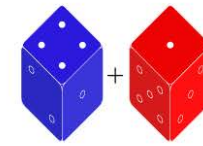


collect resources and build the landscape

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

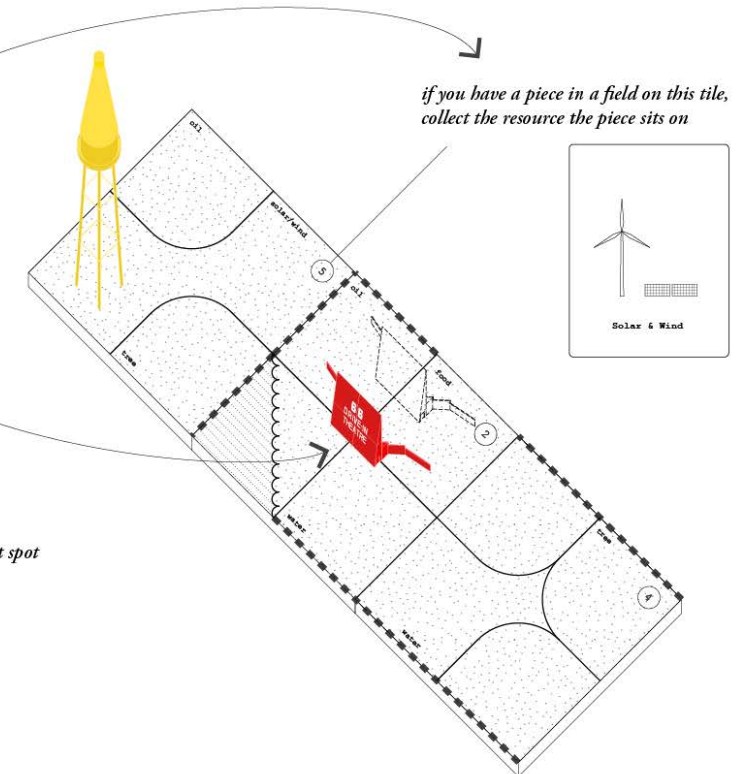


add pieces = x2 of any resource --- then add piece to your character

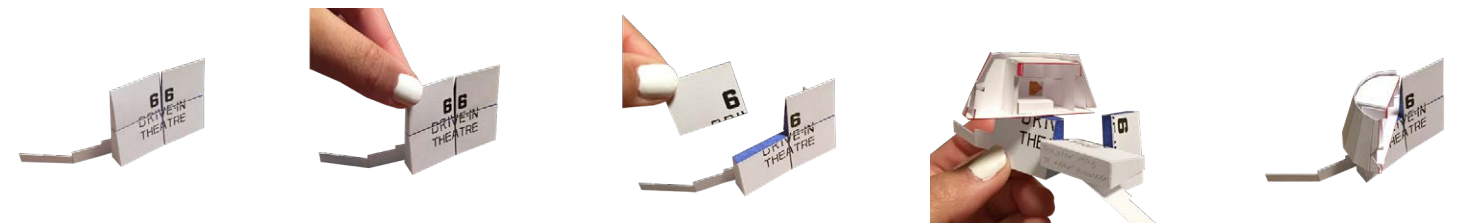
stealing a piece from another player

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

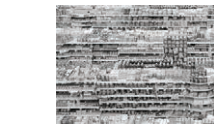


pieces recombine



take 3

How can historical events and outcomes be translated to affect the entire board?



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



PEANUT
 _National Peanut Service
 _National Rescued
 _Historic Peanuts
 _Reese's 66 Cups



CORN
 _Fritolay
 _Henry Frito



SYRUP
 _United Syrup Group
 _United Syrup
 _Manufacturers



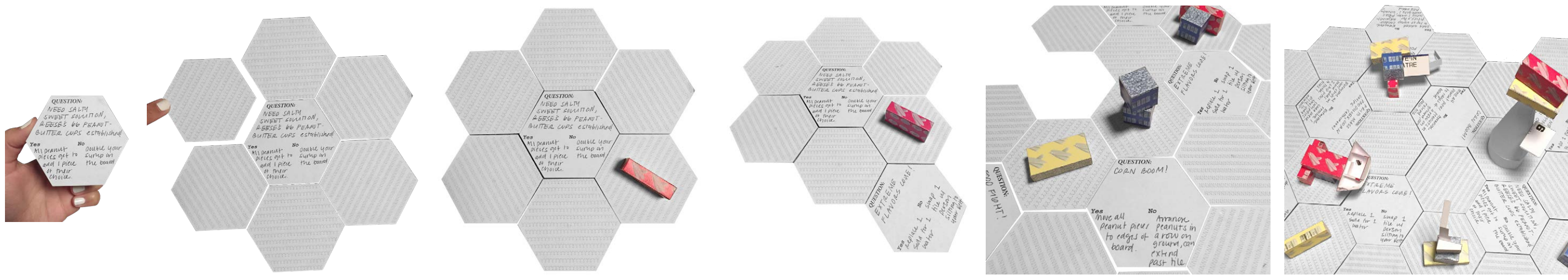
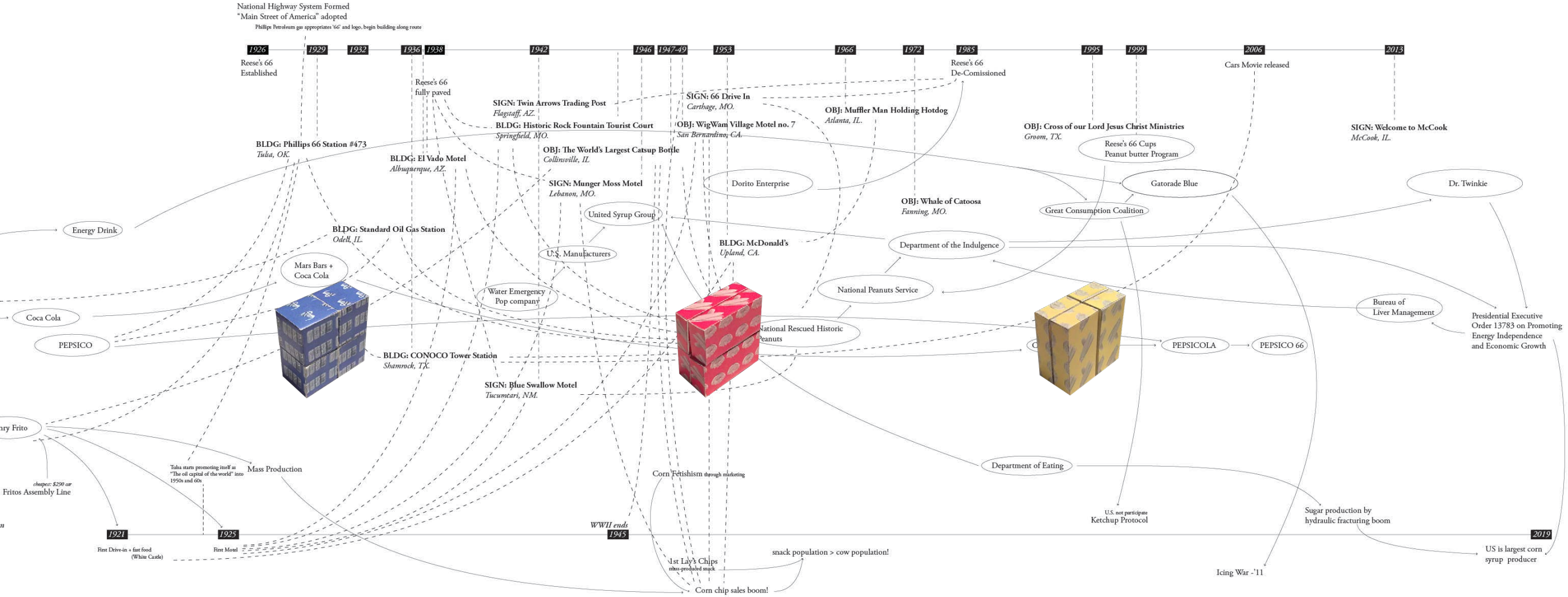
CH
 _Lays
 _Dorito Enterprise



CANDY
 _Dr. Twinkie



DRINKS
 _COCACOLA
 _PEPSICO
 _Water Emergency
 _Pop Company
 _Energy Drink



chapter 5

CONSTRUCTING ALTERNATE AMERICANISMS

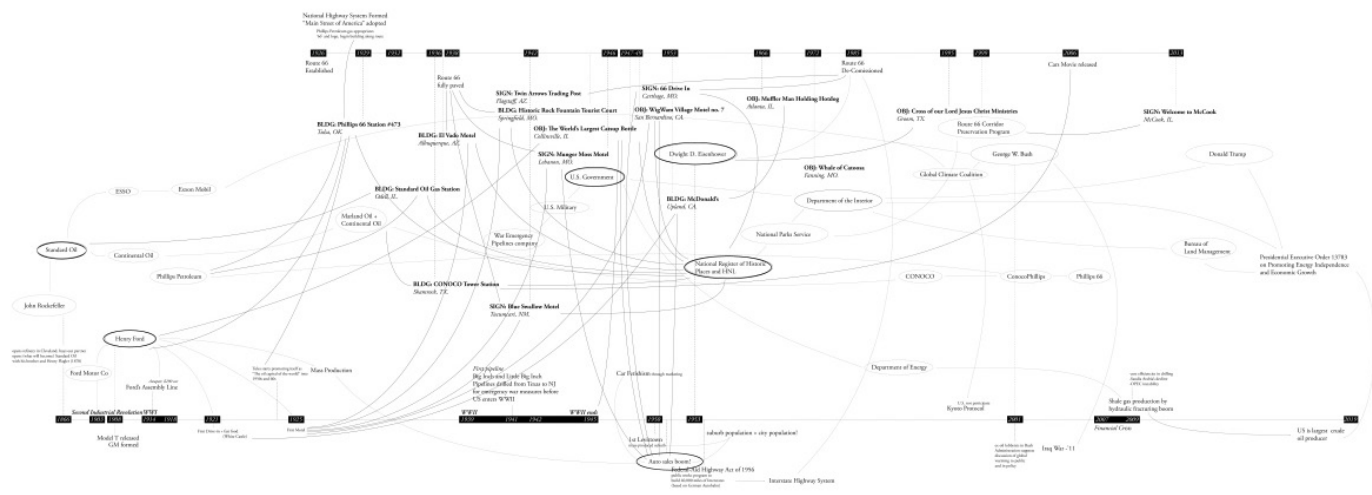
This leads to the game that simulates endless alternate Americanisms in a mirrored framework of reality. Each game plays out differently, exploring how each decision changes the entire built landscape. It produces alternate histories and objects. The game examines the relationship between meaning and architecture, identity and the built environment. The result tells the history of objects in the built landscape and allows for understanding and speculation.

The Game™

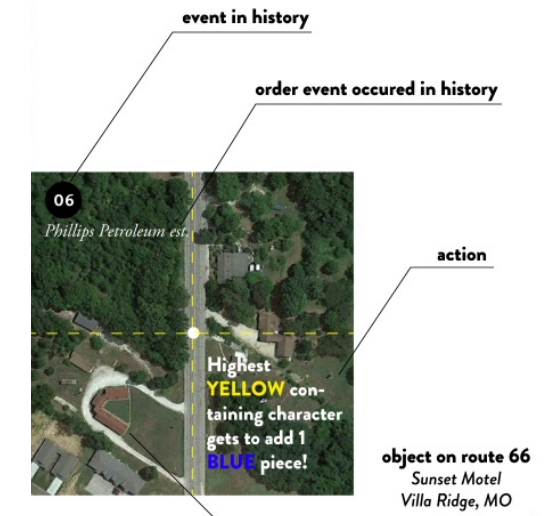


A. Historical Events

Events and Outcomes



The major historical events that impacted the objects on the route are listed chronologically on the game tiles. Each tile has an event with an action that happens when a character lands on the tile. The tiles are shuffled and drawn in a random order each game, producing alternate timelines.



red
American Government
National Register of Historic Places
Route 66

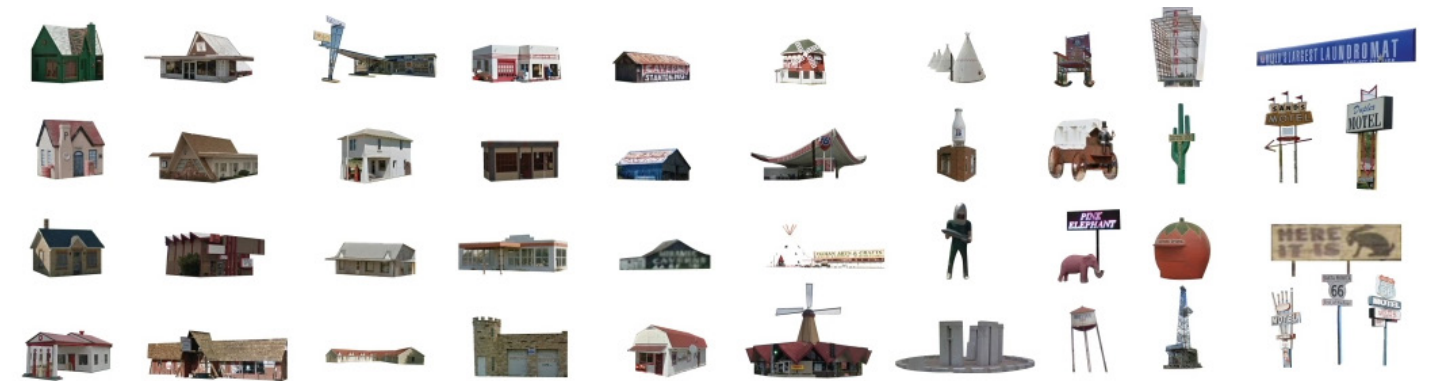
yellow
Oil Production
Henry Ford
Mass Car Production

blue
Dwight D. Eisenhower
U.S. Interstates
Auto Boom



B. Object on US Route 66

Character and pieces



characters

pieces

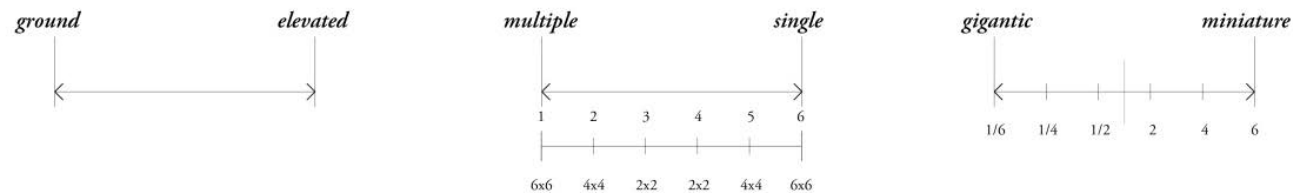
C. Operations

Translations

red
American Government
National Register of Historic Places
Route 66

yellow
Oil Production
Henry Ford
Mass Car Production

blue
Dwight D. Eisenhower
U.S. Interstates
Auto Boom

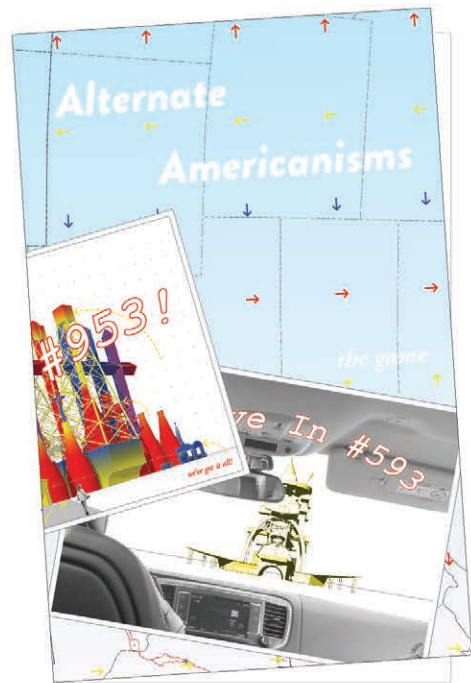


The operations of the route are used to translate the objects on the route into the characters and pieces based on underlying, overlapping interest groups.

the game

The game is made of 3 main components: the tiles which construct the landscape, the characters which play out and create new histories, and the pieces which construct these new realities.

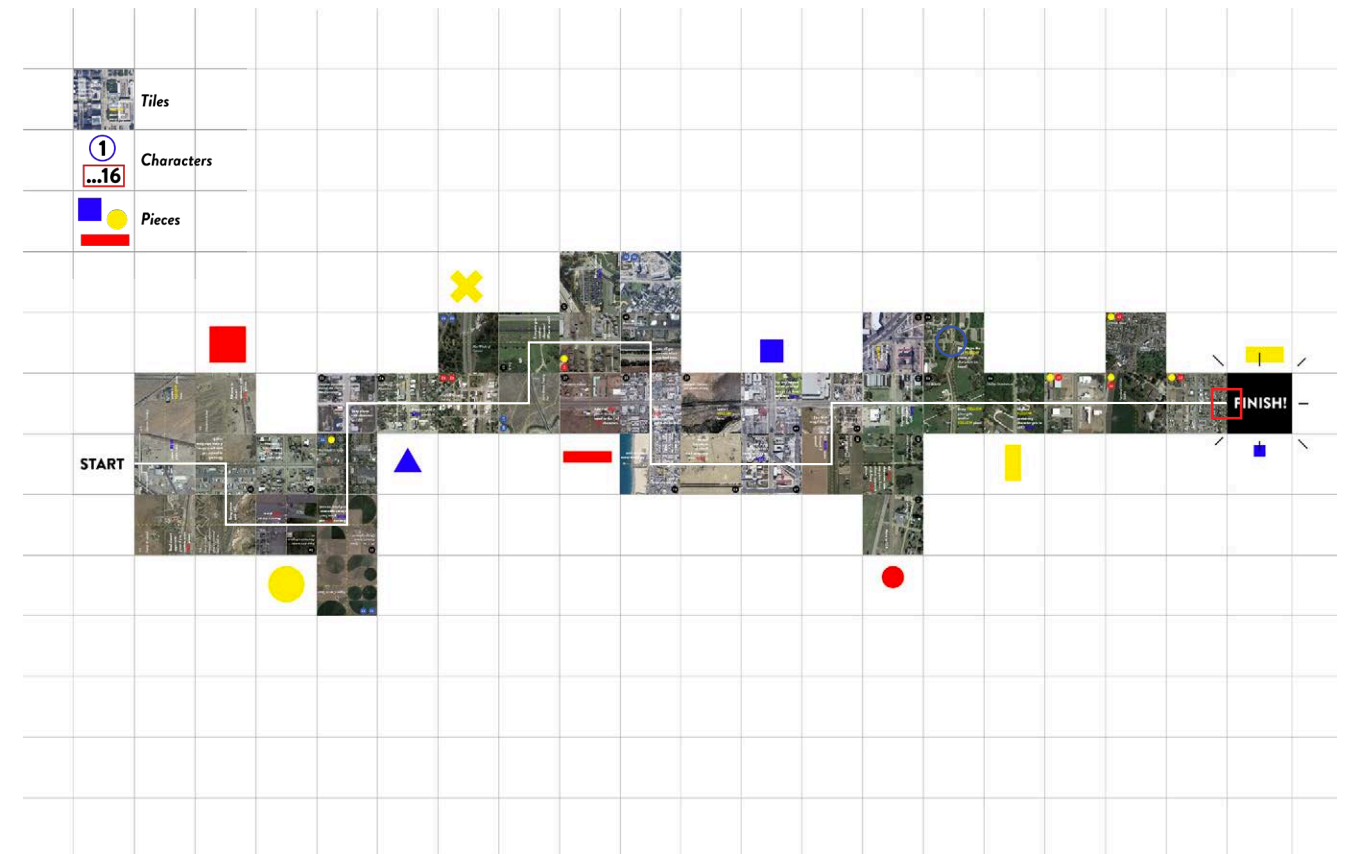
The goal is to construct the board tile by tile from start to finish. You play through the character moving from piece to piece, playing out different historical events which affect the board. Each game creates a new timeline, and produces objects that reflect these alternate histories and new sets of associations, relationships, and narratives.



<h2>Rules</h2>		Goal: Have the most valuable character when someone gets to the FINISH!
<p>1. Select Character, place next to the "START". Place the "FINISH" in line with the start as far away as you like. The farther it is, the longer the game. Roll to determine most valuable color.</p>	<p>→ 1-2 = red, 3-4 = yellow, 5-6 = blue. As the end, the most valuable color is worth 2 points, and other colors are worth 1 point. Place 2 pieces at the finish tile.</p>	
<p>2. Begin play! A player's turn consists of:</p> <p>a) Drawing a tile and place on board</p>	<p>→ Tile must be placed so that it connects to previous tile. This road continues to "finish". Once it meets the finish, tiles may be placed anywhere on the board.</p>	
<p>b) Drawing a piece and place next to tile space</p>	<p>→ Place piece adjacent to the road tiles. Add piece to your character when you land on its adjacent road space.</p>	
<p>c) Rolling the dice and moving character(s)</p>	<p>→ Take combined total of dice, OR take individual numbers. Can move in any direction. If taking combined total, only move 1 character, if taking individual numbers in different directions then must move 2 characters. You may split your character, keeping at least 1 piece of the original character. To recombine, move both pieces to the same spot. *The first turn, players only roll 1 di.</p>	
<p>d) Enacting action on piece immediately, collect piece if there is one adjacent.</p>	<p>→ If the action causes you to move to another tile, enact that action as well.</p>	
<p>3. Play repeats in clockwise order until a character lands on the "FINISH" tile. When there are no more tiles or typology pieces, play consists of only rolling. Total up the points for your character, player with highest number wins!</p>	<p>MISC: If "swap" or "move" actions not possible, continue counting up from the # you are suppose to swap or move to until a numbered tile is available.</p>	



start of game

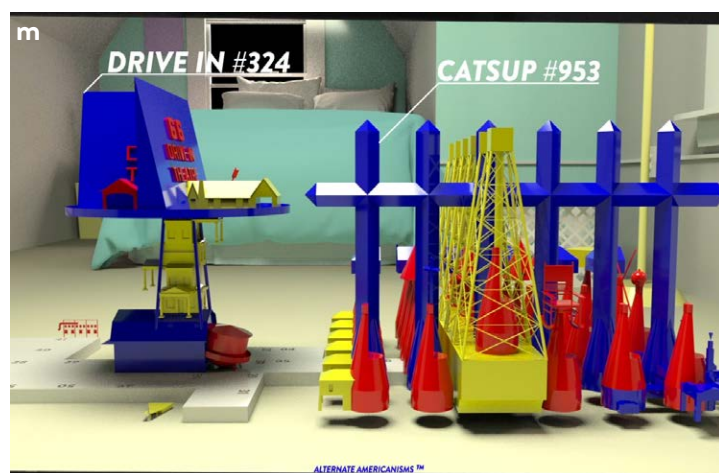
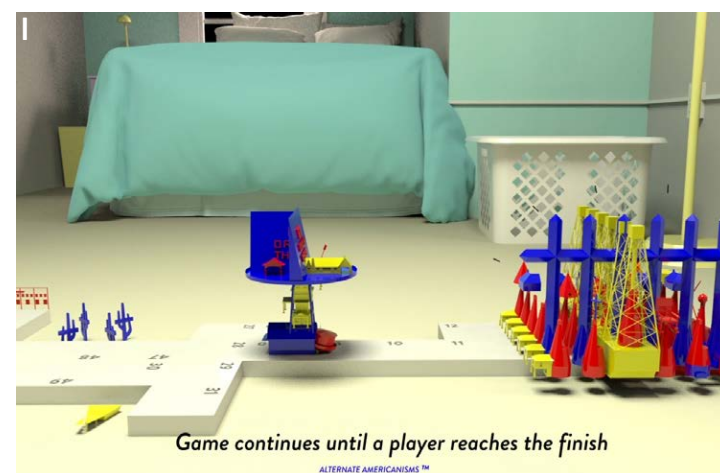
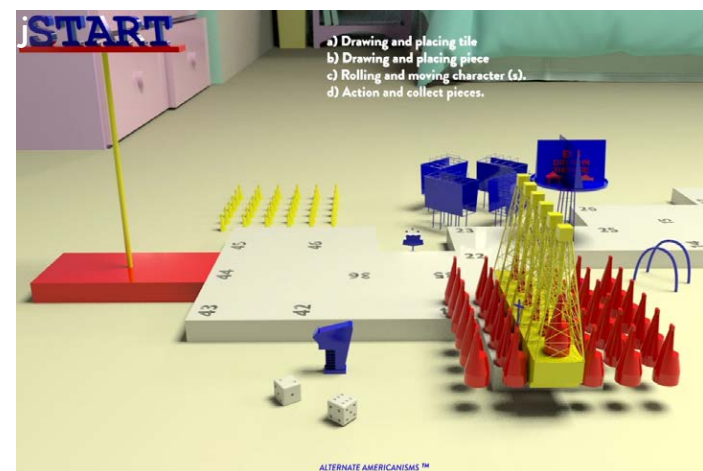
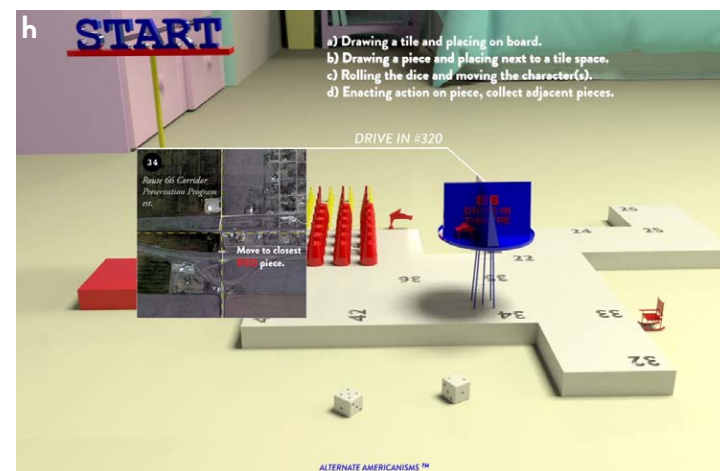
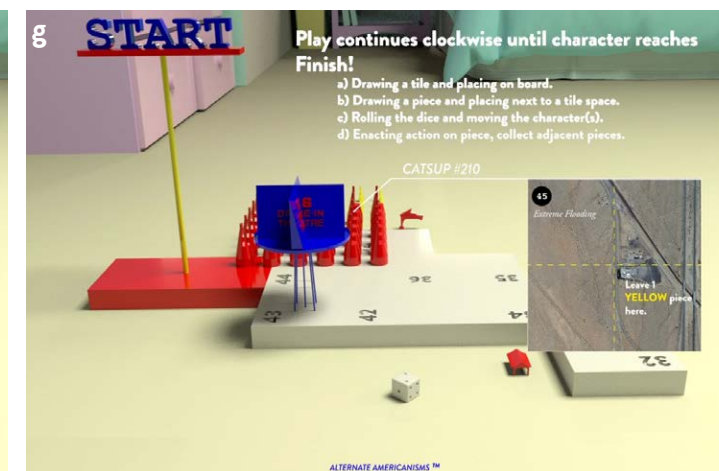
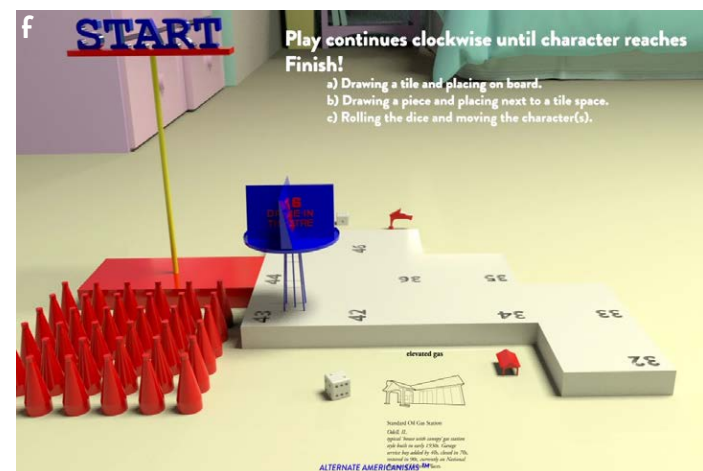
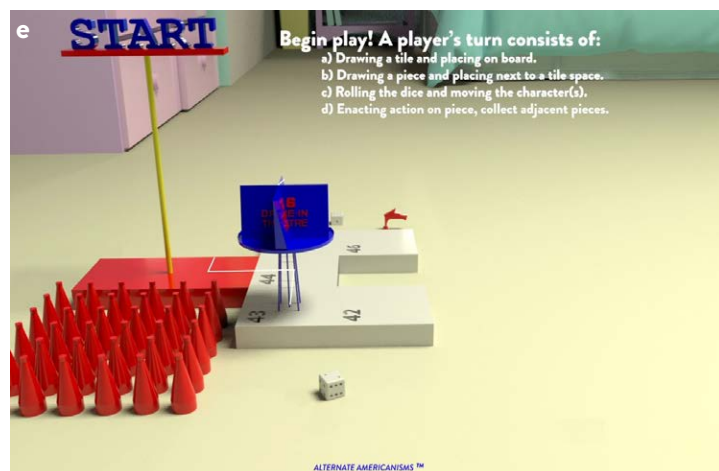
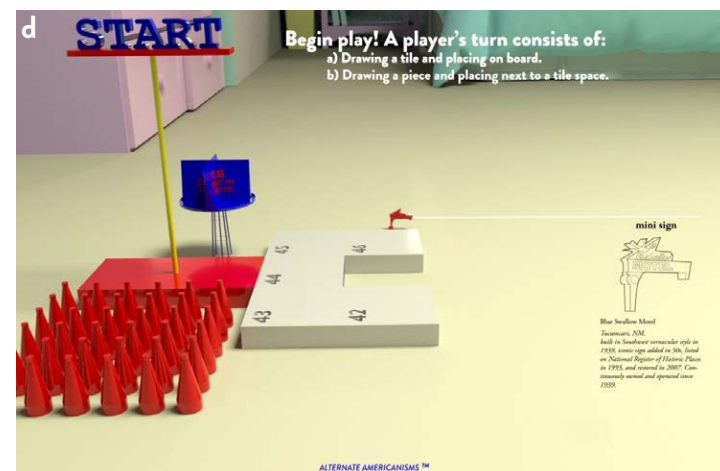
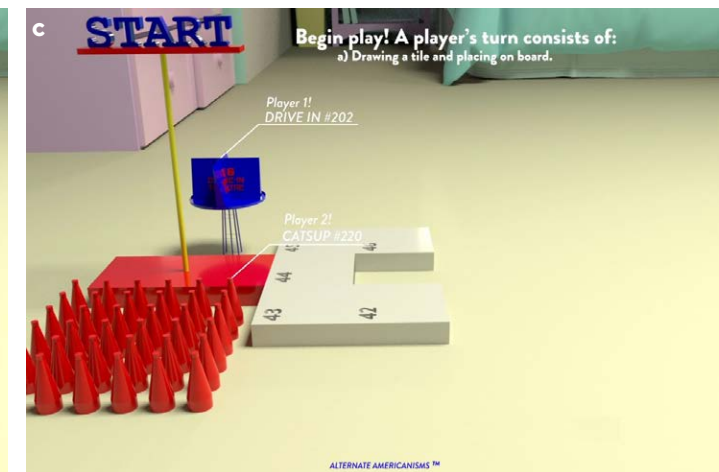
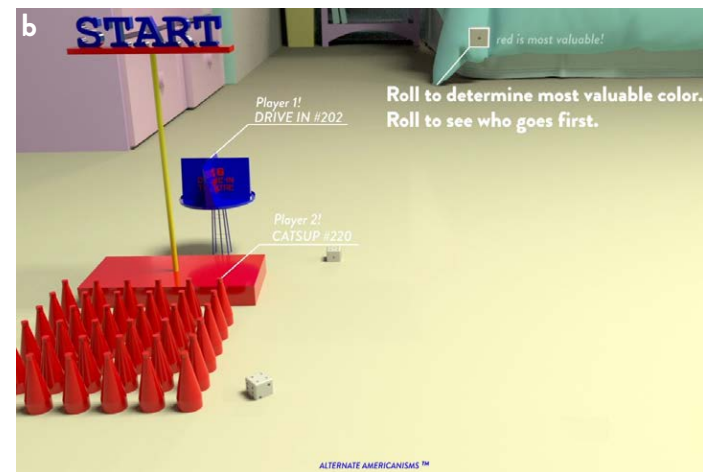
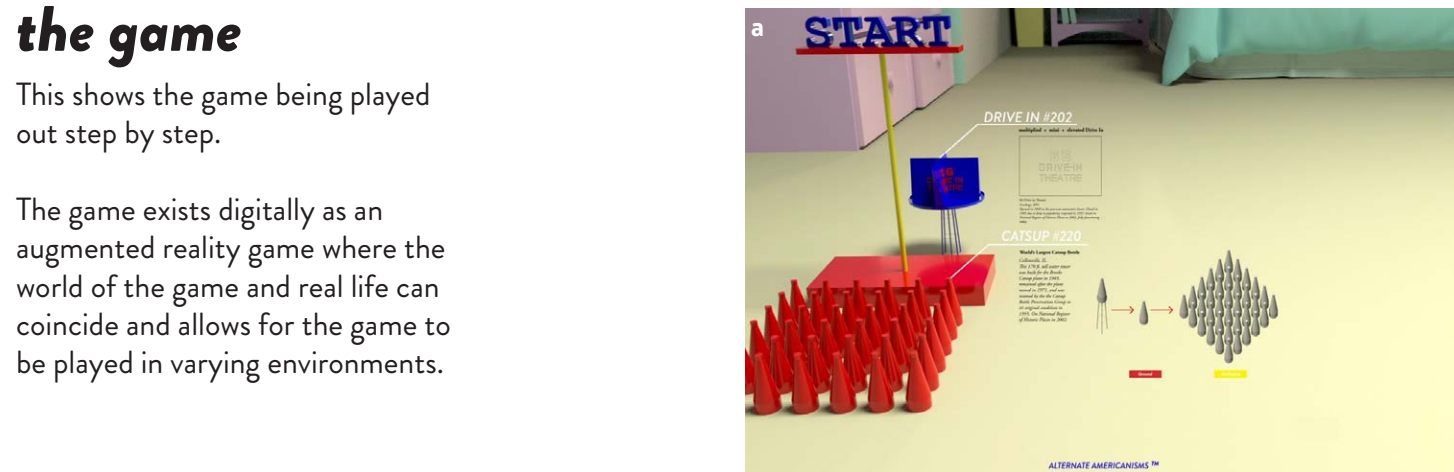


end of game

the game

This shows the game being played out step by step.

The game exists digitally as an augmented reality game where the world of the game and real life can coincide and allows for the game to be played in varying environments.

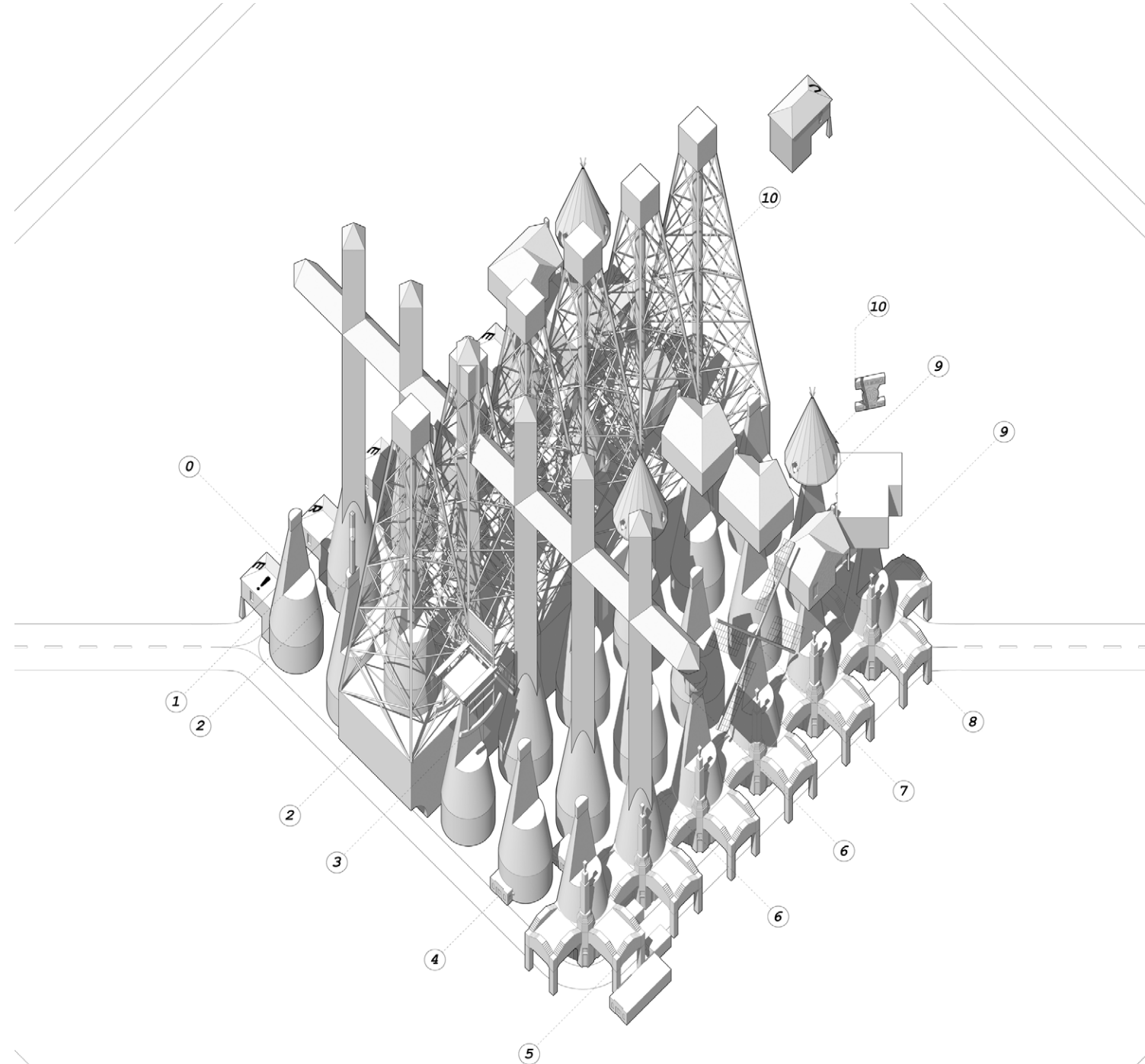


chapter 6

ATLERNATE AMERICANISMS

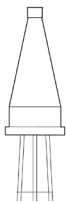
The Alternate Americanim objects contribute to a database of ever expanding objects, each containing a profile. The profile shows the history, timeline, narrative, and object produced for each alternate reality.



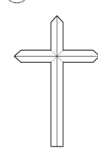


0 multiplied + ground catsup

STARTING PIECE
World's Largest Catsup Bottle
Collinsville, IL.
This 170 ft. tall water tower was built for the Brooks Catsup plant in 1949, remained after the plant moved in 1971, and was restored by the Catsup Bottle Preservation Group to its original condition in 1995. On National Register of Historic Places in 2002.



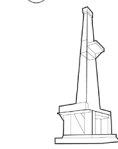
1 - 1/4 Catsup



Biggest Cross in Texas
Groom, TX.
This 190' cross built by Steve Thomas of Cross Ministries in 1995. It was originally going to be a spiritual billboard due to "adult advertisements" from the increased traffic on adjacent interstate.

Extreme Flooding
Leave 1 YELLOW piece here

2 mini cross



OK's Tallest non-operating Oil Rig
Elk City, OK.
One of 3 rigs designed to drill wells for nuclear bomb testing in 1969 in Tular. Eventually used for conventional oil drilling, then donated in '91 when retired, site used to former oil and present natural history museum.

2 multiple rigs

3 elevated rocker



World's Largest Rocking Chair on Route 66
Fanning, MO.
commissioned by the Route 66 Trading Outpost to beat the Guinness World Record, held from April Fools 2008-2016. Built from steel pipe, at over 12' tall it weighs 27,500 lbs!

Biggest Cross in Texas built

4 mini motel



Lazy A Motel
Springfield, IL.
Built in 1948, this U shaped building was designed in Southwestern vernacular style. Motel closed in 1990s, and is used as apartments. On National Register in 1994.

Route 66 Corridor Preservation Program est. Move back to closest RED piece.

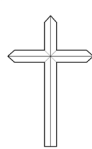
5 multiplied CONOCO



CONOCO U-Drop Inn
Sherrock, TX.
unique example of art deco on commercial roadside architecture built in 1936. Closed in 1990s, appeared on National Register in 1997 and subsequently bought by bank and given to the city. Inspired "Ramon's House" in 2006 Cars, also restored in 2006.

IPCC est. ... Kyoto Protocol Climate Change Agreement Remove RED and BLUE piece from closest opponent and place on road.

6 multiplied Cross



Biggest Cross in Texas

Auto BOOM! Move to closest blue object

6 elevated orange



Bono's Giant Orange
Fontana, CA.
This orange that once sold orange juice, now sits unused next to an abandoned Bono's Italian Restaurant. These giant orange juice stands began appearing in 1926 along Route 66 in California, this is the only surviving one. (not the original location)

President Eisenhower: Federal Aid Highway Swap places with character on #29!

7 gigantic windmill



The Mill Museum
Lincoln, IL.
opened in 1929 as a sandwich stand, the restaurant, now museum in the Route 66 Association of Illinois' Hall of Fame '06

Biggest Cross in Texas built

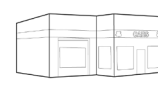
Cars movie released Add # of RED pieces to road equal to the # of cars

8 elevated court



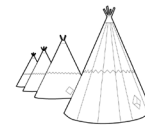
Rock Fountain Court
Springfield, MO.
'cottage style' tourist motor court opened around 1945 with vernacular oak ark sandstone construction. Listed on National Register of Historic Places in 2003, now Melinda Court Apartments, a long-term rental property.

9 elevated Kan-O-Tex



Kan-O-Tex Service Station
Galena, KS.
Opened in 1934, bypassed in 1979 by a new alignment, it sat vacant until it was bought and restored by 4 women in 2007. It is now called "Cars on the Route" emphasize the connection to "Cars" the movie... Now a diner and store with memorabilia of Route 66 and "Cars".

9 elevated wigwam



Wigwam Village #6
Holbrook, AZ.
Design patented by architect Frank Redford built in Kentucky in 1937. Arizona motel owner Chester Lewis visited and bought the rights. Called Wigwam because it allegedly sounded better than teepee...

Underwater Communities built If blue, steal from closest opponent with fewer pieces.

10 grounded sign



End of the Trail Sign
Santa Monica, CA.
Original end of trail was North at Lincoln and Olympic, now on Santa Monica Pier, the Westernmost city in California. Built in 2009, solidifying the public notion that the route ended at the pier.

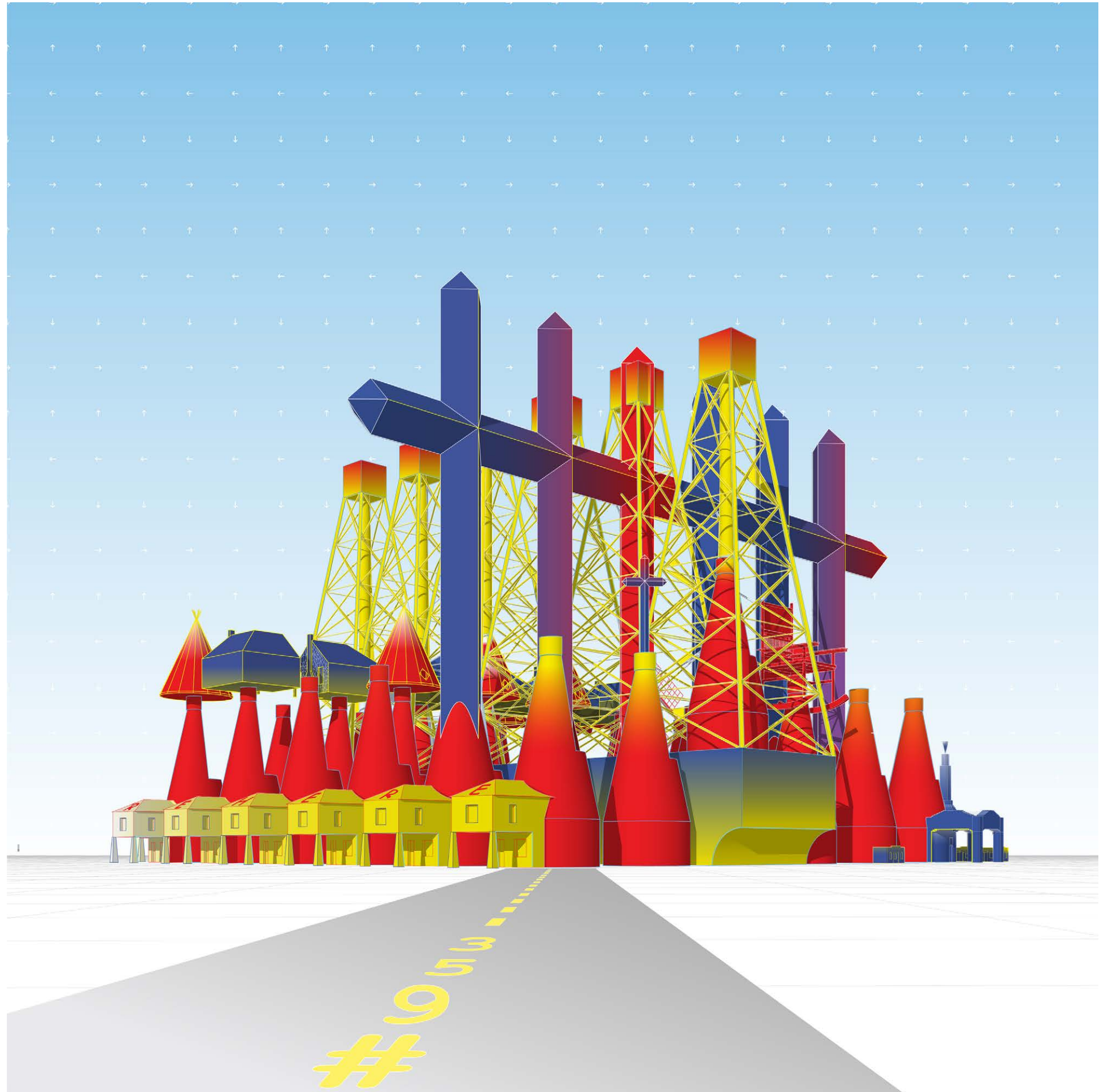
Oil Boom Every YELLOW piece gets another YELLOW piece!

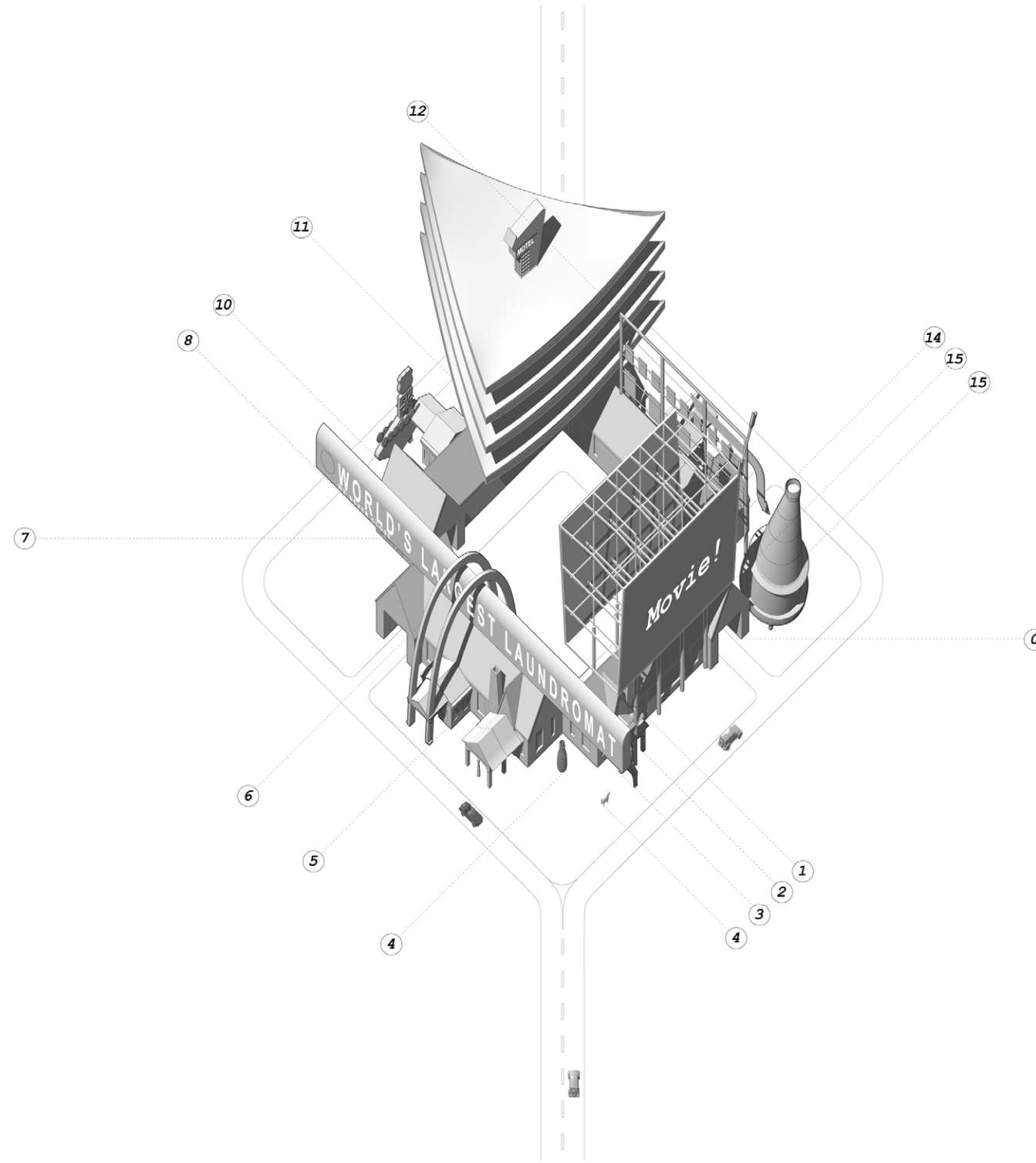
10 multiplied stations



Lucille's Service Station
Hydra, OK.
Built in 1929, "Lucille", aka mother of the mother road, operated and lived above in this porch bungalow craftsmanesque style from 1941-2000. Restored but not in operation. National Register in 1997. Inspired "Lucille's Roadhouse" in Weatherford.

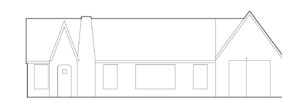
Catsup #953 exists in a world where drilling for oil is the new frontier, with more untouched lands than ever freed up to drill on. Extreme flooding occurs more frequently but luckily the Route 66 Preservation Program is established to save what it deems significant here. With a renewed nostalgic America, an age of auto is reinvigorated into the American culture to see the sights. More oil drilling and extreme weather doesn't deter drivers on the route, until it's decommission when all energy must be spent on more oil.





0 multiplied + gigantic phillips 66

STARTING PIECE
Phillips 66 #473
Tulsa, OK
Built in 1929 in original 'vader cottage' structure style of Phillips Petroleum to hold two domestic wells. Service garage added in 1931. Phillips adds Route 66 sign as logo in 1939. Listed on National Register of Historic Places in 2004, currently a bar.



1 mini cross



Biggest Cross in Texas
Groom, TX
This 190' cross built by Steve Thomas of Cross Ministries in 1995. It was originally going to be a spiritual billboard due to "adult advertisements" from the increased traffic on adjacent interstate.

2 multiple gas stations



Standard Oil Gas Station
Oakh, IL
Typical 'towers with canopy' gas station 1916 built in early 1930s. Garage service bay added by 4th, closed in 70s, restored in '90s, currently on National Register of Historic Places since 1939.

3 mini sign



Blue Swallow Motel
Tucuman, NM
Built in Southwest vernacular style in 1939, iconic sign added in '50s, listed on National Register of Historic Places in 1993, and restored in 2007. Continually remodel and expanded since 1939.

4 ground bottle



The MBK Beer Grocery
Oklahoma City, OK
This sheet metal milk bottle was built in 1948 and its use as a commercial building to advertise the Oklahoma Dairy Industry, the first (Brewer) was built in the 1930s in OKC. The ad on the bottle has changed over the years and doesn't correspond to the business before, restored to its original appearance in 2014.

4 ground cow



"Herbie the Herdman"
Edwardsville, IL
This continuously remodel and operating butcher shop opened in 1947. The fiberglass cow has remained through 4 different owners.

5 multiple gas stations



1929 Marathon Service Station
Miami, OK
Built in 'Neoclassical Revival' style 'house with a canopy' in 1929 because Marathon Oils couldn't use the Cowk runner Prudigades. On National Register in 1995. Recently restored, used as a beauty salon.

6 gigantic golden arches



McDonald's Golden Arches
Upland, CA
Building designed with the idea of arches to attract customers to the McDonald's revolutionary 'spender service system' was just food. 23 parallel arches from its 50s, eliminated in 60s, were mostly surviving as logos.

7 gigantic sign



World's Largest Laundromat
Bryson, IL
This stands as the largest laundromat since 1983 with over 300 machines, 24 hour service, and many entertainment and amenities. It burned in the ground in 2006, was rebuilt and reopened in 2006.

8 gigantic sign



McCarters Carvers
Chandler, OK
Painted on a barn in Chandler, OK (some 600 miles away from construction) most likely by Lester B. Dill who invented the bumper sticker to advertise the carvers' 'One of a Kind' remaining barn ad.

9

10 ground sign



Welcome to McCook Sign
McCook, IL
Built in 2013 in a town of 200 to draw on Route 66 history and association with the Betty Willis 'Welcome to Palmdale' Las Vegas Sign with an added Route 66 shield on top. Smaller and newer than the original.

11 multiple gas stations



Union 76 Service Station
Beverly Hills, CA
This 'space' style was originally designed by Gio Ponti as part of the L.A. Airport, but ended up being used here in 1965. Google architecture, in a space and iconic age, come from California in the 50s.

single arrow



Twin Arrows
Flagstaff, AZ
Built in 1940s gas station, making post, taborette design, abandoned in 1995 in a railroad state (becoming a 'ghost town'). Arrows built to attract visitors to trading post, land currently owned by Twin Arrows Navajo Casino, who restored the arrows in 2009.

12 multiple gas stations



Gardenway Motel
Gray Summit, MO
Built in 1945, the larger Gardenway sign was added when the motel was bypassed by I-44 to alert travelers on the interstate. The motel abruptly closed in 2014 with no knowledge why, the current state is unclear.

13



World's Largest Cansop Bottle
Collinsville, IL
This 170 ft. tall water tower was built for the Brooks Cansop plant in 1948, remained after the plant moved in 1971, and was restored by the Cansop Bottle Preservation Group in its original condition in 1995. On National Register of Historic Places in 2002.

14 ground water tower



Leaning Water Tower of Groom
Groom, TX
Ralph Brown brought water tower from the town of Lefors in an auction on internet in 1948, remained after the plant moved in 1971, and was restored by the Cansop Bottle Preservation Group in its original condition in 1995. On National Register of Historic Places in 2002.

14



Admiral Twin Drive In Theatre
Tulsa, OK
Opened in 1951 with a 700 car capacity, it expanded to 2 acres in 1955 due in popularity, burned down in 2010, funds raised, and rebuilt in 2012. Now operating.

14



World's Largest Cansop Bottle built

1 Extreme Weather
Leave 1 BLUE piece here

2

3 Extreme Flooding
Leave 1 YELLOW piece here

4

5 More money invested in oil by gov.
BLUE gets another all when landing here!

6 Standard Oil Gas Station built

7

8 More money invested in oil by gov.
BLUE gets another all when landing here!

9

10

11

12

13

14

15

15

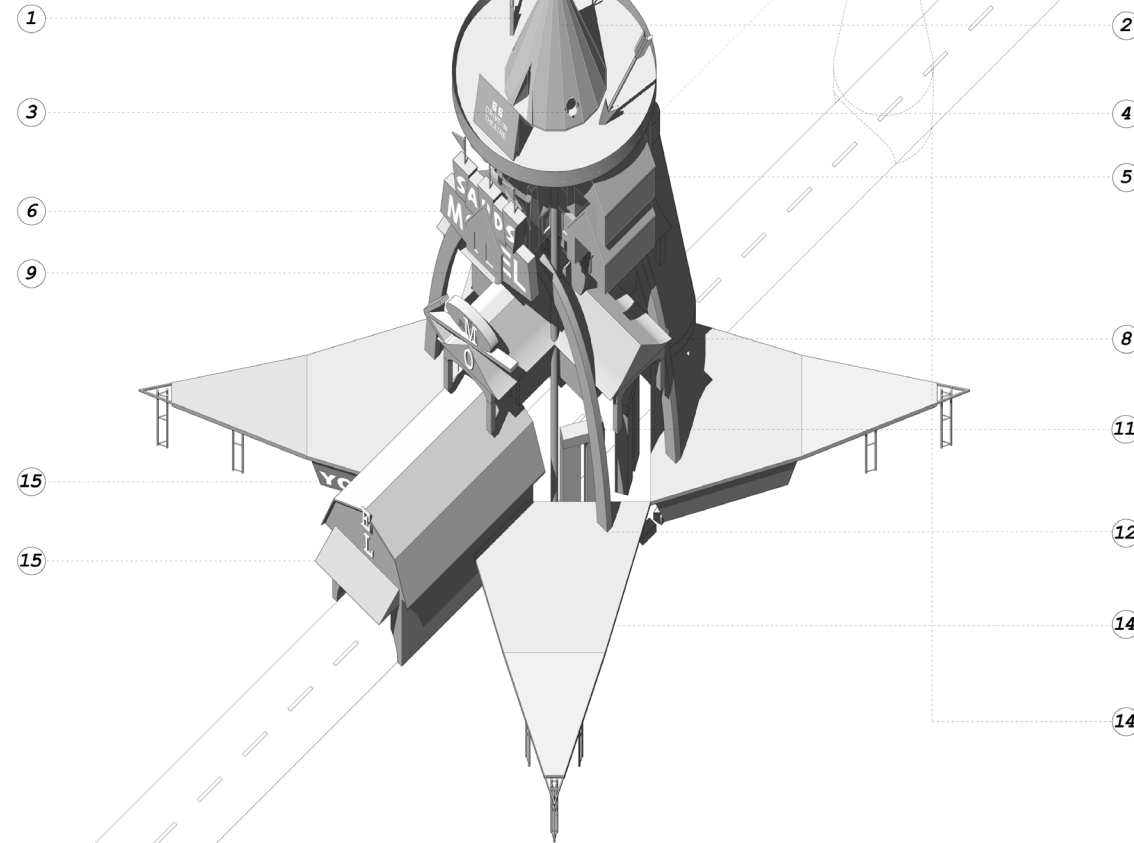
15

15

15

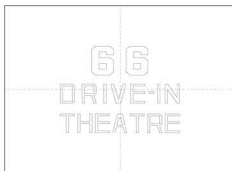
In this time, gas stations and extreme weather are on the rise while America's 'mother road' is decommissioned as more money is poured into oil by the government. Cars the movie tries to bring back the Route's former glory only to have it stuck in a loop of being decommissioned over and over. Roadside structures have evolved to cater to the now excessively auto-centric culture where experiencing 'place' is largely through the car. The government keeps profiting and reinvesting, oil continues to boom.





0 multiple ground camp

STARTING PIECE
66 Drive In Theatre
Carlsbad, MO
Opened in 1949 in the post-war economic boom. Closed in 1985 due to drop in popularity reopened in 1995. Listed as National Register of Historic Place in 2003, fully-functioning today.



1 mini man



Muller Man with Hooding
Adams, IL
Muller Man, based on American folklore Paul Bunyan was a 15' fiberglass statue commissioned by then-governor handout in Carter II in 1966. Closed in 2002, and bought by Adams, IL in 2003.

Muller Man with Hooding built

Suburb pop - city pop
Everyone add 2 BLUE pieces to the road

2 elevated wagon



World's Largest Covered Wagon
Lincoln, IL
This is the world's largest covered wagon, with the Lincoln reading a law book in the front. It sits on the lawn of the West Viewers Lincoln Inn. Built in 2001 to commemorate the 75th anniversary of Route 66.

Mass money invested in oil by govt.
BLUE gets another roll when landing here!

3 elevated wigwam



Wigwam Village #7
San Bernardino, CA
Design patented by architect Frank Lloyd Wright in Kentucky in 1937. Arizona road across Clinton Lewis visited and bought the rights to the design and built 4 'villages', this is the last 'village' built in '90. National Register of Historic Place in 2012.

Underwater Communism built
IF BLUE, steal from closest opponent with fewer pieces.

4 single arrow



Twin Arrows
Flagstaff, AZ
Built in 1940 (gas station, trading post, radio tower), abandoned in 1995 in a natural state (forming a 'blue arrow'). Arrows built in various states in trading post, land recently owned by Twin Arrows Navajo Casino, who restored the arrows in 2009.

Twin Arrows Trading Post built

5 multiple gas



Phillips 66 Gas Station
Coke, MO
Built in 1932 as the demand for oil increased with Route 66. Originally Phillips 66, then Standard, the Mobil Oil. Rebuilt in 2005 by the family with Route 66 words commissioned in 2003 to become a monument.

International Oil exchange
All characters containing YELLOW move to nearest available

6 gigantic sign



Sandy Motel
Grenada, NM
Motel and gas station operating until early 1950. There is an "Elio Pineda" from (from 123) where Elio stopped staying. Mexican Jerry Gonzalez also stayed and released a CD called Sandy.

Auto boost!
Move to closest BLUE piece!

7 - 1 phillips 66



Standard Oil Gas Station
Ocala, FL
Typical 'boom with camp' gas station style built in early 1930s. Garage service bay added by 1940, closed in '70, restored in '90, currently on National Register of Historic Place.

WV
Give each opponent 1 of your gas stations, if none take from supply.

8 multiple gas



Phillips Petroleum etc.
Highest YELLOW containing character gets to add 1 BLUE piece!

See level and swap the
Swap places with #42

9 gigantic cactus



McLean, TX
Built in 1956 as 'Wax Wood Motel' and renamed Cactus Inn in mid 60s. It is still operating, known for 41 rooms on one sign.

International Oil exchange
All characters containing YELLOW move to nearest available YELLOW piece!

10



Standard Oil Gas Station
Ocala, FL
Typical 'boom with camp' gas station style built in early 1930s. Garage service bay added by 1940, closed in '70, restored in '90, currently on National Register of Historic Place.

CONOCO EDropUp built

11 gigantic moonchase



Oil Room
Every YELLOW piece gets another YELLOW piece!

See level and swap the
Swap places with #42

12 gigantic arches



McDonald's Golden Arches
Upland, CA
Building designed with the idea of arches in service customer in the McDonald's restaurant 'you're service space' 'one for food.' '2' parabolas arches from in 50s, eliminated in 60s, now mostly surviving as signs.

Phillips Petroleum etc.
Highest YELLOW containing character gets to add 1 BLUE piece!

13



Phillips Petroleum etc.
Highest YELLOW containing character gets to add 1 BLUE piece!

See level and swap the
Swap places with #42

14 multiple gas



Phillips Petroleum etc.
Highest YELLOW containing character gets to add 1 BLUE piece!

See level and swap the
Swap places with #42

15



Phillips Petroleum etc.
Highest YELLOW containing character gets to add 1 BLUE piece!

See level and swap the
Swap places with #42

16



Phillips Petroleum etc.
Highest YELLOW containing character gets to add 1 BLUE piece!

See level and swap the
Swap places with #42

17



Phillips Petroleum etc.
Highest YELLOW containing character gets to add 1 BLUE piece!

See level and swap the
Swap places with #42

18



Phillips Petroleum etc.
Highest YELLOW containing character gets to add 1 BLUE piece!

See level and swap the
Swap places with #42

19



Phillips Petroleum etc.
Highest YELLOW containing character gets to add 1 BLUE piece!

See level and swap the
Swap places with #42

20



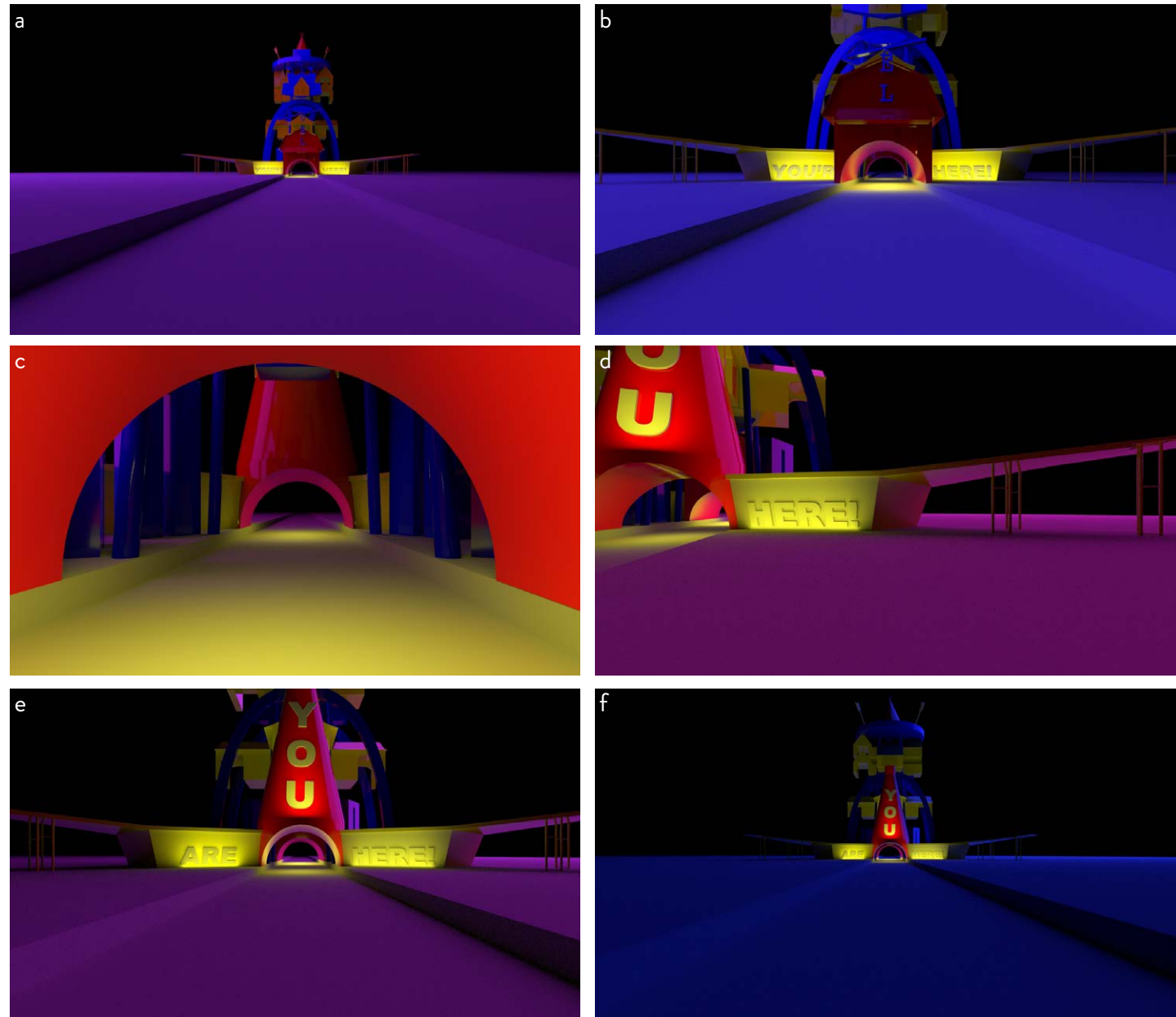
Phillips Petroleum etc.
Highest YELLOW containing character gets to add 1 BLUE piece!

See level and swap the
Swap places with #42

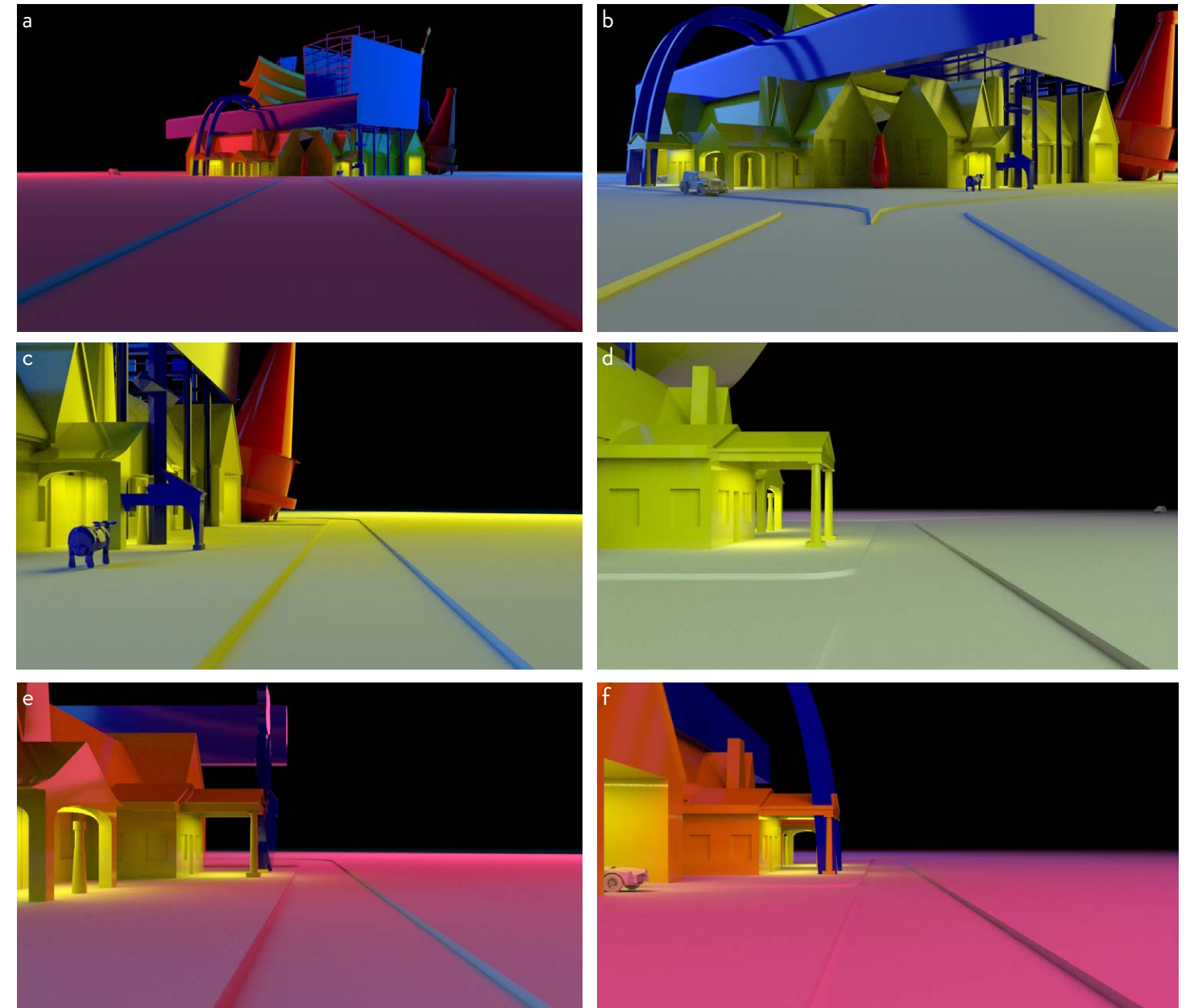
Here, the government is investing money in oil as underwater and above ground communities are built in anticipation of rising sea levels. An oil embargo makes oil but not gas stations scarce because there's word that the automobile industry is about to ramp up production. A war on oil soon breaks out. After the war is over, and conditions are agreed upon to prevent conflicts, new gas stations are established. Cycles of war and new oil discoveries and industries ensue, leading other objects to get bigger and bigger to stand out amongst the gas stations.



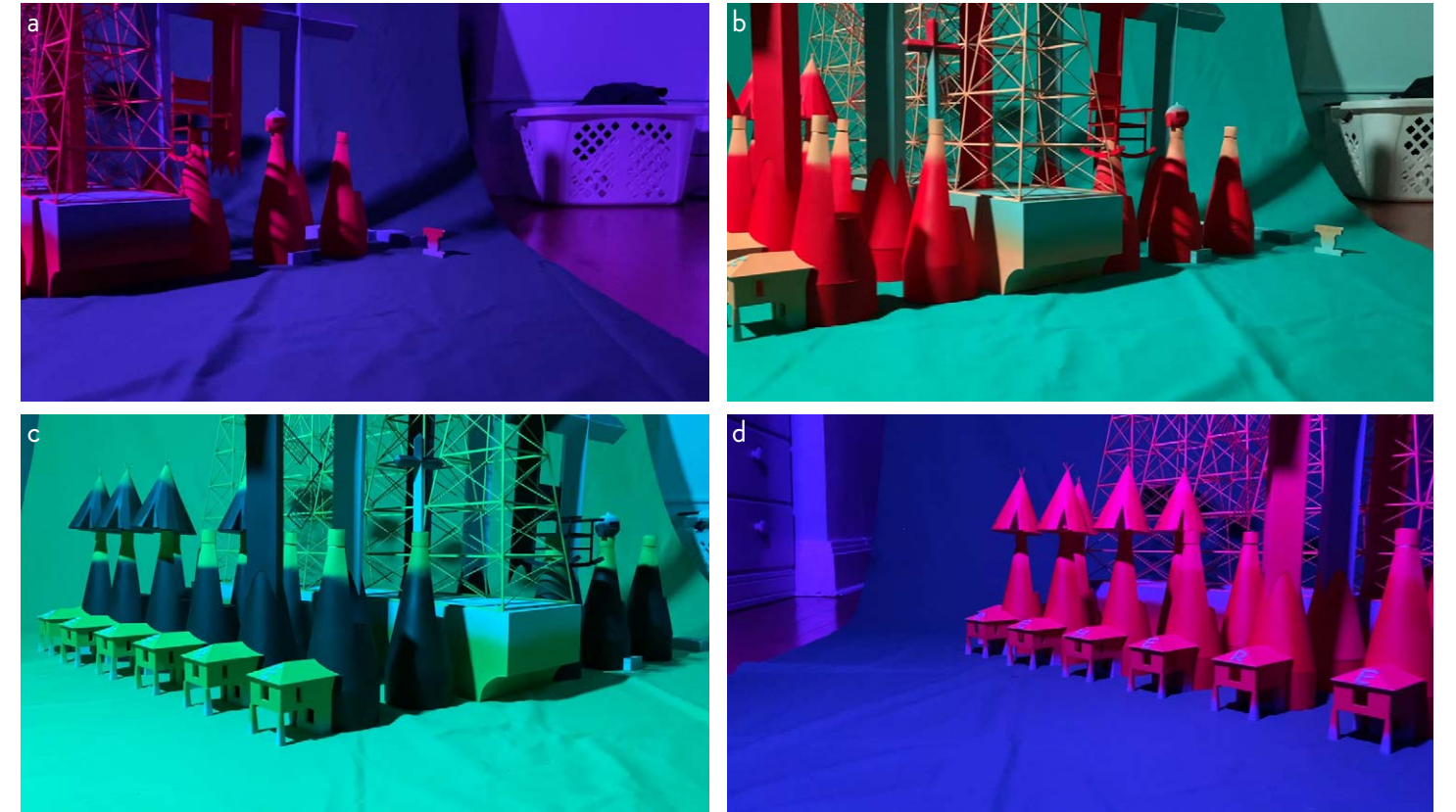
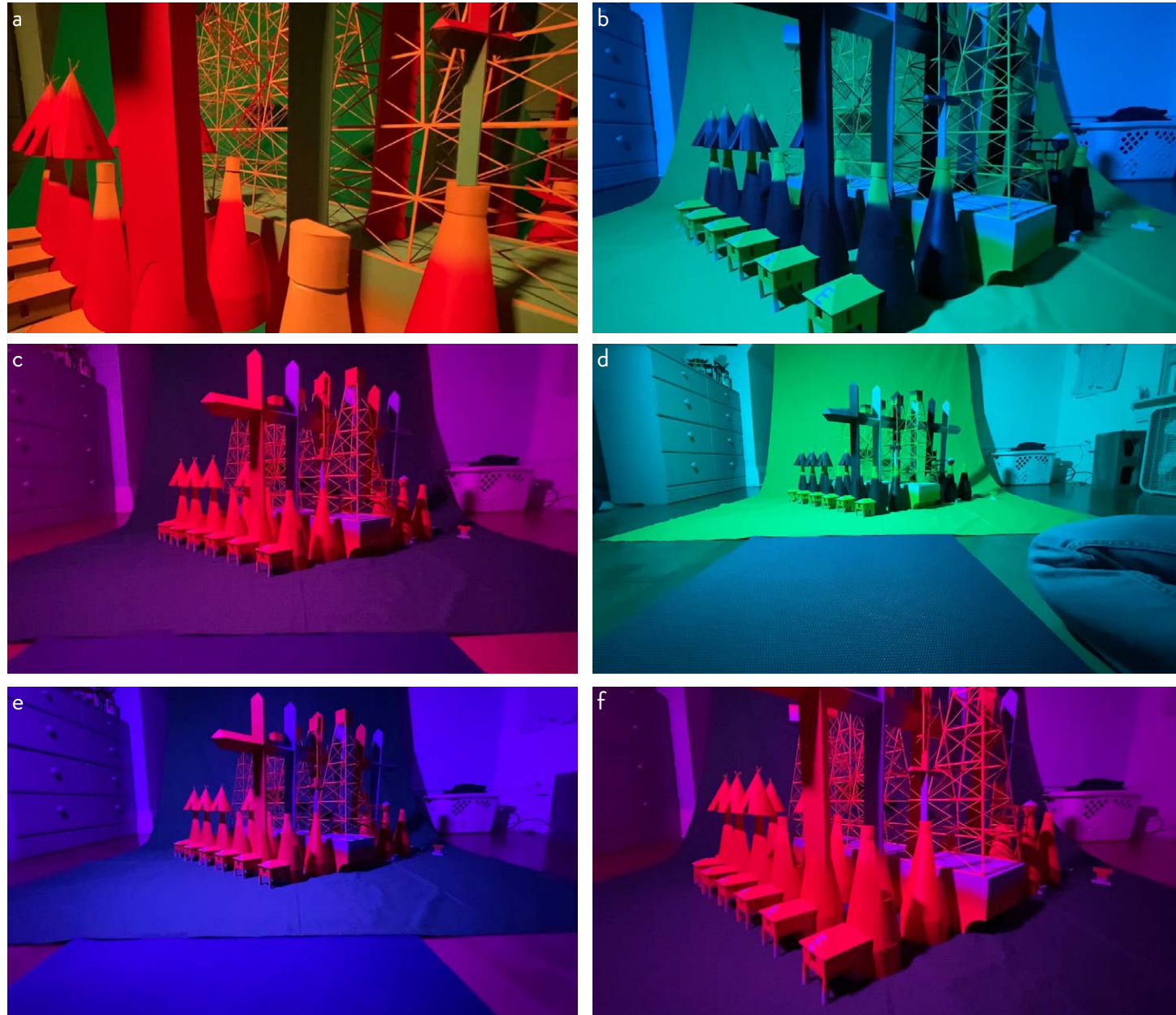
Drive In #593
stills from animation



Phillips #673
stills from animation



Catsup #953
stills from video



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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, and present the history of the American landscape that will be remembered.

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

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

Alternate Americanisms.