
TE RŌPŪ ĀWHINA MATE PETIPETI O AOTEAROA
**Problem Gambling Foundation
of New Zealand**



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- Design and Technologies of space and 'pokie parlours' - Identification and Analysis of the 'Space' that women occupy in New Zealand 'pokie parlours'.



A 'safe place' to go for the relief of boredom and pressures

- Stigma attached to being alone in a pub
- Growth of gambling opportunities- pokie parlours
- Create a neutral space from being available
- Not interactive with others
- Pleasure oneself without repercussions
- New technologies and 'feminised' games
- A space of one's own that enables identity,
- Self expression and the illusion of control



Environmental Psychology

- Origins in the USA 1950's. Issue of the interface between human behaviour & socio-physical environment. Initially a mental health focus
- Studies of relationship between behaviour and physical environment and freedom of choice
- Hence the effect on behaviour of design and spatial positioning-PP room no window or clock



Sociological Contributions

- Explores notions of capitalist exchange and role functions of architecture. Hierarchies of use
- Post structuralism defines the technology of risk and its general model the game of chance
- Wider context of colonial influences, changing social contexts and invisible role of women in commercial leisure studies (Kiata-Holland P3)
- Design of public and private space 'unsafe' for women in a study of Pruitt-Igoe housing project



Art theory and visual culture

- Ask tough questions on what part women play in construction of spaces of cultural enjoyment?
- Changing expectations of social interaction and the roles of women in the family (Baker 2002)
- Idea of theory of the architectural space –search for new categories that are fluid and overlapping (Boys P207)
- Isolation of women in home in 1950's moved from physical isolation, to new space's they inhabit (2000).
- How does space affect individual working class, Pacific, Maori or disabled women in their routine lives?



Female bodies in the PP space

- Women feel 'at home' in the Pokie Parlour? (PP)
- Divested of roles of partner, mother, worker, family peace maker and provider.
- PP space is identified as a direct block shape between the head and shoulders and the machine.
- Are women 'perpetual victims, in social space of the city? Can they exist in the terrain at times?
- Gambling services-we analyse the victim-ology of the poker machine players-but their interpretation of the activity is different.



Past Research focus- reasons to gamble

- Psychological-boredom, daily routine, relationship & family problems. Trauma (abuse)
- Cognitive, personality and behavioural aspects.
- Cultural, meanings of family, obligations to hierarchies and group practices
- Isolation and community issues-close association identified, Brown (2000, Melbourne)
- Trevorrow & Moore (1998), counter this (women socialise with other gamblers).



Atmospheres & Effects

- Most studies identify lights, sounds, décor, as the main creators of a desirable venue.
- Griffiths, (2009) “Casino Design Understanding Gaming Floor Influences on Player Behaviour”.
- Chhabra & Andereck, (2009) “Proposing Perceptions-Based Unique Marketing Strategies” for Gamblers”.
Claim to provide sustainable practices to curb negative impacts.
- Analysis of the effect and how to produce it? Concept of atmosphere not neutral –how to define?



Atmosphere is the periphery

- No doubt that the atmosphere has impact on gambler behaviour but when women gamble, it's not about the money and they forget the room
- Impact of 'Leisure Sociology' theory by Casey (2008) explore feminist, class, culture and relationships between.
- Meaning of the space women occupy for major part of their day (Gambling space?)



Space and Gaze

- Burgin (1996), identifies 'symbolic space' that exists in the imagination.
- Mulvey (1970), proposed women were the subjects of the male gaze. Based on Freud, used concept of scopophilia, masculine gaze that equates to objectification.
- Not available to men's gaze when playing poker machines as claim the space and exist in it.
- Can be out alone and in a 'safe place'.
- Absence of judgement and being labelled.



Women alone and being out alone.

- Friedman (2002), “The mobilized and virtual gaze in modernity: Flaneur/flaneuse”.
- Expands the gaze theory to male & female roles of cruising the city, observe the inhabitants, observing the social life without actually participating.
- Women relate to being out alone but unable to translate the flaneur role to flaneuse in reality.
- Categorises them as slapper, tart, or prostitute.



Social ordering, social space

- Architectural space and social venue of PP.
- Ownership of the space, provides security, a safe place that is neutral and comforting
- “Architecture appropriated by contemporary critical theorists”, resulting in issues of sexuality and space being ignored. (Colomina, 1992)
- Challenge the previous concepts of architecture that render it neutral and put sexuality as central to the space argument.



Implications for gambling help services

- Raise awareness of the role of architectural space in pokie parlour design and positioning to wider community, regulatory bodies (TLA's)
- Clinical interventions should include questions about the meaning of the space clients occupy
- Existential approaches may fit with clients who are attached to the space-self esteem & balance
- Implications for lifestyle change re ordering of personal space, time out, over commitment.



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“Static views of social order do not take account of the processes, ambiguities and differences involved in trying to think about social ordering that we have come to call modernity”.

Robert Maxwell (1993)