

# Roland Barthes

1915-1980

Roland Barthes,  
not smoking.



# Structuralism to post-structuralism

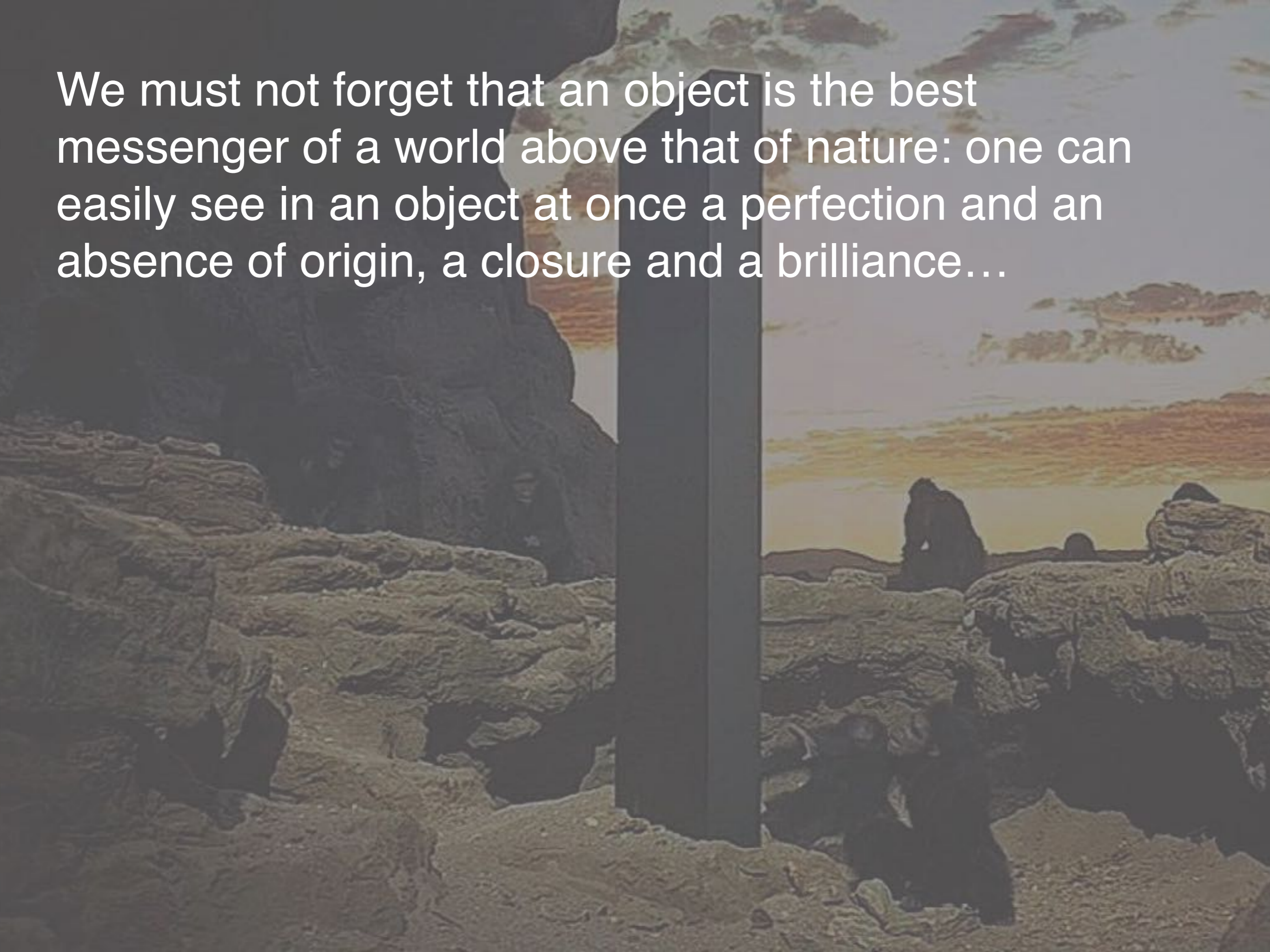
Semiotics as tool



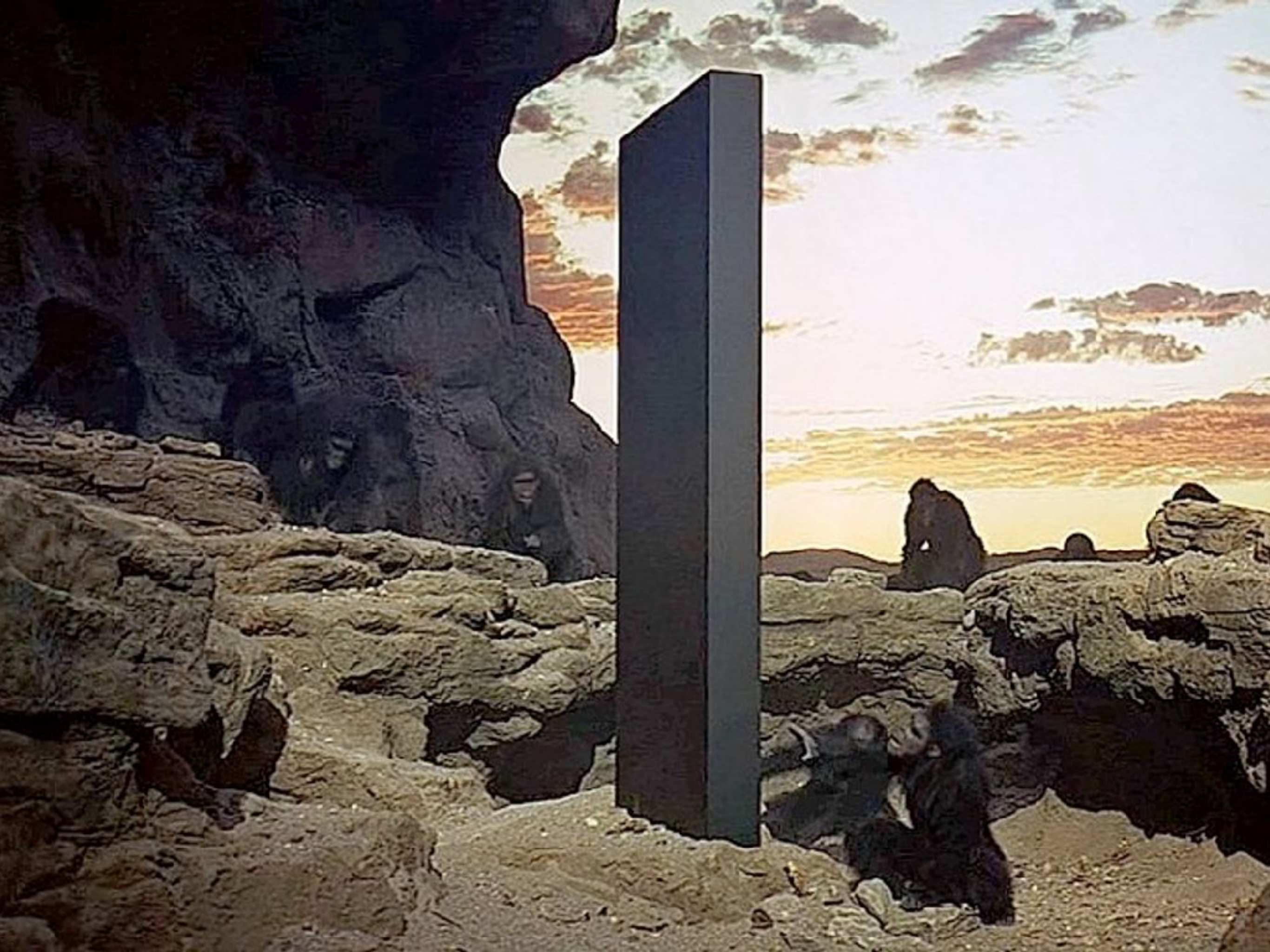
# The New Citroën

Roland Barthes

We must not forget that an object is the best messenger of a world above that of nature: one can easily see in an object at once a perfection and an absence of origin, a closure and a brilliance...









# The Nautilus





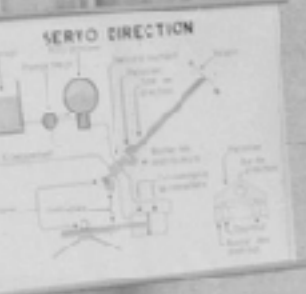


DÉFENSE DE FUMER





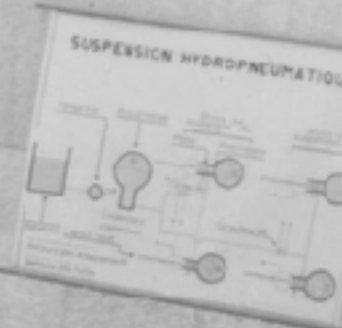




EN DOUBT  
Servo-direction



Pour VOUS  
cette voiture  
travaille  
toute seule



















**1957 Chevrolet Bel-Air**





**1956 Citroën DS**

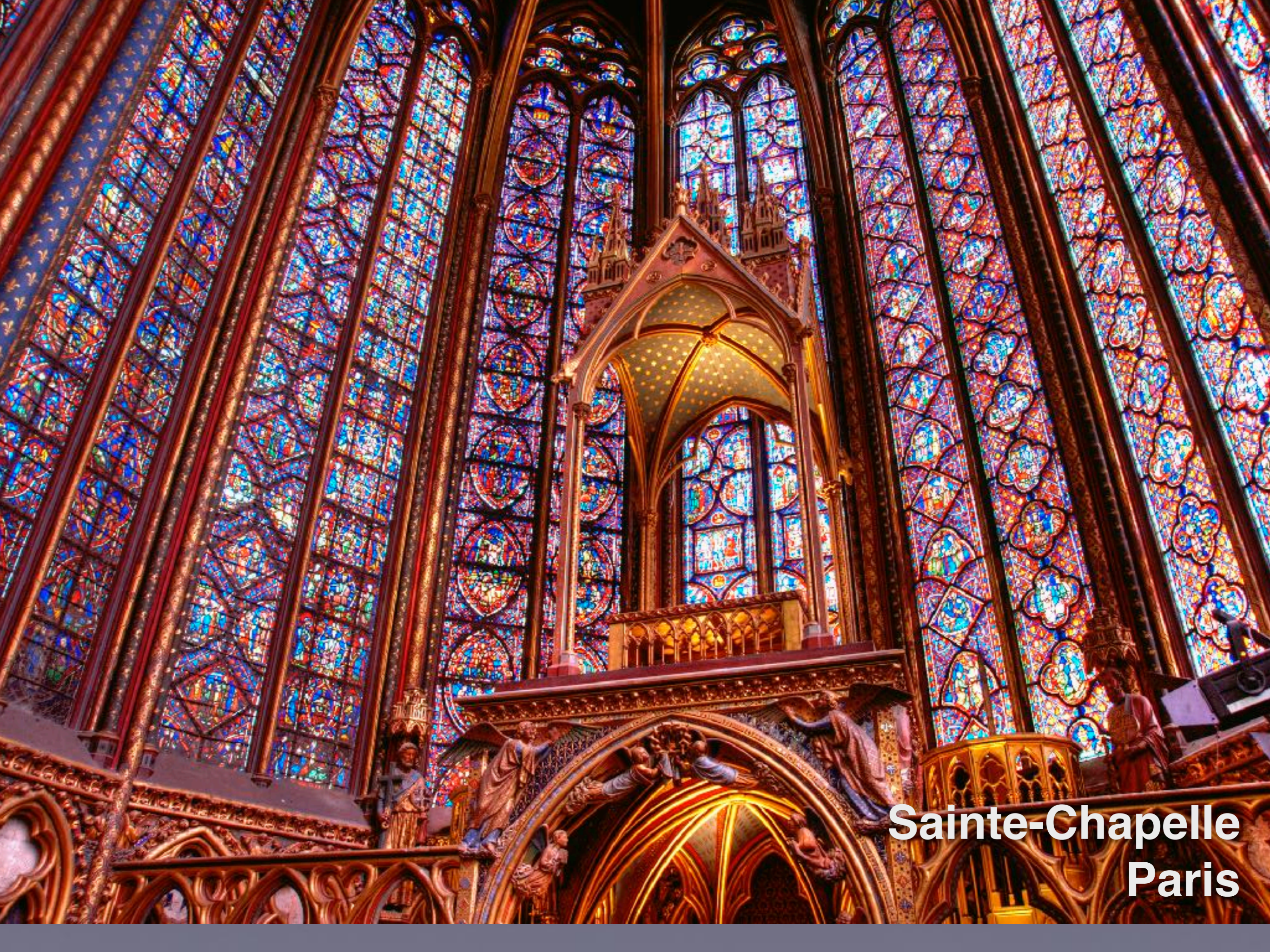


# The Day the Earth Stood Still

1951





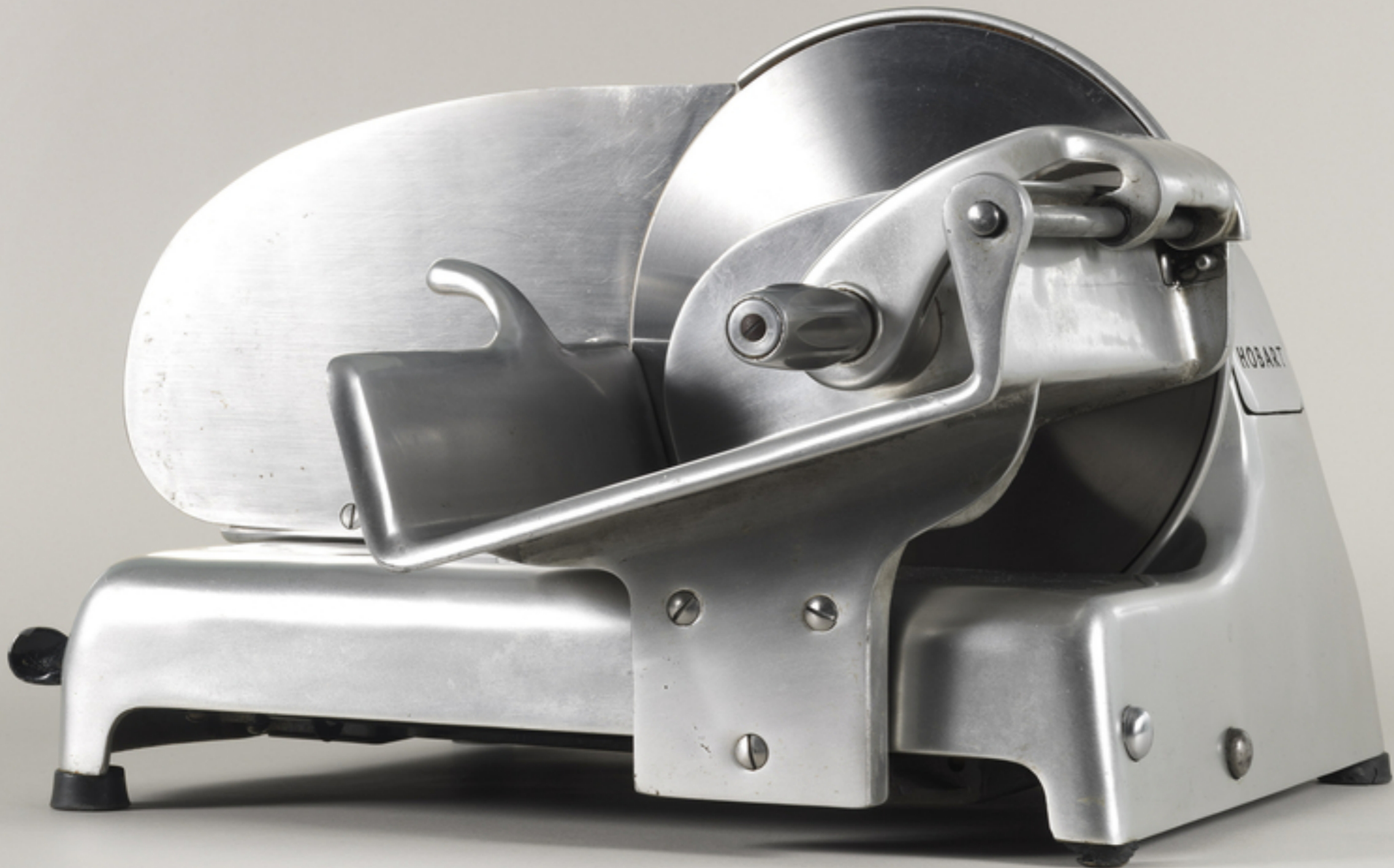


**Sainte-Chapelle  
Paris**



# Model 410 meat slicer

Egmont Arens, 1940s



# Braun KM3 Mixer

Gerd Alfred Muller, 1957

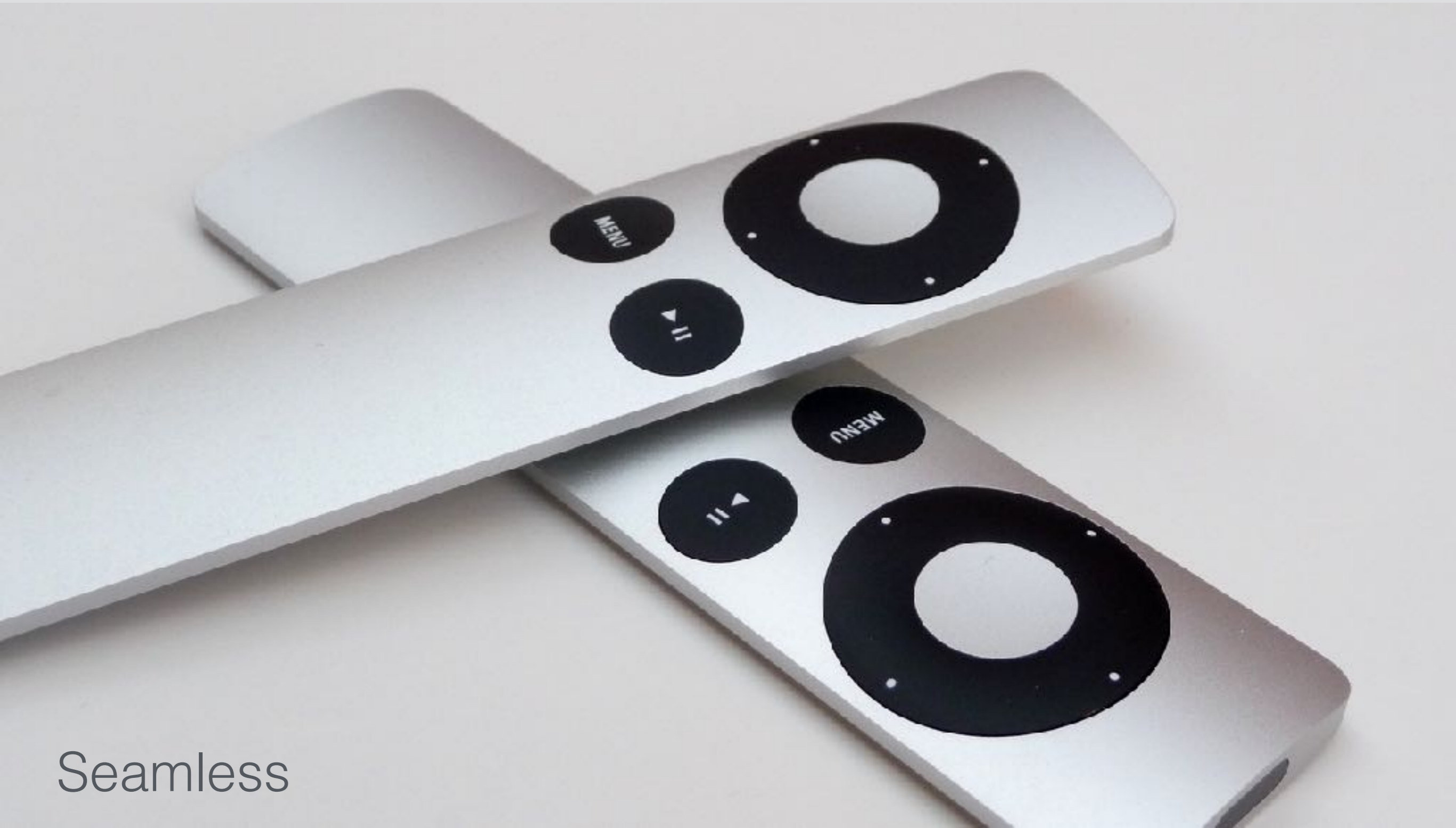




# Dormeyer Mixer

1950s





Seamless



# Key points

- Looks at the connotations of an object, not its use, specifications, usability, etc.
- Anything can be seen a product of, and reinforcement of, myths.
- Can be seen as an example of switching from one set of codes to another.