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Naturalizing the Neoliberal Subject

The Object: to Change the Soul

Hanneke van Deursen

Francisco Sanin, Yutaka Sho, Marcos Parga

Fall 2019

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Naturalizing the Neoliberal Subject

The Object: to Change the Soul

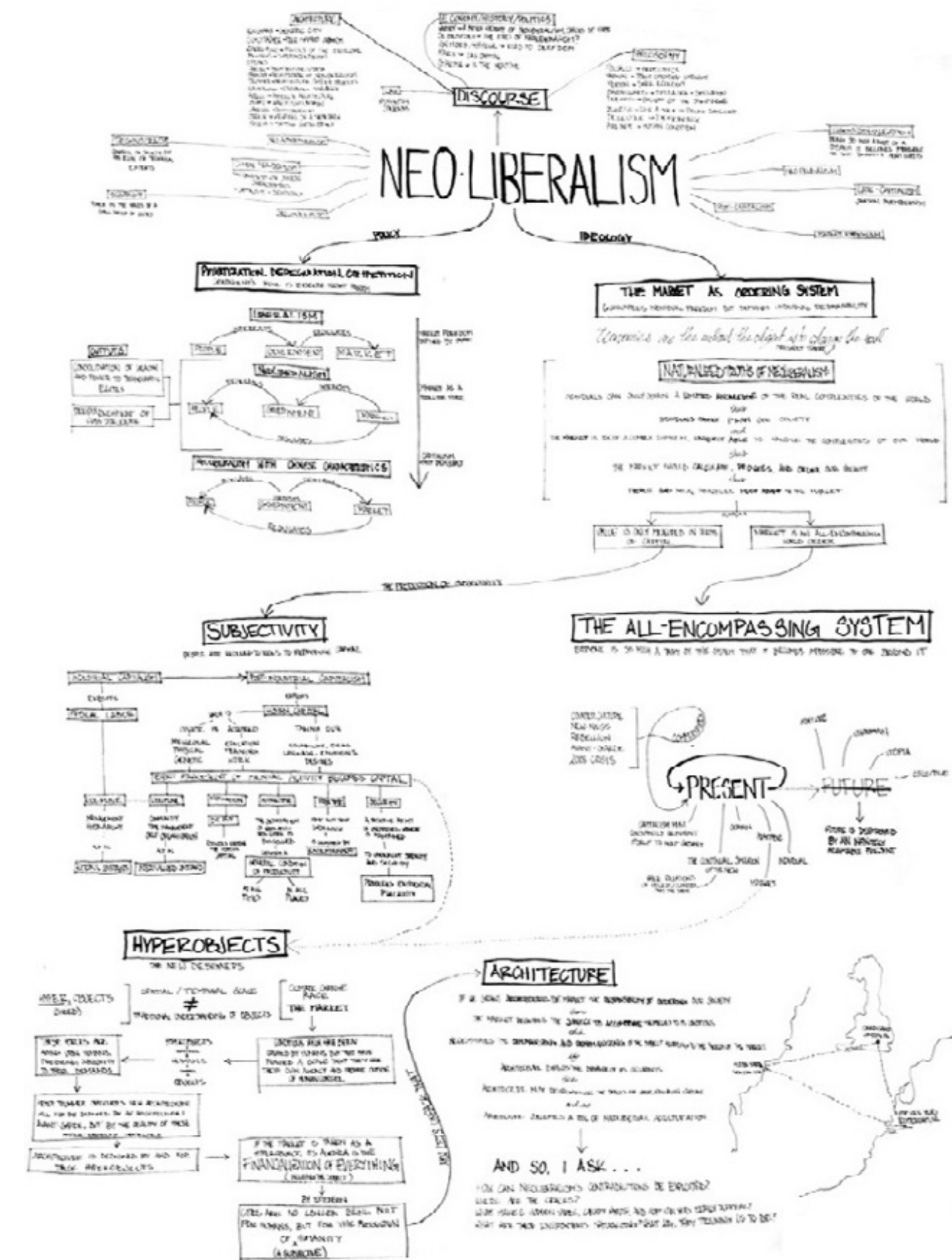
Neoliberalism exists in two forms: policy and ideology. On the policy side, a crusade of deregulation, privatization, and competition was ushered in by Neoliberal politicians like Margaret Thatcher and Ronald Reagan. On the ideology side, Neoliberalism constructs for us a series of truth games. It tells us: our society is too complex for us to understand, and therefore it can not be ordered by humans. In contrast, the market is itself a mechanism of spontaneous order, and therefore is better suited to calculate, process, and order our society. Subsequently, it is humans who must adapt to the needs of the market.

The result is the financialization of everything, and the production of a subject who is most compatible with the needs of the market. This subject is pacified, so as to numb criticality, and this subject's human capital is maximized, spending all time producing or consuming. The market operates as the head of design of our cities, and builds environments which perpetuate its ideal subject.

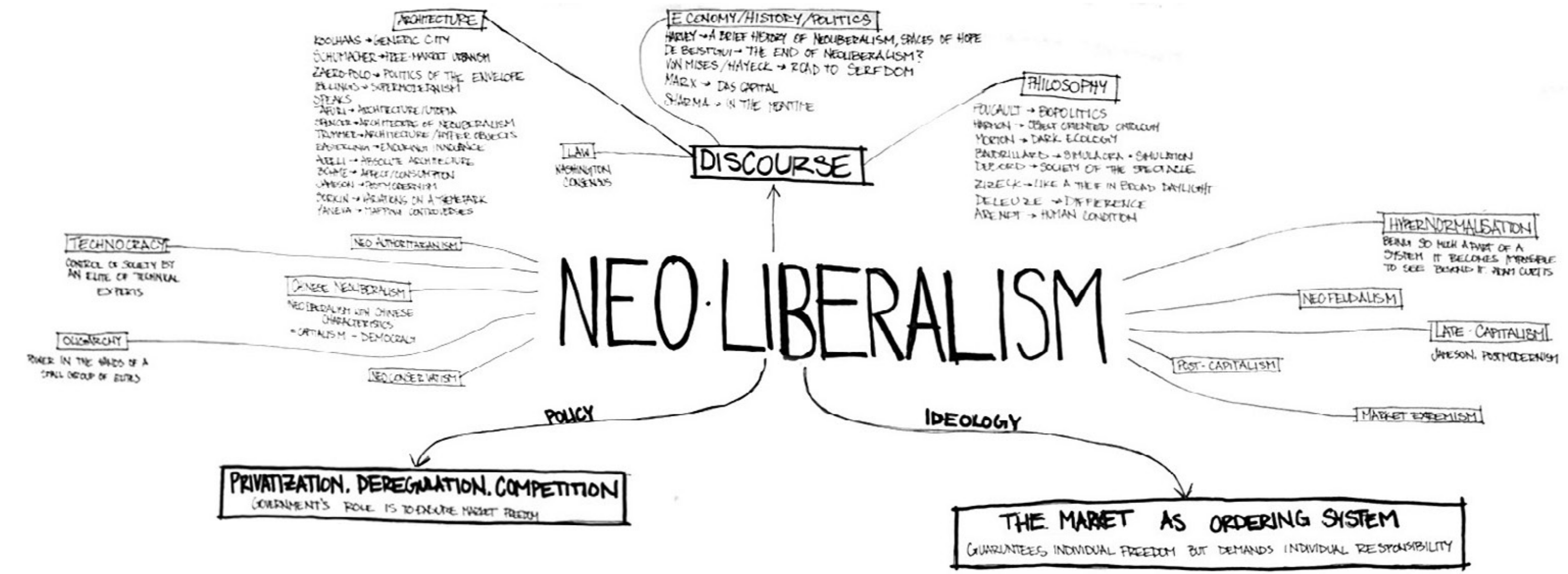
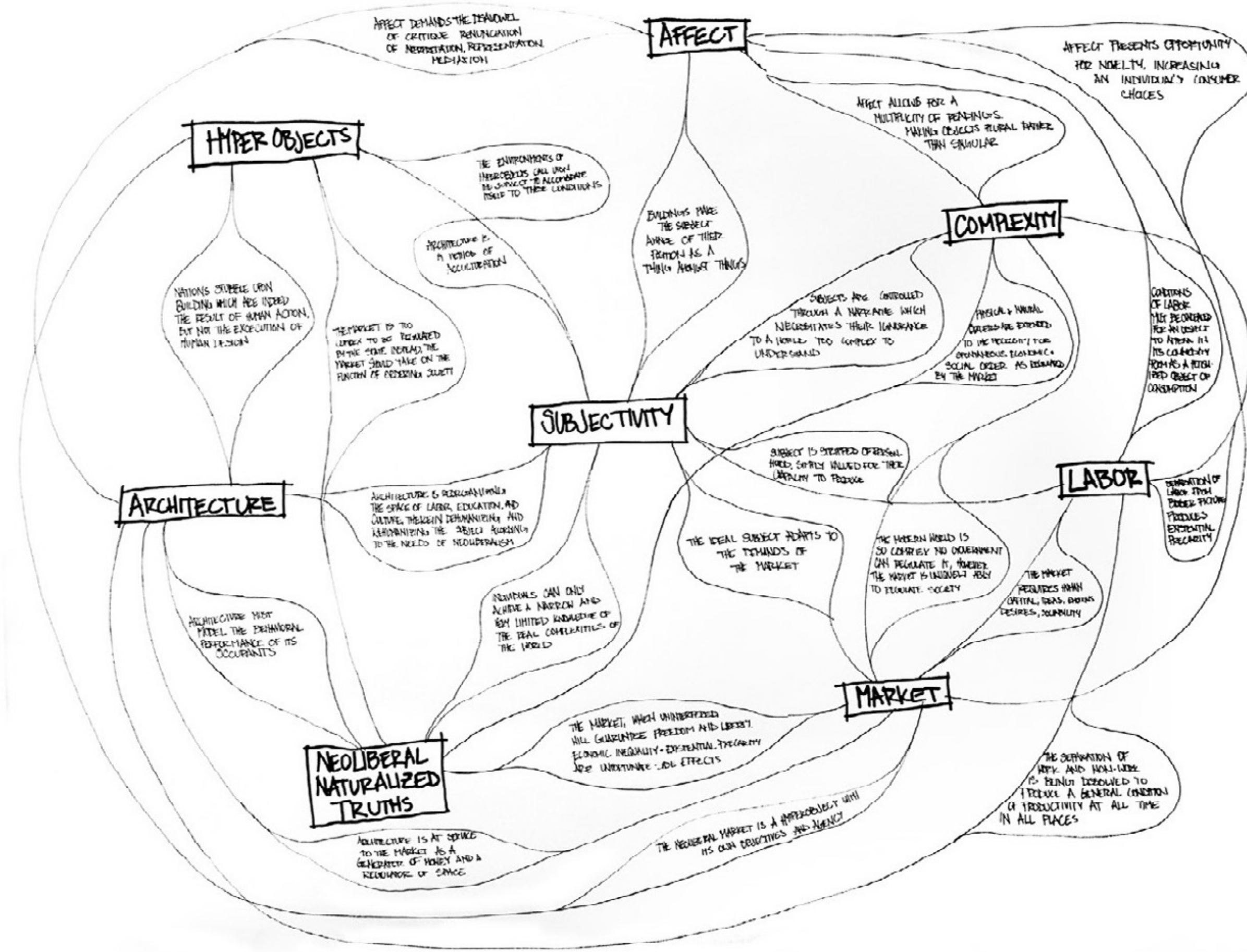
In the landscape of tax breaks, enterprise zones, and visa incentives, particular environments emerge which project the agenda of the market in its most raw state. These environments, capital imaginaries, are produced by Neoliberal policy and naturalize Neoliberal ideology. Inside, they reveal the production of the Neoliberal Subject which exists in all spaces.

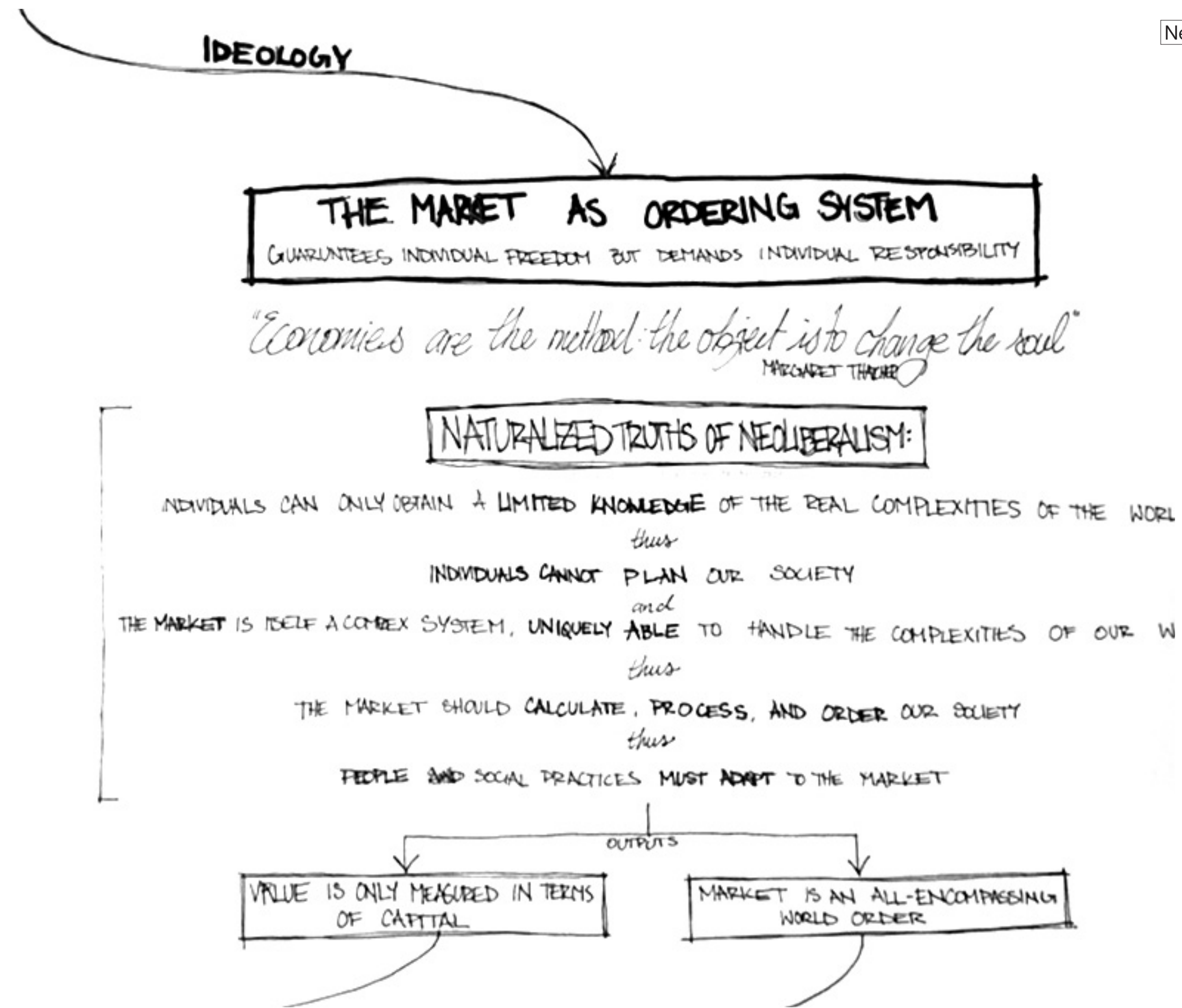
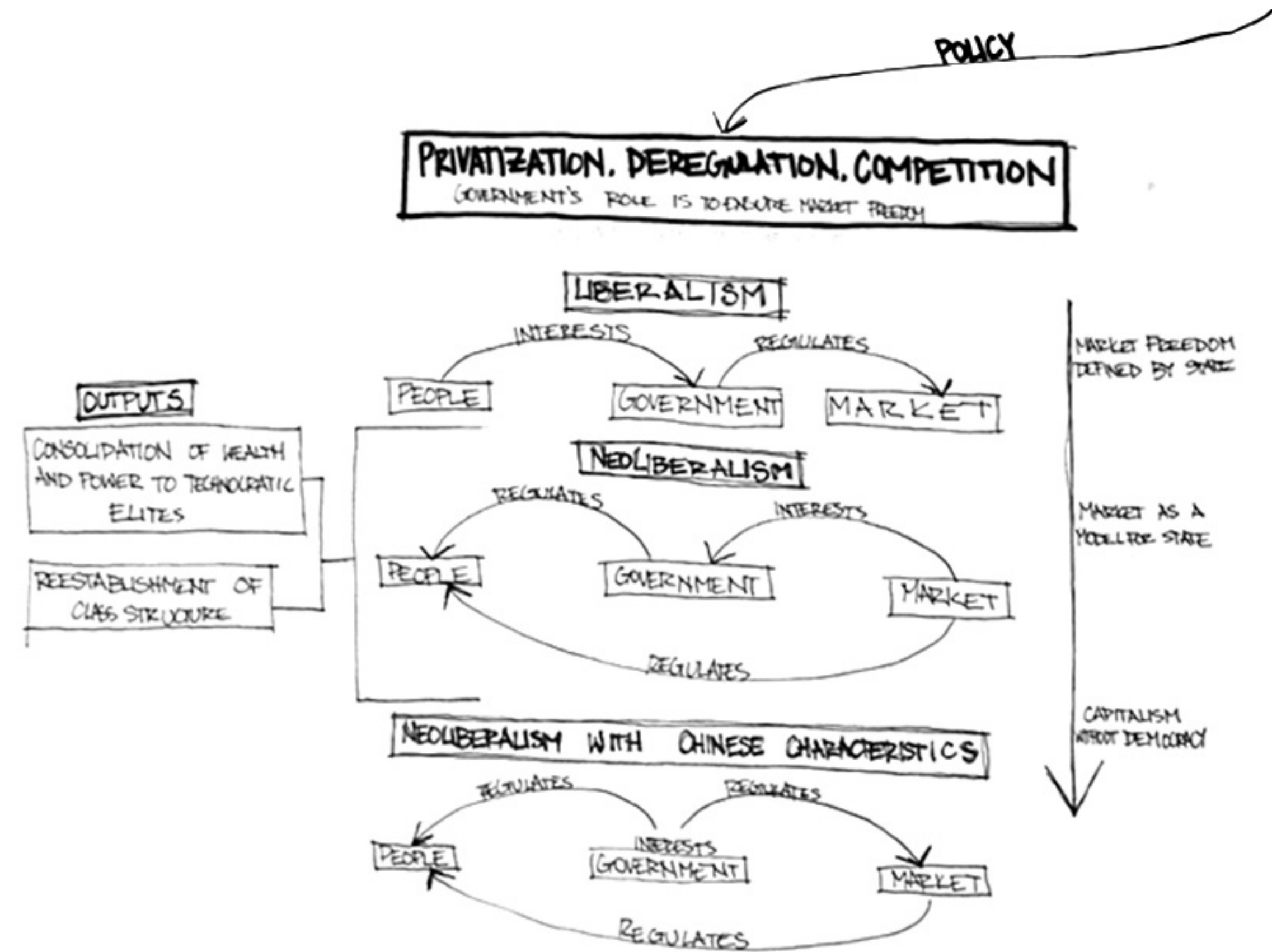
The Neoliberal Subject is comprised of three parts, and for each part I have developed a case study on a capital imaginary whose construction is directly in pursuit of its production. First, the Depoliticized Individual. In my own truth games, I assert that Kop van Zuid in Rotterdam is about the view. The view constructs the individual, and in such a way that they are depoliticized. Second, the Uncritical Laborer. In these truth games, I assert that Canary Wharf in London is a simulacrum. The simulacrum constructs the laborer, and in such a way that they are made uncritical. Third, the Entertained Consumer. In these truth games, I assert that Hudson Yards is about the experience. The experience constructs the consumer, and in such a way that they are constantly entertained.

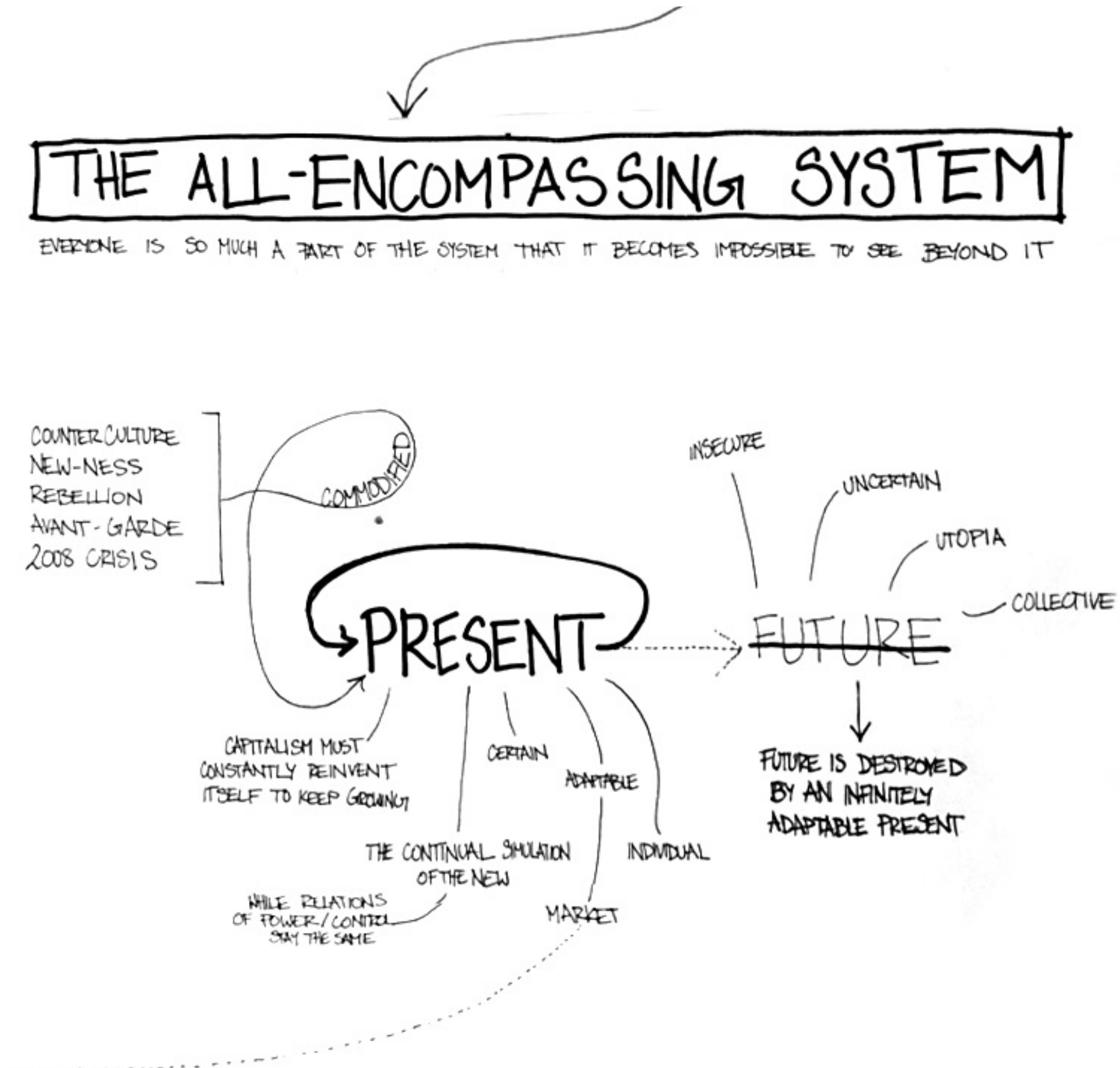
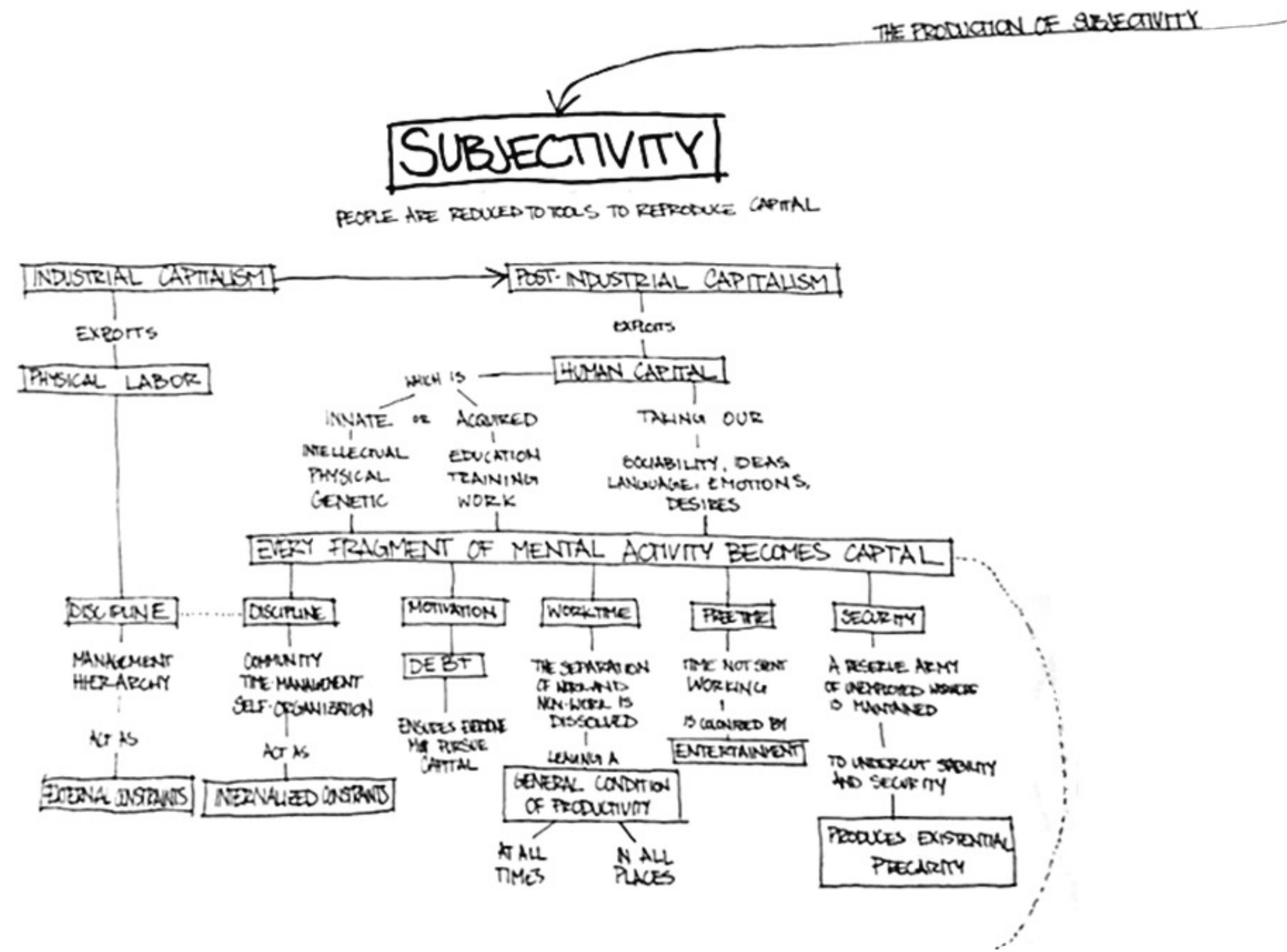
The Neoliberal Subject as naturalized by Capital Imaginaries is a terrifying figure. They have been pacified, castrated, and are constantly either producing or consuming. They are burnt out, stressed out, and are under the impression it is due to their own flaws. Far from honoring our 'Right to the City' the landscapes of capital we produce are naturalizing our own demise.

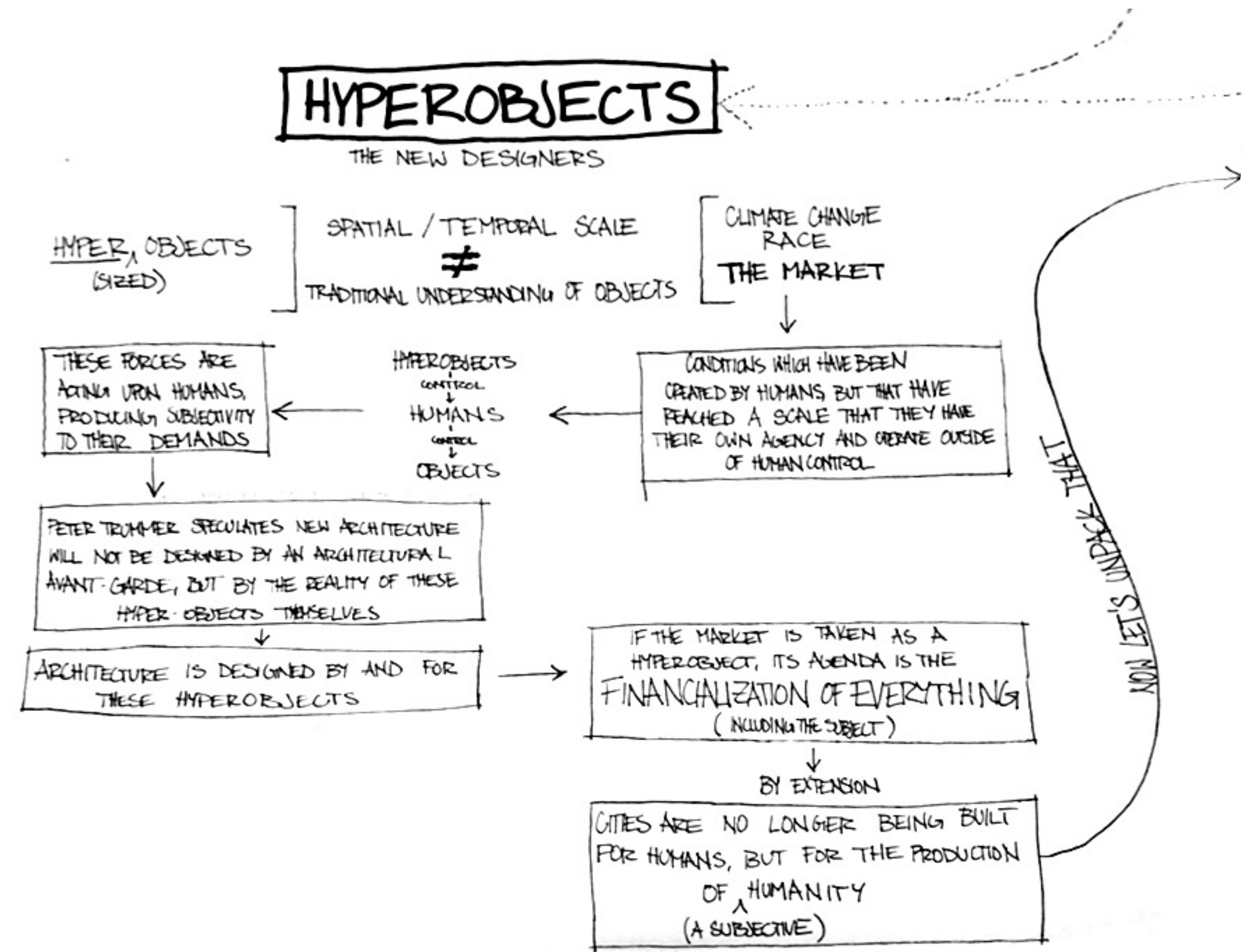


Neoliberalism
Policy, Ideology, and Truth Games









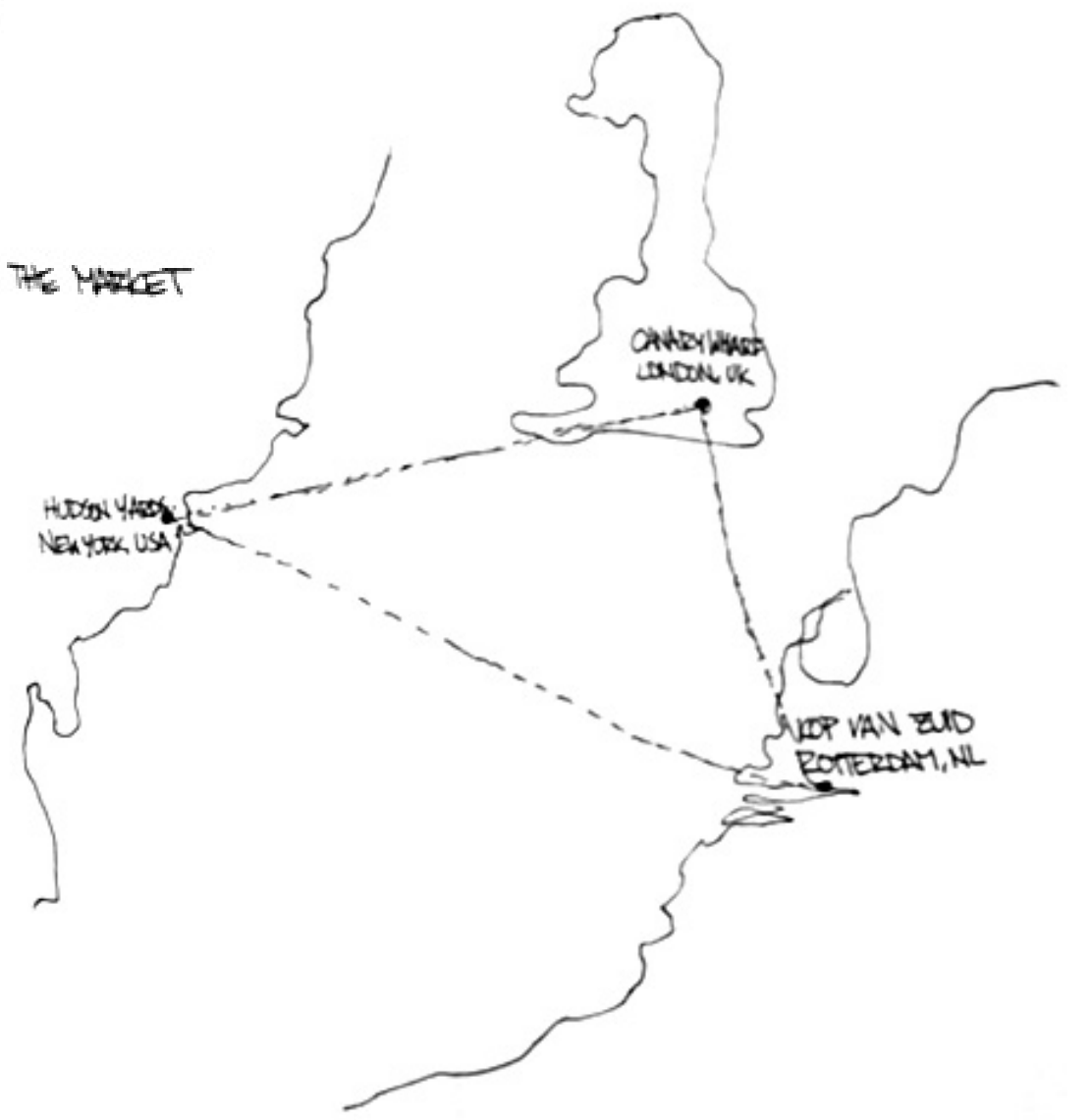
ARCHITECTURE

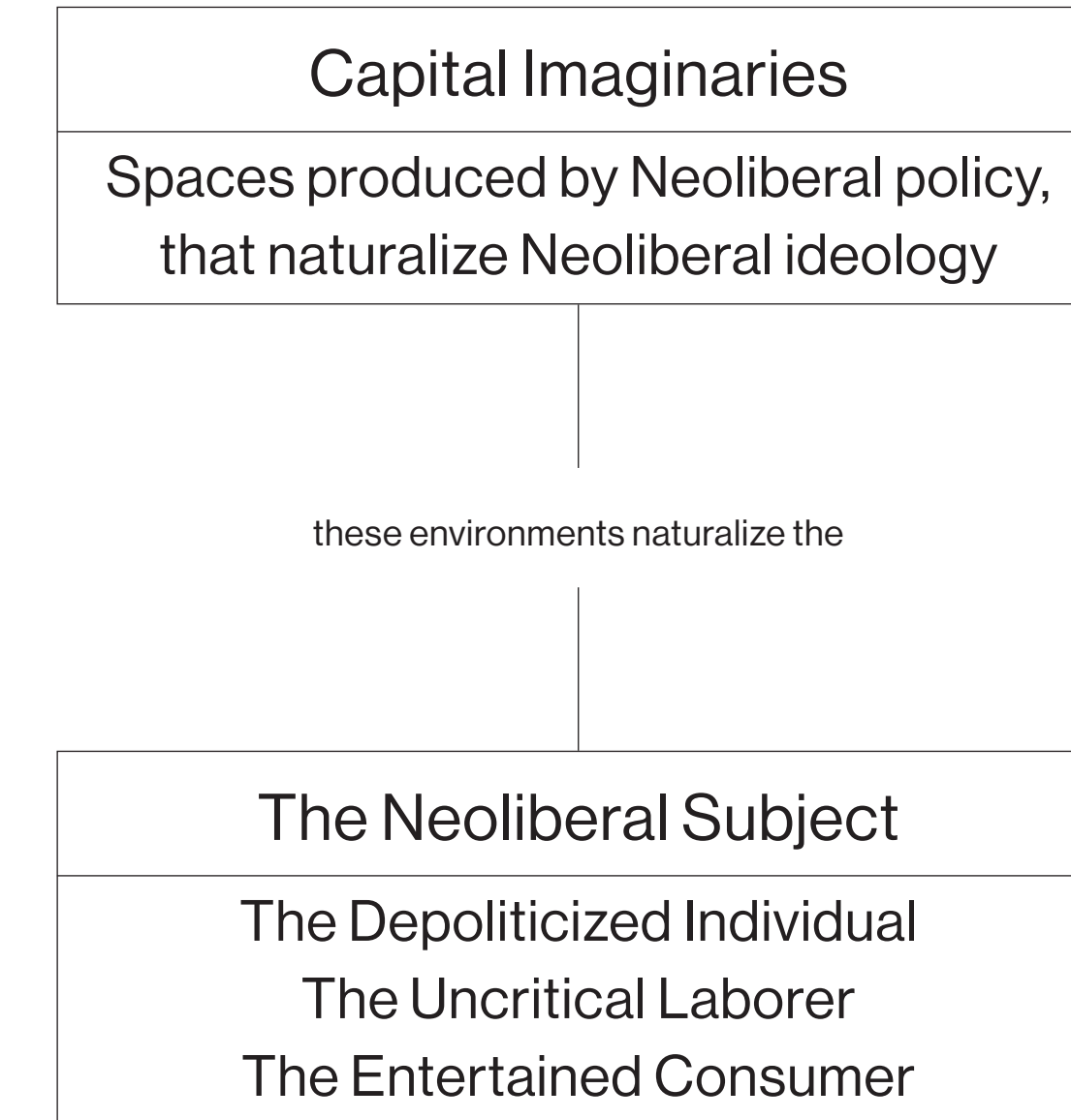
IF WE GRANT ARCHITECTURE-THE MARKET THE RESPONSIBILITY OF ORDERING OUR SOCIETY
 then
 THE MARKET REQUIRES THE SUBJECT TO ACCOMMODATE THEMSELVES TO ITS CONDITIONS
 which
 NECESSITATES THE DEHUMANIZING AND REHUMANIZING OF THE SUBJECT ACCORDING TO THE NEEDS OF THE MARKET

if
 ARCHITECTURE DIRECTS THE BEHAVIOR OF ITS OCCUPANTS
 then
 ARCHITECTURE MUST REORGANIZE THE SPACES OF LABOR, EDUCATION, CULTURE
 and so
 ARCHITECTURE BECOMES A TOOL OF NEOLIBERAL ACULTURATION

AND SO, I ASK...

HOW CAN NEOLIBERALISM'S CONTRADICTIONS BE EXPLOITED?
 WHERE ARE THE CRACKS?
 WHAT MAKES HUDSON YARDS, CANARY WHARF, AND KOP VAN ZUID EERILY SURREAL?
 WHAT ARE THESE ENVIRONMENTS NATURALIZING? WHAT ARE THEY TRAINING US TO BE?





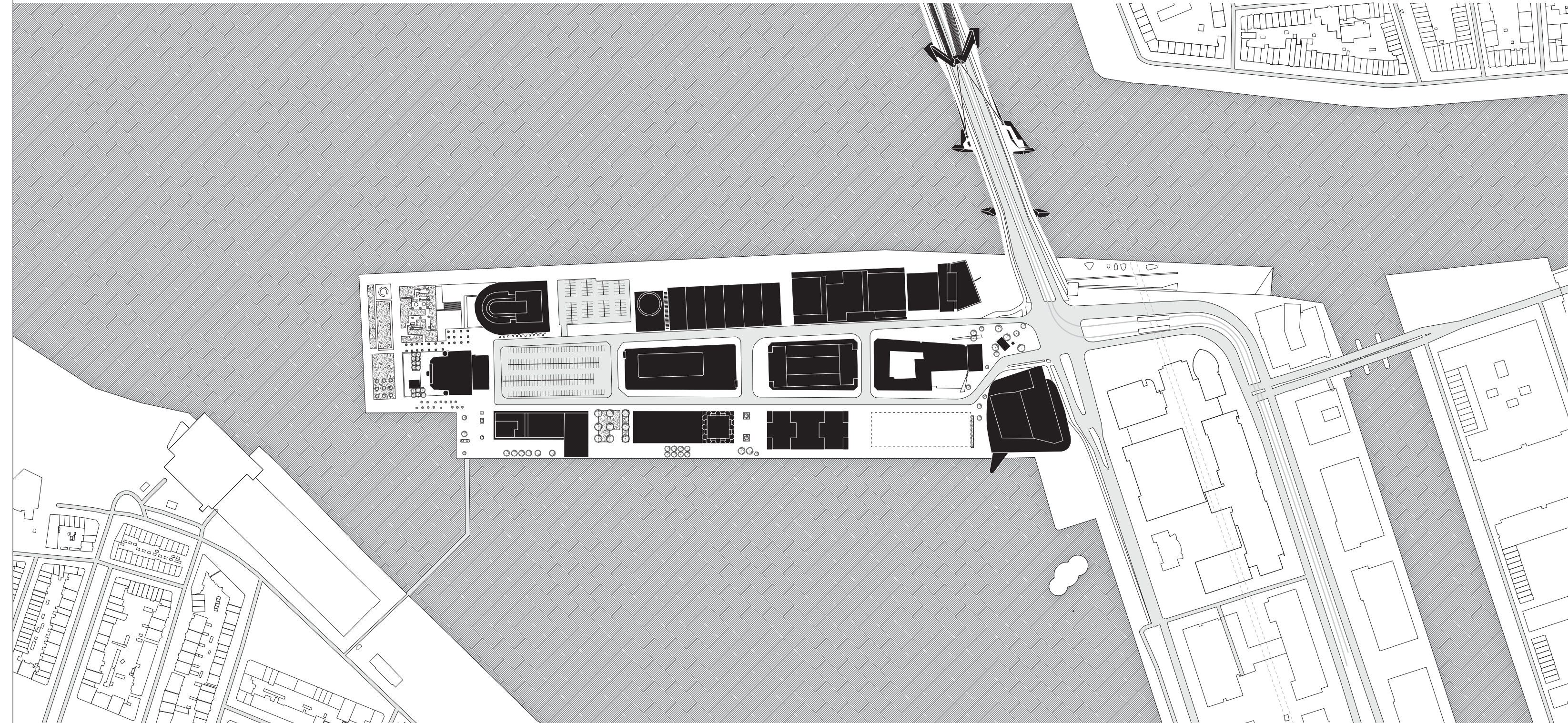
Kop van Zuid
The Depoliticized Individual



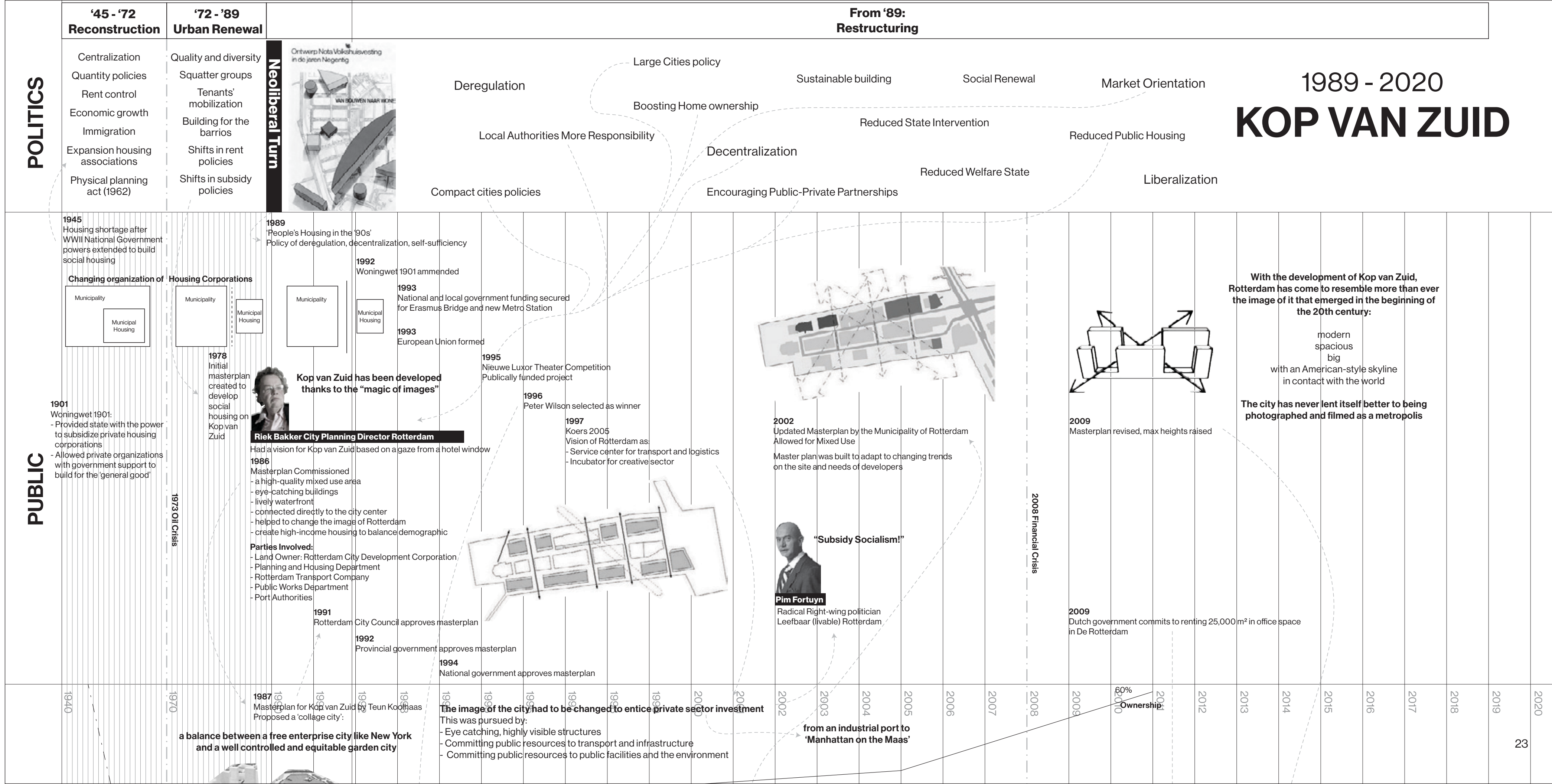
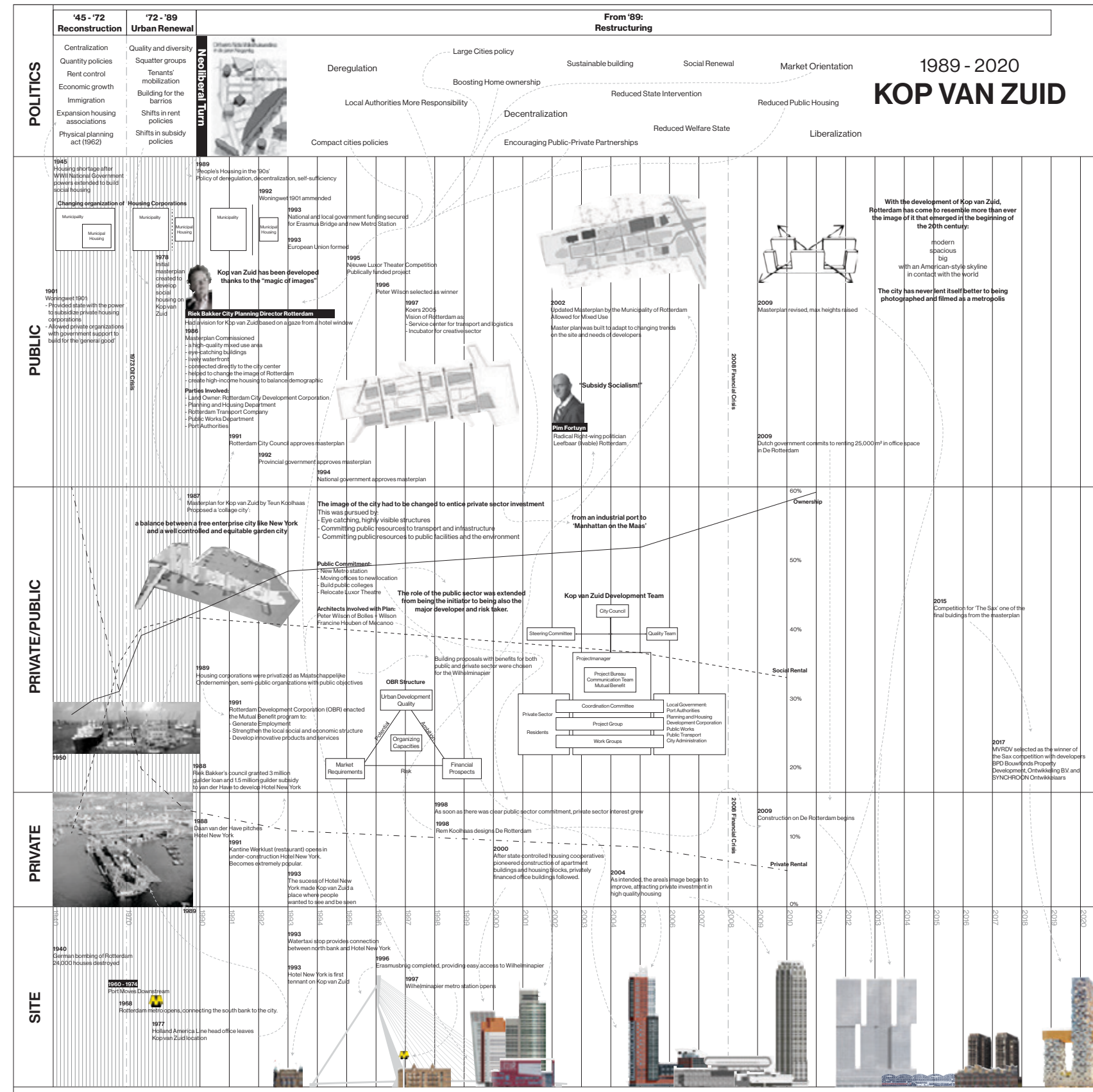
Rotterdam



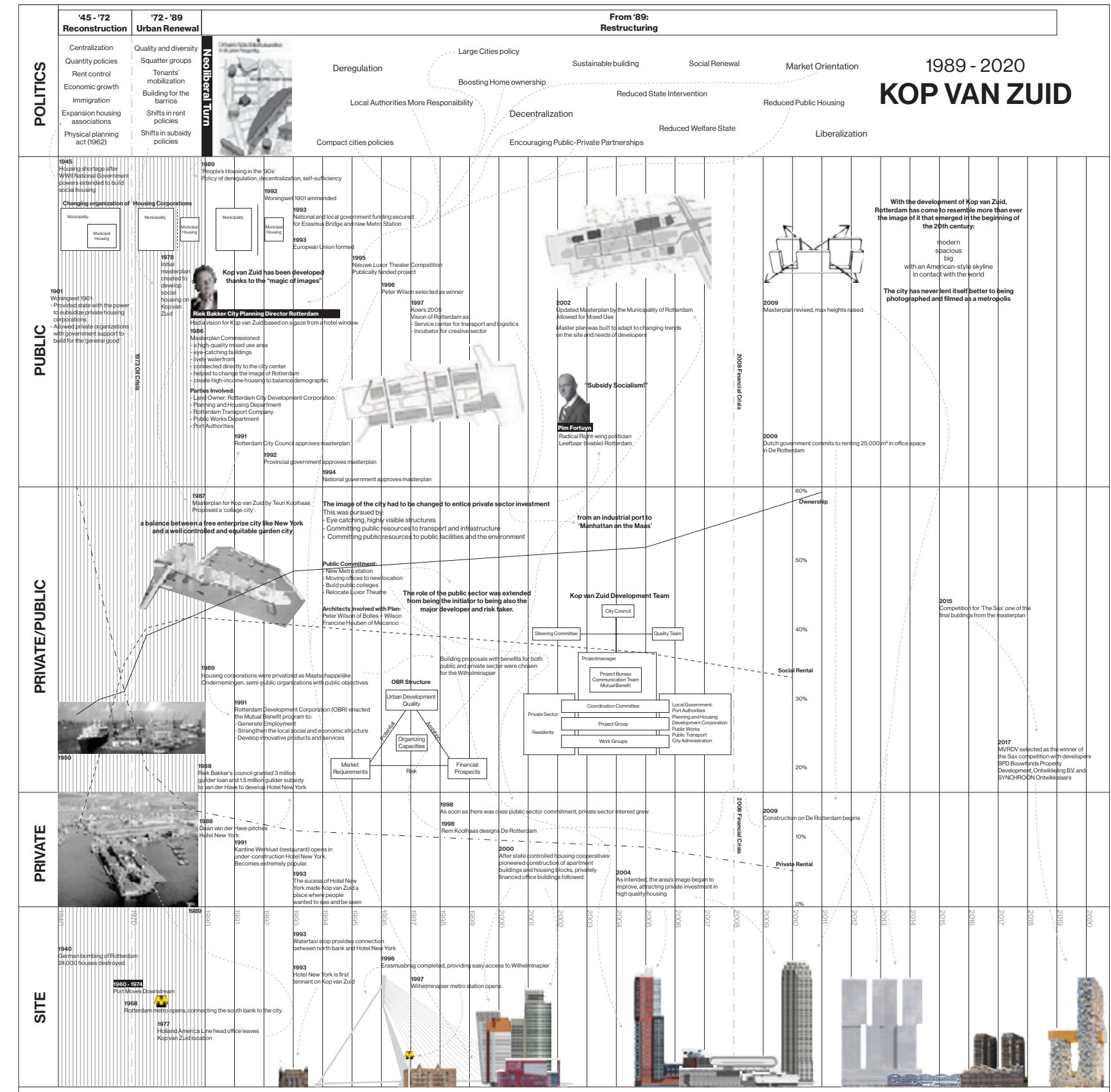
Kop van Zuid



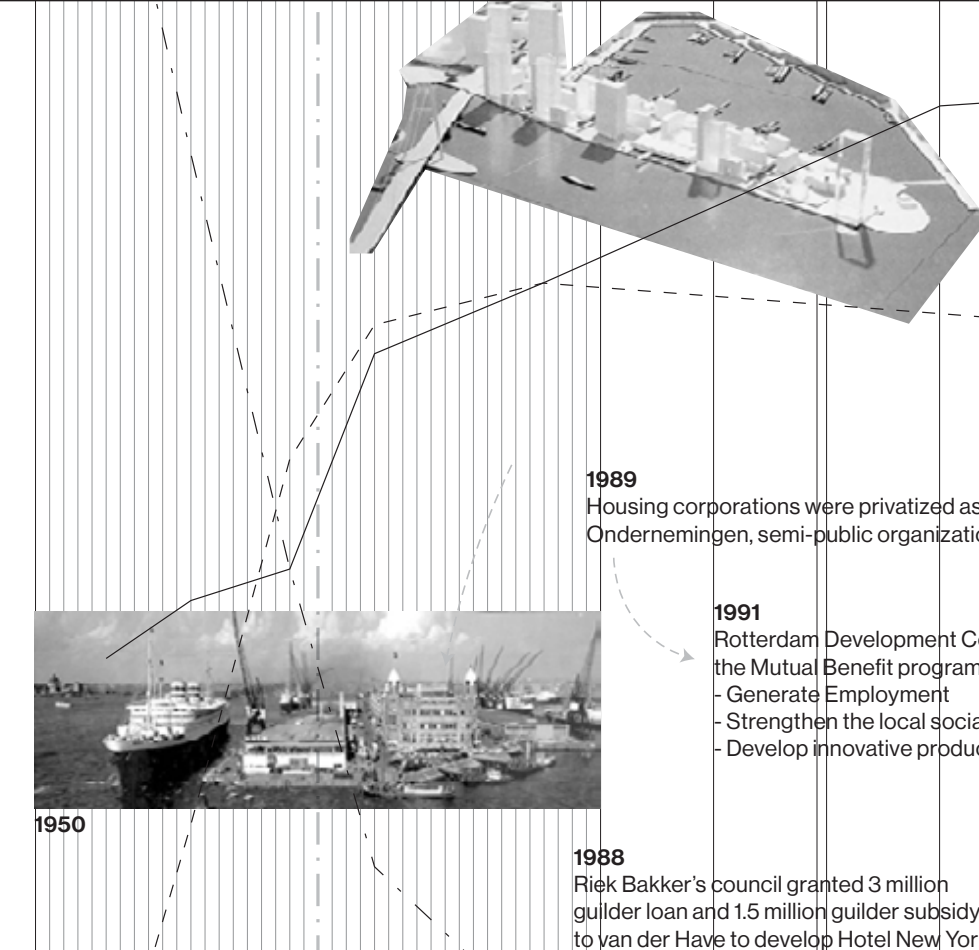
Wilhelminapier



Kop van Zuid: Timeline



PRIVATE/PUBLIC



Public Commitment:
 - New Metro station
 - Moving offices to new location
 - Build public colleges
 - Relocate Luxor Theatre

Architects Involved with Plan:
 Peter Wilson of Bolles + Wilson
 Francine Houben of Mecanoo

The role of the public sector was extended from being the initiator to being also the major developer and risk taker.

PRIVATE

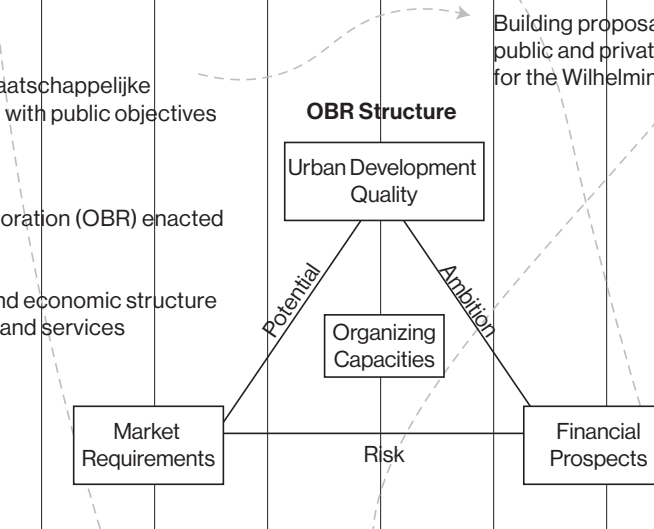


1988 Riek Bakker's council granted 3 million guilder loan and 1.5 million guilder subsidy to van der Have to develop Hotel New York.

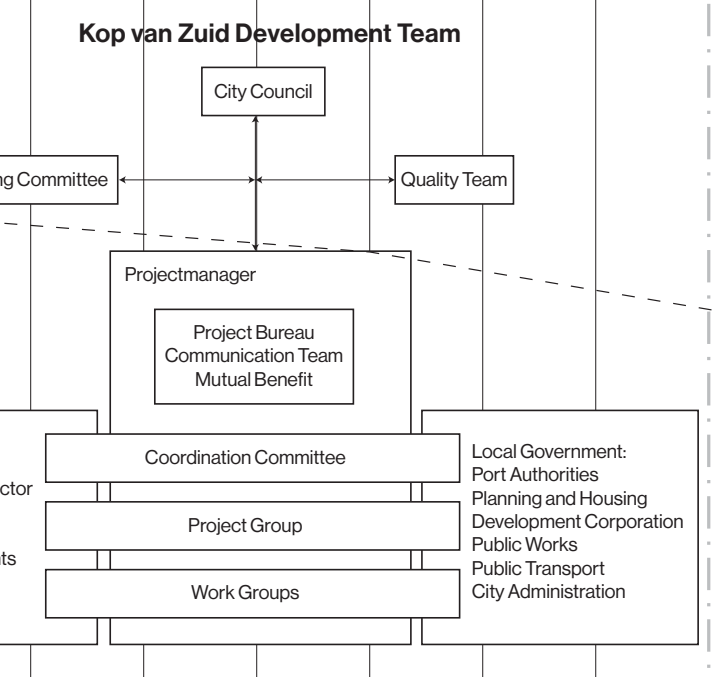
1988 Daan van der Have pitches Hotel New York.

1991 Kantine Werklust (restaurant) opens in under-construction Hotel New York. Becomes extremely popular.

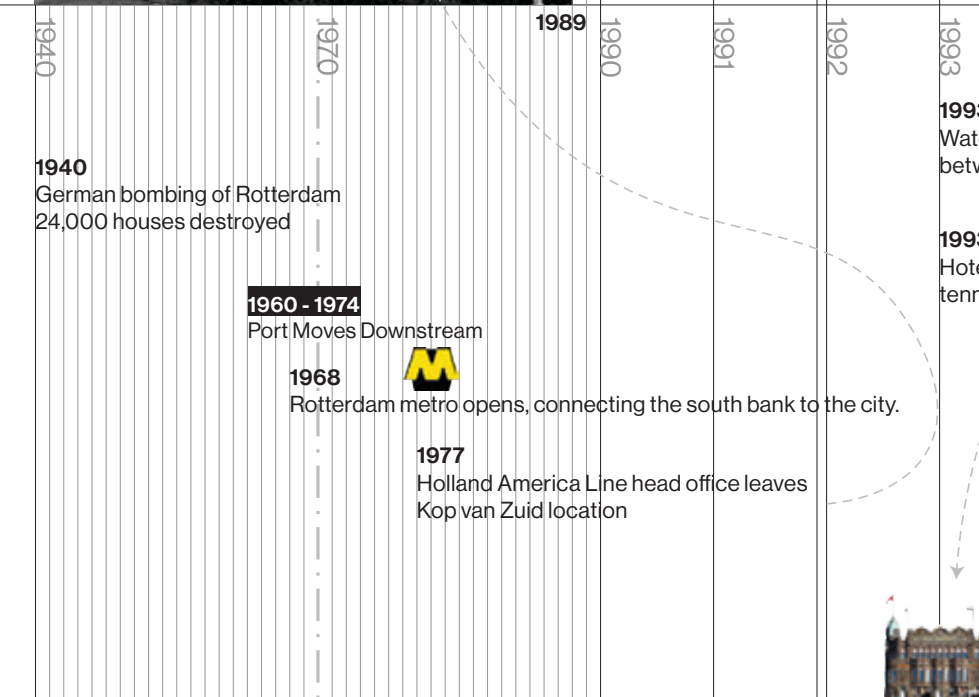
1993 The success of Hotel New York made Kop van Zuid a place where people wanted to see and be seen.



Building proposals with benefits for both public and private sector were chosen for the Wilhelminapier



SITE



1960 - 1974 Port Moves Downstream

1968 Rotterdam metro opens, connecting the south bank to the city.

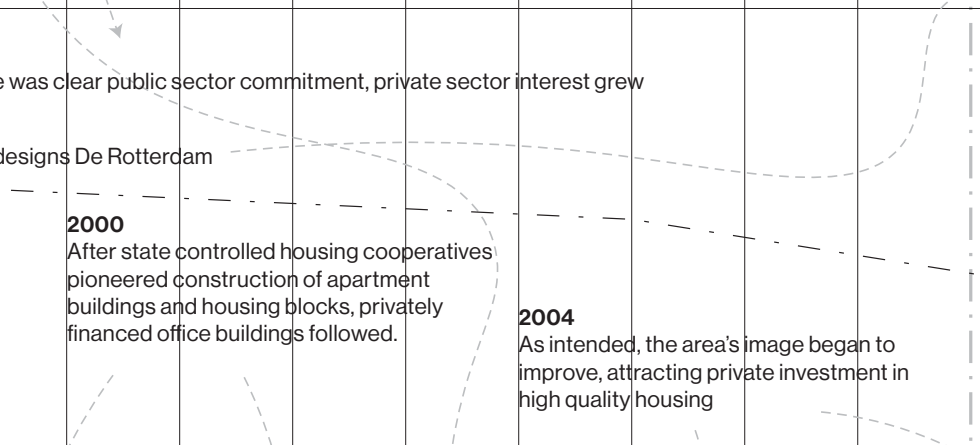
1977 Holland America Line head office leaves Kop van Zuid location.

1998 As soon as there was clear public sector commitment, private sector interest grew.

1998 Rem Koolhaas designs De Rotterdam.

2000 After state controlled housing cooperatives pioneered construction of apartment buildings and housing blocks, privately financed office buildings followed.

2004 As intended, the area's image began to improve, attracting private investment in high quality housing.

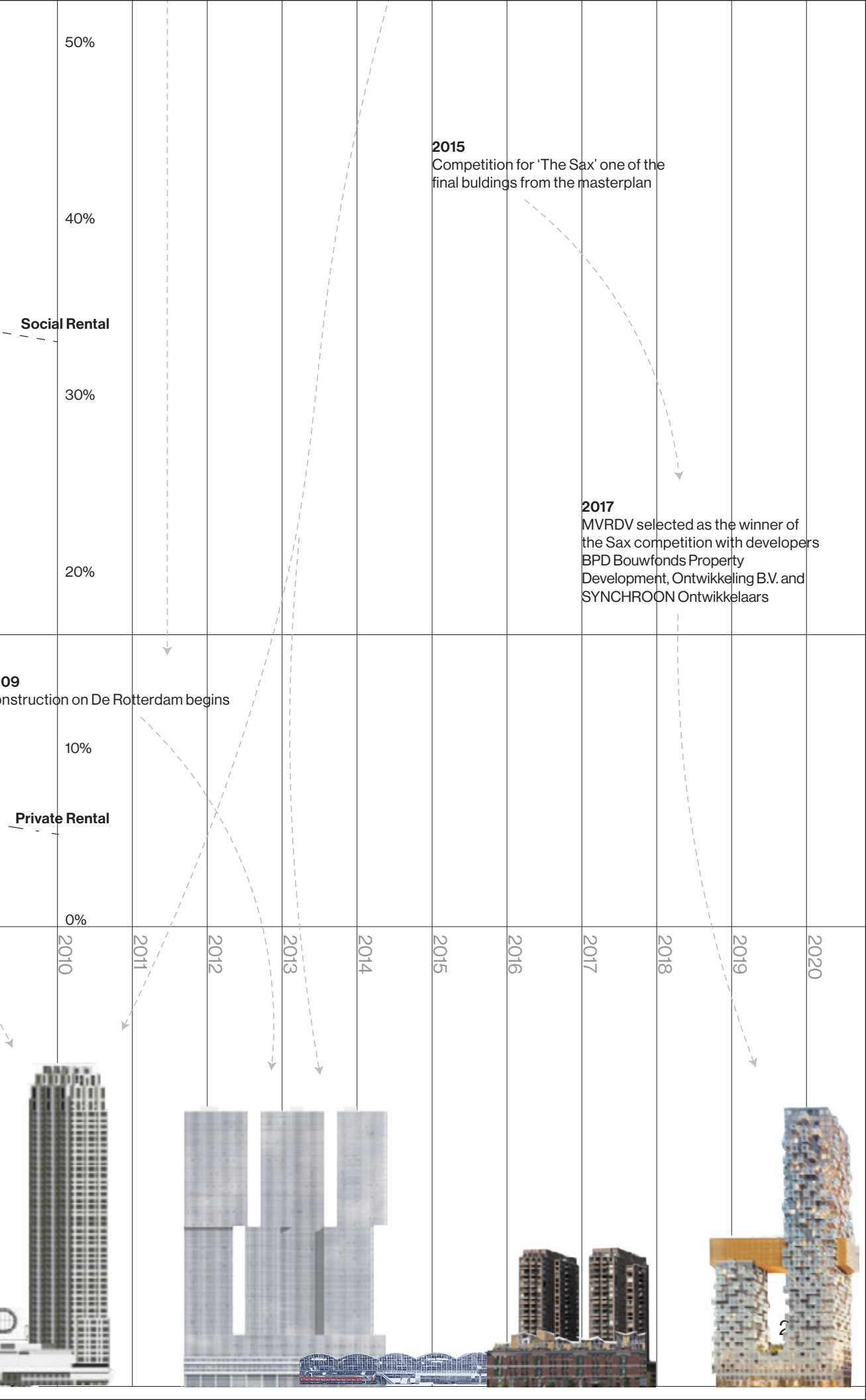


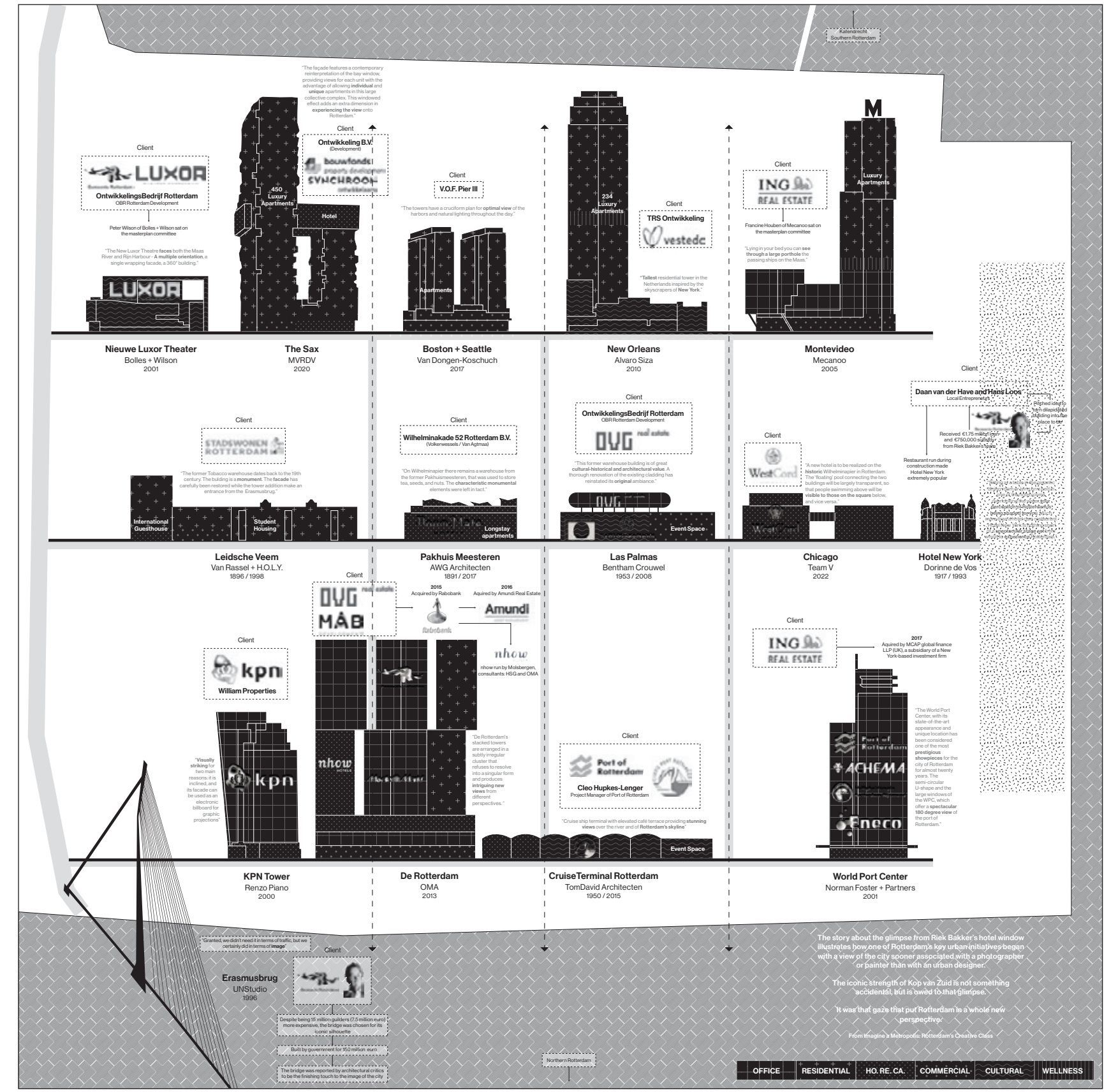
2008 Financial Crisis

2009 Construction on De Rotterdam begins

2015 Competition for 'The Sax' one of the final buildings from the masterplan

2017 MVRDV selected as the winner of the Sax competition with developers BPD Bouwrijds Property Development, Ontwikkeling BV and SYNCHROON Ontwikkelaars





Client
Gemeente Rotterdam
LUXOR
Sustainable Rotterdam
OntwikkelingsBedrijf Rotterdam
OBR Rotterdam Development

Peter Wilson of Bolles + Wilson sat on the masterplan committee

"The New Luxor Theatre faces both the Maas River and Rijn Harbour - A multiple orientation, a single wrapping facade, a 360° building."

LUXOR
Sustainable Rotterdam

Nieuwe Luxor Theater
Bolles + Wilson
2001

Client
Ontwikkeling B.V.
(Development)
bouwfonds
property development
SYNCHROON
ontwikkelaars

450
Luxury
Apartments

Hotel

Client
V.O.F. Pier III

"The towers have a cruciform plan for optimal view of the harbors and natural lighting throughout the day."

Client
Vestede

234
Luxury
Apartments

Client
TRIS Ontwikkeling
vesteda

"Tallest residential tower in the Netherlands inspired by the skyscrapers of New York."

Client
ING
REAL ESTATE

Francine Houben of Mecanoo sat on the masterplan committee

"Lying in your bed you can see through a large porthole the passing ships on the Maas."

Client
Daan van der Have and Hans Loos
Local Entrepreneurs

Received €1.75 million loan and €750,000 subsidy from Rijk Bakker's Team

Restaurant run during construction made Hotel New York extremely popular

"Pitched idea to turn dilapidated building into the place to be"

"Sitting at a table in the gigantic dining room or lying on a bed in one of the hotel rooms overlooking the water, your perception of Rotterdam is being shaped for you. Much more than a hotel can restaurant Hotel New York is nothing short of a spectacular stage set from which to experience Rotterdam."

Client
STADSWONEN
ROTTERDAM

"The former Tobacco warehouse dates back to the 19th century. The building is a monument. The facade has carefully been restored while the tower addition make an entrance from the Erasmusbrug."

Client
KPN Tower
Renzo Piano
2000

Client
De Rotterdam
OMA
2013

Client
Cruise Terminal Rotterdam
TomDavid Architects
1990 / 2015

Client
World Port Center
Norman Foster + Partners
2001

Client
Amundi

"This former warehouse building is of great cultural-historical and architectural value. A thorough renovation of the existing cladding has reinstated its original ambience."

Client
WestCord
HOTELS

"A new hotel is to be realized on the historic Wilhelmijapier in Rotterdam. The 'floating' pool connecting the two buildings will be largely transparent, so that people swimming above will be visible to those on the square below, and vice versa."

Client
DVG
real estate

Client
FOTOVAKSCHOOL

Event Space

Client
ING
REAL ESTATE

Apartment M&P great France 13700, Academy of New York based Investment firm

Client
KPN

Client
Port of Rotterdam
Clio Hapkes-Langer
Project Manager of the European

Client
ACHEMA

Client
Van Rassel + H.O.L.Y.
1896 / 1998

Client
AWG Architecten
1891 / 2017

Client
Bentham Crouwel
1953 / 2008

Client
Team V
2022

Client
Dorinne de Vos
1917 / 1993

Client
Van Dongen-Koschuch
2017

Client
Wilhelminakade 52 Rotterdam B.V.
(Volkerwessels / Van Agtmaai)

Client
OBR Rotterdam Development

Client
OBR Rotterdam Development

Client
OBR Rotterdam Development

Client
Mecanoo
2005

Client
Daan van der Have and Hans Loos
Local Entrepreneurs

Client
WestCord
HOTELS

Client
Daan van der Have and Hans Loos
Local Entrepreneurs

Client
Bolles + Wilson
2001

Client
MVRDV
2020

Client
Van Dongen-Koschuch
2017

Client
Alvaro Siza
2010

Client
Mecanoo
2005

Client
Van Rassel + H.O.L.Y.
1896 / 1998

Client
AWG Architecten
1891 / 2017

Client
Bentham Crouwel
1953 / 2008

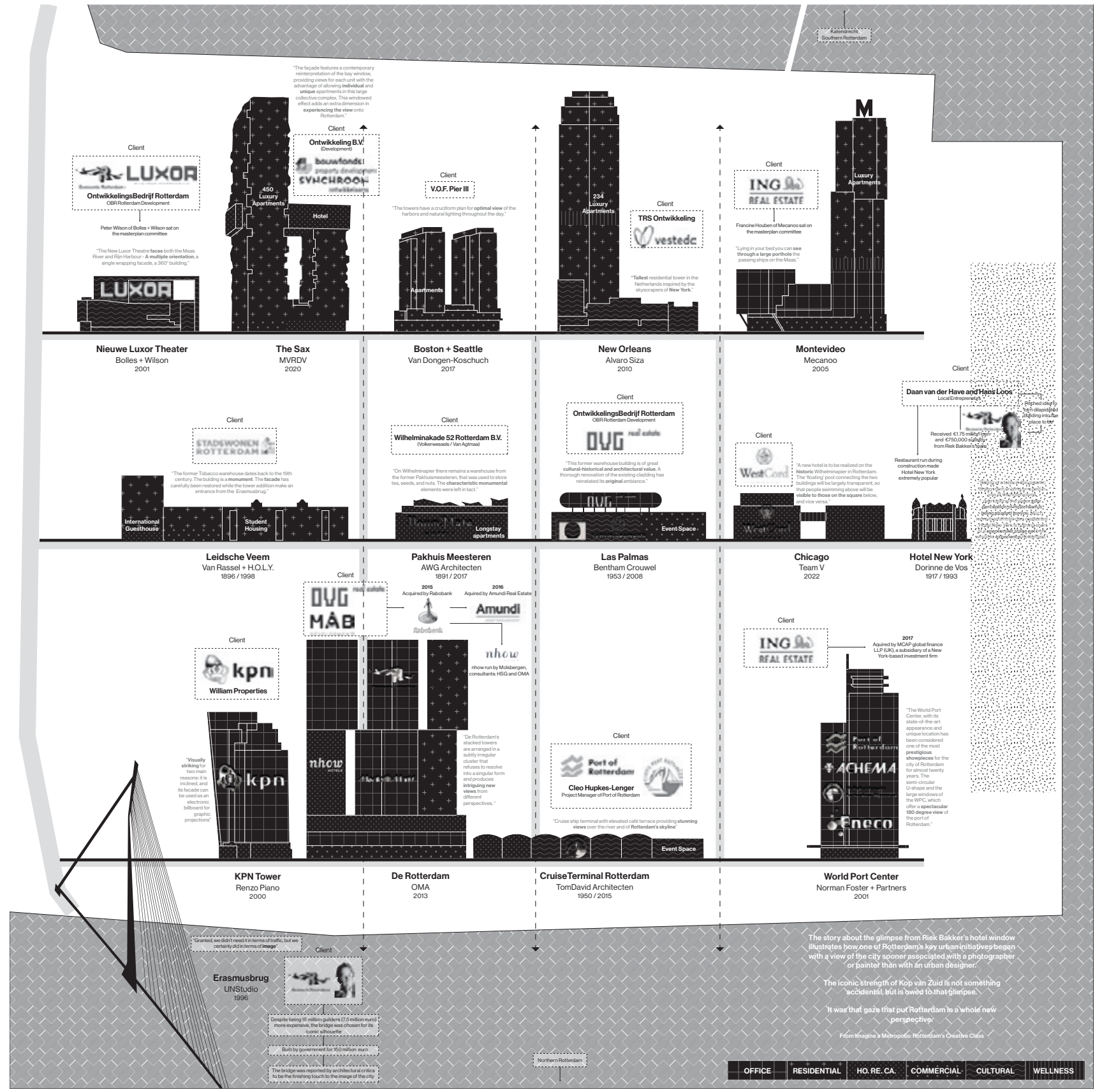
Client
Team V
2022

Client
Dorinne de Vos
1917 / 1993

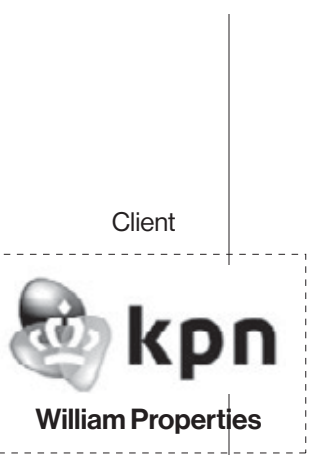
Client
Daan van der Have and Hans Loos
Local Entrepreneurs

Client
WestCord
HOTELS

Client
Daan van der Have and Hans Loos
Local Entrepreneurs



Leidsche Veem
Van Rassel + H.O.L.Y.
1896 / 1998



"Visually striking for two main reasons: it is inclined, and its facade can be used as an electronic billboard for graphic projections"

KPN Tower
Renzo Piano
2000

De Rotterdam
OMA
2013

Cruise Terminal Rotterdam
TomDavid Architecten
1950 / 2015

World Port Center
Norman Foster + Partners
2001

"Granted, we didn't need it in terms of traffic, but we certainly did in terms of image"

Erasmusbrug
UNStudio
1996

Despite being 15 million guilders (7.5 million euro) more expensive, the bridge was chosen for its iconic silhouette

Built by government for 150 million euro

The bridge was reported by architectural critics to be the finishing touch to the image of the city



Client: **Gemeente Rotterdam**

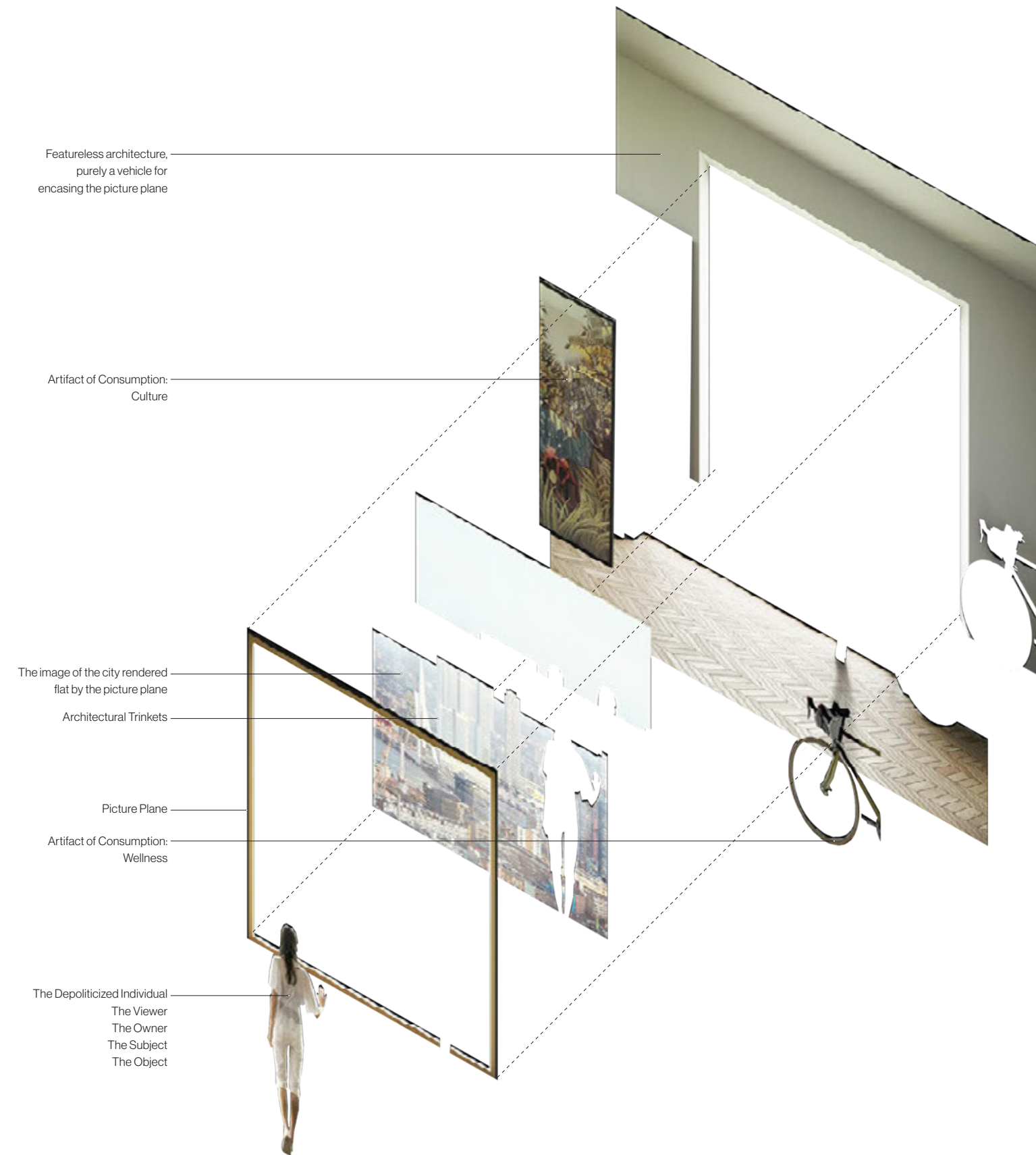
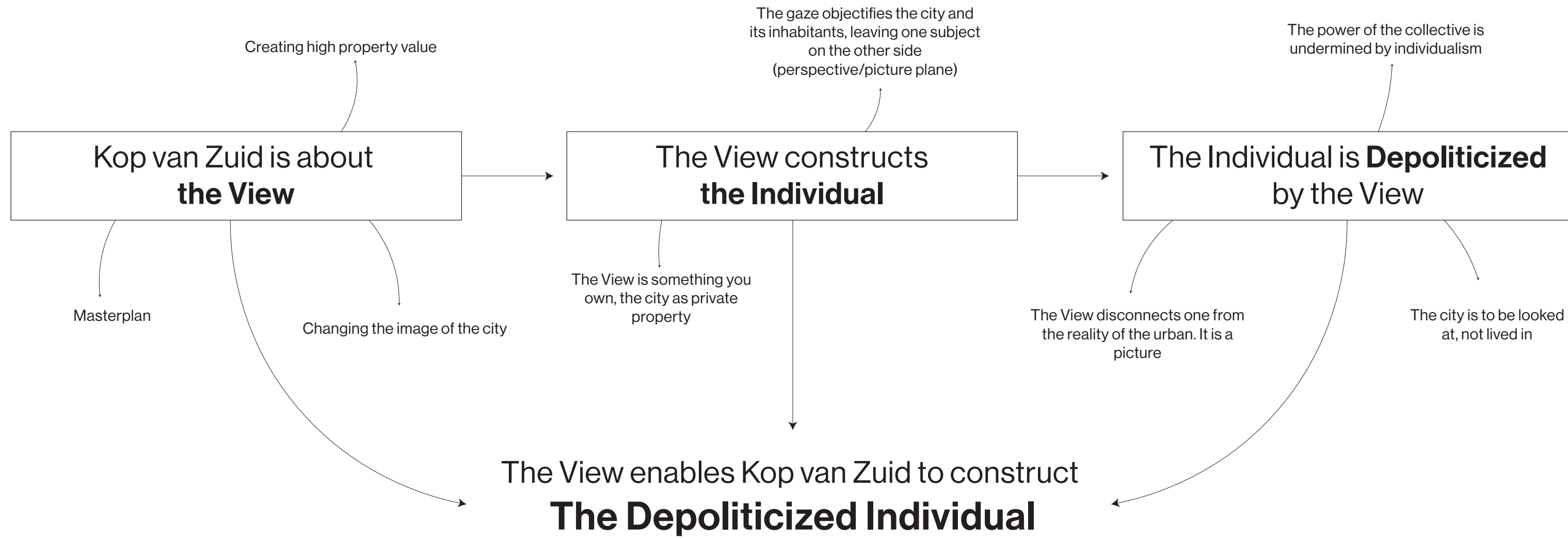
Northern Rotterdam

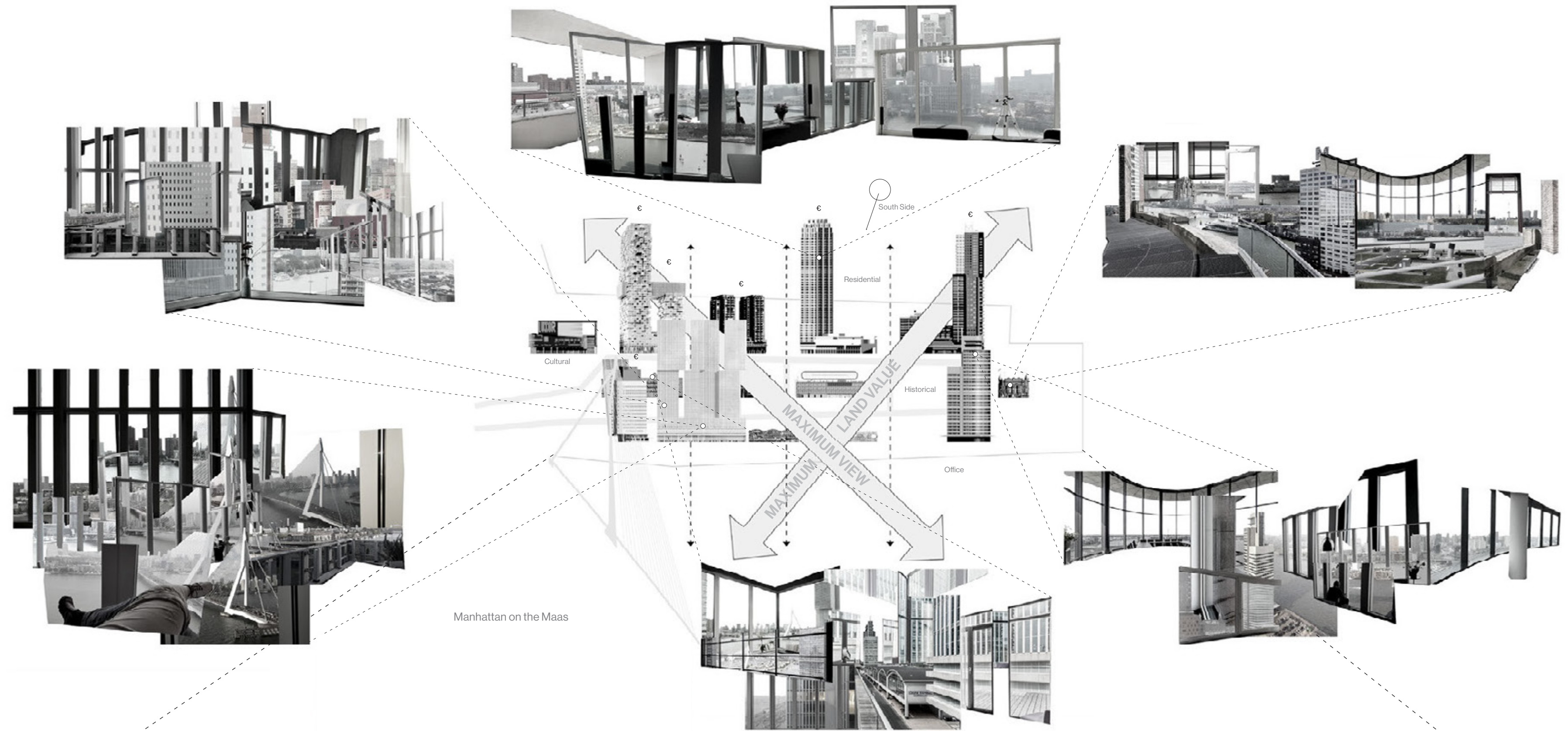
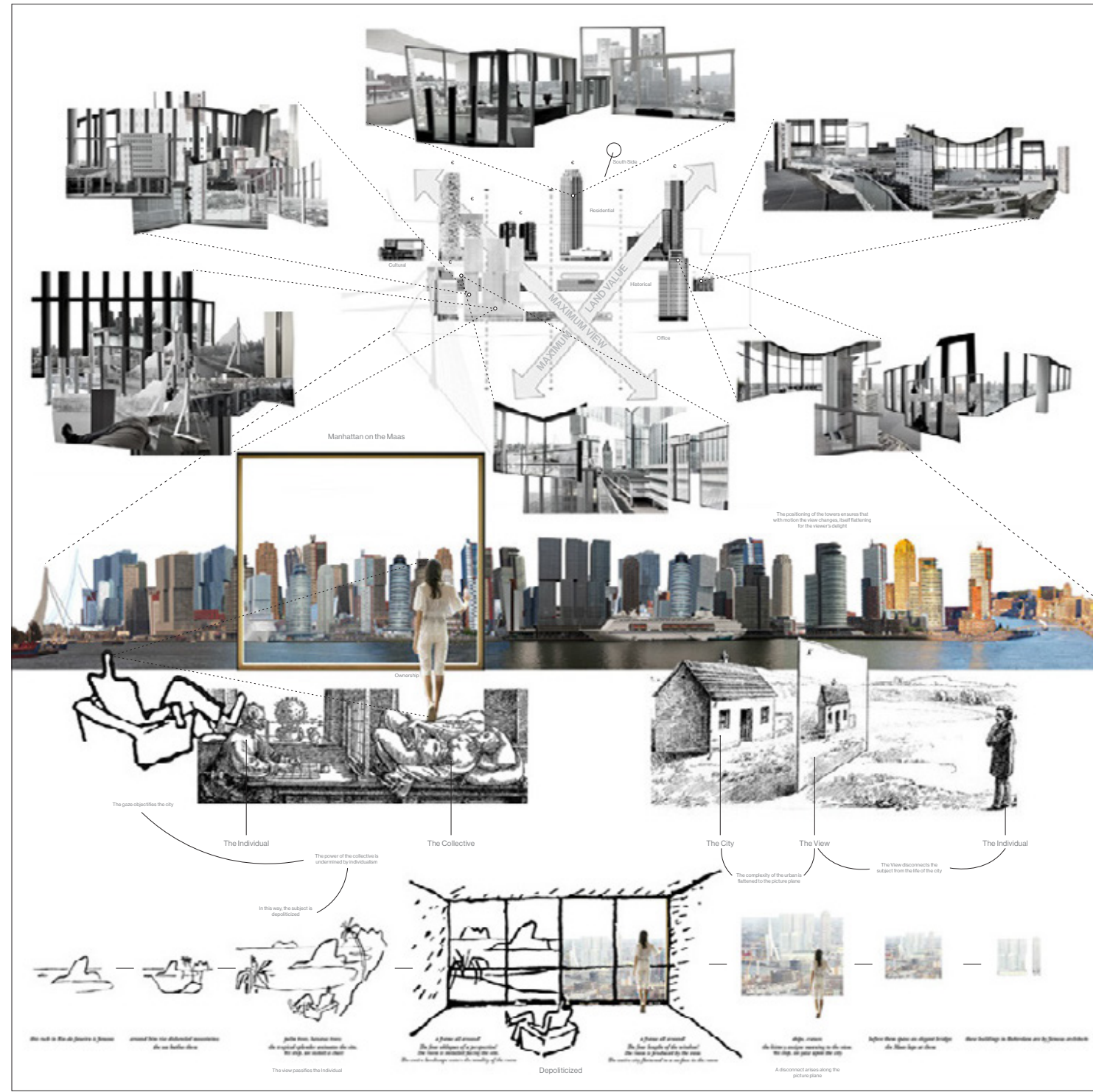
The story about the glimpse from Rijk Bakker's hotel window illustrates how one of Rotterdam's key urban initiatives began with a view of the city captured with a photographer or painter rather than with an urban designer.

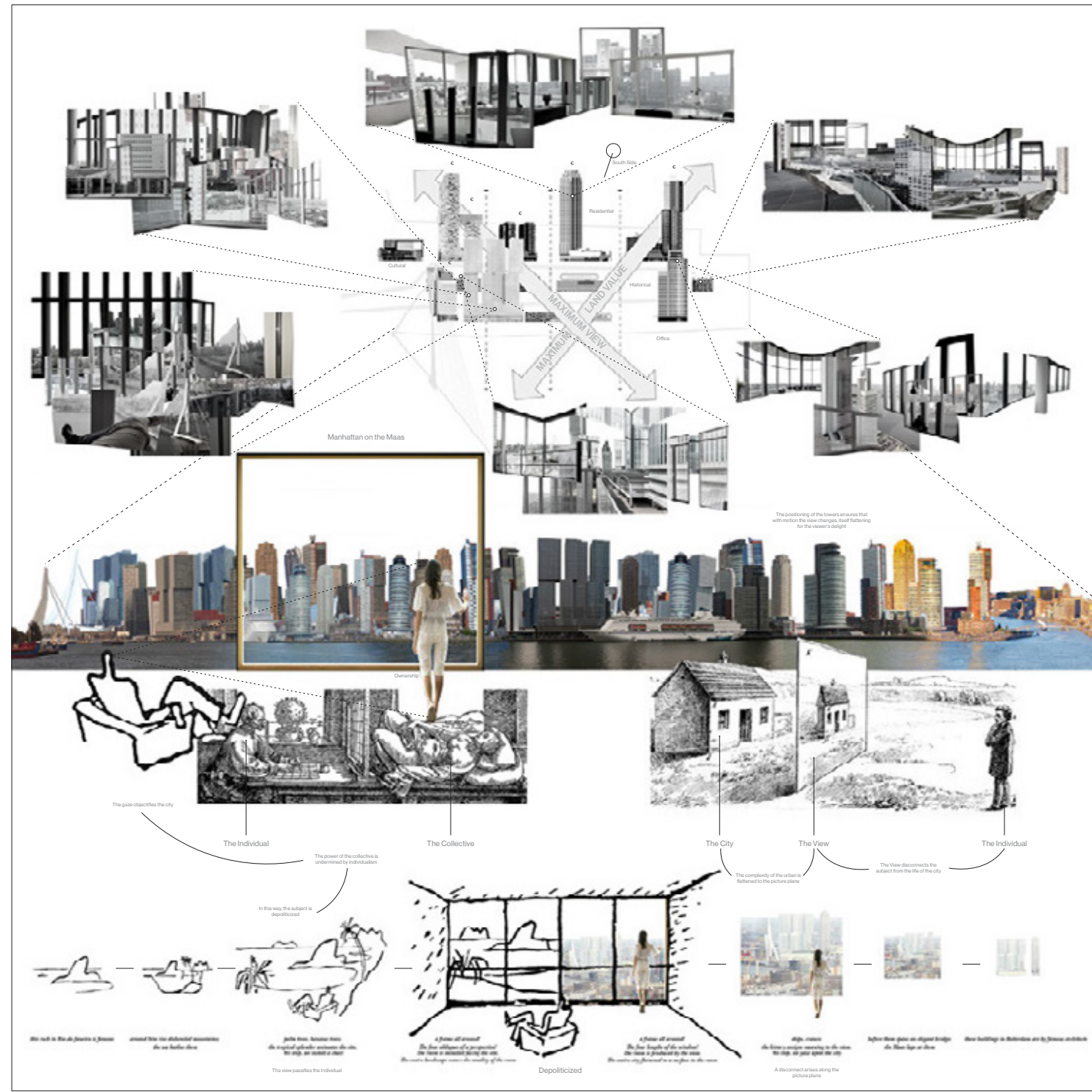
The iconic strength of Kop van Zuid is not something accidental, but is owed to that glimpse.

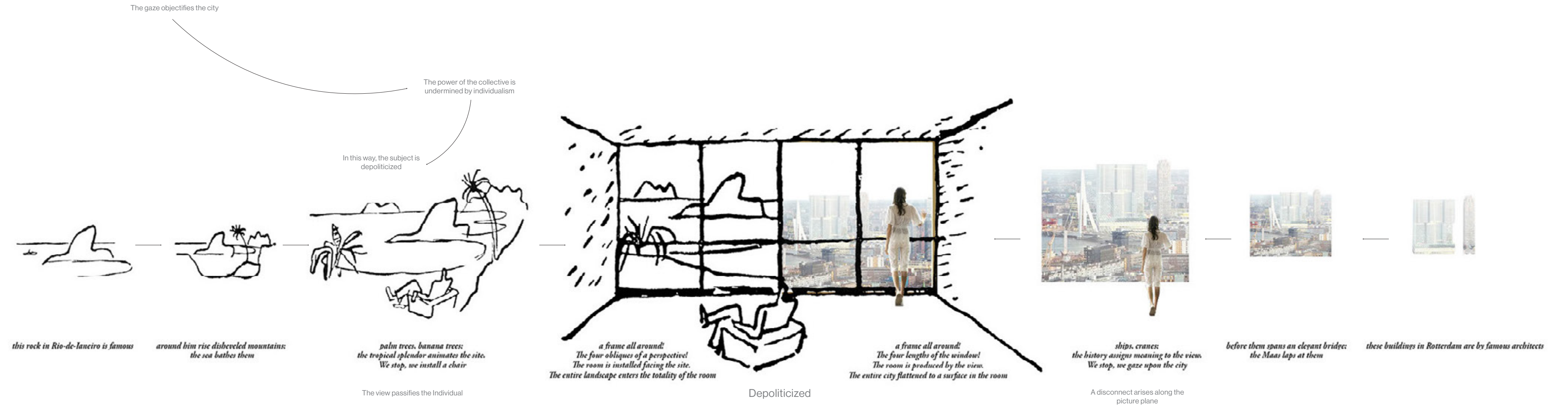
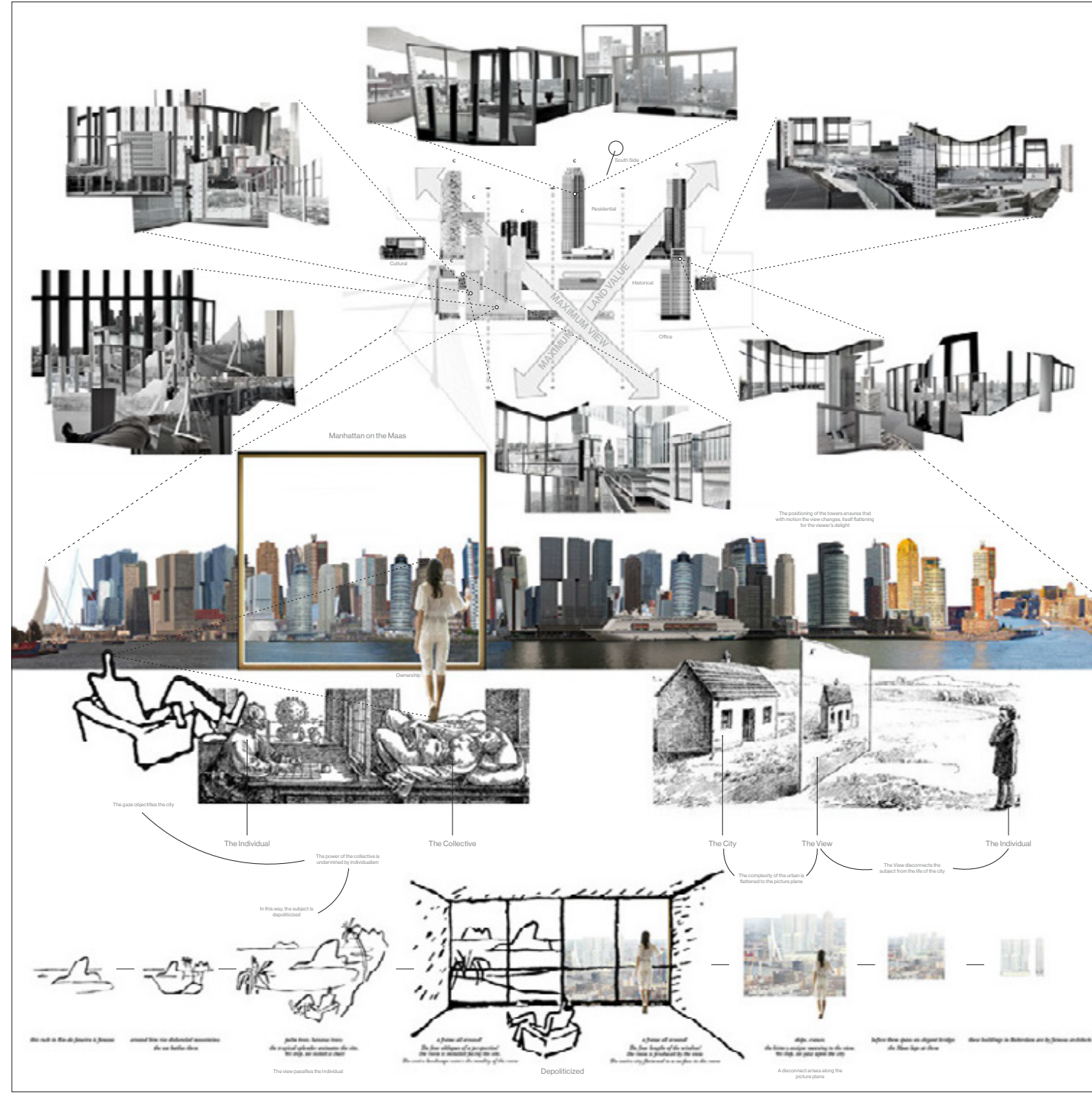
It was that gaze that put Rotterdam in a whole new perspective.

From Imagine a Metropolis: Rotterdam's Creative Class









Capital Imaginaries: Kop van Zuid

The Depoliticized Individual

<https://vimeo.com/383450223>

password: hanneke











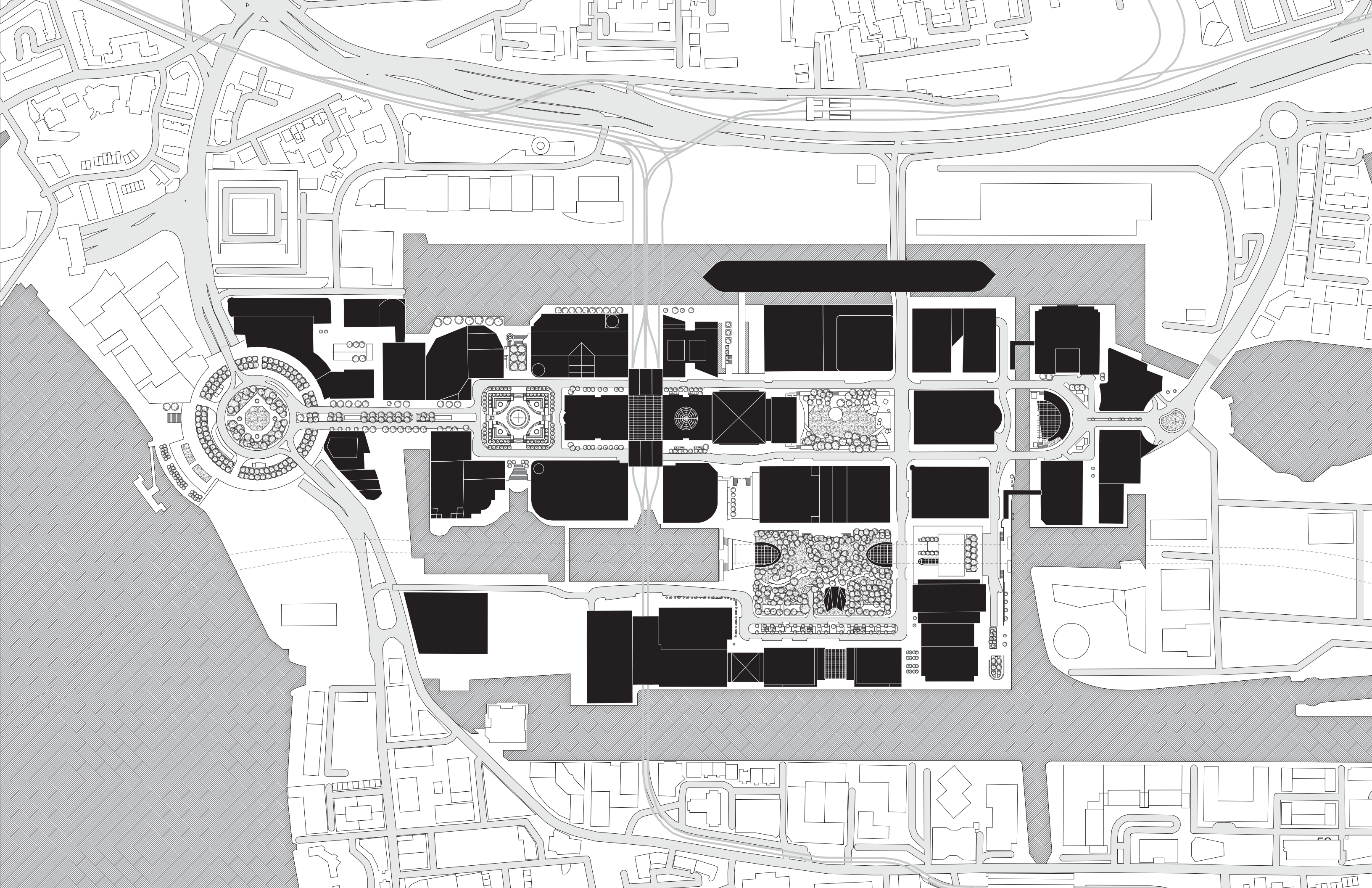
Canary Wharf
The Uncritical Laborer

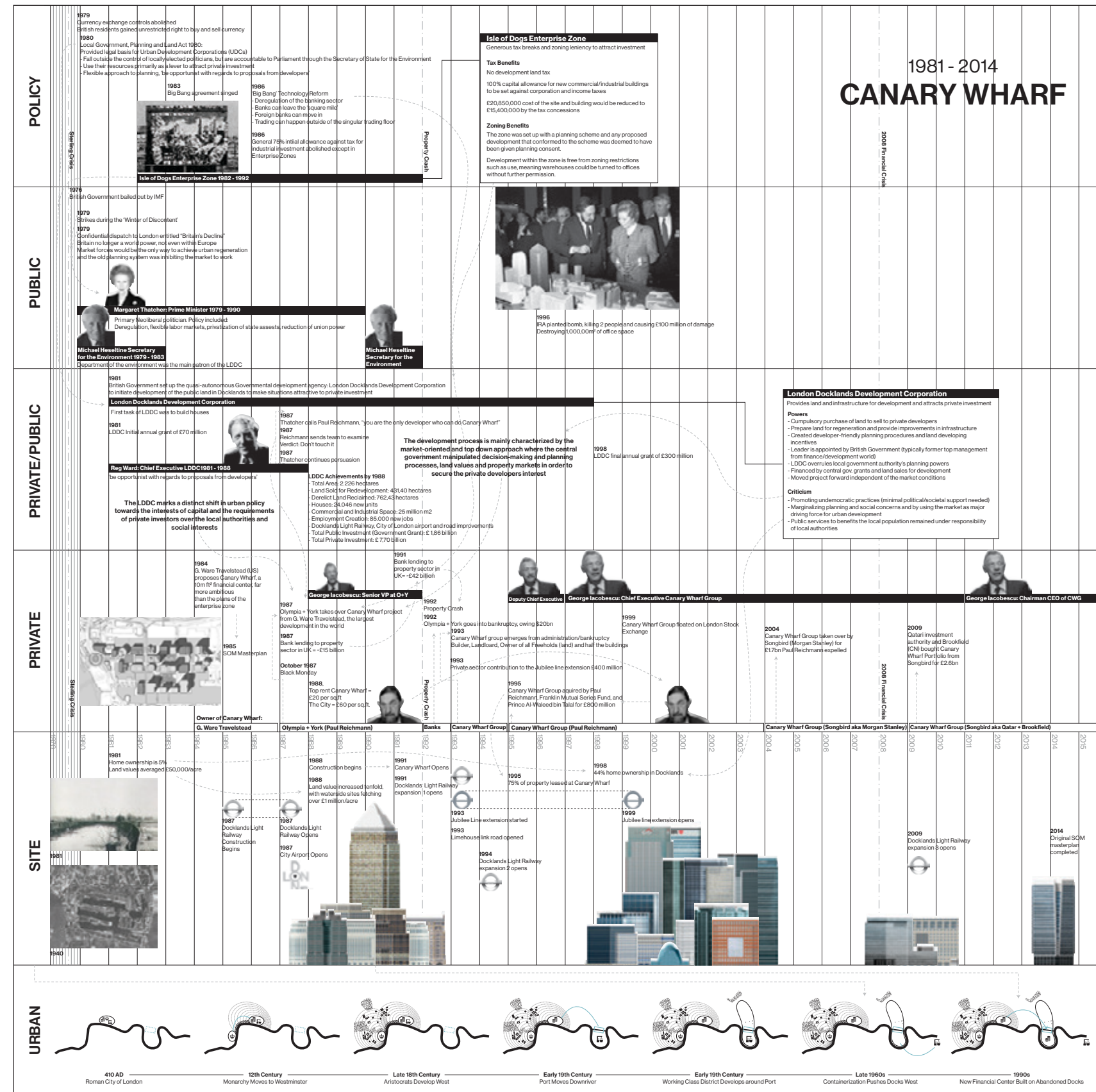


London



East End



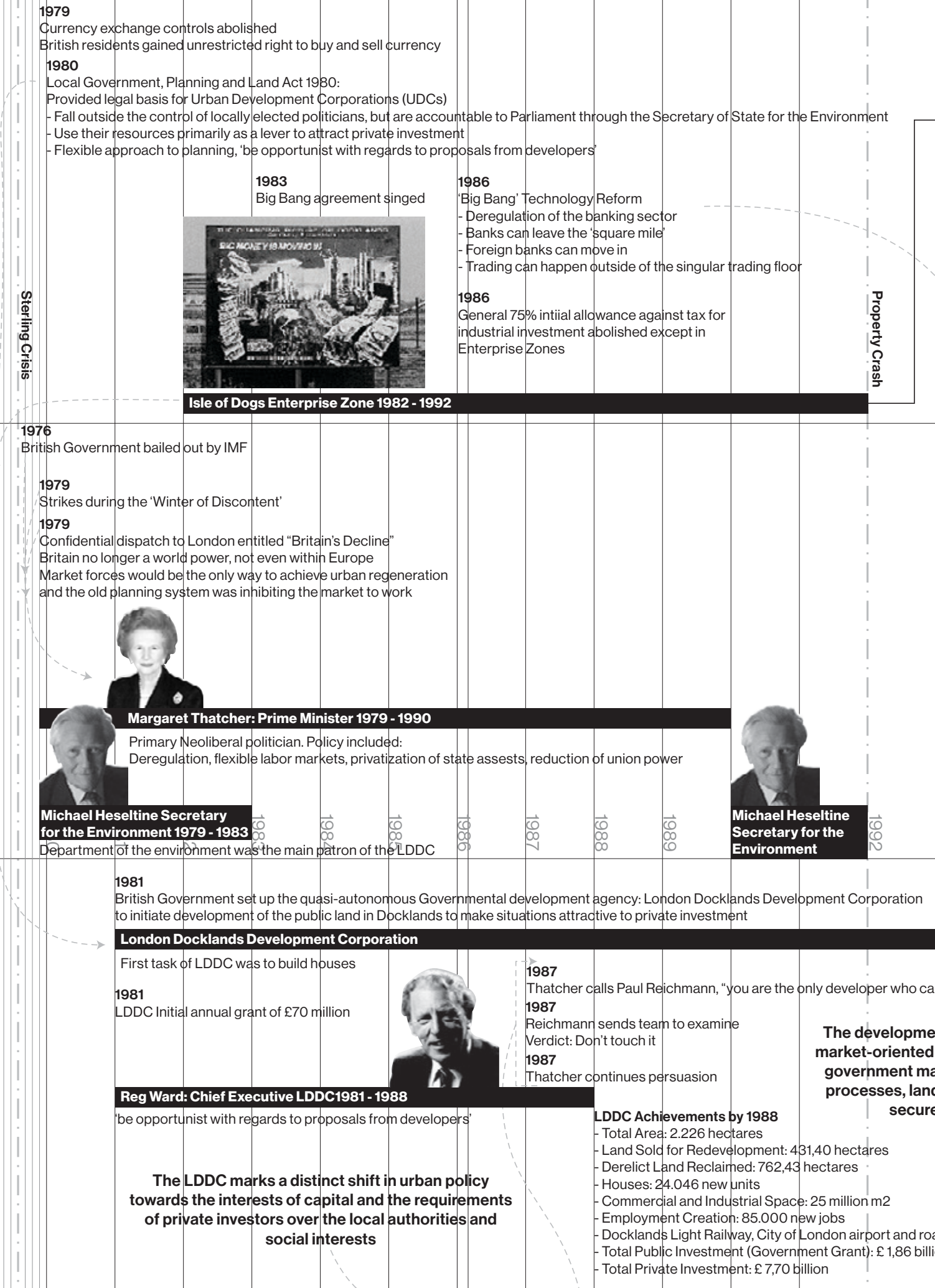


POLICY

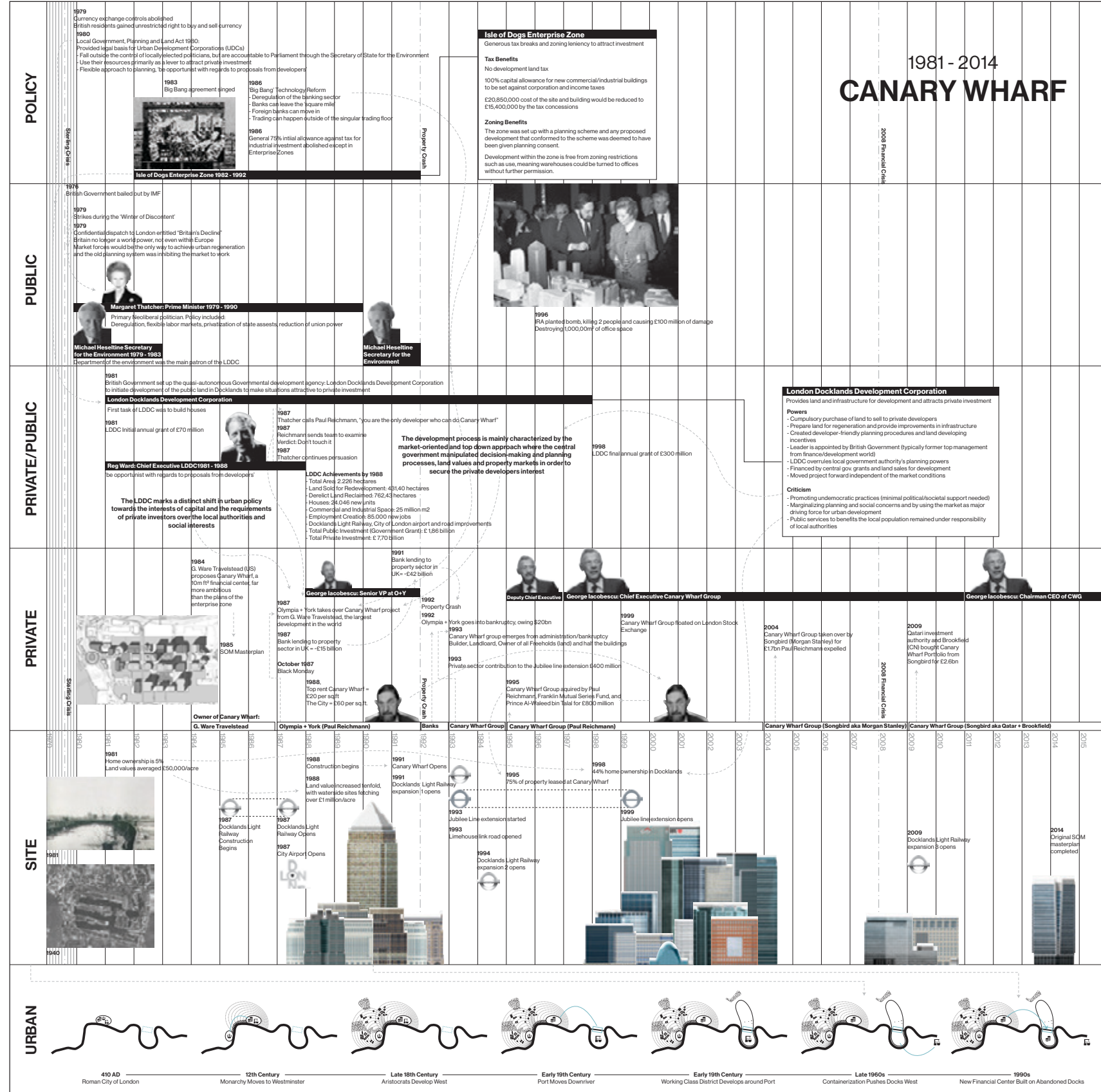
PUBLIC

PRIVATE/PUBLIC

1981 - 2014
CANARY WHARF



Canary Wharf: Timeline

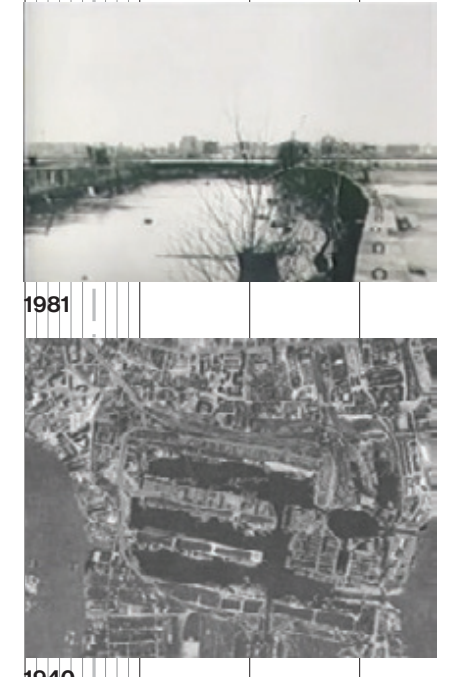


PRIVATE

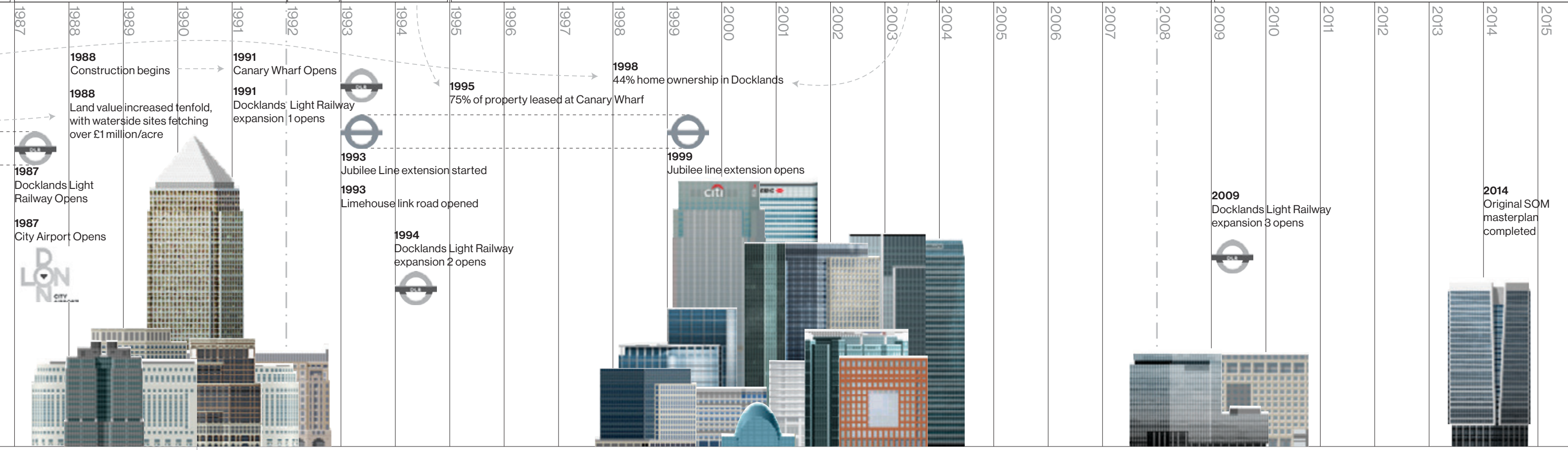
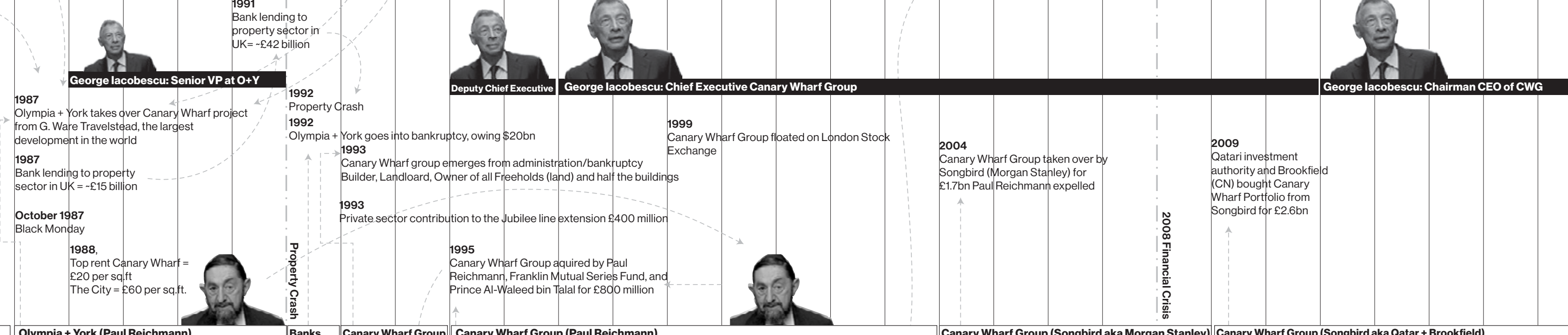
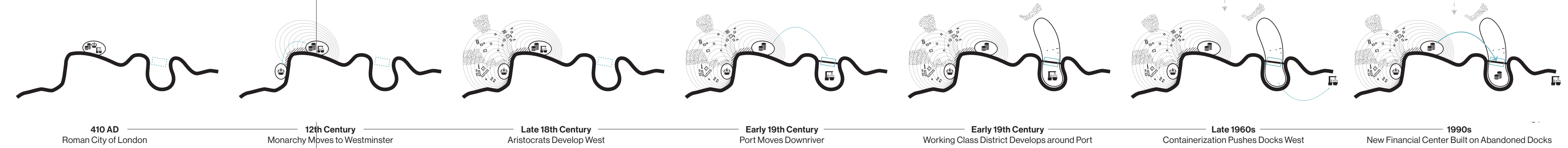


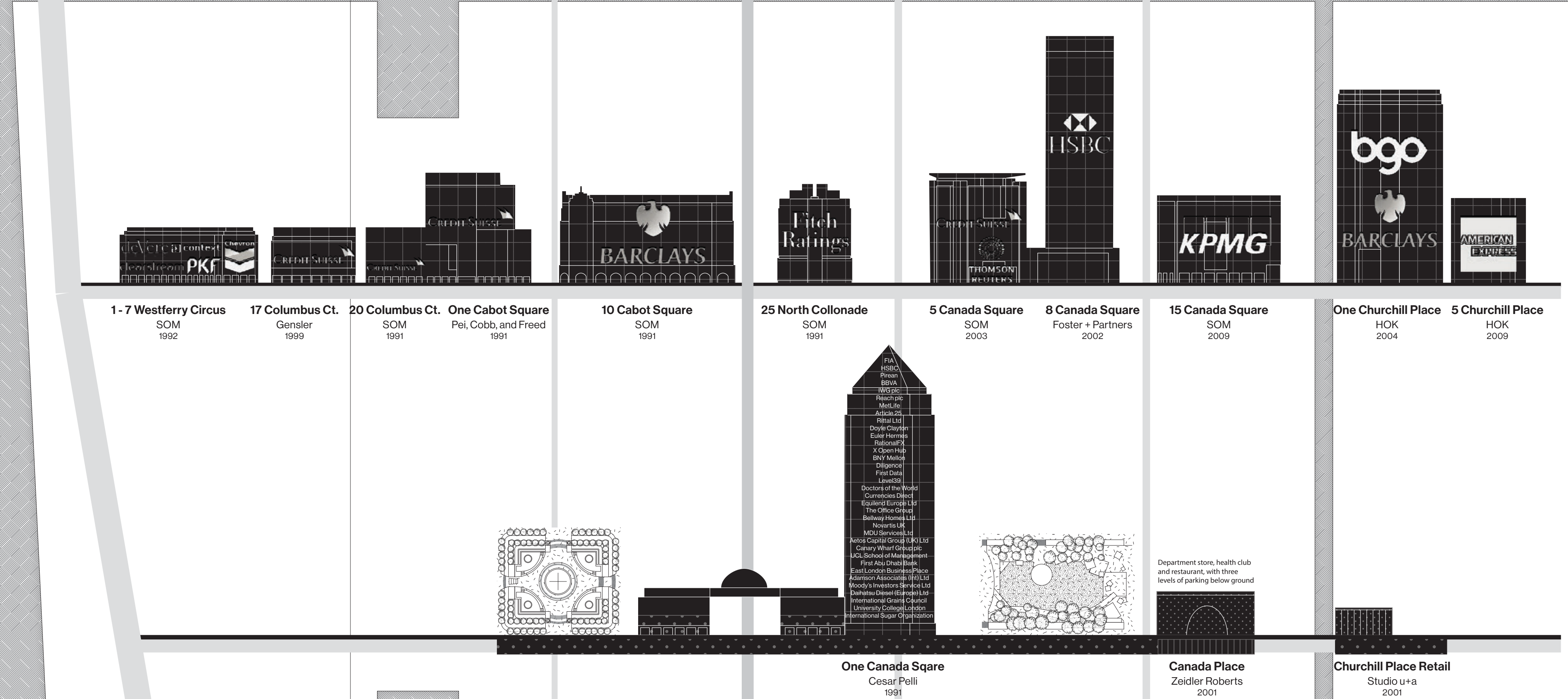
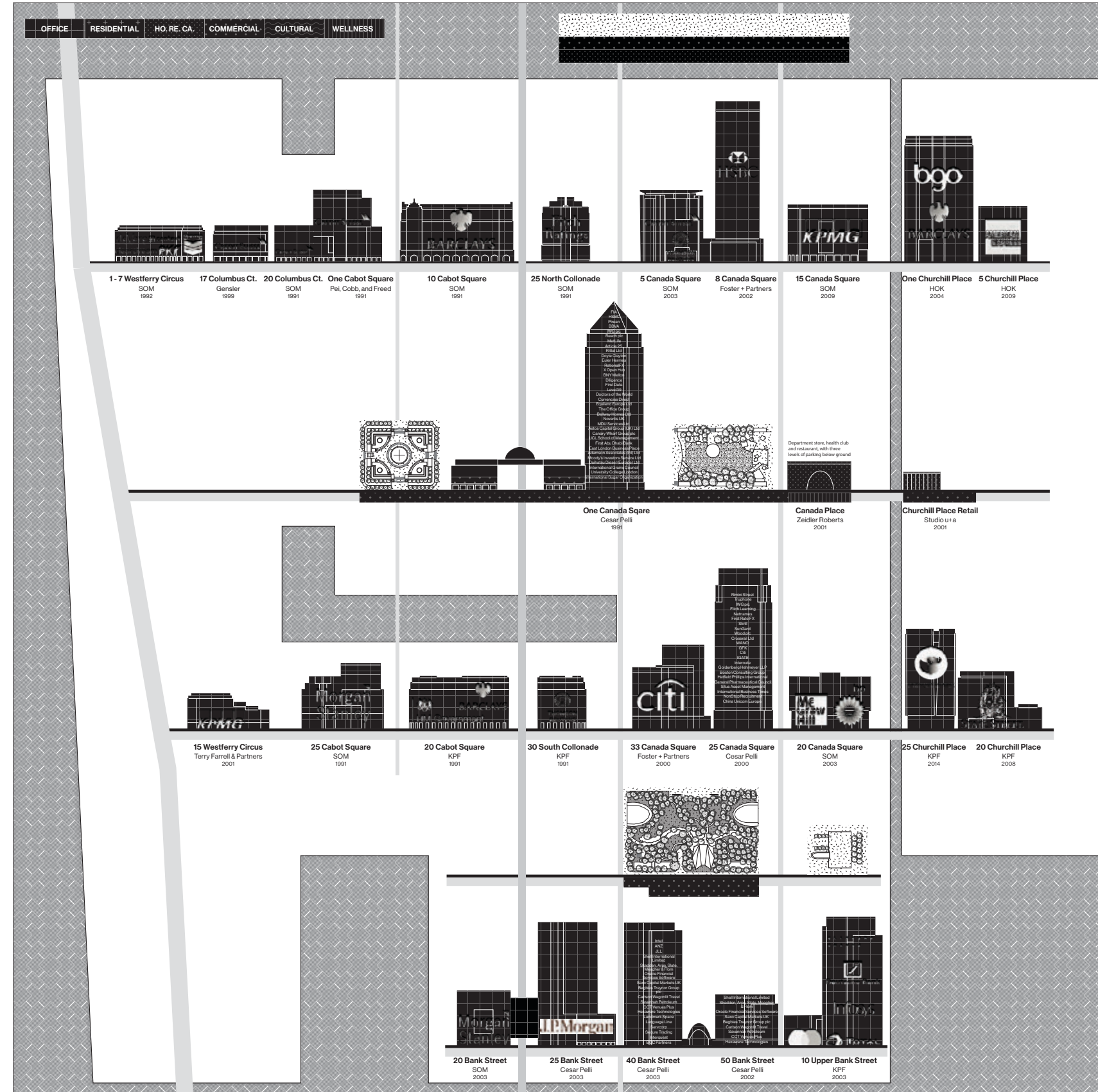
Owner of Canary Wharf:
G. Ware Travelstead

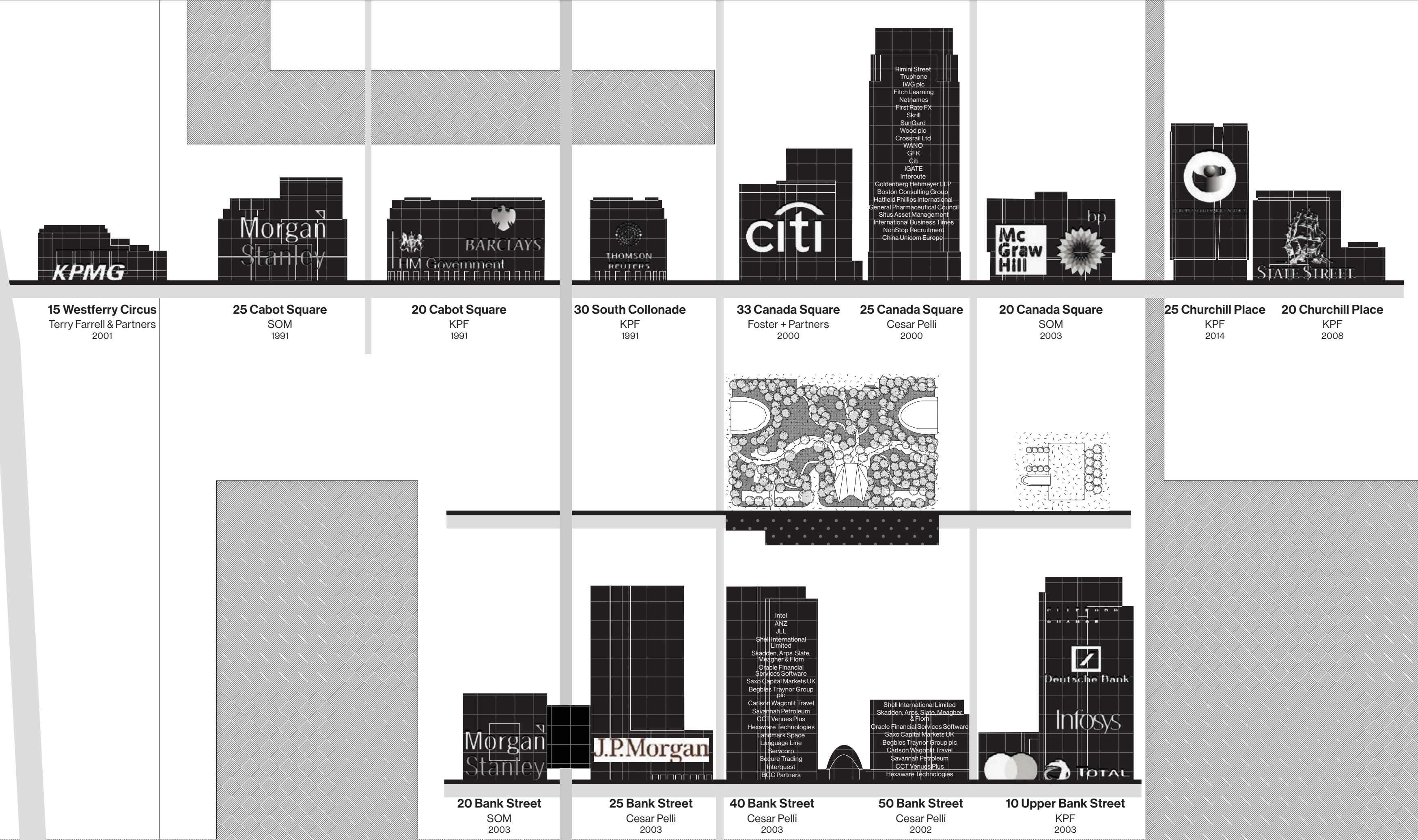
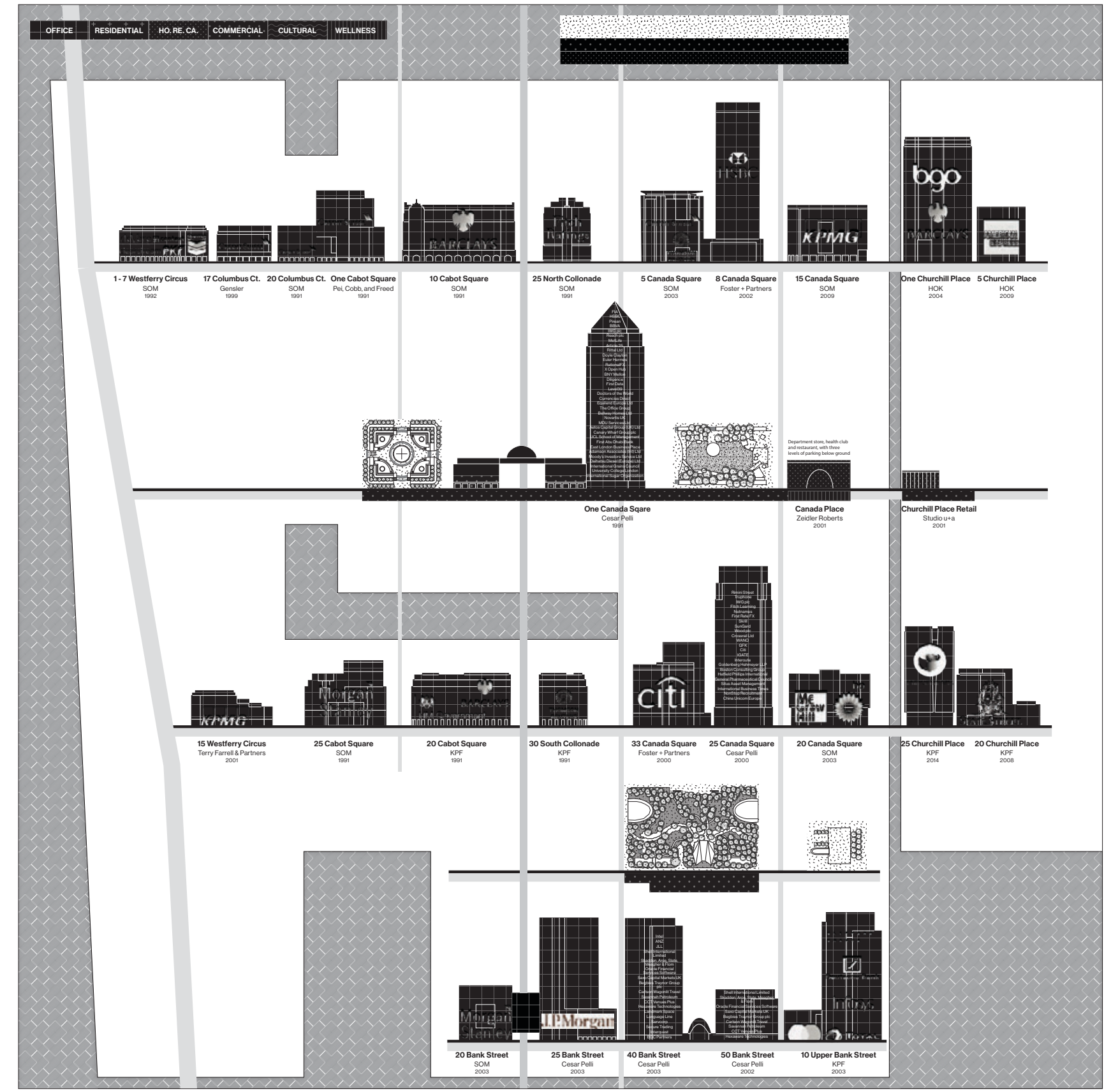
SITE

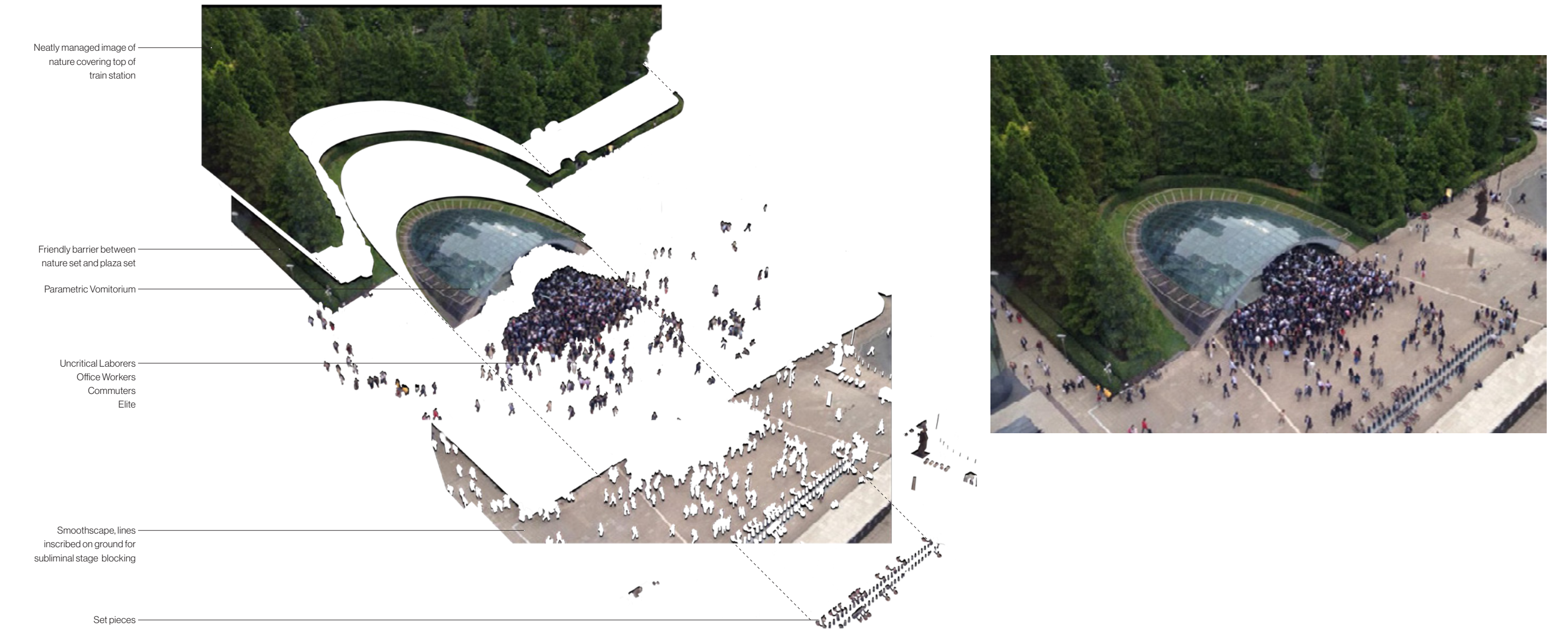
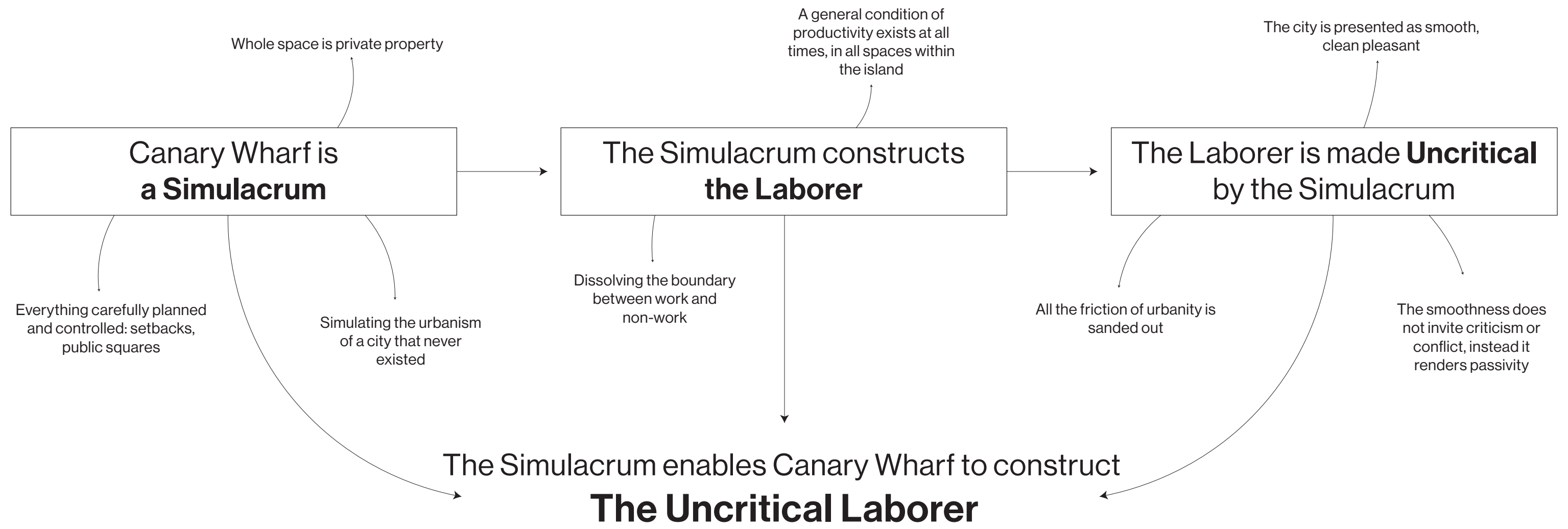


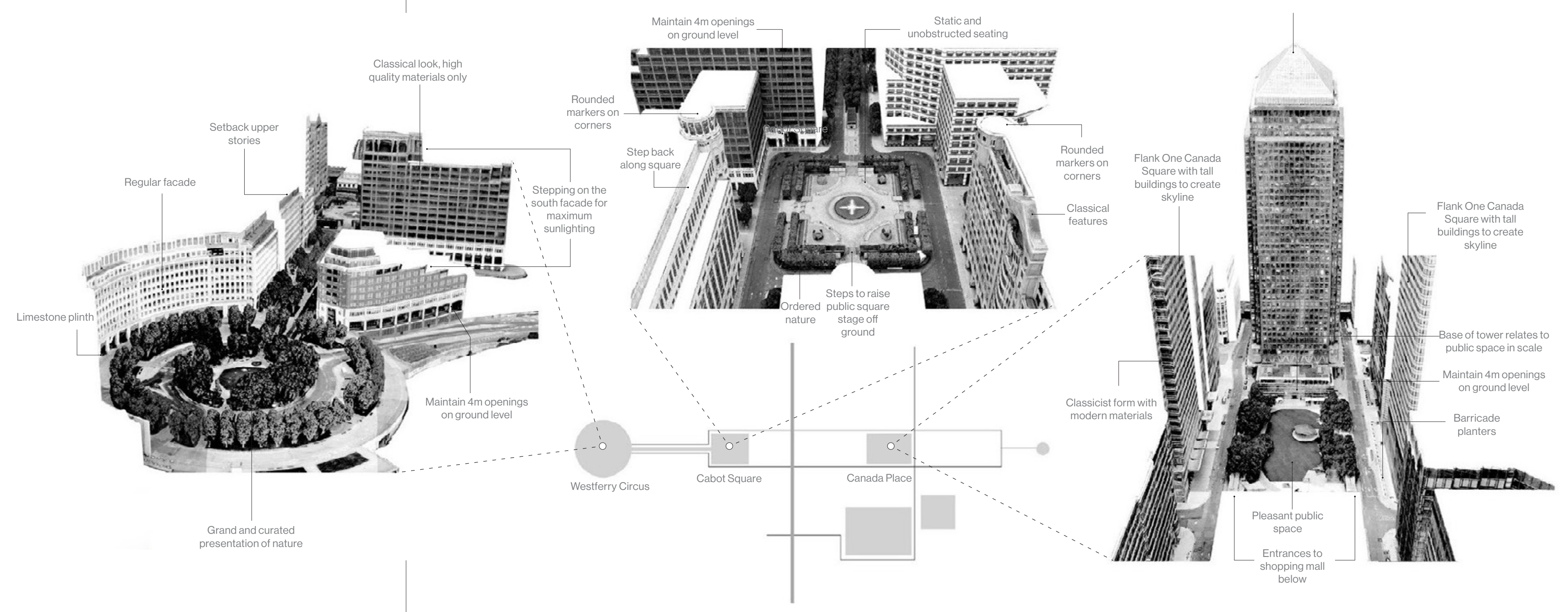
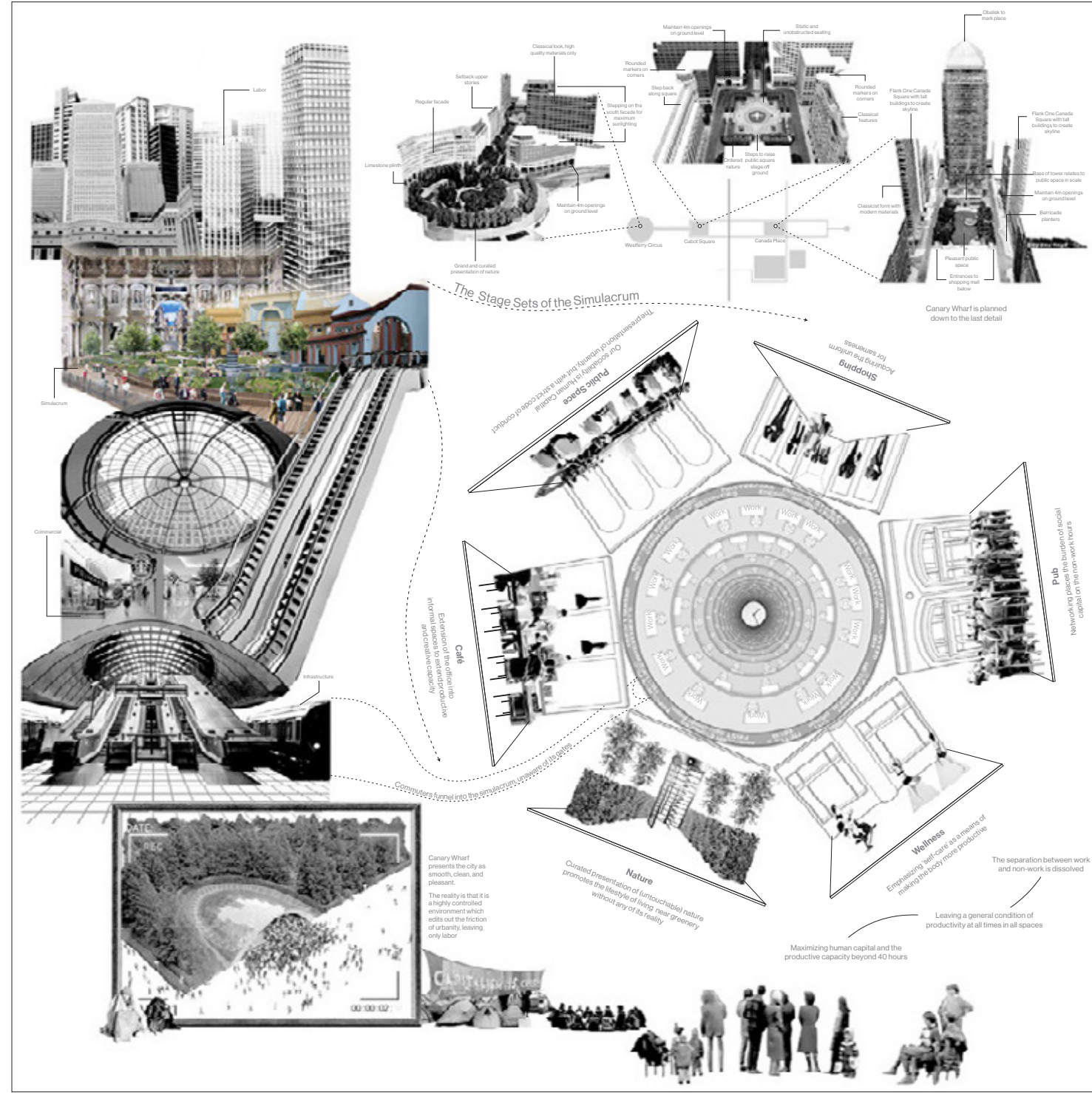
URBAN

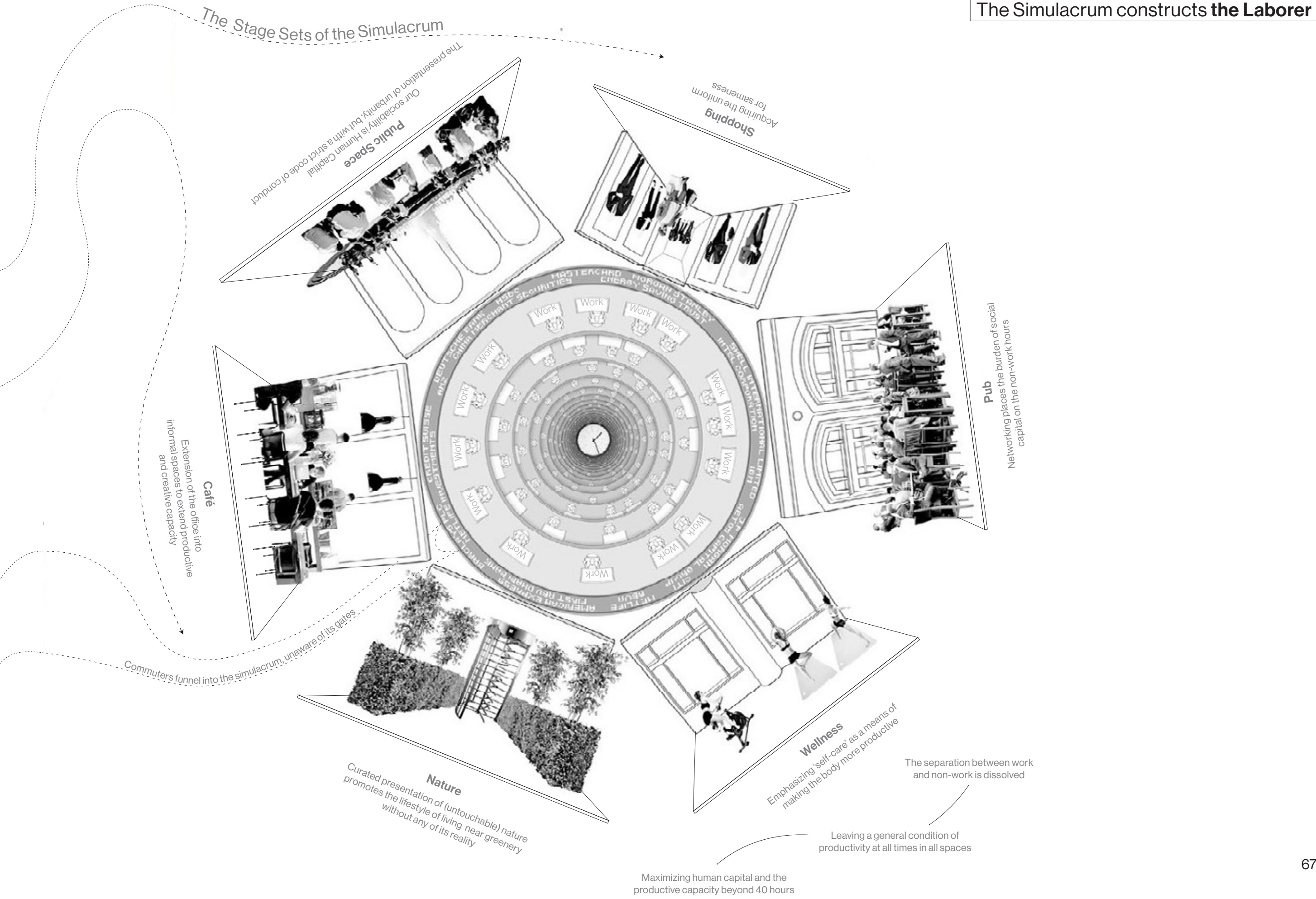
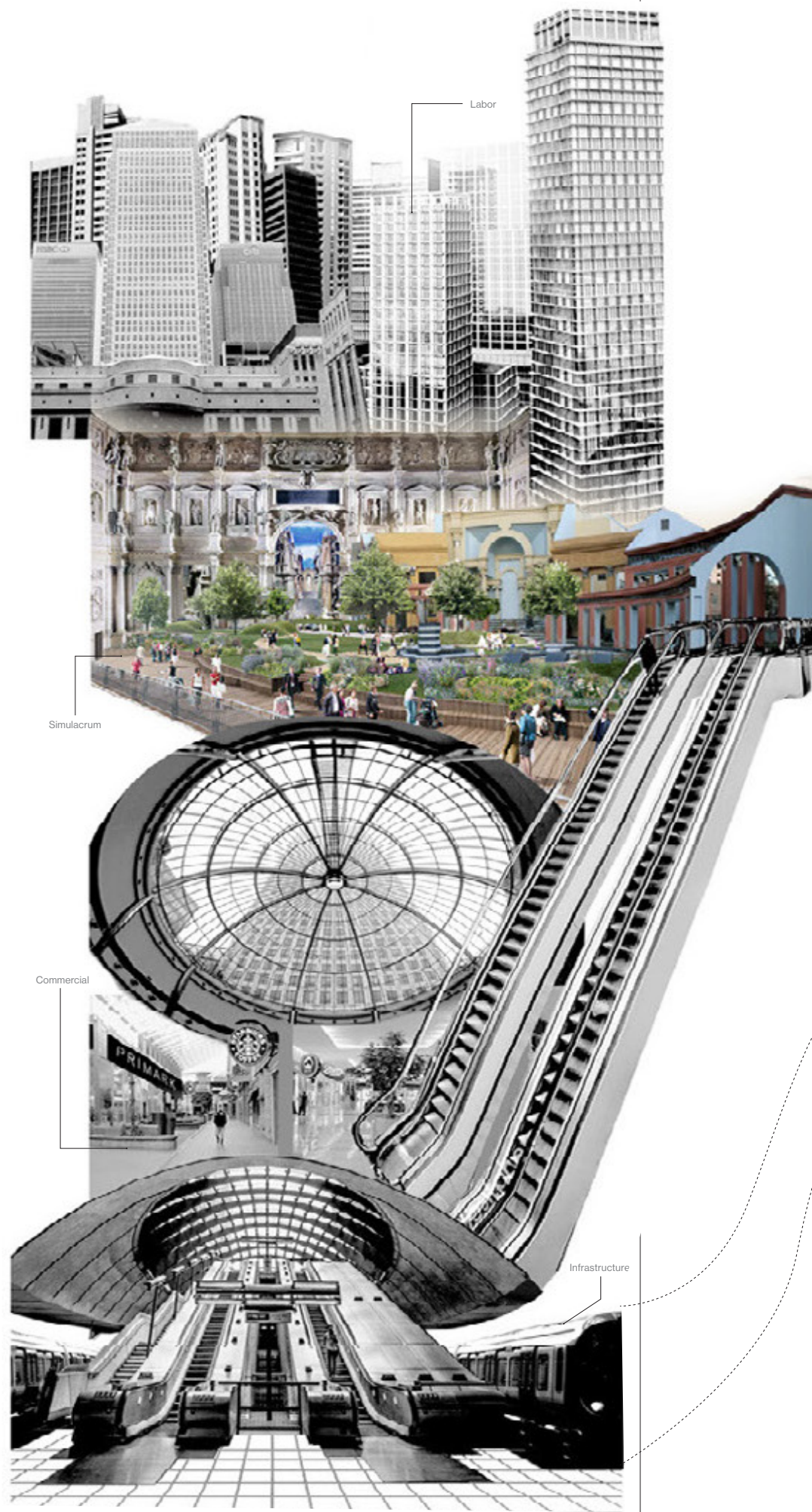
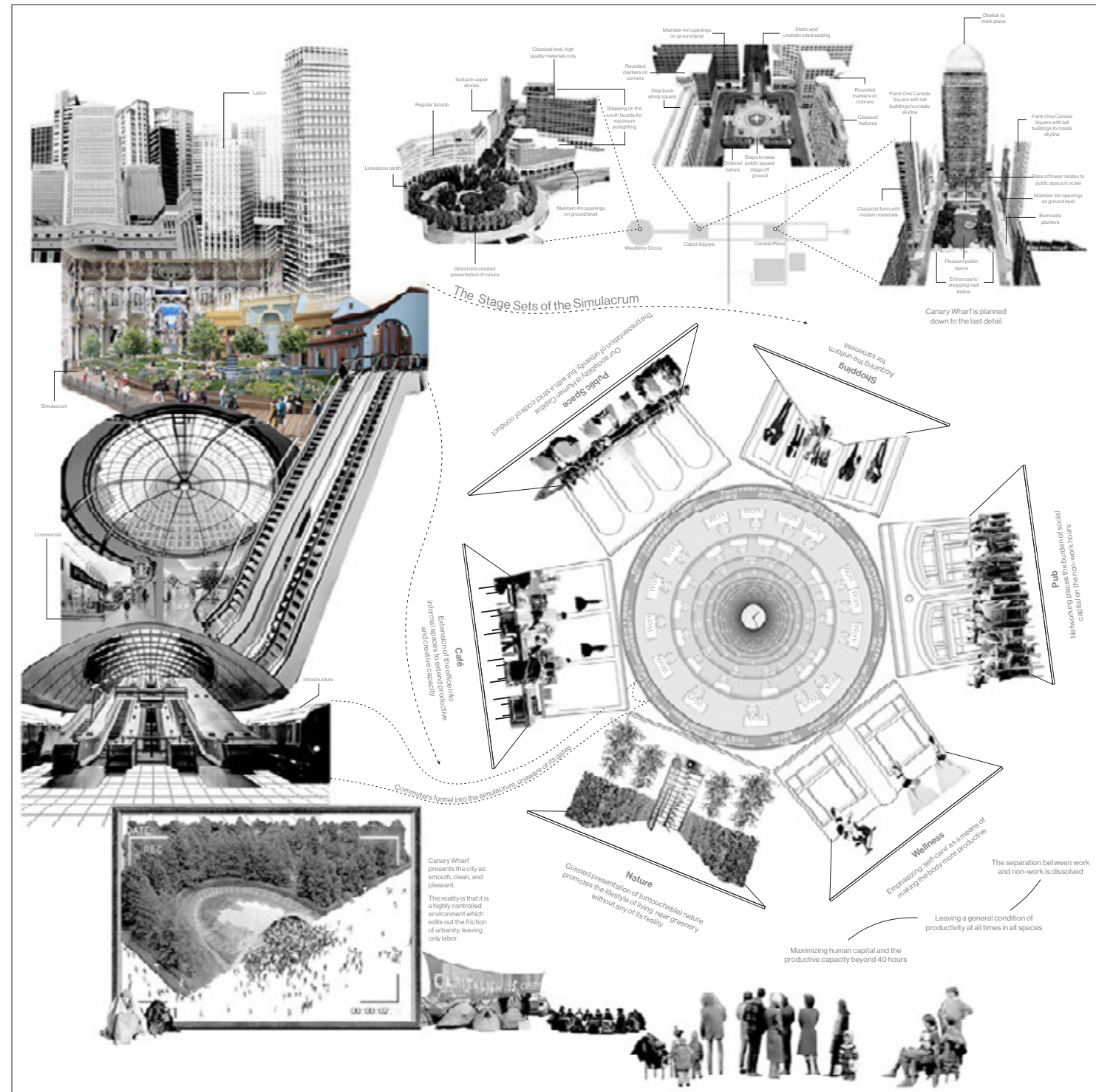


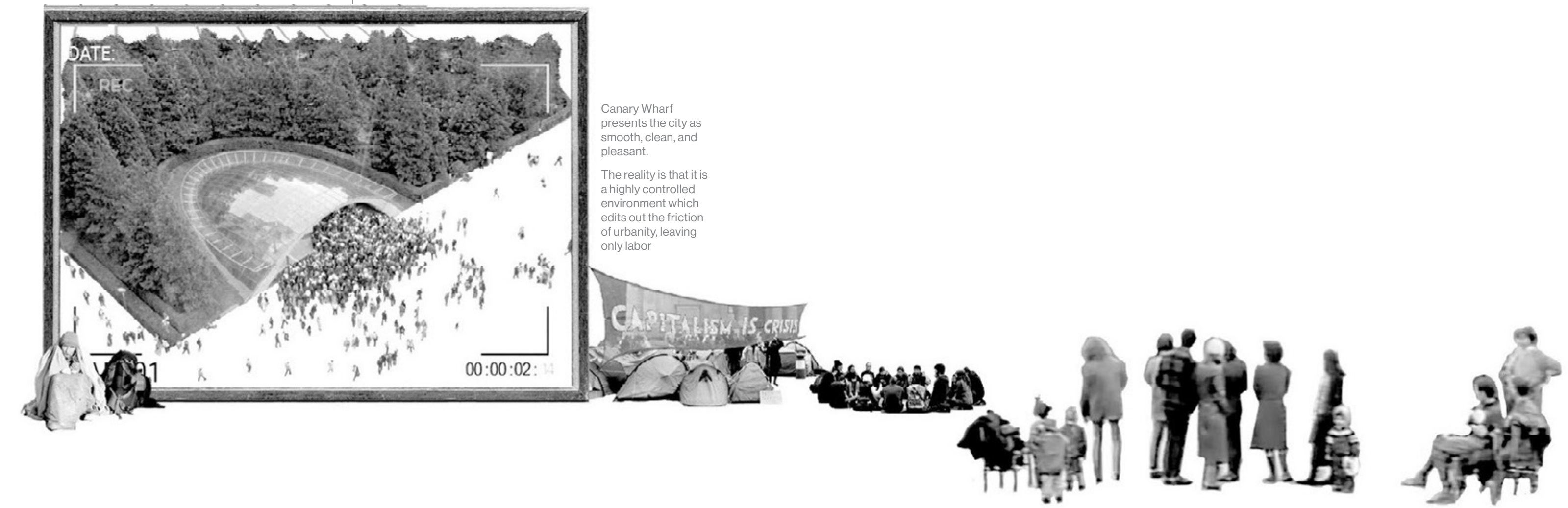
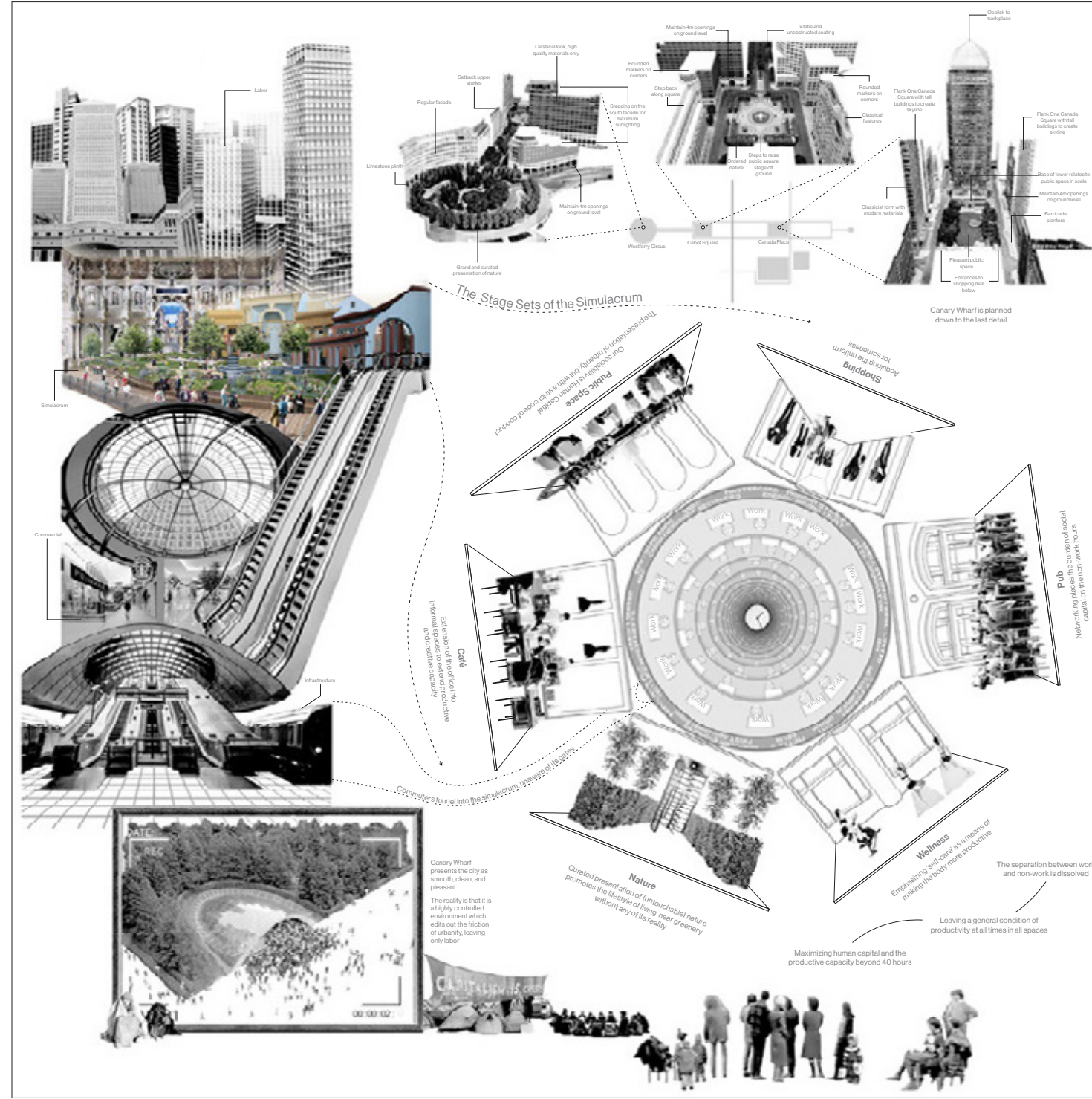










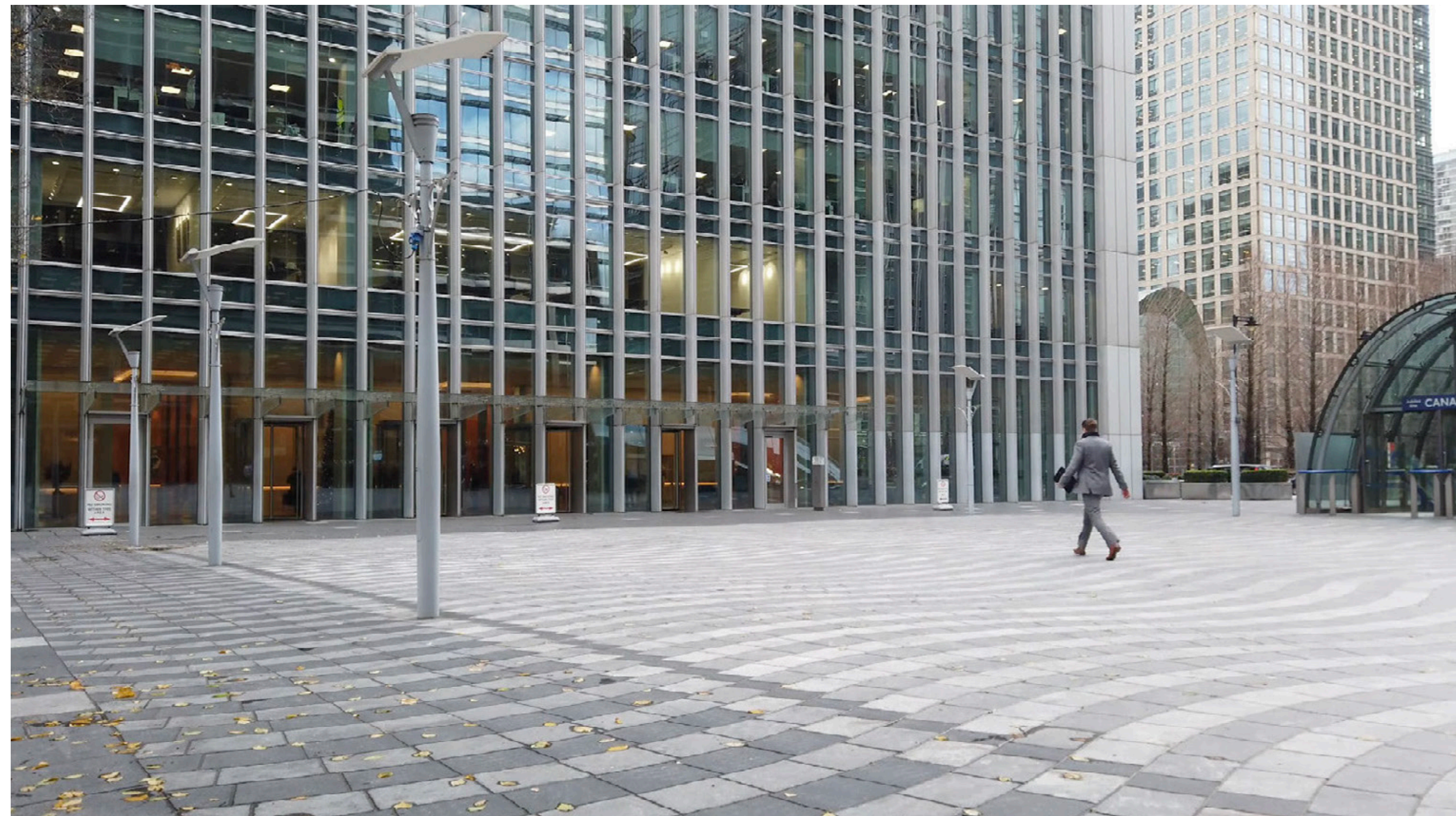


Capital Imaginaries: Canary Wharf

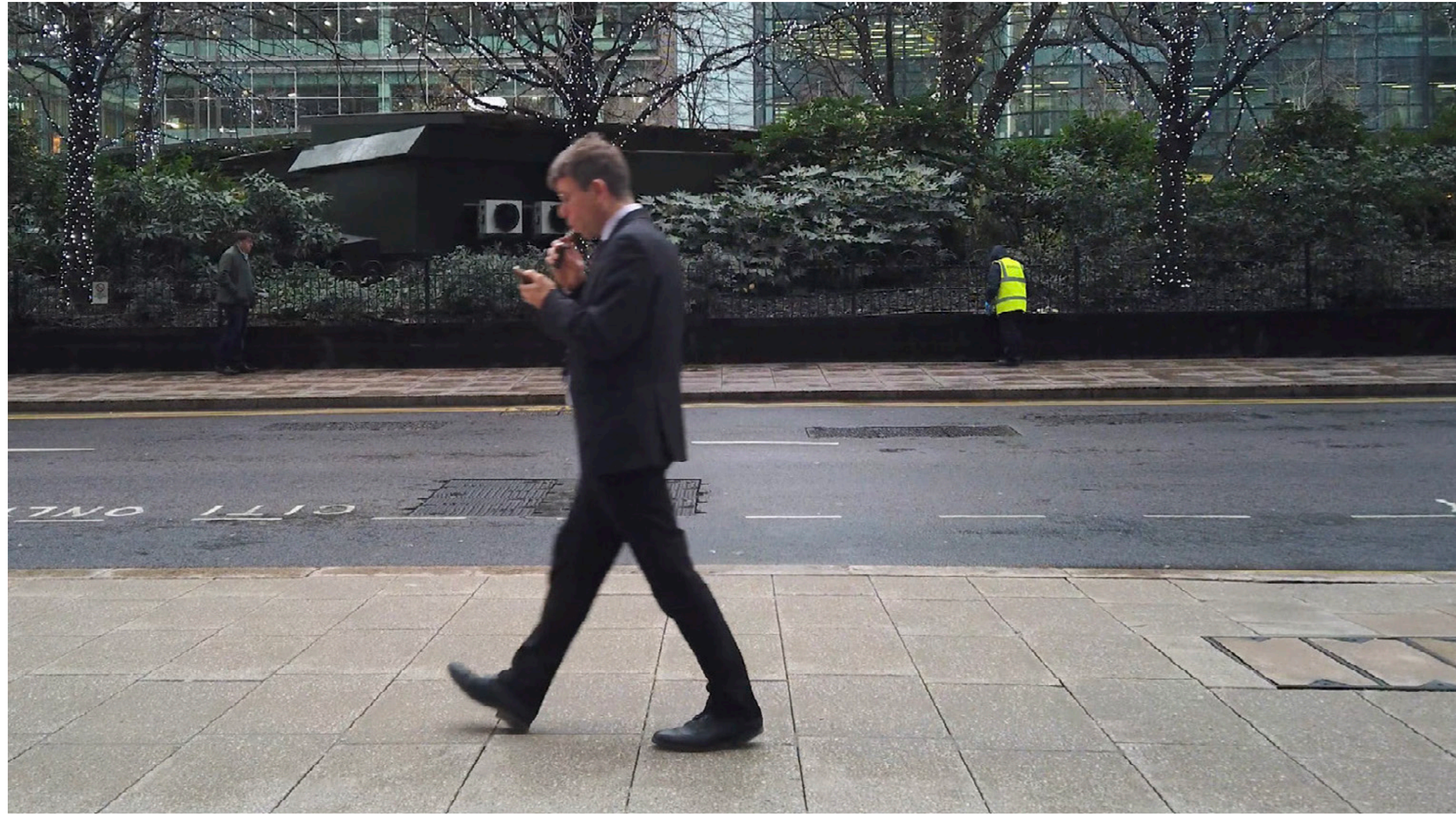
The Uncritical Laborer

<https://vimeo.com/383173141>

password: hanneke







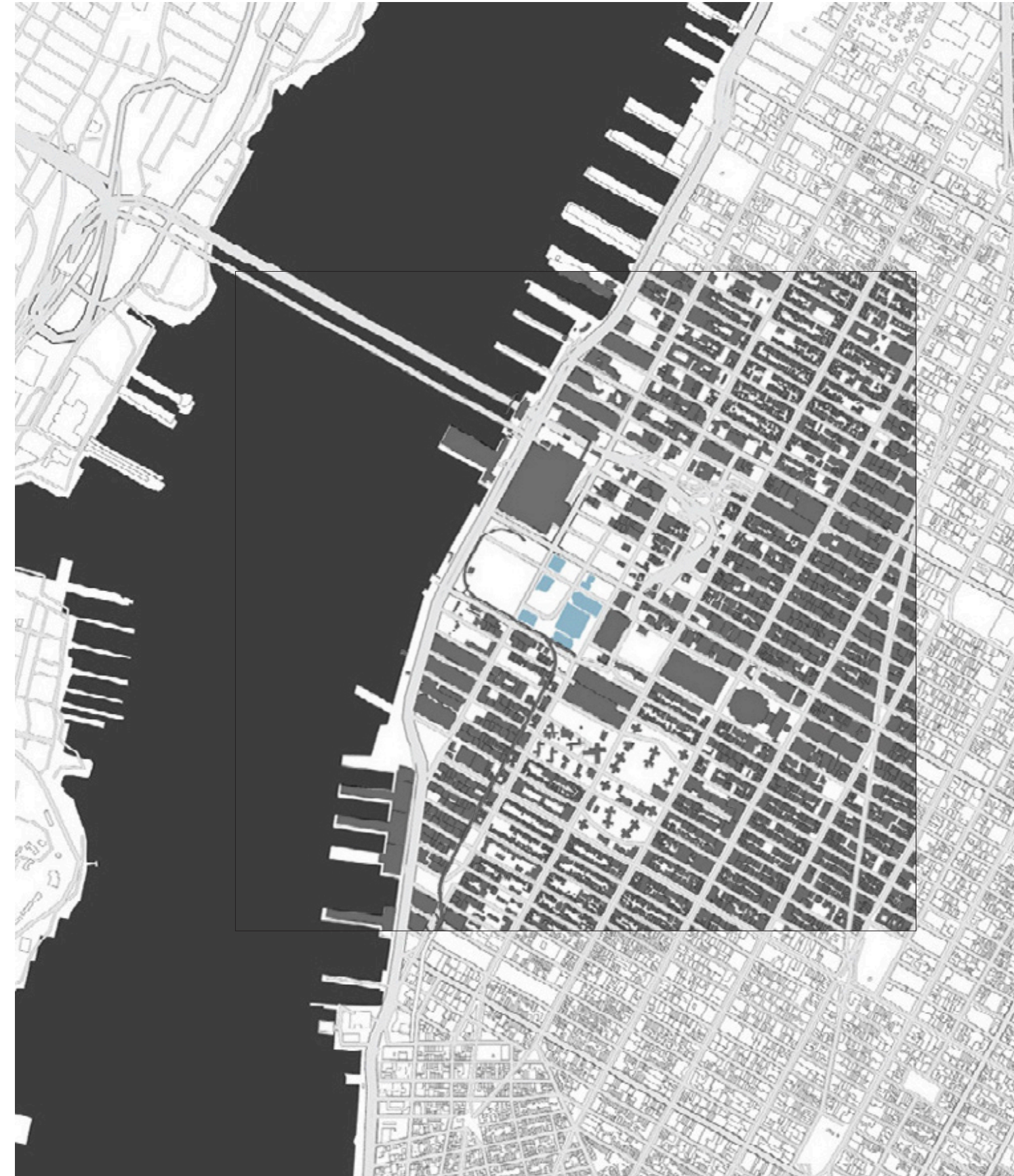




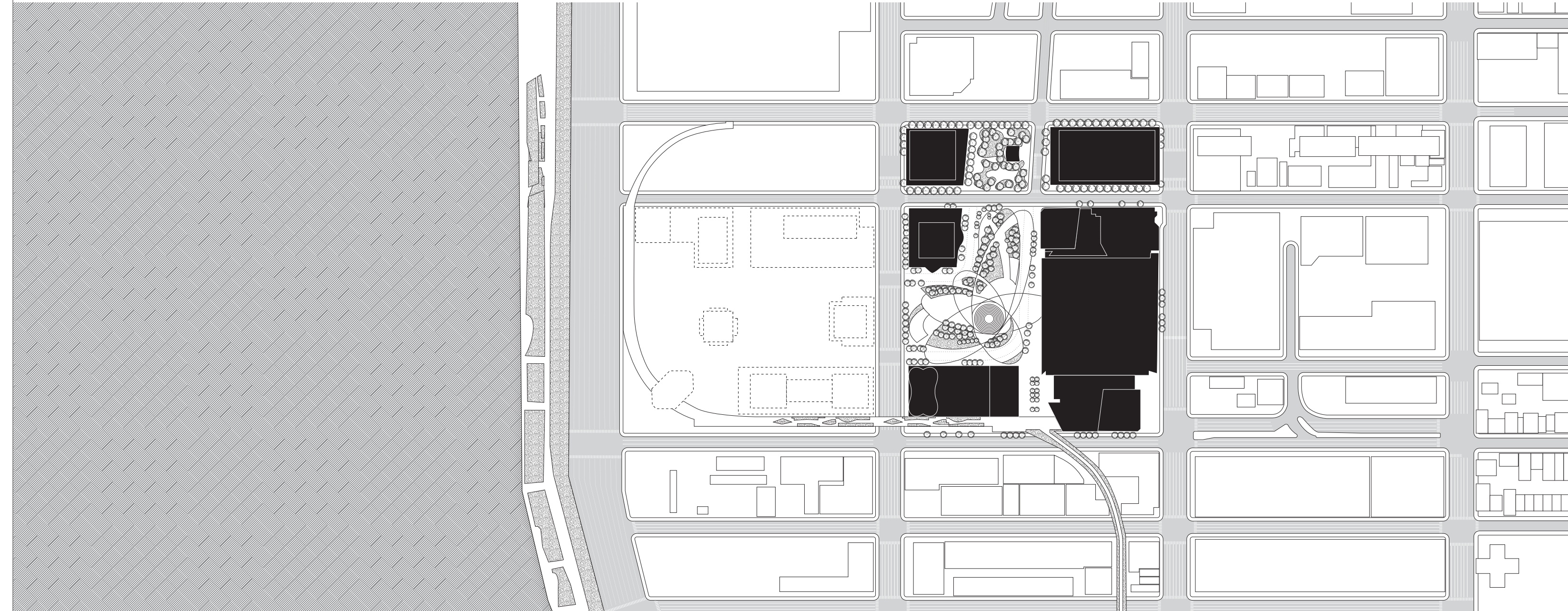
Hudson Yards
The Entertained Consumer



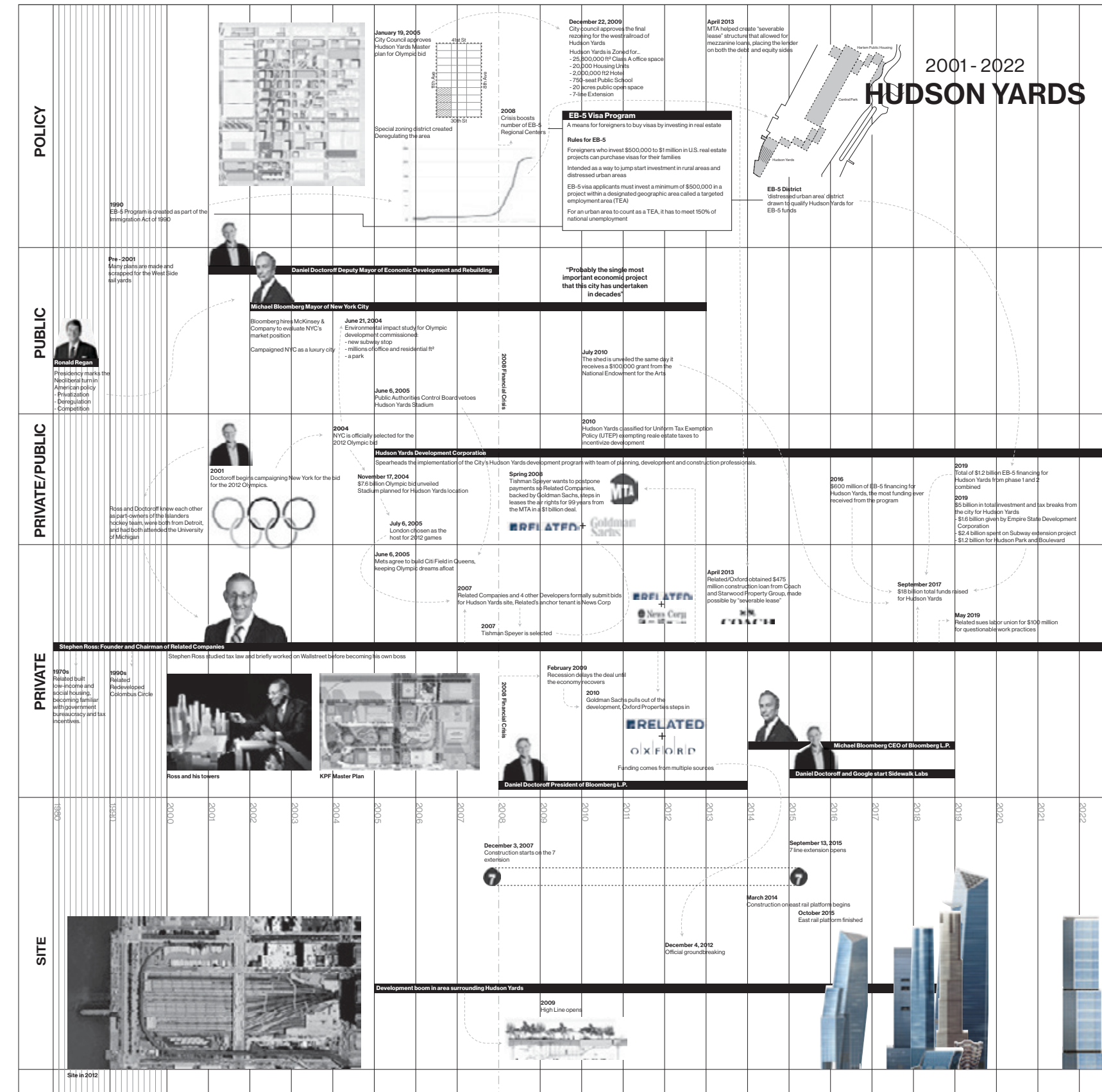
New York City



Midtown West



Hudson Yards



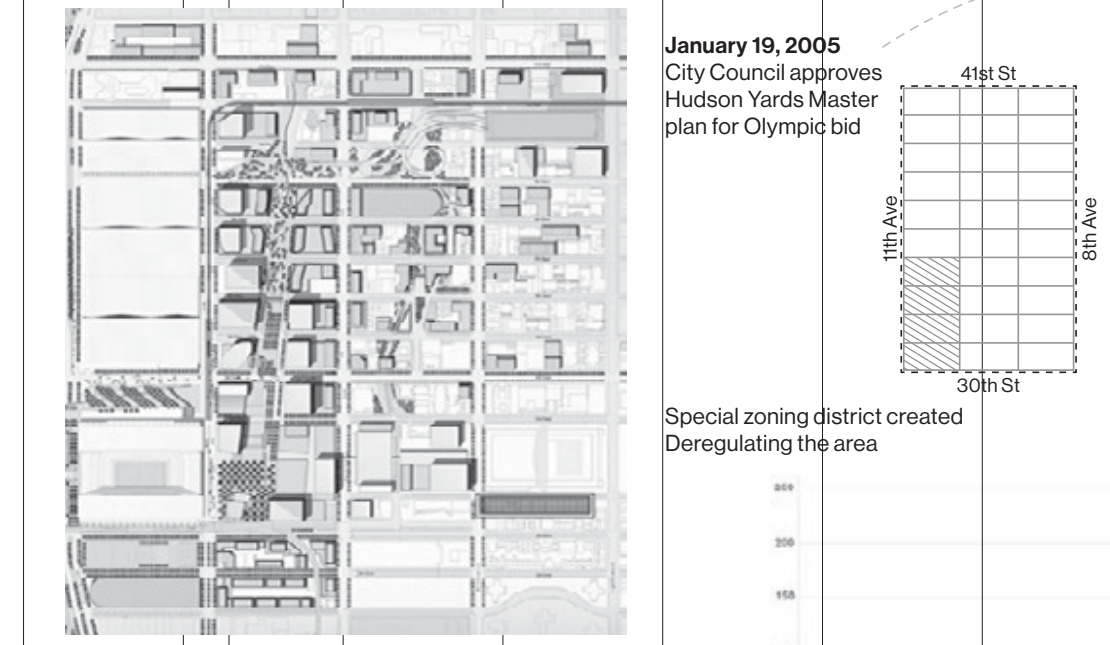
2001 - 2022 HUDSON YARDS

2001 - 2022 HUDSON YARDS

POLICY

PUBLIC

PRIVATE/PUBLIC



January 19, 2005
City Council approves Hudson Yards Master plan for Olympic bid

2008
Crisis boosts number of EB-5 Regional Centers

EB-5 Visa Program

A means for foreigners to buy visas by investing in real estate

Rules for EB-5

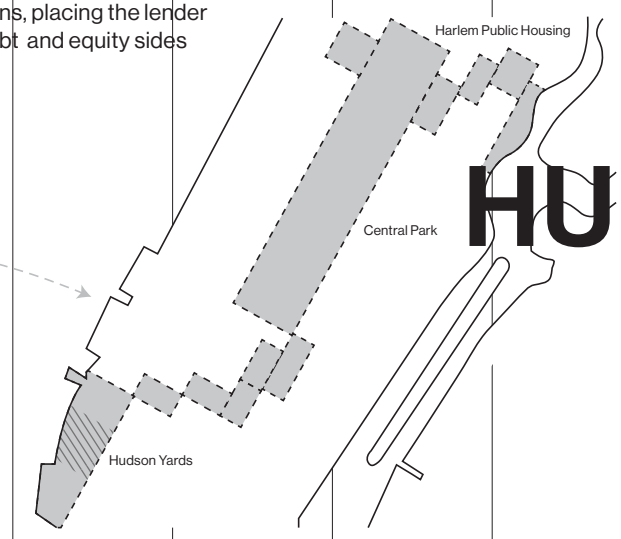
Foreigners who invest \$500,000 to \$1 million in U.S. real estate projects can purchase visas for their families

Intended as a way to jump start investment in rural areas and distressed urban areas

EB-5 visa applicants must invest a minimum of \$500,000 in a project within a designated geographic area called a targeted employment area (TEA)

For an urban area to count as a TEA, it has to meet 150% of national unemployment

April 2013
MTA helped create "severable lease" structure that allowed for mezzanine loans, placing the lender on both the debt and equity sides



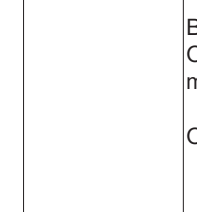
EB-5 District 'distressed urban area' district drawn to qualify Hudson Yards for EB-5 funds

1990
EB-5 Program is created as part of the Immigration Act of 1990

Pre - 2001
Many plans are made and scrapped for the West Side rail yards



Daniel Doctoroff Deputy Mayor of Economic Development and Rebuilding



Michael Bloomberg Mayor of New York City

Bloomberg hires McKinsey & Company to evaluate NYC's market position

Campaigned NYC as a luxury city

June 21, 2004
Environmental impact study for Olympic development commissioned:
- new subway stop
- millions of office and residential ft²
- a park

June 6, 2005
Public Authorities Control Board vetoes Hudson Yards Stadium

2004
NYC is officially selected for the 2012 Olympic bid

November 17, 2004
\$7.6 billion Olympic bid unveiled Stadium planned for Hudson Yards location

July 6, 2005
London chosen as the host for 2012 games

"Probably the single most important economic project that this city has undertaken in decades"

2008 Financial Crisis



Spring 2008
Tishman Speyer wants to postpone payments so Related Companies, backed by Goldman Sachs, steps in leases the air rights for 99 years from the MTA in a \$1 billion deal.



Ross and Doctoroff knew each other as part-owners of the Islanders hockey team, were both from Detroit, and had both attended the University of Michigan

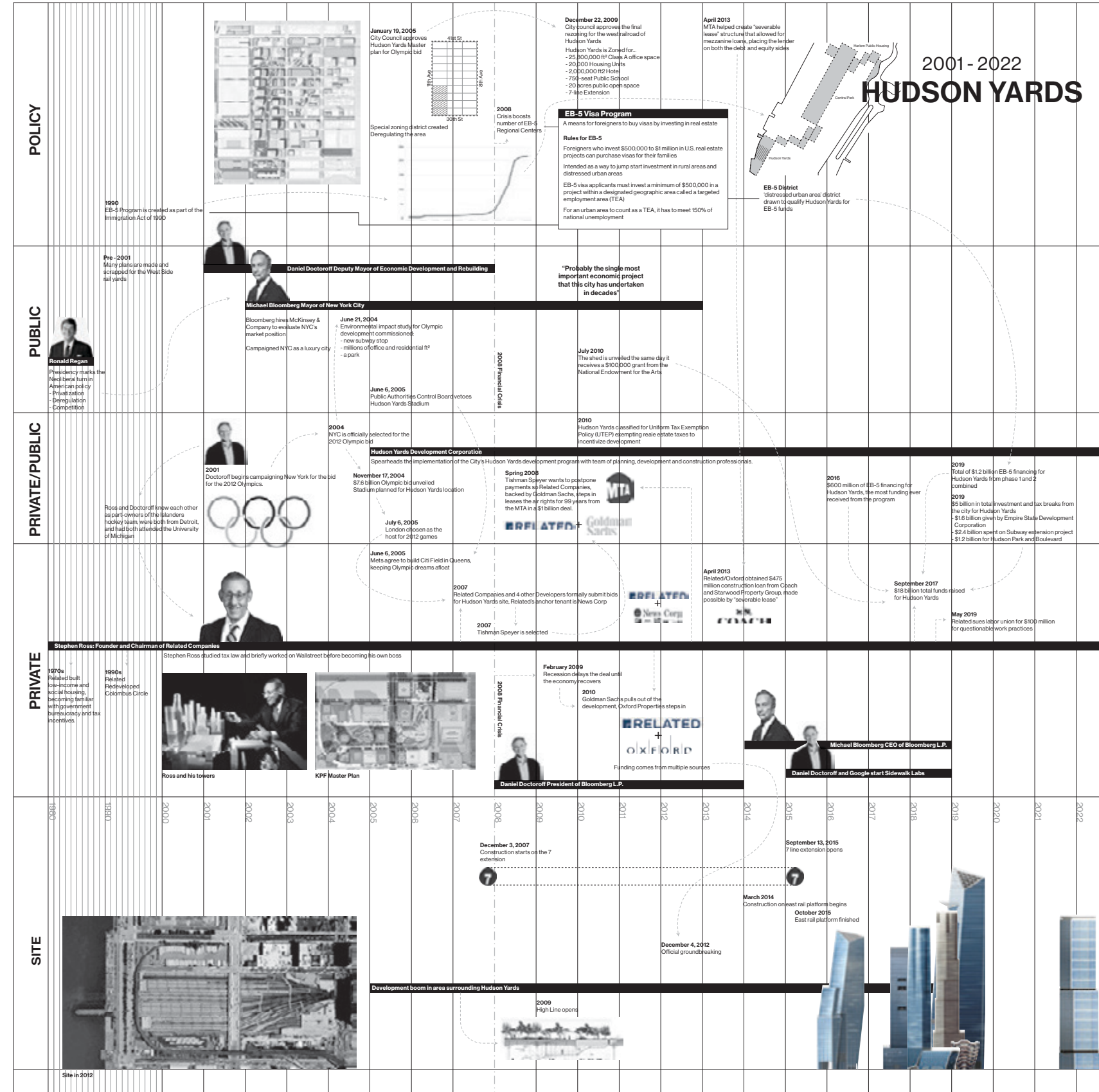
2010
Hudson Yards classified for Uniform Tax Exemption Policy (UTE) exempting real estate taxes to incentivize development

2016
\$600 million of EB-5 financing for Hudson Yards, the most funding ever received from the program

2019
Total of \$1.2 billion EB-5 financing for Hudson Yards from phase 1 and 2 combined

2019
\$5 billion in total investment and tax breaks from the city for Hudson Yards
- \$1.6 billion given by Empire State Development Corporation
- \$2.4 billion spent on Subway extension project
- \$1.2 billion for Hudson Park and Boulevard

Hudson Yards: Timeline



PRIVATE

1970s Related built low-income and social housing, becoming familiar with government bureaucracy and tax incentives.

1990s Related Redeveloped Columbus Circle

Stephen Ross: Founder and Chairman of Related Companies

Stephen Ross studied tax law and briefly worked on Wall Street before becoming his own boss



Ross and his towers



KPF Master Plan

SITE



Site in 2012

Development boom in area surrounding Hudson Yards



2009 High Line opens



June 6, 2005 Mets agree to build Citi Field in Queens, keeping Olympic dreams afloat

2007 Related Companies and 4 other Developers formally submit bids for Hudson Yards site, Related's anchor tenant is News Corp

2007 Tishman Speyer is selected



April 2013 Related/Oxford obtained \$475 million construction loan from Coach and Starwood Property Group, made possible by "severable lease"



September 2017 \$18 billion total funds raised for Hudson Yards

May 2019 Related sues labor union for \$100 million for questionable work practices

February 2009 Recession delays the deal until the economy recovers

2010 Goldman Sachs pulls out of the development, Oxford Properties steps in



Funding comes from multiple sources



Michael Bloomberg CEO of Bloomberg L.P.



Daniel Doctoroff and Google start Sidewalk Labs

Daniel Doctoroff President of Bloomberg L.P.

December 3, 2007 Construction starts on the 7 extension



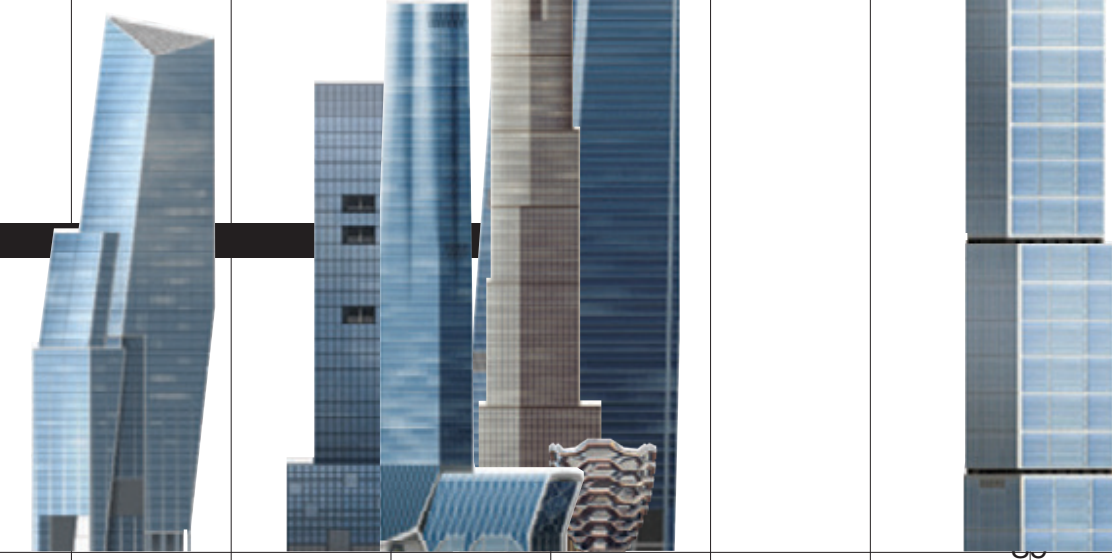
September 13, 2015 7 line extension opens



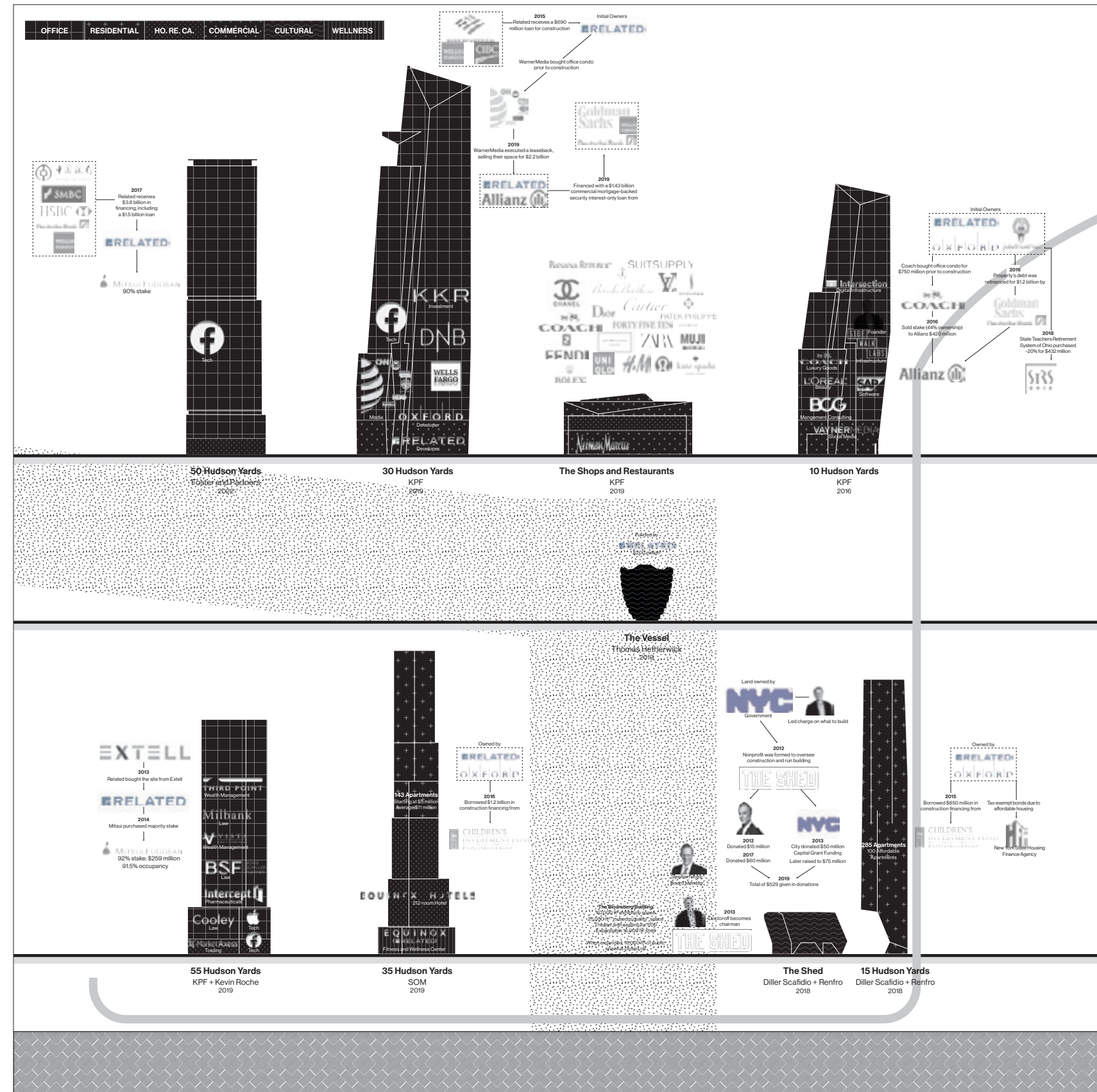
March 2014 Construction on east rail platform begins

October 2015 East rail platform finished

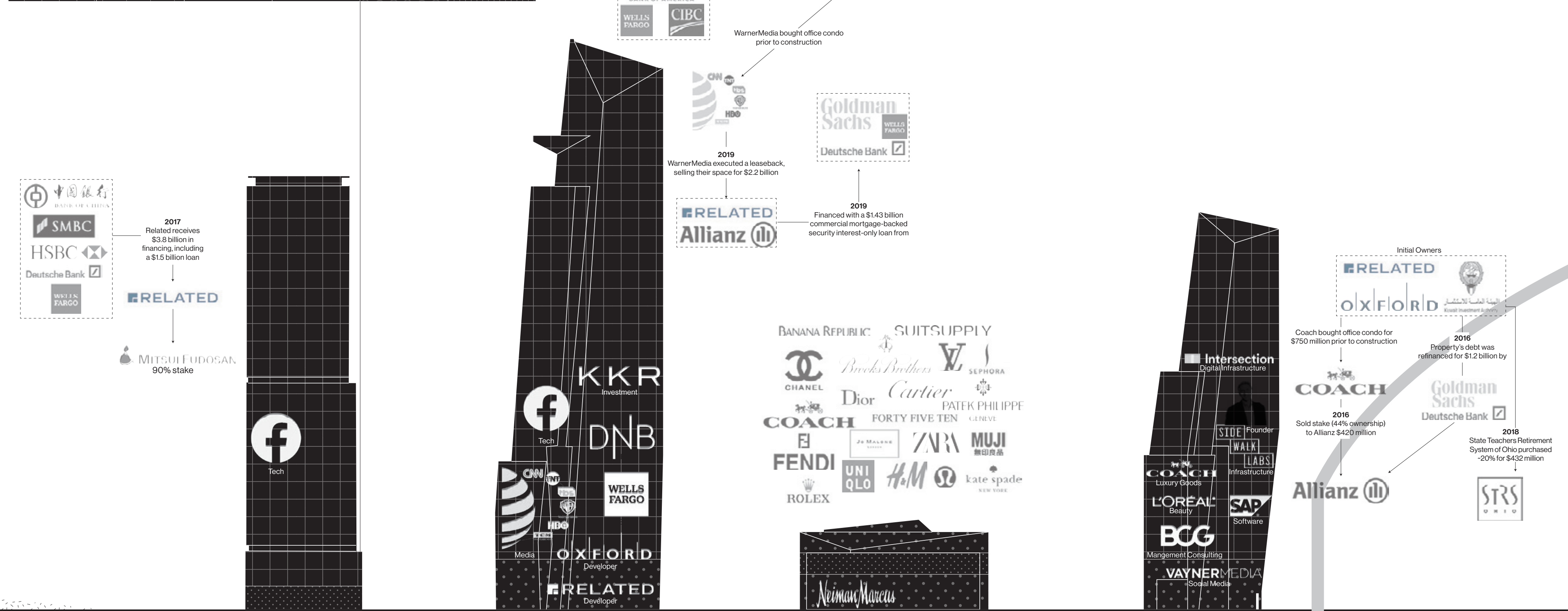
December 4, 2012 Official groundbreaking



Hudson Yards: Economic Elevation



OFFICE RESIDENTIAL HO. RE. CA. COMMERCIAL CULTURAL WELLNESS

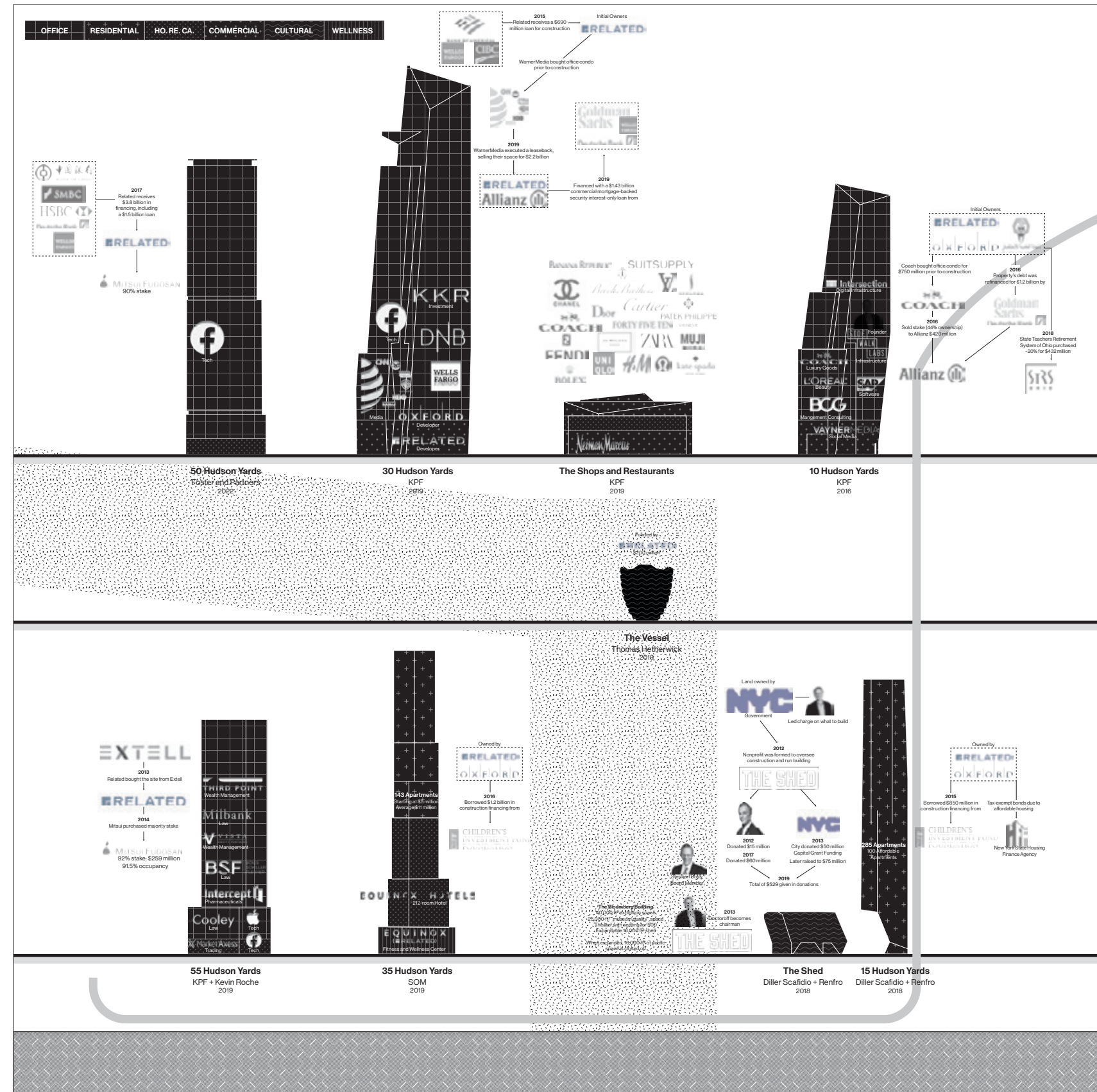


50 Hudson Yards
Foster and Partners
2022

30 Hudson Yards
KPF
2019

The Shops and Restaurants
KPF
2019

10 Hudson Yards
KPF
2016



EXTELL

2013
Related bought the site from Extell

RELATED

2014
Mitsui purchased majority stake

MITSUI FUDOSAN
92% stake: \$259 million
91.5% occupancy



55 Hudson Yards
KPF + Kevin Roche
2019

RELATED

2016
Borrowed \$1.2 billion in construction financing from

OXFORD

CHILDREN'S INVESTMENT FUND FOUNDATION



35 Hudson Yards
SOM
2019

The Vessel
Thomas Hetherwick
2019

Land owned by
NYC
Government

2012
Nonprofit was formed to oversee construction and run building

THE SHED

2012 Donated \$15 million
2017 Donated \$60 million

2013 City donated \$50 million Capital Grant Funding
Later raised to \$75 million

2019
Total of \$529 given in donations

2013
Doctoroff becomes chairman

THE SHED

The Shed
Diller Scafidio + Renfro
2018

RELATED

2015
Borrowed \$850 million in construction financing from

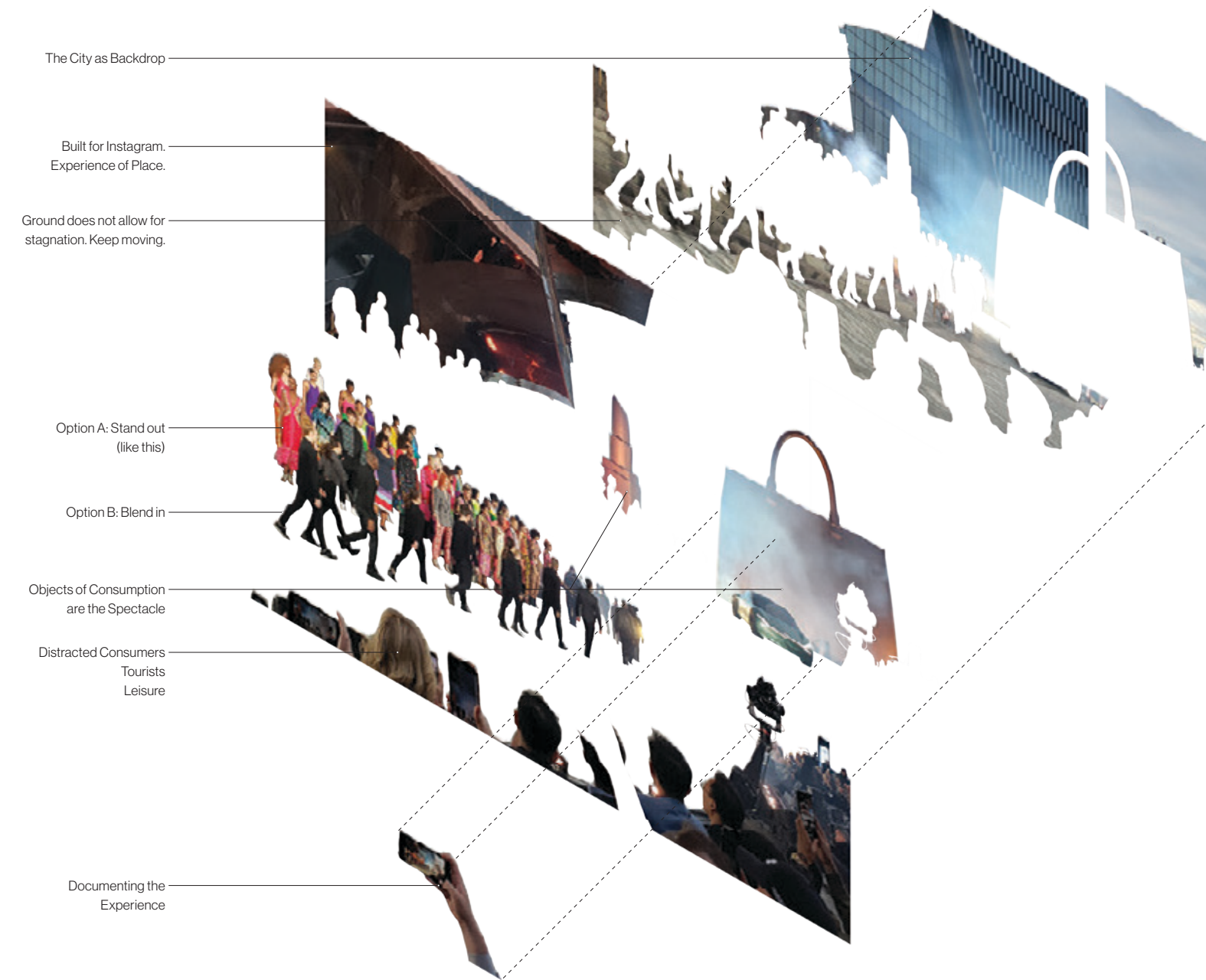
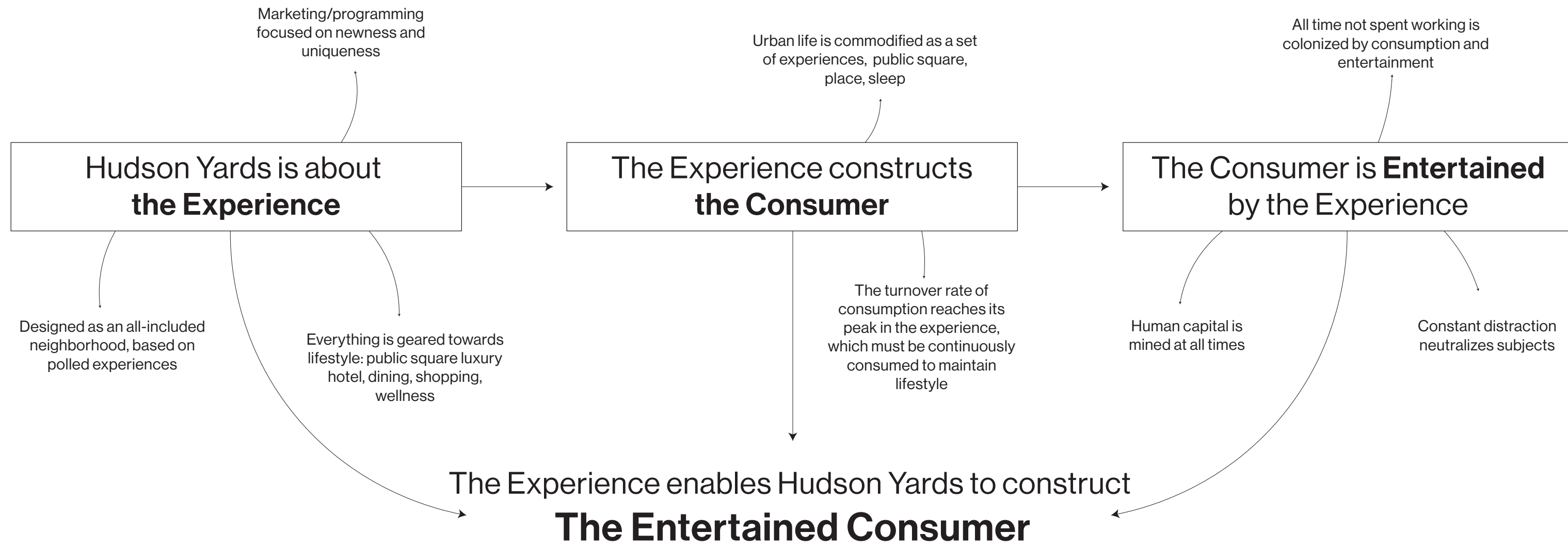
OXFORD

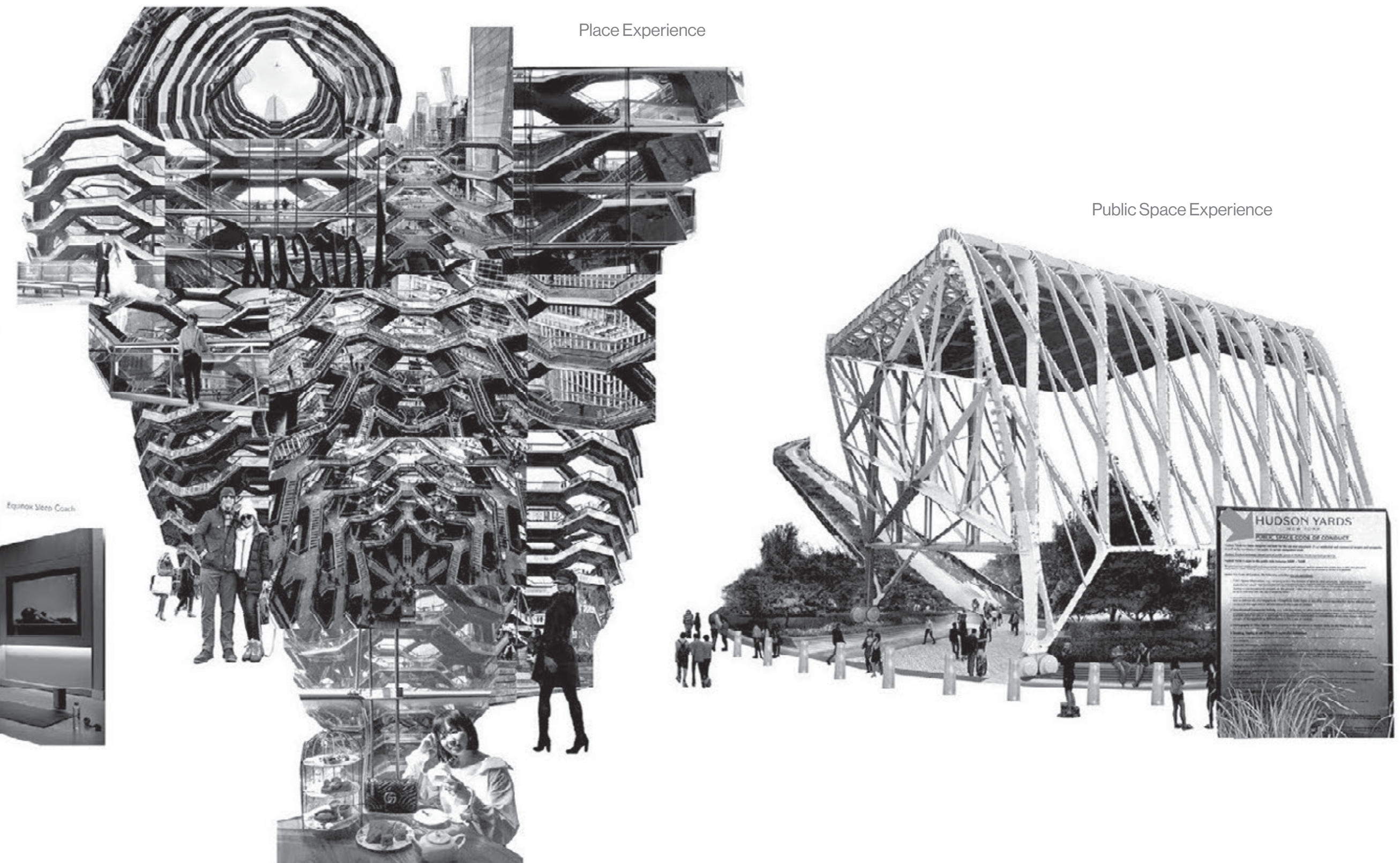
CHILDREN'S INVESTMENT FUND FOUNDATION

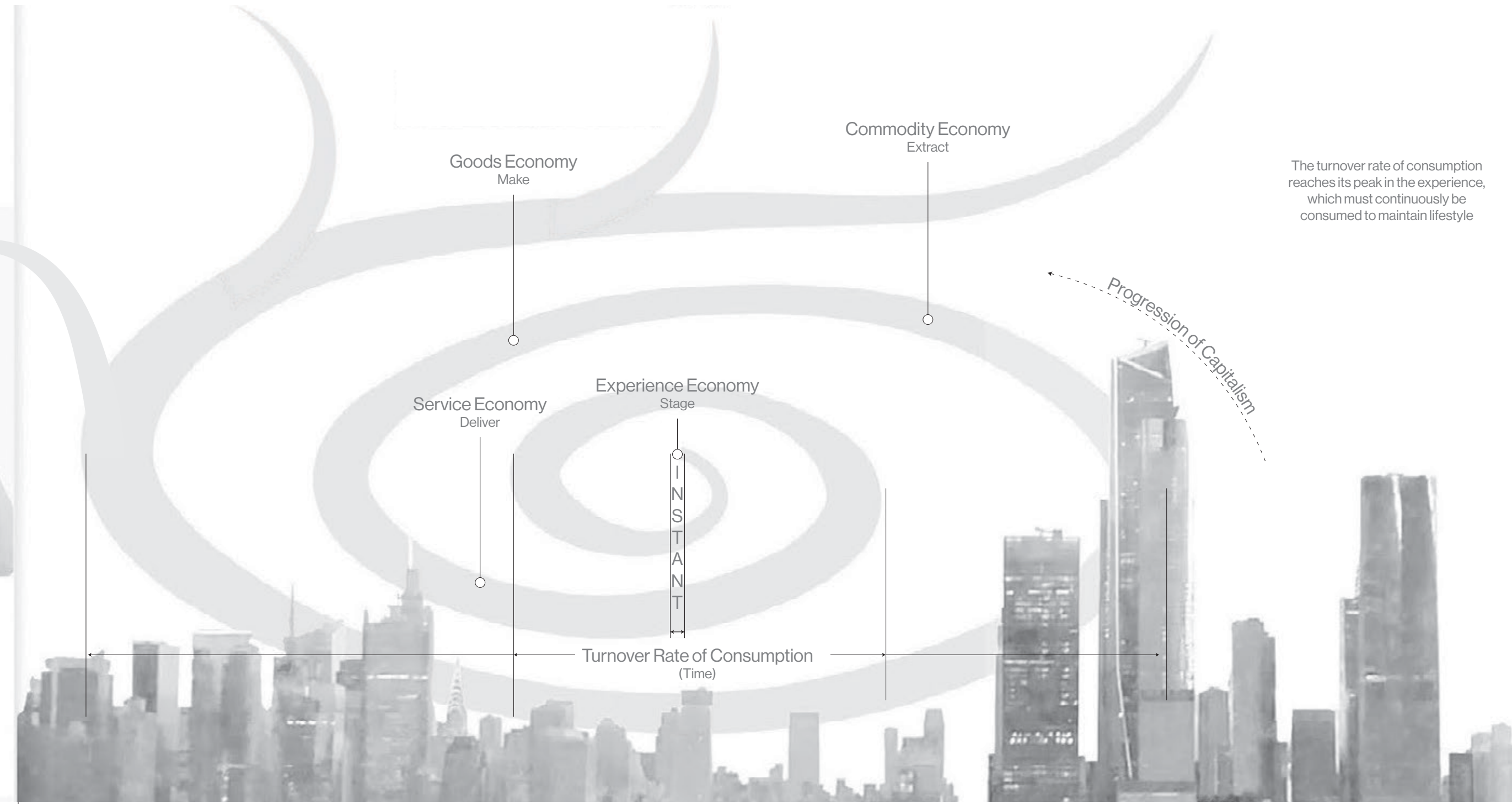
Tax-exempt bonds due to affordable housing

NEW YORK STATE HOUSING FINANCE AGENCY

15 Hudson Yards
Diller Scafidio + Renfro
2018

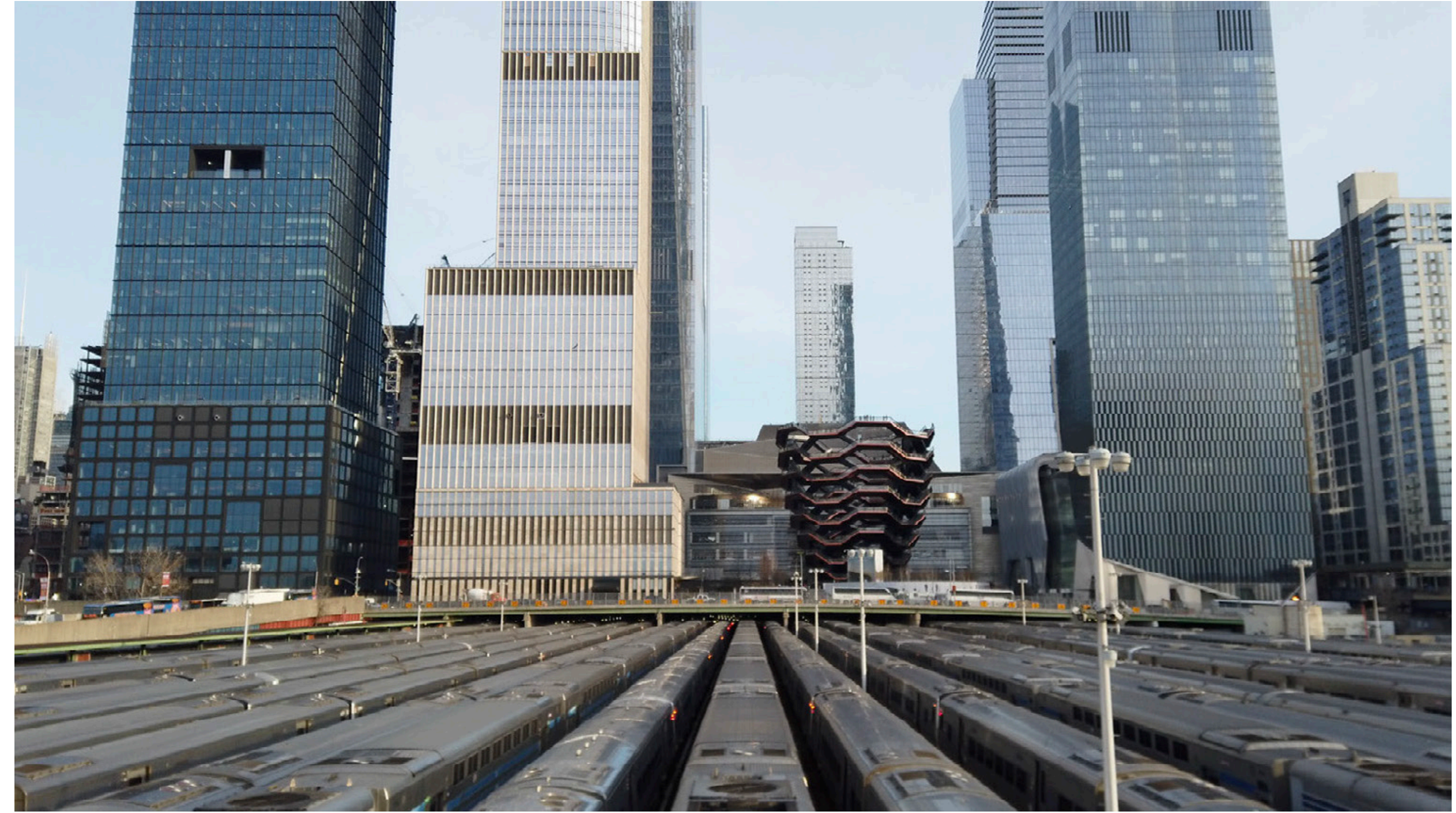








All time not spent working is colonized by consumption and entertainment, producing Entertained Consumers











Aureli, Pier Vittorio: The Possibility of an Absolute Architecture

It is primarily the final chapter in *The Possibility of an Absolute Architecture*, *The City Within the City*, which is most resonant in my work. This chapter discusses the work of Oswald Mathias Ungers, OMA, and the Project of the City as Archipelago. Here, the monotonous force of urbanization (mobility, integration) is pitted against the singularity of the city, a site of confrontation and coexistence. Whereas an architecture of difference supports the infinite variation of commercial competition, true architecture can be a point of entry for the project of the city and what survives of its idea. Essentially, the book contrasts the global urbanization of capital with an idea of architecture as a singularity which stands apart from the monotonous fabric (though not in its 'iconic' form).

Baudrillard and Nouvel: The Singular objects of Architecture**Böhme, Gernot: The Aesthetics of Atmospheres****Chayka, Kyle: Welcome to Airspace (The Verge)**

Subtitled, *How Silicon Valley helps spread the same sterile aesthetic across the world*, this article discusses the homogenized aesthetic of the yuppies. It names AirBnb as one of the platforms which has generated a 'familiar-but-local' aesthetic that transforms homes across the world to upper-middle-class Super 8s. The article cites apps such as Foursquare, which use algorithms to

Cunningham: The Architecture of Money**Davis, Mike: Who Will Build the Ark**

<https://irows.ucr.edu/cd/courses/10/reader/New%20Left%20Review%20-%20Mike%20Davis%20%20Who%20Will%20Build%20the%20Ark.htm>

De Beistegui, Miguel: The End of Neoliberalism?

This text, derived from a talk given in 2009, is incredibly clear in the distinction between Neoliberal and Liberal political-economic ideologies. He makes the claim that a crash like 2008 is exactly what the Neoliberal system is set up to do. His talk counters the claims that 2008 was the "end" of Neoliberalism.

https://medium.com/@arendt_center/the-end-of-neoliberalism-e62d99c9cedc

Deleuze: A Thousand Plateaus - Capitalism and Schizophrenia**Easterling, Keller: Enduring Innocence****Frampton, Kenneth: Critical Regionalism****Foucault, Michel: The Birth of Biopolitics****Gahl: How to Study Public Life****Hackworth, Jason: The Neoliberal City****Harvey, David: A Brief History of Neoliberalism**

This book is incredibly useful for the summarization of Neoliberalism's history, objectives, and outputs. It identifies Neoliberalism as a long-standing project of the economic elite to reinstate class structures and consolidate wealth to the top of the pyramid. This is achieved through a rhetoric of freedom which appeals to basic human desires. This economic ideology has been incredibly successful in enlarging the wealth gap and reinstating power to the economic elite. This text makes very clear the theoretical objectives of neoliberalism and its real action.

Harvey, David: Spaces of Hope**Harvey, David: The Political Economy of Public Space**

In this essay, Harvey uses the case study of Haussmanian Paris to describe the importance of the relation between public and quasi-public spaces (shops, cafes) in building the character of public space. He cites a prose poem by Baudelaire called 'The Eyes of the Poor,' which tells the story of misaligned experience between two lovers. When one sees a poor family watching him in an elite cafe along the boulevard, he is stricken with guilt. His lover, on the other hand, wrinkles her nose in disgust and asks the unsightly poor be removed.

Hatherley, Owen. "The Architecture of Neoliberalism by Douglas Spencer Review – Privatising the World." The Guardian, January 12, 2017.

This article offers a review of the book central to my research, *The Architecture of Neoliberalism*, by Douglas Spencer. The conclusion is what struck me as most interesting. The author implies that Schumacher and the voices of Neoliberalism are like the Marxists before the Soviet Union collapsed, and that post-crisis, Neoliberalism has taken on a more subversive form. He predicts the architecture will not be ruthless, but dull and disciplinarian.

Ibelings: Supermodernism**Jameson: PostModernism, The Cultural Logic of Late Capitalism****Petty, Josh: Escaping the Fog of Capital Realism**

https://medium.com/@joshpetty_31591/escaping-the-fog-of-capitalist-realism-12aac2ee9f79

Rasmussen: PostFascism, The Cultural Logic of Late Capitalism**Schumacher, Patrik: Corporate Fields****Schumacher: Free Market Urbanism – Urbanism beyond Planning (Master Planning the Adaptive City)****Schumacher + Eisenman: I am trying to imagine... Log 28**

In this interview of Patrik Schumacher by Peter Eisenman, the two discuss Schumacher's goals of Parametricism. It is particularly in the end that the aims of Schumacher's work come forward. He talks about parametric analysis as a tool for understanding free, rule-governed actors' behavior in reaction to particular spatial conditions (carpet vs. hard floor). In this way, he claims the complexity of his work can steer subject within semiotics. Create a grammar for expected behavior.

Sharma, Sarah: In the Meantime - Temporality and Cultural Politics**Speaks, Michael: Individualization without Identity**

In this essay from 2002, Speaks contrasts Berci Florian's proposal for the branding of cities with Rem Koolhaas' theory of Blankness. Florian's position is that urban development should be shaped by thematic identity, making surveys, focus-groups, and profiling the new tools of the urban planner. Cities must construct their identity that holds up as unique in the growing urban marketplace. In contrast, Koolhaas argues for blankness, painting identity as a restrictor of progress which produces caricatures. The generic city is the result when planning goes on autopilot (when the market rules the city). Speaks responds to these two points with the crisis of public space, which is no longer experienced as something social, but a commercial environment devoted to an individual's construction of a 'life of one's own'. The solution for the city brander is that they must orchestrate a unique experience. Economies have shifted from products and service to the experience surrounding a product.

Spencer, Douglas: The Architecture of Neoliberalism

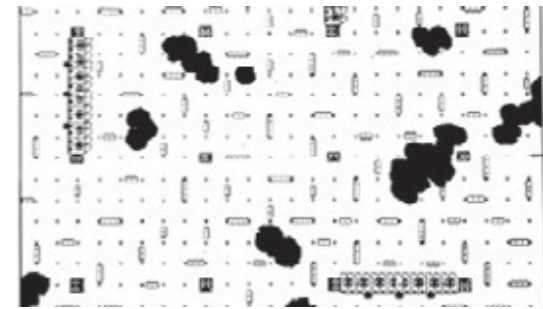
This book has been incredibly influential as a starting point for tying Neoliberal ideology to Architecture. In his analysis, Spencer heralds FOA, OMA, and Zaha Hadid Architects as the horsemen of Neoliberal architecture. He breaks down their writing, which often refers back to Deleuz and Deleuzism, and frames their projects in terms of the Neoliberal agenda. Similarly he talks of the recent trend towards affect as a result of Neoliberalism.



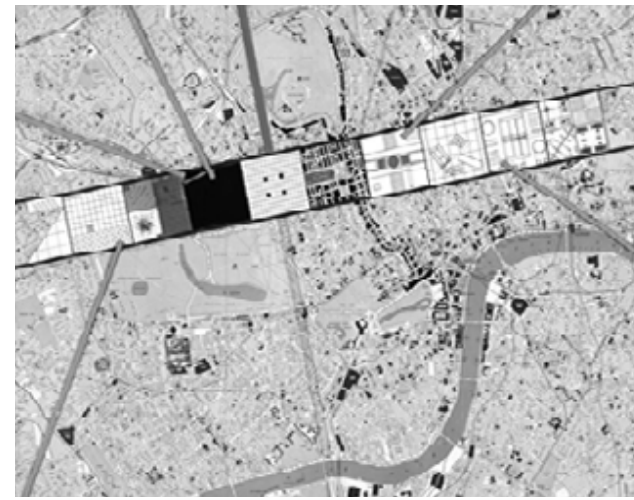
Superstudio



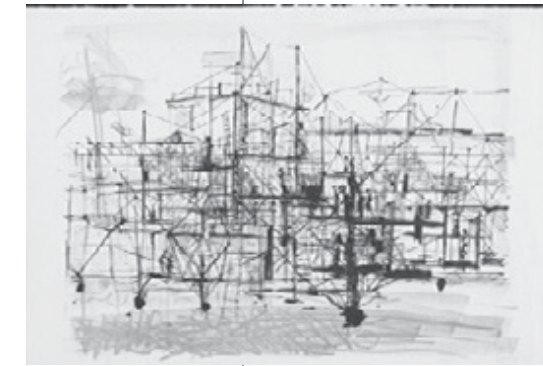
The Situationists



Archizoom



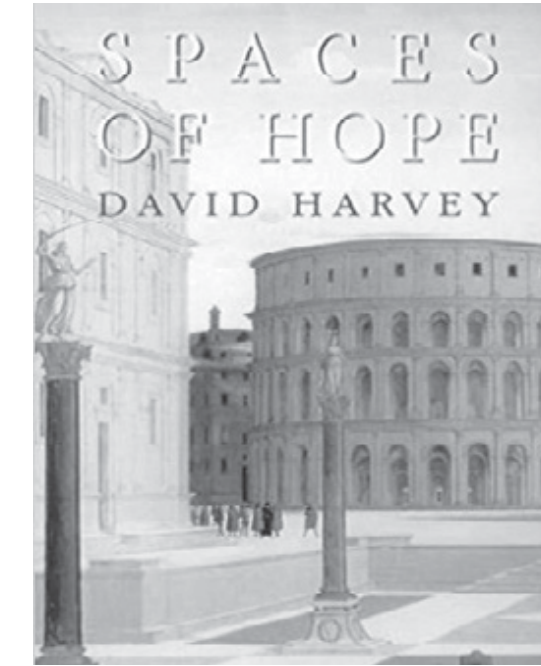
Exodus: Voluntary Prisoners of Architecture



Constant's New Babylon



Pier Vittorio Aureli



David Harvey



Russian Constructivism



Garden City

Writing my Own Truth Games

Where Is This Going?

What makes working on this problem of 'what are you going to do about it?' so difficult is the inherent truth that the only thing that will successfully rupture Capitalism is Capitalism itself. And by no means is this event a pipe dream, our current epoch of Late Capitalism is running itself into ever more rapid cycles of crisis, and the virgin territory for expansion is running slim. If the Marxists are to be believed, capitalism will fail, and soon, but of course the question of what will come after may be worse.

I would like to imagine this moment, when capital has pushed itself to its own limits, and speculate on how far it will have taken us. To follow the trajectory set out by today's spaces of capital to its perfection. To lay the contradictions of capital bare to their own demise, so that one may see them plainly in their own life.

A bit of an extended metaphor:

If capitalism is to be imagined as an archipelago of islands, connected by a web of bridges. The terrorist bombing of a single bridge, a single effect of capitalism, would do little to disrupt the system. Even a coordinated attack, bombing twenty bridges in one moment, can provide opportunity for capitalism to rebuild, hiring the bombers to design them bomb-proof. No, this would not disrupt the archipelago's web.

There is, however, the natural force of the wind, which, when blown from an uncalculated direction, causes the bridges to

slowly start to sway. That wind need not pick up, but simply continue its steady pressure, and the bridge's sway will grow larger with every oscillation. If the wind continues to blow, the bridges will reach such force that they tear themselves apart, for they were not built properly to begin with. This is what I'm going for. If the inherent logics of capital (wind) continue to blow, the bridges will tear themselves apart. It makes me wonder what will its deck look like in that moment before it snaps? So that we might notice the subtle movements back and forth underneath our feet at this very moment.

The films offer a first look into this world. They are shot in some of the most blatant spaces of Neoliberal ideology, and offer an eerie speculation on how these spaces naturalize that ideology. They show an eerie world of glass with deactivated protagonists stumbling through them. They show a clear served and servant class, boundaries, gates, cameras.

Architecture as narrative becomes a powerful technique of critique in the radical projects of Superstudio and the thesis work of Koolhaas, Vreindorp, E. Zenghelis, and Z. Zenghelis (among the other projects listed in references). My thesis will mirror their medium of world-building and radical future.