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Autore	Spencer Douglas
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Zaha Hadid Architects and BMW Leipzig ; The urban diagram of the new factory ; Koolhaas, OMA and CCTV ; Architecture as infrastructure ; Circulation as labour and image ; Chapter 5 Festivals of Circulation: Neoliberal Architectures of Culture, Commerce and Education ; The Pompidou as Fun Palace ; Crowd modelling ; Citizen-consumers: FOA 's Meydan Retail Complex ; Student-entrepreneurs: Formatting the subject of education.

Sommario/riassunto

"Neoliberalism is a project to remake us, and our world, according to a purely economic rationality. In societies where the logic of the market reigns unopposed we must fashion our lives as entrepreneurial endeavors. We must be networked, in constant circulation, opportunistic. The Architecture of Neoliberalism pursues an uncompromising critique of architecture's part in this neoliberal turn. This book reveals how a self-styled parametric, post-critical and projection architecture serves mechanisms of control and compliance while promoting itself as progressive."--Provided by publisher.
