

Suspicious Ambivalence

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Suspicious ambivalence is an urban intervention project meant to raise attention in the ambiguous CTA posters campaign aimed to create citizen awareness of possible hazards while riding in city buses and trains.

As we all know after the events of September 11 of 2001 there have been multiples campaigns to alert the citizens of the “constant dangers” that streets of mayor cities represent to them. There are two fundamental consequences - goals? - to these type of campaigns: subjecting the population to constant fear and transforming the common citizen into a watchmen.

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In one of the posters of the mentioned CTA campaign the citizens are alerted of the hazard of pick pocketing.

According to official statistics^a the probability of suffering such event is 1 in 2.775.000 (in both buses and trains) while the probability of winning \$100.000 in the Illinois LITTLE LOTTO is 1 in 575.757^b. It is 5 times easier to get rich than to get mugged (traveling in the CTA).



DON'T BE A VICTIM OF PICK POCKETING.

Here are a few simple precautions to prevent loss of personal belongings:

- Keep wallets and valuables in zippered or front pockets
- Never pat your pockets to see if your wallet is there; this lets a criminal know the exact location of your valuables
- Conceal your wallet in a buttoned or zippered pocket where it doesn't show
- If you are carrying a shoulder bag, place shoulder strap(s) diagonally across your body

CALL 911 and inform the nearest CTA employee if you witness or are a victim of pick pocketing.

SNUGGLING OR SNATCHING?

CTA is committed to Safety 

^a http://en.wikipedia.org/wiki/Chicago_Transit_Authority

^b <http://www.illinoislottery.com/Games/LittleLotto.htm>

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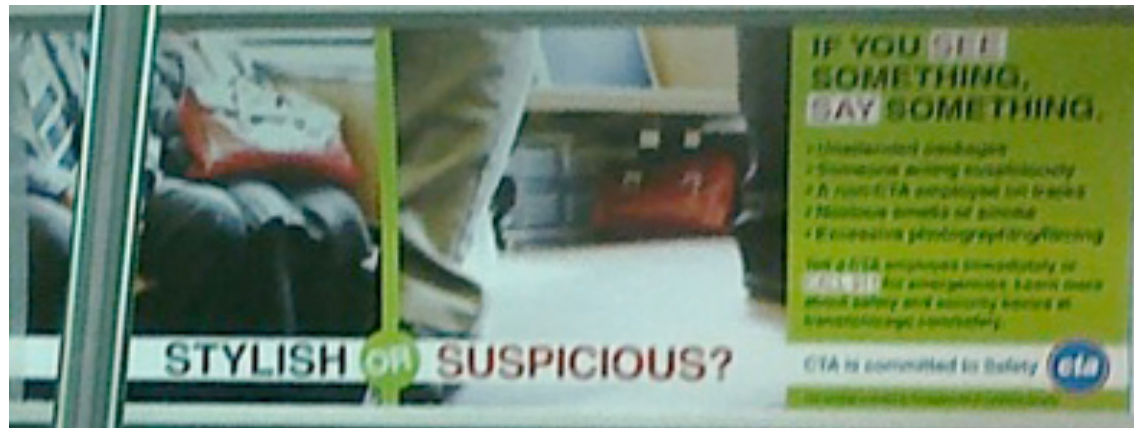
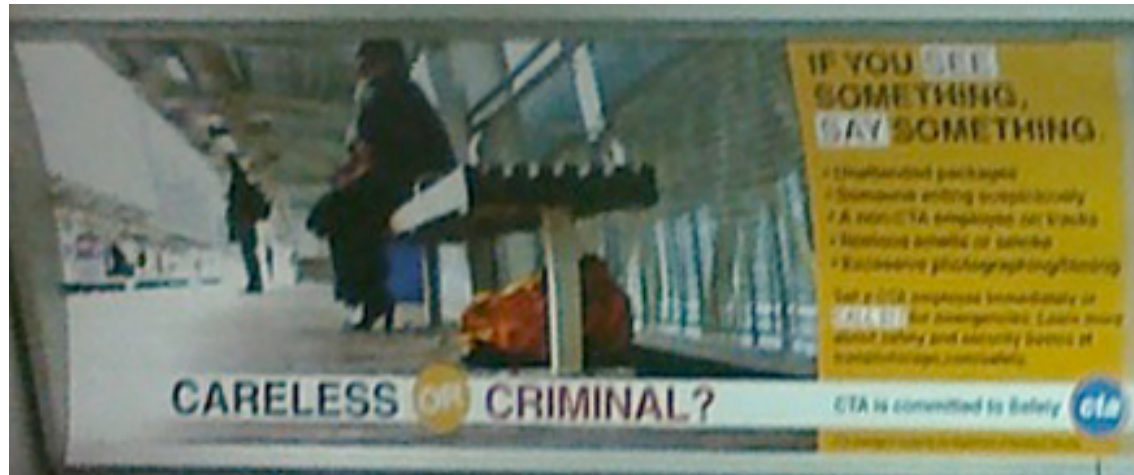
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In other posters either the images are very ambiguous or the average citizen is compelled to act in response to, for example, being touched.



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Action plan

To address this situation we are proposing a 3 steps action plan:

1 - Creating your own poster

By creating a template of each poster in a website people will be able to create their own subverted version of the posters of the campaign and submit their proposal to be judged and voted by other participants.

2 - Voting the best subverted poster

All the proposals will enter an election process to obtain the most effective subverted poster according to the participant's judgment.

3 - Printing and placing

Once a certain time has passed the proposal for each poster that has received more votes will be available for printing in home printers (patch printing technique provided by the website). The participants will then be able to place as many as they want in any place that they like. The number of interventions will then become exponential.

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Examples of templates for the website

IF YOU SEE SOMETHING. SAY SOMETHING.

- Unattended packages
- Noxious smells or smoke
- Someone acting suspiciously

Tell a CTA employee immediately or **CALL 911** and inform the nearest CTA employee if you witness or are a victim of pick pocketing

STYLISH OR SUSPICIOUS? CTA is committed to Safety

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Examples of a potential intervention by a website user



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