



## Subterranean displays: the underground as a visual device

The underground is a means of communication in the sense of transportation – moving people from one point to another- but also transmitting messages to thousands of passengers every day like mass media.

**In the singular design of the underground, glance is caught out by signs of all types.**

**Passengers become readers, visual consumers.**



## Subterranean displays: the underground as a visual device

My presentation explores Buenos Aires' underground railways (Subte) as a cultural artefact that enables a moment of simultaneity not only in the reading of messages that the underground displays but also in the shared experience whereby a large number of strangers at the same time recognise themselves as a part of a whole. I particularly analyse different interventions on and characteristics of the underground environment and how these visual elements mediate in the relation between memory and history.



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**Cultural history of mobilities and urban studies:**

Interested in the relation between the material and symbolic forms of urban space and mobilities.

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