

Interactive comment on ““You have reached your destination!” Position, positioning and superpositioning of space through car navigation systems” by T. Thielmann

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Received and published: 28 September 2006

Overall comments: This paper is innovative and ambitious in tackling a new technology via a strong range of theoretical approaches. In the view of this reader it draws in significant conceptual approaches. It is clearly not exhaustive and there are questions as to what theories have been chosen and why? So it briefly includes heterotopias, third spaces but not literature on how people use maps in travel. There is for example a range of ethnomethodological work on how people navigate in cars (eg. Brown, B. and K. O'Hara (2003). "Place as a practical concern of mobile workers." *Environment and Planning A* 35(9): 1565 - 1587, Laurier, E. (2004). "Doing Office Work on the Motorway." *Theory, Culture & Society* 21(4/5): 261-277). I am not suggesting adding more perspectives - since the paper perhaps already has too many through which it

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has to move quickly. If anything I think the paper could focus on some justified and specific approaches in a more sustained manner. The real strength of the paper for me is attempting to connect maps as representations with an augmented experience of the world via speed, as I read it. Its weakness is that the point can get a little lost in the technical history and shifts in approach.

Specific comments: The paper is perhaps at its strongest focusing on the effect of the screen via Virilio, with its careful acknowledgment of the problematics of his work. My suggestion is this could be developed to form the real core of the paper ontologically addressing mediated space. There are here a few more spatial approaches that might help solidify a theoretical core - so perhaps engage with Virilio's notion of the screen more fully, and building on Berland's account, to examine a doubling of vision and a der-realization of the city (see for example Friedberg *A 2002 Urban mobility and cinematic visuality: the screens of Los Angeles - endless cinema or private telematics journal of visual culture* 1(2): 183-204, Friedberg *A 2004 Virilio's screen: The work of metaphor in the age of technological convergence journal of visual culture* 3 (2): 183-193, Colomina, B. (2001). "Information Obsession: the Eameses' multiscreen architecture." *The Journal of Architecture* 6(Autumn): 205-223, Boyer, M. C. (1996). *Cybercities: visual perception in the age of electronic communication*. NY, Princeton Architectural Press., Tabor, P. (2001). *I am a Videocam. The Unknown City: Contesting Architecture and Social Space*. I. Borden, J. Kerr, J. Rendell and A. Pivaro. Cambridge, MA, The MIT Press: 122-137, Collins (1996). *Architectures of Excess*. London, Verso.) Or build the notion of speed - the paper mentions a genealogy (though I am not sure Virilio does that) but if so compare with say Schivelbusch ((1979). *The Railway Journey: Trains and Travel in the Nineteenth Century*. Oxford, Blackwell) to develop a notion of comparative speed as Virilio does in societies of transport versus those of transmission.

Alternately it might build on the links with augmented environments the paper mentions (the Alsace and the trace project) to link through to notions of real time data and mobilised computing, which have been followed in architecture and cultural stud-

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ies (eg de Souza e Silva From Cyber to Hybrid: Mobile Technologies as Interfaces of Hybrid Spaces: space and culture vol. 9 no. 3, august 2006 261-278, Beckmann, J., Ed. (1998). *The Virtual Dimension: Architecture, Representation, and Crash Culture*. New York Princeton Architectural Press (especially the 10_dencies chapter), Galloway, A. (2004). "Intimations of Everyday Life: Ubiquitous computing and the city." *Cultural Studies* 18(2/3): 384-408.). These for instance examine real time PDA mapping devices like Amble Time as well as augmented environments.

There is a crisp and clear summary of the invention of data as spatially envisaged (there are alternate histories and forms of engagement) but this is not really brought back later in the mapping material. Likewise I commend the detailed account of the evolution of in car navigation systems pointing out the significance of different representational repertoires, but the significance needs to be pulled out of them.

In summary I think the paper might need a little sharper focus, and selecting some related literatures to contrast to in depth might provide that. The topic is interesting and the approach is sophisticated, it is a matter of drawing out the implications a little more clearly.

Interactive comment on Soc. Geogr. Discuss., 2, 27, 2006.