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Titolo	Il mercato comune agricolo : il punto sull'Europa verde e sulla politica agricola comunitaria / di C. Bernini Carri ... [et al.]
Pubbl/distr/stampa	Firenze : La nuova Italia, 1979
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Nota di contenuto	FC; Half Title; Title Page; Copyright; Dedication; Contents; List of illustrations; List of contributors; Acknowledgments; Foreword: Joan Ockman; Introduction: Peggy Deamer; Part I: The commodification of design labor; Chapter 1. Dynamic of the general intellect: Franco Berardi ; Chapter 2. White night before a manifesto: Metahaven; Chapter 3. The capitalist origin of the concept of creative work: Richard Bieracki; Chapter 4. The architect as entrepreneurial self : Hans Hollein's TV performance "Mobile Office"(1969): Andreas Rumpfhuber; Part II: The concept of architectural labor Chapter 5. Work: Peggy Deamer Chapter 6. More for less: Architectural labor and design productivity: Paolo Tombesi; Chapter 7. Form and labor: Toward a history of abstraction in architecture: Pier Vittorio Aureli; Part III: Design(ers)/Build(ers); Chapter 8. Writing work: Changing practices of architectural specification: Katie Lloyd Thomas and Tilo Amhoff; Chapter 9. Working globally: The human networks of transnational architectural projects: Mabel O. Wilson, Jordan Carver, and Kadambini Baxi; Part IV: The construction of the commons Chapter 10. Labor, architecture, and the new feudalism: Urban space as experience: Norman M. Klein Chapter 11. The hunger games: Architects in danger: Alicia Carriño; Chapter 12. Foucault's "environmental" power: Architecture and neoliberal subjectivization: Manuel Shvartzberg; Part

V: The profession; Chapter 13. Three strategies for new value propositions of design practice: Phillip G. Bernstein; Chapter 14. Labor and talent in architecture: Thomas Fisher; Chapter 15. The (ac)credit (ation) card: Neil Leach; Afterword: Michael Sorkin; Index

Sommario/riassunto

"Directly confronting the nature of contemporary architectural work, this book is the first to address a void at the heart of architectural discourse and thinking. For too long, architects have avoided questioning how the central aspects of architectural "practice" (professionalism, profit, technology, design, craft, and building) combine to characterize the work performed in the architectural office. Nor has there been a deeper evaluation of the unspoken and historically-determined myths that assign cultural, symbolic, and economic value to architectural labor. The Architect as Worker presents a range of essays exploring the issues central to architectural labor. These include questions about the nature of design work; immaterial and creative labor and how it gets categorized, spatialized, and monetized within architecture; the connection between parametrics and BIM and labor; theories of architectural work; architectural design as a cultural and economic condition; entrepreneurialism; and the possibility of ethical and rewarding architectural practice. The book is a call-to-arms, and its ultimate goal is to change the profession. It will strike a chord with architects, who will recognize the struggle of their profession; with students trying to understand the connections between work, value, and creative pleasure; and with academics and cultural theorists seeking to understand what grounds the discipline"--
