



812990: THE INDUSTRIAL CAPACITY OF THE PASSIONS

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Across twenty general categories and numerous sub-sector categories, The North American Classification System (NAICS) defines the major “Processes of Production” within the U.S. economy. Through these classification codes the organization of each and every industry is enumerated, analyzed, and managed.

Coyly defined as “Miscellaneous Personal Services” by the U.S. Census Bureau, NAICS code 812990 provides statistical cover for all manner of amorous professions, activities, and spaces of hedonistic pleasure: social escorts, porters, and masseuses; dating services and other kinds of pre-arranged sexual encounters; spaces for serendipitous encounters like public bath houses, washrooms, Turkish baths, and wedding chapels (notably excluding churches); and those who provide services for the exploration and management of physical and psychic forces, such as fitness trainers, shopping consultants, those who take blood-pressure measurements, palm readers, numerologists, and fortune tellers. Within 812990, the infinite terrain of the passions can remain hidden yet economically valorized along the lines of capitalistic exchange.