

LOGO

For this reason, the most powerful texts function like logos, a code wherein words and reading are synthesized into looking and staring, i.e., they become primitive and unmoving structures for the channeling of static information. As such they can be read as styleless or exemplars of a *fonctionnalité absent*. Such texts aspire to the furniture-like logos of multinational corporations, particularly gas and bank logos, which can typically be read bidirectionally or rotationally. In their L→R and R→L orientation, these circular logos mirror interior and exterior spaces. For this reason, they are boring to read, and resemble things like parking tickets, ticket stubs, and books like the Bible or *Dogs that Know When Their Owners are Coming Home*. A logo-like text is text and reading instructions as one, and thus transforms the activity of reading into a mechanical and premonitory activity wherein things that are read become endlessly static and recognizable. Reading is nothing more than a pattern, one that is not designed, where symmetry and asymmetry are indistinguishable. Such readers act like open-source codes. Examples of open-source reading codes include logos, flags, headlines, product labels, vibrating or hot colors, diagrams, Muzak, things that are blurred, and neon language. These languages eschew the traditional book's desire to discover symmetry in the world beyond the book. No book shall have a posthumous fame.



