

1. Record Nr.	UNINA9910812855903321
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Titolo	The architecture of neoliberalism : how contemporary architecture became an instrument of control and compliance // Douglas Spencer
Pubbl/distr/stampa	London, England : , : Bloomsbury Academic, , 2020 London, England : , : Bloomsbury Publishing, , 2020
ISBN	1-350-37590-X 1-4725-8153-9 1-4725-8154-7
Descrizione fisica	1 online resource (229 pages)
Collana	Online access with DDA: Askews (Architecture)
Classificazione	ARC001000ARC005080POL042020
Disciplina	720.1/03
Soggetti	Architecture and society Architecture - Political aspects Neoliberalism Architecture
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Title Page; Copyright Page; Contents ; List of Illustrations; Acknowledgements; Preface; Introduction: Architecture, Neoliberalism and the Game of Truth ; Chapter 1 Necessary Ignorance: The Art of Neoliberal Governmentality ; Foucault and governmentality ; Neoliberalism, human capital and the entrepreneurial self ; Hayek, Polanyi and cybernetics ; Spontaneous orders and complex systems ; Neoliberalism as the ' form of our existence ' ; Chapter 2 The Spatial Constitution of the Neoliberal Subject ; Hamilton, Pollock and Kaprow. THX 1138 and Alphaville The counterculture and the technical mentality ; Banham, Baudrillard and McLuhan ; Chapter 3 Architectural Theory: From May 68 to the ' Real ' of the Market ; Post-theory and the post-political ; Architecture and Deleuze ; The new agenda for architecture ; Architecture and the market ; DeLanda, Latour and Luhmann ; The real subsumption of theory ; Chapter 4 Labour Theory: Architecture, Work and Neoliberalism ; Architecture and the image of labour ; Ubiquitous workspace. Boltanski and Chiapello, Postone, and the thesis of ' immaterial labour '

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.
