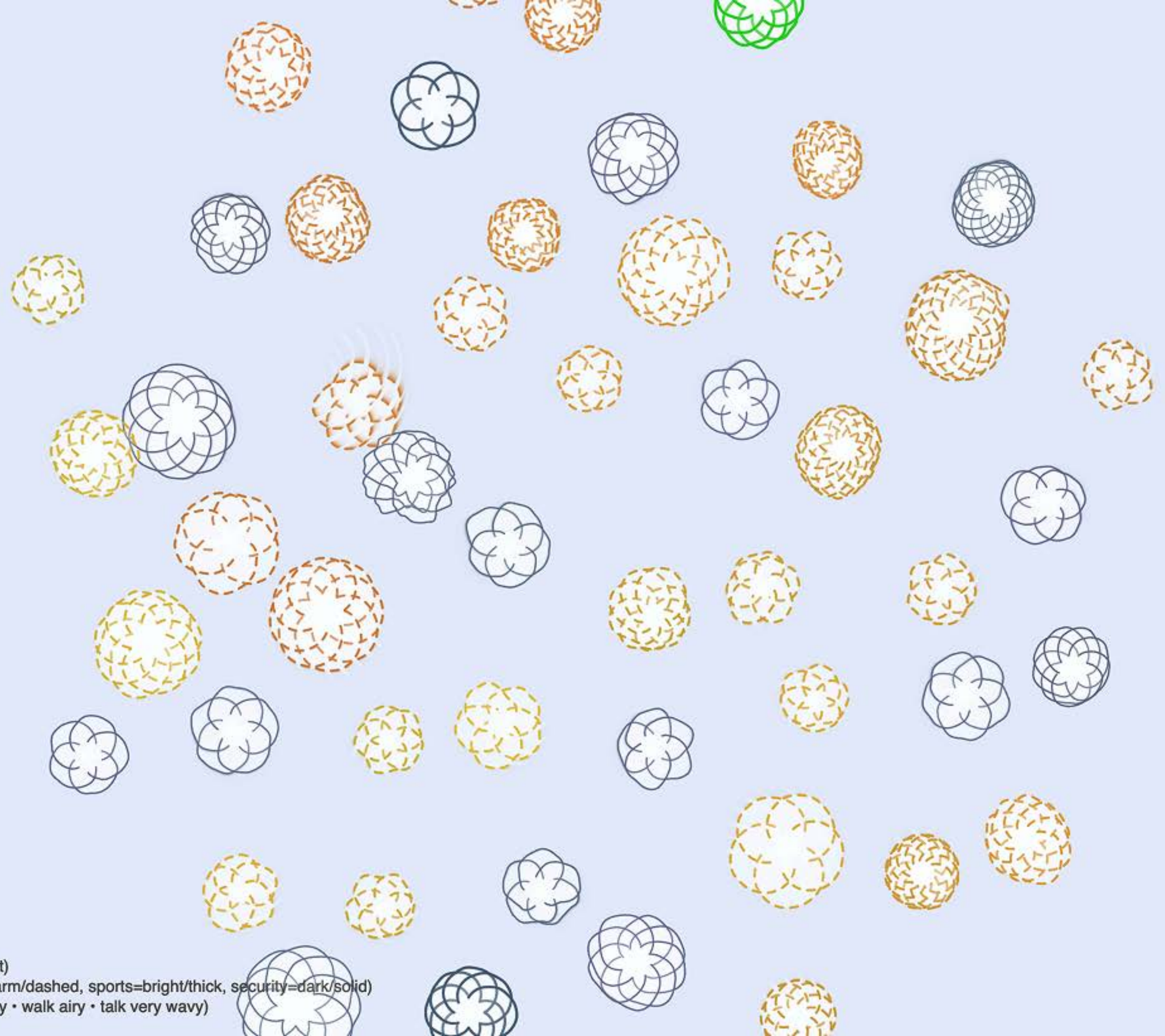


Last week iteration

sketch preview



Observations:

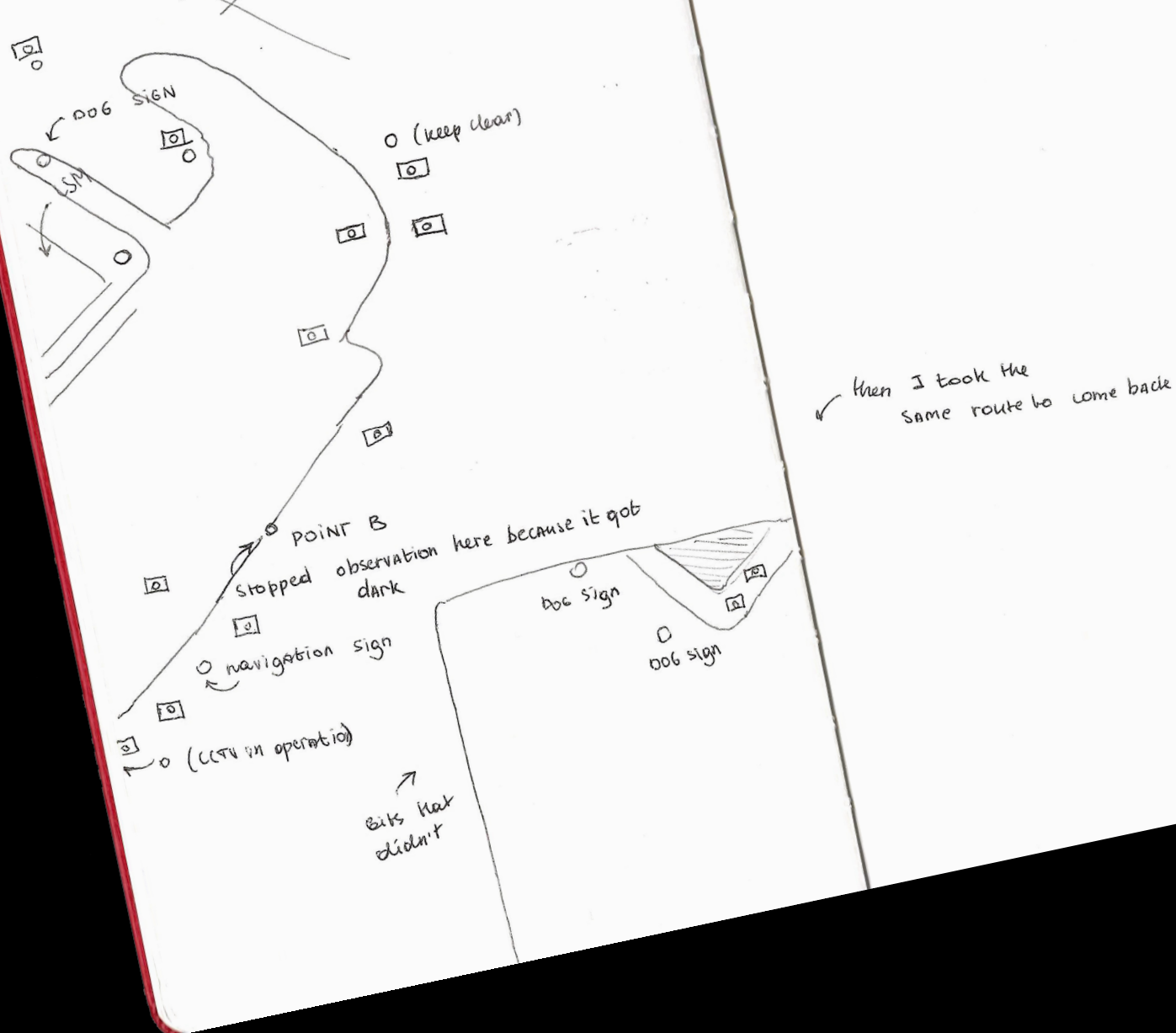
Public space - controlled area

Organization and structure

Securitization

Strict and rigid

Data Bloom — each flower is a person
Petals: Interaction (alone=5, pair=8, group=12)
Size: Age (child < young < adult < senior)
Motion: Direction/Movement (slow < regular < fast)
Color/Stroke: Outfit (formal=cool/solid, casual=warm/dashed, sports=bright/thick, security=dark/solid)
Waviness: Activity (sit compact • wait slightly wavy • walk airy • talk very wavy)



Before the walk

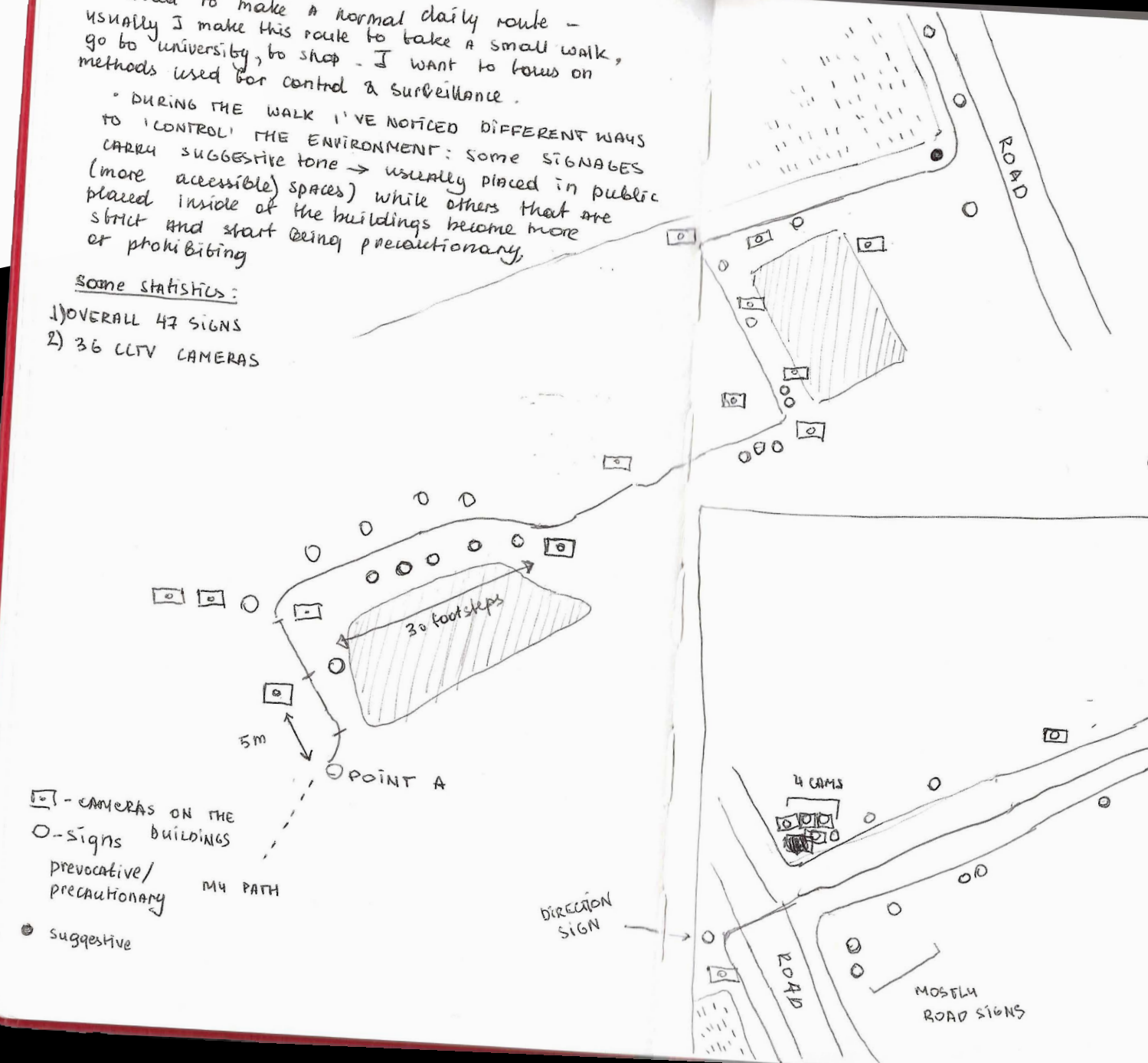
Initially, I decided to take this walk because it's a usual everyday route for me - this is my mindless stroll when I'm going to university, just walking for leisure (like shopping or taking some coffee) or cross this path when I'm heading towards the underground. Possibly, this route is quite similar to people, who live around this area of gentrified King's Cross, so I thought it could be interesting to observe in more detail the specificities of the daily walk and uncover new knowledge. Based on previous feedback, I wanted to pay more attention to surroundings. Now focus of my investigation shifted to securitization of King's Cross that witnessed a massive urban renewal. By exploring the possible application of securitization in practice I narrowed down my observation to these main aspects: 1) surveillance, regulation, monitoring and 2) symbolic and spatial strategies.

Decided to make a normal daily route - usually I make this route to take a small walk, go to university, to shop - I want to focus on methods used for control & surveillance.

"DURING THE WALK I'VE NOTICED DIFFERENT WAYS TO 'CONTROL' THE ENVIRONMENT: SOME SIGNAGES CARRY SUGGESTIVE TONE - usually placed in public (more accessible) spaces) while others that are placed inside of the buildings become more strict and start being precautionary, or prohibiting

Some statistics:

- 1) OVERALL 47 SIGNS
- 2) 36 CCTV CAMERAS



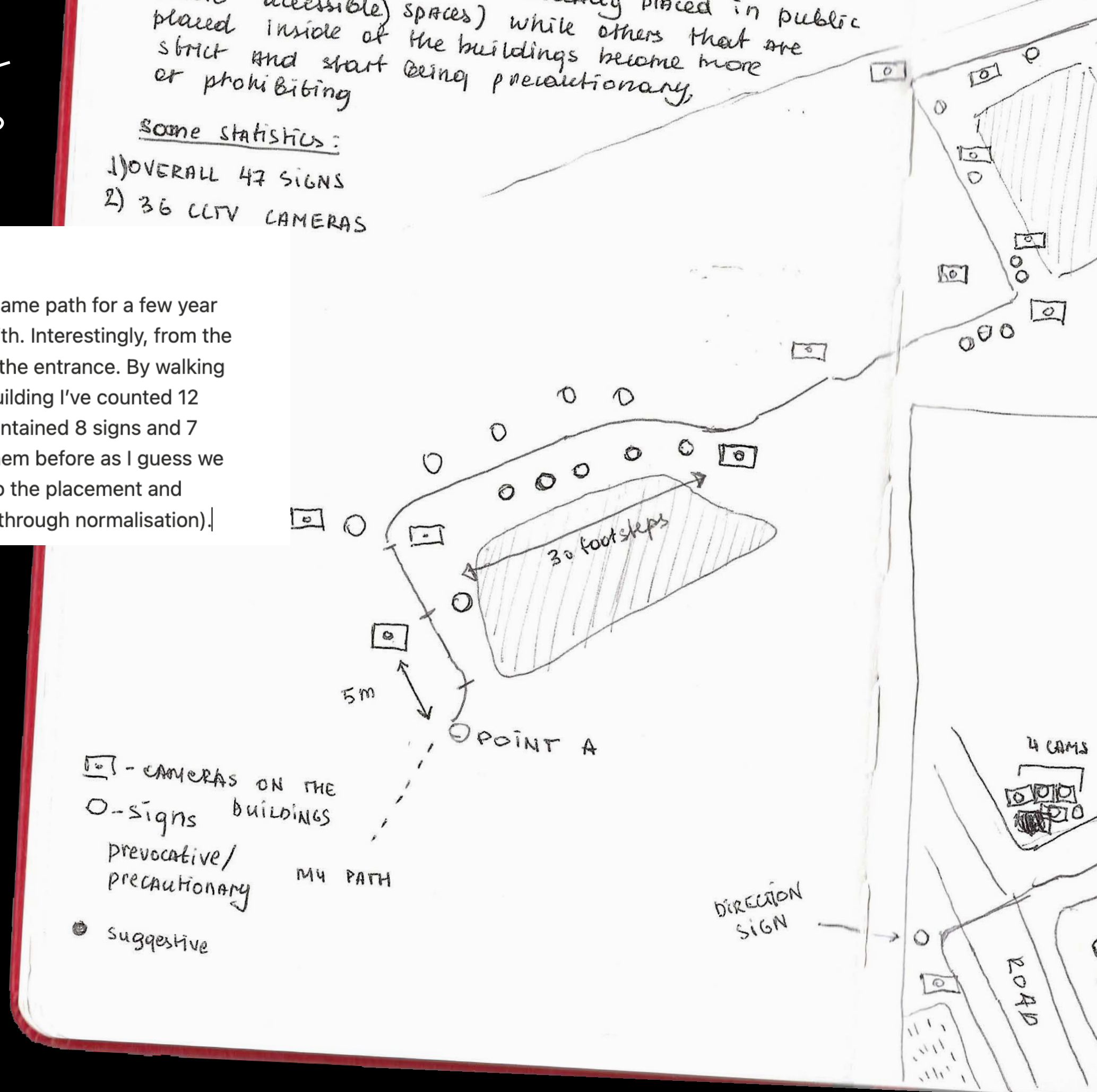
placed in public spaces) while others that are placed inside of the buildings become more strict and start being precautionary, or prohibiting

Some statistics:

- 1) OVERALL 47 SIGNS
- 2) 36 CCTV CAMERAS

The walk

I started the walk from my accommodation. Even though I walked the same path for a few years now, it still felt new because of the new lens I've started observing it with. Interestingly, from the first step I saw a camera that I didn't notice before just right in front of the entrance. By walking into residential area, I think it's an open-space private parking of the building I've counted 12 signs and at least 6 cameras. Office area, it was a DeepMind space, contained 8 signs and 7 cameras. Leisure area - 24 signs and 22 cameras. I've never noticed them before as I guess we usually don't focus on the upper parts of the buildings but according to the placement and distance between cameras, it's impossible to go unnoticed (invisibility through normalisation).



MAP LEGEND

SPACES

- Leisure+entertainment area (includes shops, restaurants and so on)
- Office space (includes office areas, bars)
- Residential area (student accomodations and housing)

SURVEILLANCE

- Signs

Cameras

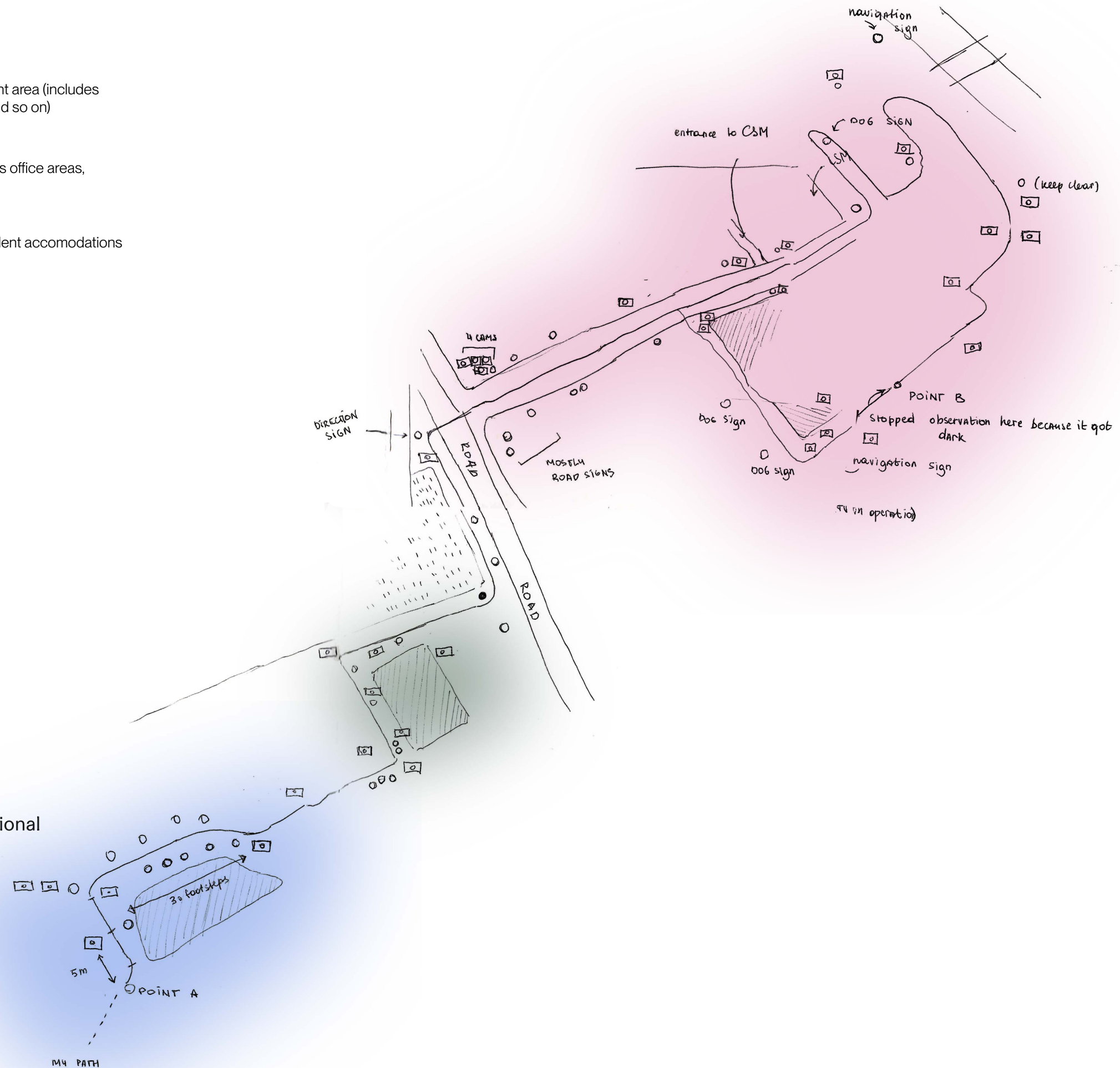
USUAL
WALK TIME

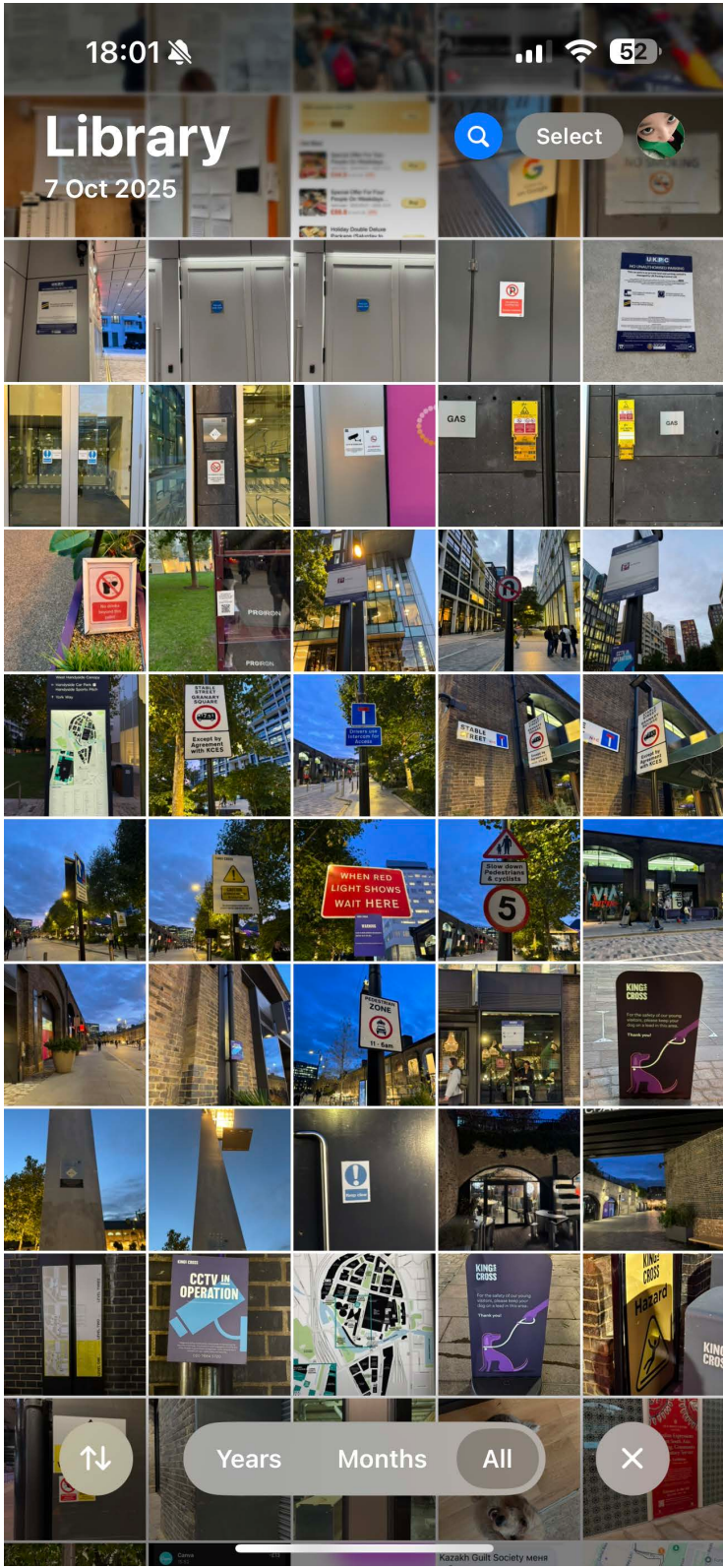
A leisurely 15-min walk

APPROXIMATE
DISTANCE

250 meters

- Suggestive / Advisory
- Regulatory / Directive
- Prohibitive / Punitive
- Surveillance / Informational





Leisure area ⓘ
Ошибка



Office area ⓘ
Ошибка



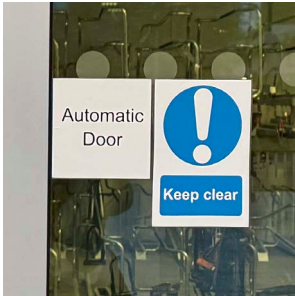
Residential area ⓘ
Ошибка

After the walk

Category	Function	Purpose
1. Suggestive / Advisory	Invites or nudges <u>behavior</u> without force	Encouragement, persuasion
2. Regulatory / Directive	Gives instructions or orders for safe functioning	Operational control
3. Prohibitive / Punitive	Prohibits actions with threat of sanction	Rule enforcement, deterrence
4. Surveillance / Informational	Announces monitoring or recording	Legally required disclosure, <u>behavioral</u> deterrence

Residential area

Suggestive / Advisory



Regulatory / Directive



Prohibitive / Punitive



Surveillance / Informational



Office area

Suggestive / Advisory

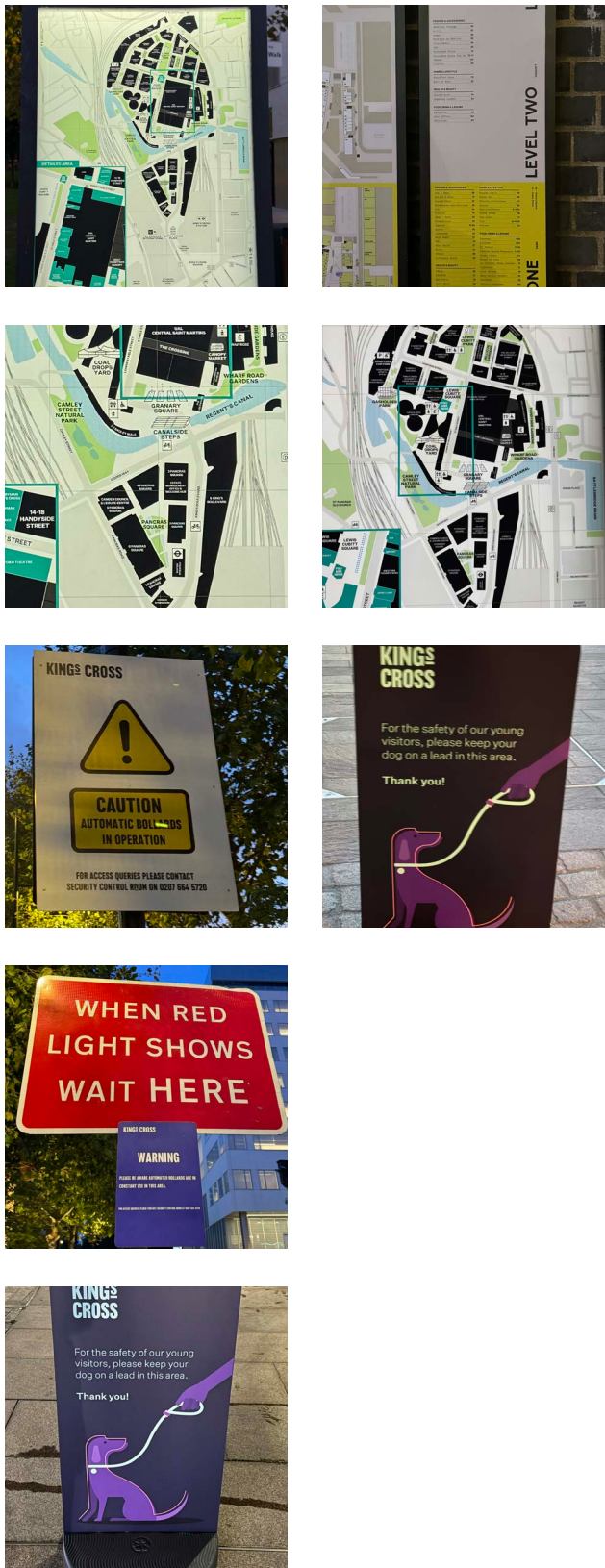


Prohibitive / Punitive

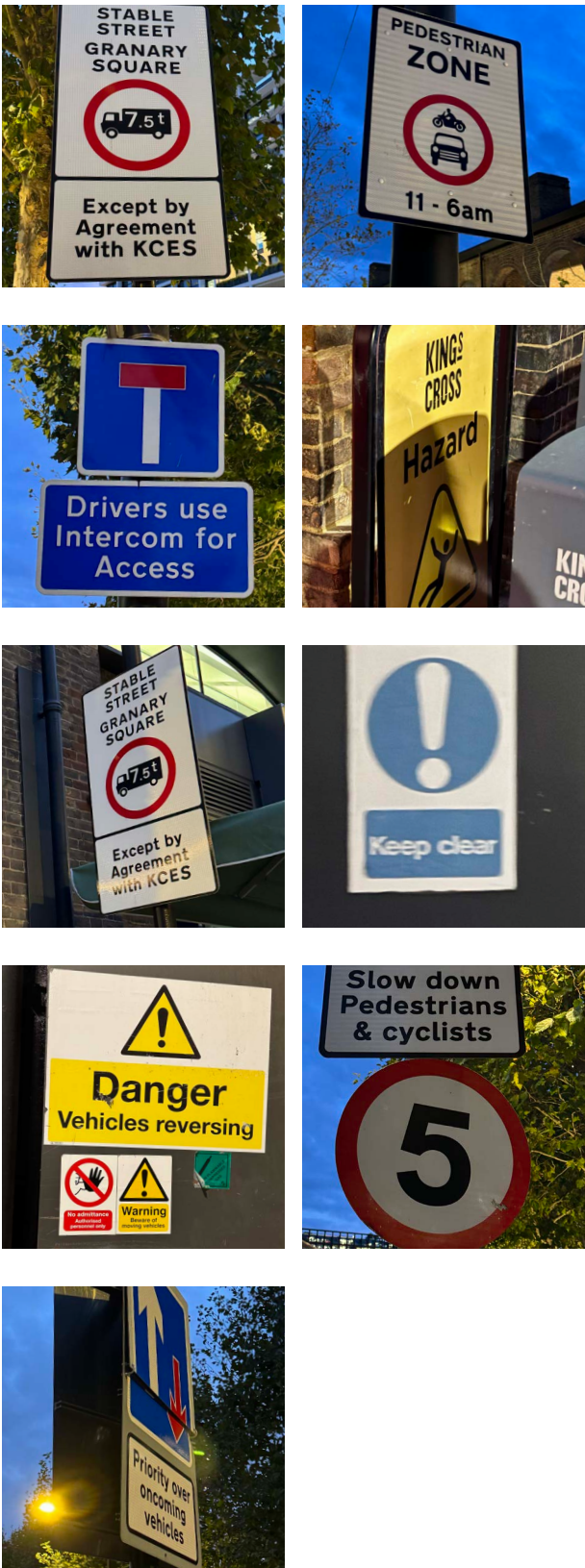


Leisure area

Suggestive / Advisory



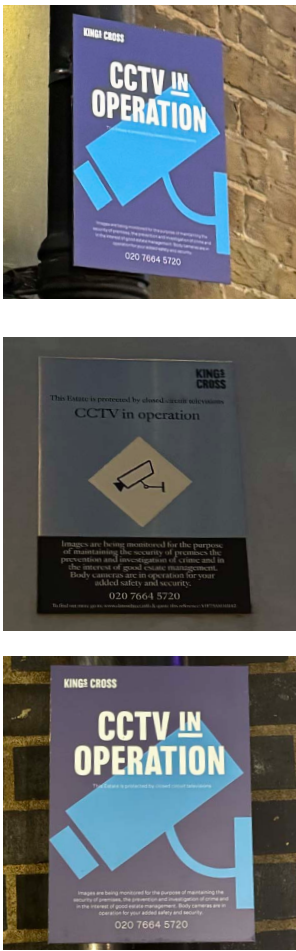
Regulatory / Directive



Prohibitive / Punitive



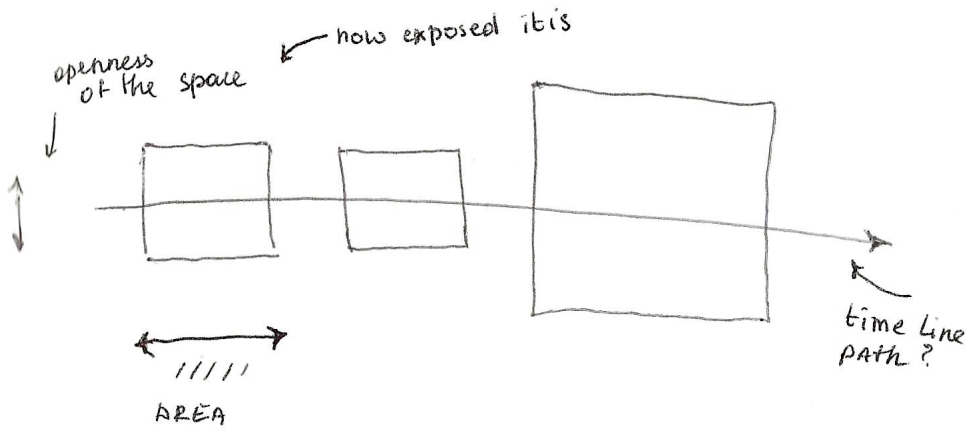
Surveillance / Informational



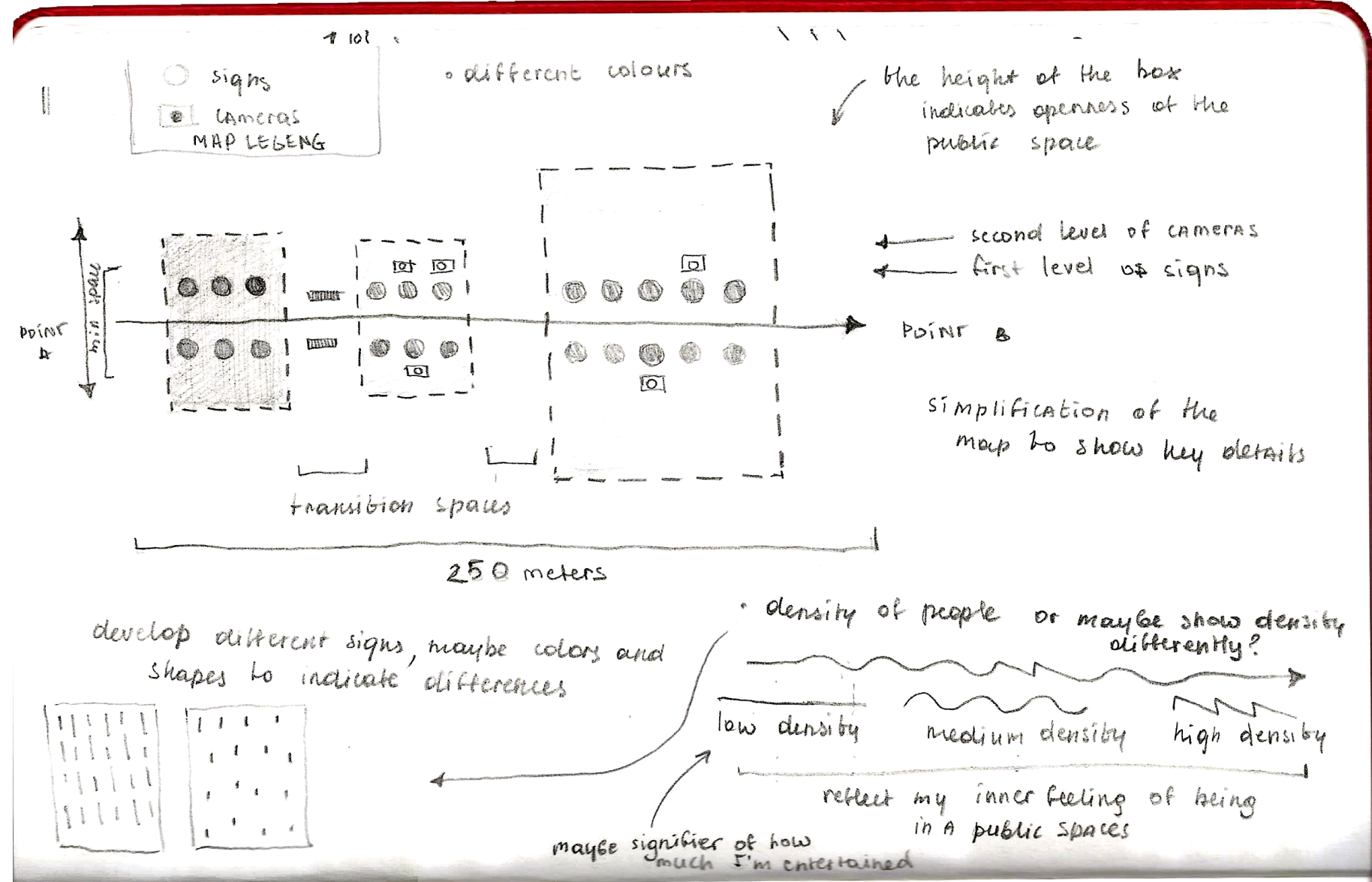
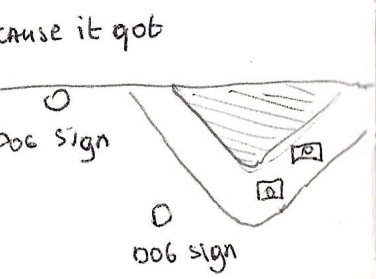
Sketchbook pages

REFLECTIONS:

- 1. Abandon spatiality, maybe leave names of the streets but maybe leave out directional approach?
- 2. think through the legend to make it more relevant to the topic of investigation
- 3. materials & surfaces

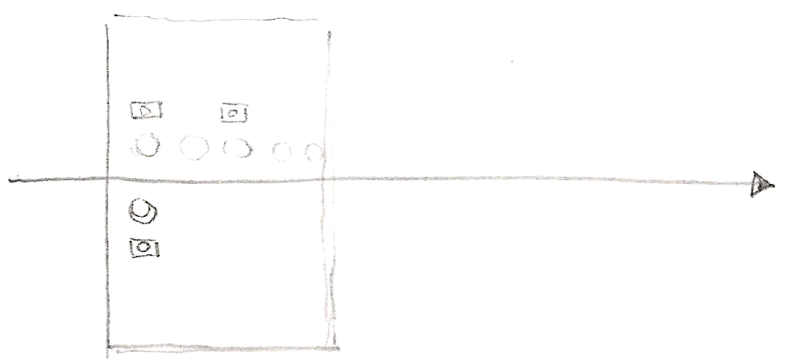


then I took the same route to come back



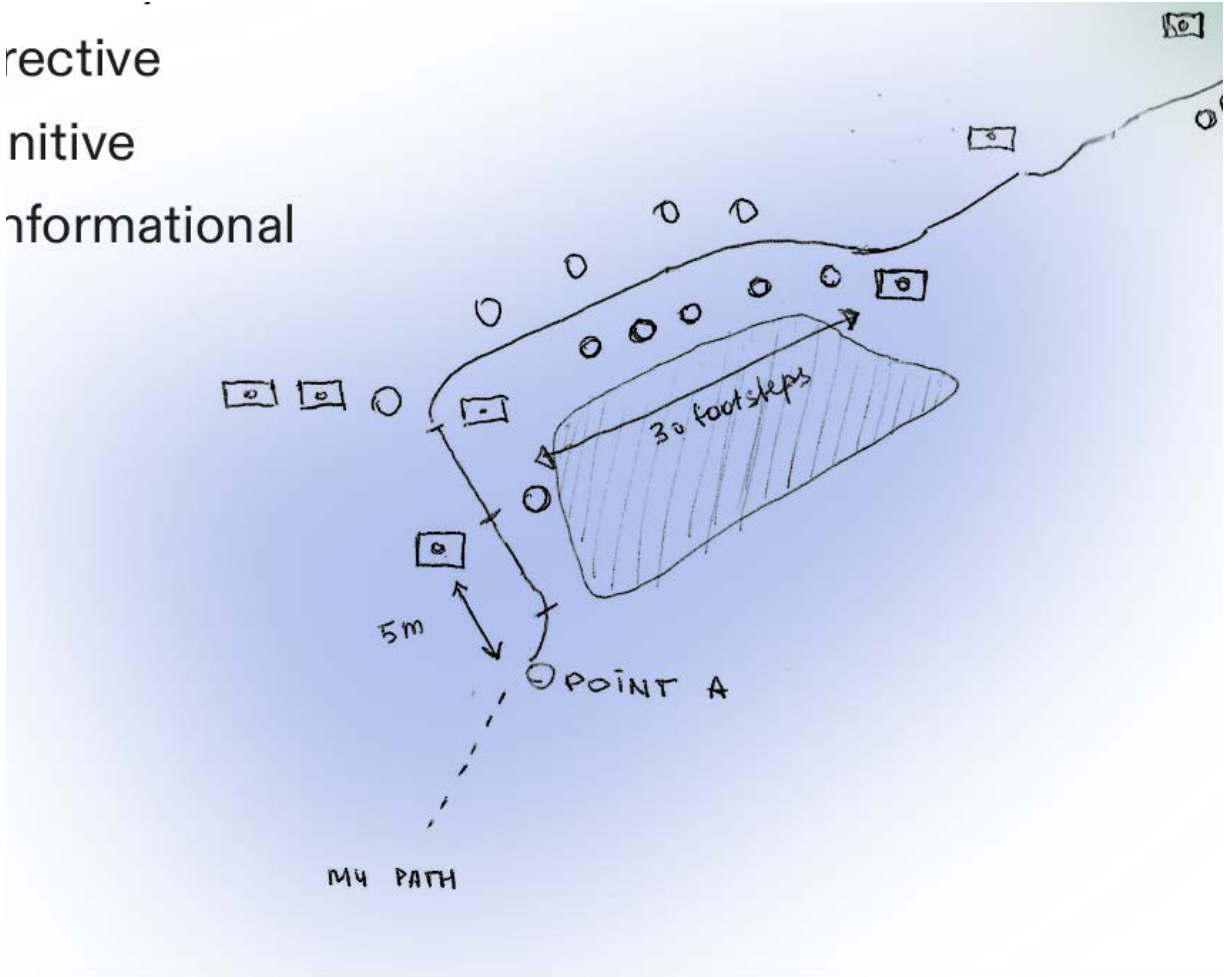
TO SHOW:

- Thresholds → points of control
- perceived vs actual openness

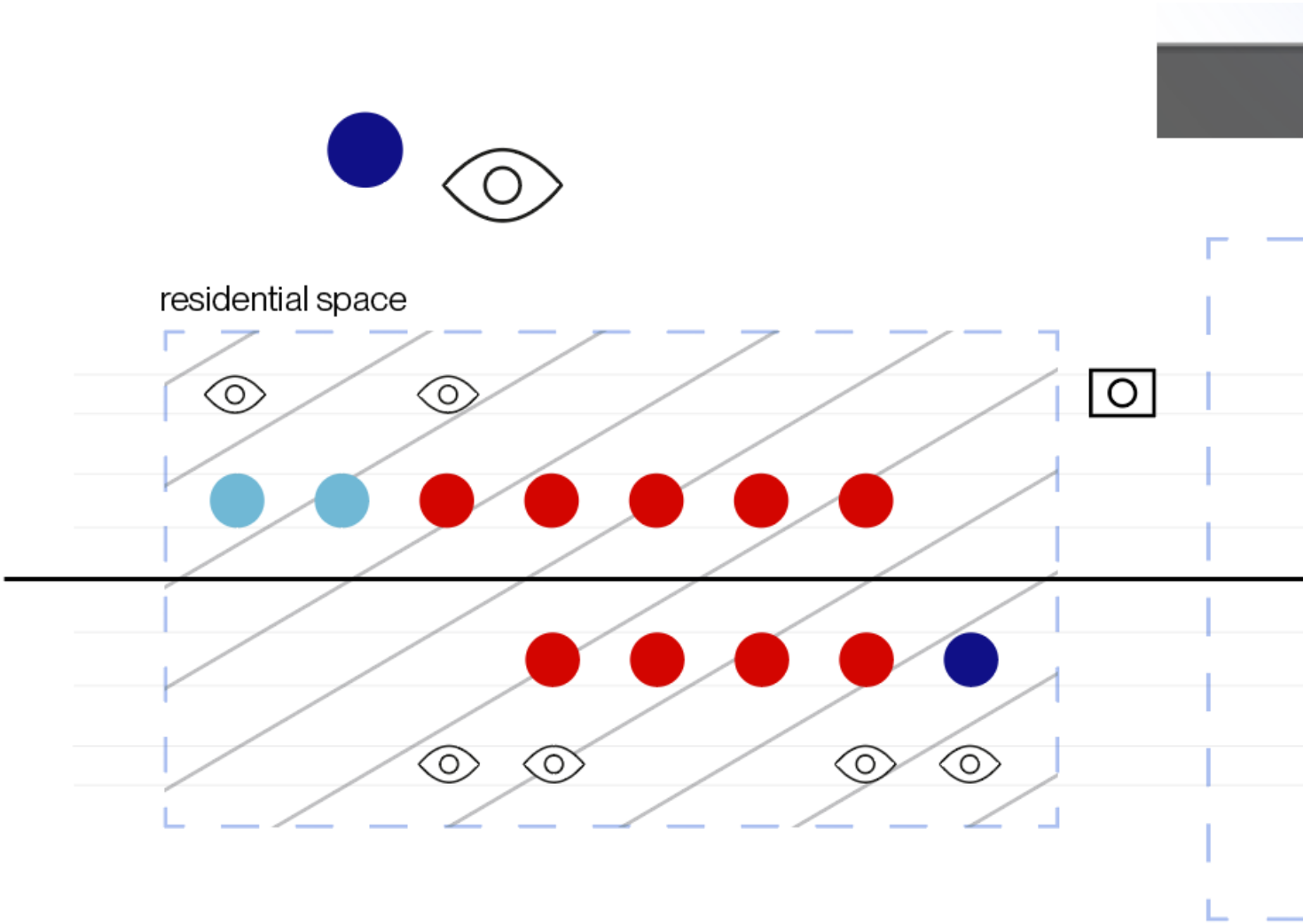


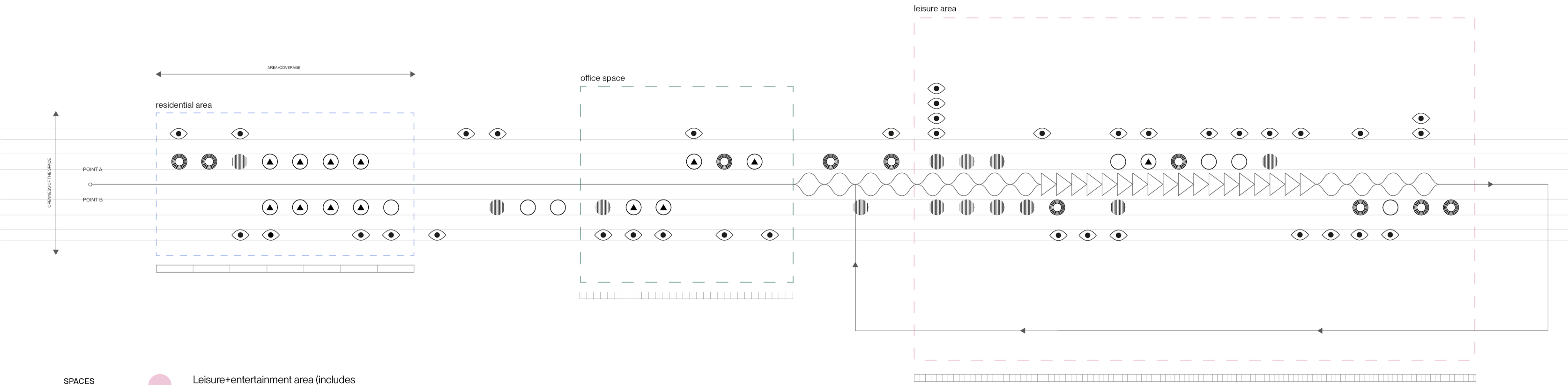
searching for a way to simplify my map to show the main findings

my personal observations and feelings



how to translate my critical findings into more legible form?





MAP LEGEND

Differences of zones and its relation to the signage

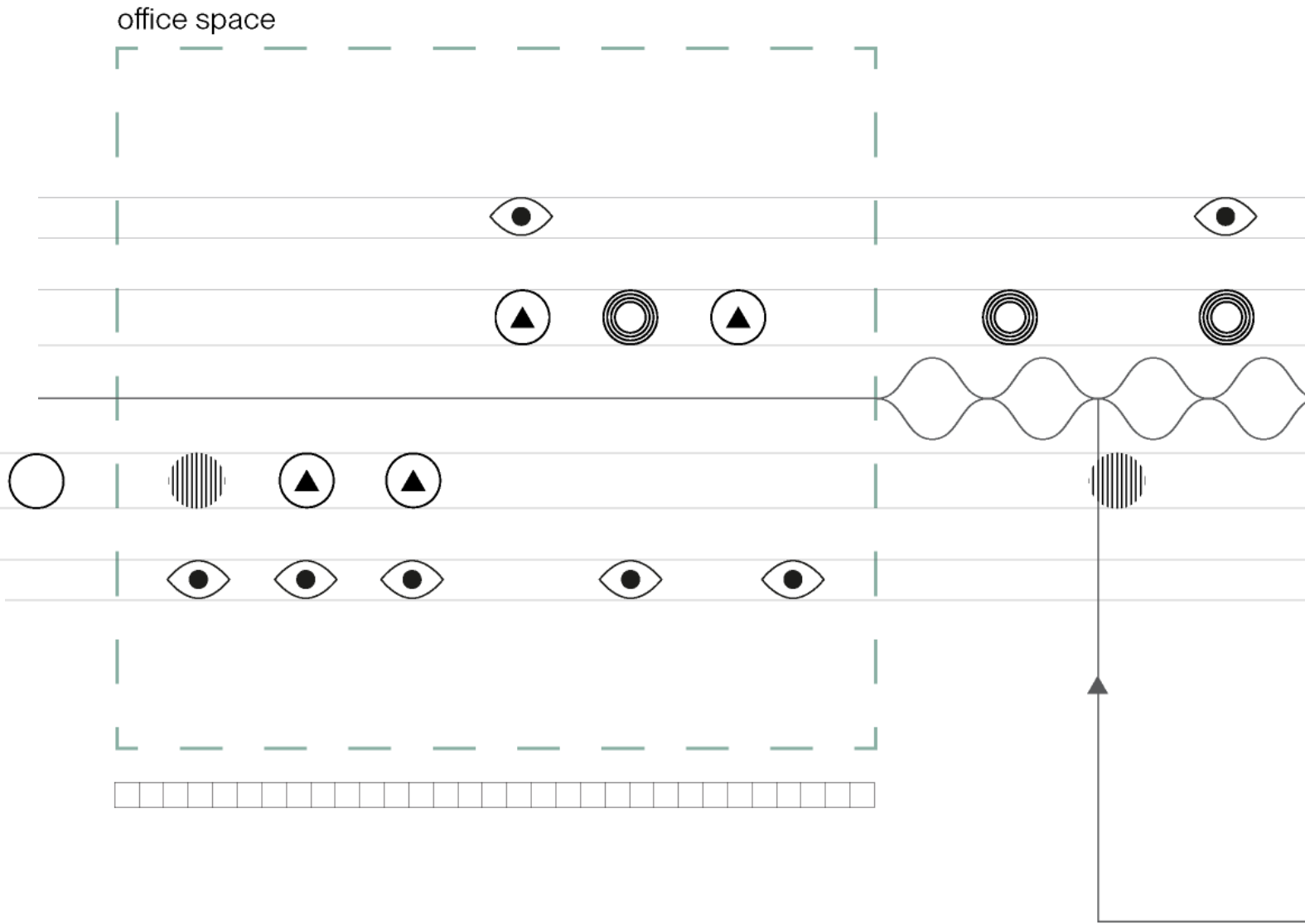
By classifying each sign according to its communicative function, I was able to trace how **different zones deploy distinct semiotic strategies**. In the residential area, **Prohibitive signs** dominate - their language explicitly forbids actions and implies sanctions. Yet these restrictions seem primarily aimed at *non-residents* or *newcomers*, signalling that access is conditional and behaviour must be regulated. The same pattern appears in the office area, though with **lower camera density**, suggesting an implicit trust in office workers as *reliable, self-regulating subjects*. Both zones use a **more disciplinary sign language** - concise, legalistic, and cautionary - creating an atmosphere that prioritises order over invitation.



In contrast, the **leisure area** employs a higher proportion of **Suggestive and Advisory signs**, framed in softer, more welcoming tones. These encourage participation, movement, and consumption rather than enforce compliance, aligning with its role as a public-facing commercial space. The variation across zones illustrates a **spatial logic of differentiated visibility**: residents and workers are governed through rules and expectations of restraint, while visitors are engaged through persuasion and branding.

Moreover, the **physical design** of King’s Cross reinforces this logic. The street network is composed of wide, intersecting routes and open plazas that **maximise exposure**, leaving individuals continually visible from multiple vantage points. This urban morphology, combined with dense signage and surveillance infrastructure, produces a landscape of **constructed transparency** - a spatial arrangement where being seen is normalised and behavioural conformity is subtly demanded.

 Residential area (student accomodations and housing)



Area	Signs	Cameras	Area (m²)	Signs / 1 000 m²	Cameras / 1 000 m²
Residential (Blue)	12	6	4 000	3.0	1.5
Office (Green)	8	7	5 000	1.6	1.4
Leisure (Pink)	24	22	11 000	2.2	2.0

In areas of lesser density there are more signs as if when person is alone and not regulated by the crowd, they more prone to behave in an anti-social manner than when they're in the crowd and people serve as a **force of constraint**.

Surfaces and materials

During walking I've noticed the large amount of reflective glass being used on the street. And while it's visually makes the street spatially seem bigger at the same time subconsciously it implies the constant **feeling of exposure to the gaze** of others inside of those buildings.

Moreover, I had a feeling that glass mirror surfaces makes **people more aware of themselves**, the way they walk, behave, dress up, interact by seeing their own reflections on almost every building they pass.

History+research

METAHAVEN, UNCORPORATE INDENTITY

Even a ‘brand personality’-supposed to humanize the abstractions of organization-has trouble **closing the gap between itself and the intangible thing it stands for**. The emblem or image that represents an organization is a surface to cover that void. Such an image may appeal to people’s needs, desires, or expectations. It may also appeal to their fears.

Uncorporate Identity concerns the relationship between an organization and **its tangible forms as they exist in the world**. For that reason, we consider transformations of political power and organizational form to have a major influence on corporate image.

Today’s citizenship practices are concerned with ‘the production of “presence” of those without power and a politics that claims rights to the city.’

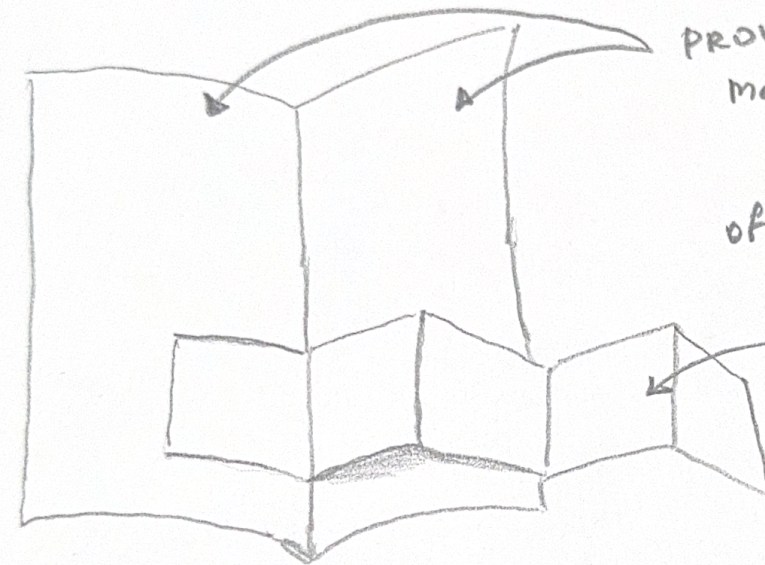
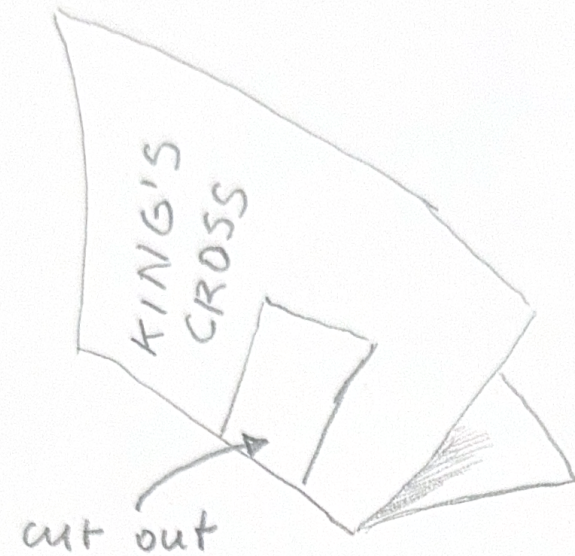
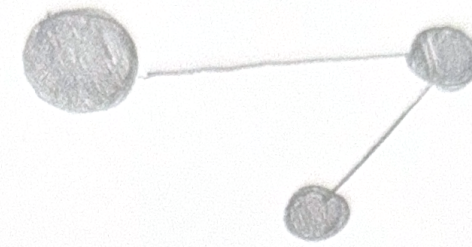
King’s Cross

Lower quality housing was built along the Caledonian Road, and more expensive properties in Barnsbury. On the western side of King’s Cross, the terraces and squares of Somers Town continued to be built. These were now occupied by railway and industrial workers rather than the genteel middle class. An area between Somers Town and the Goods Yard was leased to workmen to build their own homes, and **quickly became associated with poor quality dwellings**, known as Agar Town.

In the latter part of the 1990s, the area became known for its nightlife and was something of a hub for artists and creative organisations. But problems of crime, unemployment and a **poor quality environment undermined the area**.



FOCUSED INVESTIGATION



Provide CONTEXT,
maybe some history
outline,
first impression
of the AREA + last
iteration

focused map
with highlight
of the current
segmentation