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Jason Young

The Macro-Phenomenal

The Case of Cabela's Elephant

This immortalized elephant, encountered within the hunting superstore called Cabela's, is part of what I have termed the *Macro-Phenomenal*. A latent yet strong characteristic of post-city conditions of urbanism, the *Macro-Phenomenal* is that quality within things—objects, spaces, and relational assemblies—with which one has definitive experience even as that experience is predominated by the *dotted lines of escape* that pull away from a thing's quiddity, pushing experience towards the macro conditions that shape and contour its presence. First catalyzed by the vitality of the things themselves, the *Macro-Phenomenal* dimensions stem from those moments when the primacy of experience points towards the relational systems that delivered the thing being experienced in the first place. With the taxidermy elephant, everything we cannot know about this potent object intervenes in our understanding of it. We experience the elephant, for sure, but that experience is predominated by a relationship to that which is no longer there.

[Chapter figures by author.]



