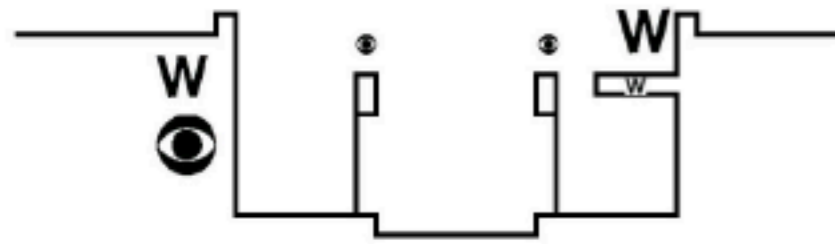


# MASSCHUSETTS VS IOWA - LAWRENCE, KS

SPEED

SYMBOL



3mph  
20mph

W ● ▲



## THESIS

Analyzing Mass. St (above) and Iowa (below), I notice two ways of life in one town. You might also make the assumption that Iowa was also built later than Mass. In "Learning from Las Vegas" the theory of speed to relation of sign makes is a very clear difference in these two areas of Lawrence, Kansas.

Massachusetts St. with only two lanes with limited parking off this main drag. This is supposed to be a hip place where people can meander. These bars, restaurants and clothing stores all have their way to draw you in. Much like the eastern bazaar you walk by what you want. If you did not see the text of Jefferson's, you could see a place with an awning and outdoor seating; it's very easy to assume that this is a place to eat. If you saw a dress or a KU shirt in the window you could assume it is a clothing store.

Iowa St. with its four lanes is meant to find your destination and move on. You see many of these "boxes"; Payless, Hyundai, Best Buy. You can see the sign from many yards away. They know you are on a mission. This is not the LA highway that Banham spoke of, but it is much faster than Mass. St. Was this street designed to keep up with bigger cities to have these desired stores with cheaper prices? Iowa St. is the product of the issue we don't want to take credit for as discussed by Banham.

The signs will always be needed on Iowa, because we are in a hurry to get to that destination for that quick service. If you get breathing time, maybe from family, studio etc. you will want to slow down your pace and go have a beer.



SPEED

SYMBOL

45 mph

W ● ●

