

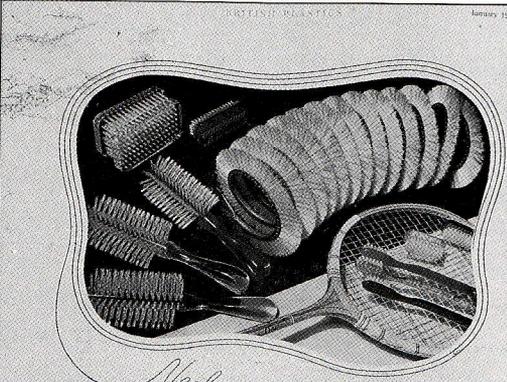
PLASTIC

Roland Barthes

Despite having names of Greek shepherds (Polystyrene, Polyvinyl, Polyethylene), plastic, the products of which have just been gathered in an exhibition, is in essence the stuff of alchemy. At the entrance of the stand, the public waits in a long queue in order to witness the accomplishment of the magical operation par excellence: the transmutation of matter. An ideally-shaped machine, tabulated and oblong (a shape well suited to suggest the secret of an itinerary) effortlessly draws, out of a heap of greenish crystals, shiny and fluted dressing-room tidies. At one end, raw, telluric matter, at the other, the finished, human object; and between these two extremes, nothing; nothing but a transit, hardly watched over by an attendant in a cloth cap, half-god, half-robot.

So, more than a substance, plastic is the very idea of its infinite transformation; as its everyday name indicates, it is ubiquity made visible. And it is this, in fact, which makes it a miraculous substance: a miracle is always a sudden transformation of nature. Plastic remains impregnated throughout with this wonder: it is less a thing than the trace of a movement.

And as the movement here is almost infinite, transforming the original crystals into a multitude of more and more startling objects, plastic is, all told, a spectacle to be deciphered: the very spectacle of its end-products. At the sight of each terminal form (suitcase, brush, car-body, toy, fabric, tube, basin or paper), the mind does not cease



January 1951

Nylon

Nylon monofilament is wonderfully versatile. In the home, nylon-tufted tooth, nail and hairbrushes—attractive and hygienic—have won lasting popularity.

In industry, nylon is widely used for a variety of heavy duty brushes, as well as in paint brushes, for which tapered monofilament has been developed. In the sphere of sport, nylon strings for racquets are hard wearing and unaffected by damp, while nylon casts and lines have long been appreciated by the angler.

IMPERIAL CHEMICAL INDUSTRIES LIMITED
LONDON, S.W.1



An advertisement for ICI, showing a range of nylon products. *Barthes* *Plastics*, Jan 1951.

from considering the original matter as an enigma. This is because the quick-change artistry of plastic is absolute: it can become buckets as well as jewels. Hence a perpetual amazement, the reverie of man at the sight of the proliferating forms of matter, and the connections he detects between the singular of the origin and the plural of the effects. And this amazement is a pleasurable one, since the scope of the transformations gives man the measure of his power, and since the very itinerary of plastic gives him the euphoria of prestigious free-wheeling through Nature.

But the price to be paid for this success is that plastic, sublimated as movement, hardly exists as substance. Its reality is a

negative one: neither hard nor deep, it must be content with a 'substantial' attribute which is neutral in spite of its utilitarian advantages: *resistance*, a state which merely means an absence of yielding. In the hierarchy of the major poetic substances, it figures as a disgraced material, lost between the effusiveness of rubber and the flat hardness of metal; it embodies none of the genuine produce of the mineral world: foam, fibres, strata. It is a 'shaped' substance: whatever its final state, plastic keeps a flocculent appearance, something opaque, creamy and curdled, something powerless ever to achieve the triumphant smoothness of Nature. But what best reveals it for what it is is the sound it gives, at once hollow and flat; its noise is its undoing, as are its colours, for it seems capable of retaining only the most chemical-looking ones. Of yellow, red and green, it keeps only the aggressive quality, and uses them as mere names, being able to display only concepts of colour.

The fashion for plastic highlights an evolution in the myth of 'imitation' materials. It is well known that their use is historically bourgeois in origin (the first vestimentary postiches date back to the rise of capitalism). But until now imitation materials have always indicated pretension, they belonged to the world of appearances, not to that of actual use; they aimed at reproducing cheaply the rarest substances, diamonds, silk, feathers, furs, silver, all the luxurious brilliance of the world. Plastic has climbed down, it is a household material. It is the first magical substance which consents to be prosaic. But it is precisely because this prosaic character is a triumphant reason for its existence: for the first time, artifice aims at something common, not rare. And as an

immediate consequence, the age-old function of nature is modified: it is no longer the Idea, the pure Substance to be regained or imitated: an artificial Matter, more bountiful than all the natural deposits, is about to replace her, and to determine the very invention of forms. A luxurious object is still of this earth, it still recalls, albeit in a precious mode, its mineral or animal origin, the natural theme of which it is but one actualization. Plastic is wholly swallowed up in the fact of being used: ultimately, objects will be invented for the sole pleasure of using them. The hierarchy of substances is abolished: a single one replaces them all: the whole world *can* be plasticized, and even life itself since, we are told, they are beginning to make plastic aortas.

Polythene cups and
food containers.
Tupperware Plastics
Company. USA
1940s-1960s.



Plastic sunglasses.
1950s.

