Naturalizing the Neoliberal Subject, The Object: to Change the Soul

Hanneke van Deursen

Syracuse University

Fall 2019

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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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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

Neoliberalism: Ideology

THE MARKET AS ORDERING SYSTEM

NATIONAL SYSTEMS OF NEOLIBERALISM

Neoliberal ideas can only be realized in the context of the relative openness of the political system within which the market can function. No country can preserve national sovereignty if the market is open. For example, consider the case of Japan. Japan's economic system is based on the belief that the market should be free from interference by the government. However, this belief is not supported by empirical evidence. In reality, the government plays a significant role in shaping the economy. Therefore, the market cannot be considered a completely free market.
Neoliberalism: Subjectivity

THE PRODUCTION OF SUBJECTIVITY

SUBJECTIVITY

People are required to fit individuality into the market

Neoliberalism: Perpetuation

THE ALL-ENCOMPASSING SYSTEM

Evidently, no one else can be a part of the system that is required. People are forced to be beyond it.
Neoliberalism: Hyperobjects

Architectural Design

IF WE CHOOSE NEOLIBERALISM THE DESTRUCTION OF SOCIETY IS SURE.

The market regulates the surplus of commodities and services.

Neoliberalism: hyperobject and hyperobjectivism. The market becomes the order of the world.

Architectural hyperobjectivism is the deconstruction of commodities.

Architectures are no longer being built for humans but for the production of humanity.

And so, I ask...
Neoliberalism

The Neoliberal Subject
- The Depoliticized Individual
- The Uncritical Laborer
- The Entertained Consumer

Capital Imaginaries
Spaces produced by Neoliberal policy, that naturalize Neoliberal ideology

these environments naturalize the
Naturalizing the Neoliberal Subject

Kop van Zuid

The Depoliticized Individual
Kop van Zuid: Timeline

- Provided state with the power to build for the 'general good'
- Social housing powers extended to build
  - WWII National Government associations act (1962)
  - Municipal Urban Renewal
  - Squatter groups

1940

- Proposed a 'collage city':
  - Riek Bakker City Planning Director Rotterdam
  - Had a vision for Kop van Zuid based on a gaze from a hotel window
  - A high-quality mixed use area

1986

- Proposed a 'collage city':
  - Portrait to van der Have to develop Hotel New York

1988

- Policy of deregulation, decentralization, self-sufficiency
  - Generate Employment
  - Rotterdam Development Corporation (OBR) enacted
  - Becomes extremely popular.

1990

- Ambition
  - Building proposals with benefits for both public and private sector were chosen
  - As intended, the area's image began to change

1991

- Ambition
  - Construction on De Rotterdam begins
  - Dutch government commits to renting 25,000 m² office space

1992

- Woningwet 1901 amended

1993

- National government approves masterplan
  - Moving offices to new location
  - Committing public resources to public facilities and the environment
  - Committing public resources to transport and infrastructure
  - Eye catching, highly visible structures

This was pursued by:

- Deregulation
- Requirements
- Local Authorities More Responsibility
- Publically funded project

1995

- Nieuwe Luxor Theater

1996

- Synchroon Ontwikkelaars

1997

- ambition
  - Public Works
  - Potenial
  - 10%
  - 30%
  - 60%

1998

- Master plan was built to adapt to changing trends

1999

- Ambition
  - The city has never lent itself better to being a balance between a free enterprise city like New York and a well controlled and equitable garden city

2000

- Ambition
  - 2002
  - 2003 2004
  - 2005
  - 2006

2007

- Ambition
  - 2007
  - 2008 Financial Crisis

2008 Financial Crisis

- Ambition
  - 2008 Financial Crisis
  - Ambition
  - 2008 Financial Crisis

2009

- Ambition
  - Masterplan revised, max heights raised

2010

- Ambition
  - 2010

2011

- Ambition
  - 2011

2012

- Ambition
  - 2012

2013

- Ambition
  - 2013

2014

- Ambition
  - 2014

2015

- Ambition
  - 2015

2016

- Ambition
  - 2016

2017

- Ambition
  - 2017

2018

- Ambition
  - 2018

2019

- Ambition
  - 2019

2020

- Ambition
  - 2020

2021

- Ambition
  - 2021

- Ambition
  - 2021

- Ambition
  - 2021
Allowed private organizations

1901 - German bombing of Rotterdam

1940 - social housing

1968 - a balance between a free enterprise city like New York

1978 - Initial Municipal Housing

Riek Bakker's council granted 3 million

1988 - Daan van der Have pitches Municipal Housing corporations were privatized as Maatschappelijke

1992 - Protege

Kantine Werklust (restaurant) opens in under-construction Hotel New York.

1993 - The success of Hotel New

National and local government funding secured

2001 - Relocate Luxor Theatre

2005 - SYCHRON Ontwikkelaars

2007 - 24,000 houses destroyed

1997 - 1999

2018 - the image of it that emerged in the beginning of

The city has never lent itself better to being

in contact with the world

Europe and the American-style skyline

spacious

1973 Oil Crisis

1994 - SYCHRON Ontwikkelaars

2008 Financial Crisis

2010 - Reduced Welfare State

2014 2016

2018 - Deregulation

Large Cities policy

Reduced State Intervention

Reduced Public Housing

Encouraging Public-Private Partnerships

Municipality

National and local government funding secured

with an American-style skyline

in contact with the world

space

1973 Oil Crisis

1994 - SYCHRON Ontwikkelaars

2008 Financial Crisis

2010 - Reduced Welfare State

2014 2016

2018 - Deregulation

Large Cities policy

Reduced State Intervention

Reduced Public Housing

Encouraging Public-Private Partnerships

Municipality

National and local government funding secured

With the development of Kop van Zuid,

As intended, the area's image began to

Home is connected directly to the city center

Publicently funded project

Public Commitment:

Architects Involved with Plan:

Market

Enter onto site and needs of developers

As intended, the area's image began to

Home is connected directly to the city center

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Public Commitment:

Architects Involved with Plan:

Market

Enter onto site and needs of developers

As intended, the area's image began to
The View disconnects one from the reality of the urban life, leaving one objectified on the other side (perspective/picture plane). The power of the collective is undermined by individualism. The city is to be looked at, not lived in. The View is something you own, the city as private property.

Kop van Zuid is about the View. The View constructs the Individual. The Individual is Depoliticized by the View. The View enables Kop van Zuid to construct The Depoliticized Individual.
Euromast: Siza’s New York-worthy Skyscraper

South Side Harbor Relics

Rijnhaven: Viewfinder

Harbor relics

Floating Trees

Luxor Theater

Horizon

M for Maas

The positioning of the towers ensures that with motion the view changes, itself flattening for the viewer’s delight.

Ownership

Historical

South Side

€

€€

€

The Individual

The View

The View disconnects the subject from the life of the city.

The complexity of the urban is flattened to the picture plane.

The gaze objectifies the city.

The power of the collective is undermined by individualism.

In this way, the subject is depoliticized.

The view passifies the Individual. A disconnect arises along the picture plane;

The City

The Collective

Depoliticized

The Individual

MAXIMUM VIEW

MAXIMUM

LAND VALUE

Kop van Zuid: Truth Games

Kop van Zuid is about the View.
The positioning of the towers ensures that with motion the view changes, itself flattening for the viewer’s delight.

Ownership
Historical
South Side
€
€€
€

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The City
The Collective
Depoliticized
The Individual

MAXIMUM VIEW
MAXIMUM
LAND VALUE

The View Constructs the Individual.
Rijnhaven

The positioning of the towers ensures that with motion the view changes, itself flattening for the viewer's delight.

Ownership
Historical
South Side

€ €

Residential
Cultural
Office

Manhattan on the Maas

The gaze objectifies the city
The power of the collective is undermined by individualism
In this way, the subject is depoliticized

The view passifies the Individual
A disconnect arises along the picture plane

The City
The Collective
Depoliticized

The Individual

MAXIMUM VIEW
MAXIMUM LAND VALUE

Kop van Zuid: Truth Games

The Individual is Depoliticized by the View
Capital Imaginaries: Kop van Zuid

The Depoliticized Individual

https://vimeo.com/383450223
password: hanneke
Canary Wharf: Economic Elevation

OFFICE RESIDENTIAL HO. RE. CA. COMMERCIAL CULTURAL WELLNESS

Pei, Cobb, and Freed 1991
SOM 1991 SOM 1991
KPF 1991

20 Cabot Square
25 Cabot Square
15 Westferry Circus
30 South Colonnade

KPF 1991
SOM 1991
Cesar Pelli 2003

25 North Collonade

Saxo Capital Markets UK 2003
Cesar Pelli
Hexaware Technologies
Carlson Wagonlit Travel
Begbies Traynor Group
Skadden, Arps, Slate, Meagher & Flom
Savannah Petroleum
Shell International
CCT Venues Plus
Landmark Space
Meagher & Flom
Oracle Financial
Secure Trading
Language Line
2003
2000

1/7 Westferry Circus
17 Columbus Ct.
10 Columbus Ct.
One Cabot Square
Two Cabot Square
10 Cabot Square
25 North Colonnade
5 Canada Square
6 Canada Square
19 Canada Square
One Canada Square
Canada Place
Churchill Place

Department store, health club and restaurant, with three levels of parking below ground
Canary Wharf is a Simulacrum

The Simulacrum constructs the Laborer

The Laborer is made Uncritical by the Simulacrum

The Simulacrum enables Canary Wharf to construct The Uncritical Laborer

Everything carefully planned and controlled, setbacks, public squares

Simulating the urbanism of a city that never existed

A general condition of productivity exists at all times, in all spaces within the island

Dissolving the boundary between work and non-work

The city is presented as smooth, clean, pleasant

The smoothness does not invite criticism or conflict, instead it renders passivity

A general condition of productivity exists at all times, in all spaces within the island

The Simulacrum constructs the Laborer

The Laborer is made Uncritical by the Simulacrum

The Simulacrum enables Canary Wharf to construct The Uncritical Laborer

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The Simulacrum enables Canary Wharf to construct The Uncritical Laborer
Canary Wharf is a Simulacrum

Our sociability is Human Capital. Emphasizing ‘self-care’ as a means of making the body more productive. The presentation of urbanity, but with a strict code of conduct. The separation between work and non-work is dissolved.

Flank One Canada buildings to create a Shopping Mall. Embracing ‘self-care’ as a means of enhancing productivity.

Shopping for sameness. Maximizing human capital and the productive capacity beyond 40 hours.

Canary Wharf is planned down to the last detail. Leaving a general condition of pleasant public space. Pleasant public shopping mall. Entrances to space below.

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...Canary Wharf: Truth Games...
Capital Imaginaries: Canary Wharf
The Uncritical Laborer

https://vimeo.com/383173141
password: hanneke
Canary Wharf: Film Stills
Hudson Yards
The Entertained Consumer
<table>
<thead>
<tr>
<th>YEAR</th>
<th>EVENT</th>
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<tbody>
<tr>
<td>1980</td>
<td>Social housing, low-income and-related built.</td>
</tr>
<tr>
<td>1990</td>
<td>Neoliberal turn in American policy.</td>
</tr>
<tr>
<td>2001</td>
<td>Stephen Ross, Founder and Chairman of Related Companies.</td>
</tr>
<tr>
<td>2005</td>
<td>EB-5 Program is created as part of the American immigration law.</td>
</tr>
<tr>
<td>2004</td>
<td>Daniel Doctoroff, Deputy Mayor of Economic Development and Rebuilding.</td>
</tr>
<tr>
<td>2012</td>
<td>Hudson Yards Stadium planned for Hudson Yards location.</td>
</tr>
<tr>
<td>2006-2008</td>
<td>June 6, 2005: Special zoning district created for Hudson Yards.</td>
</tr>
<tr>
<td>2008</td>
<td>June 6, 2005: Spearheads the implementation of the City's Hudson Yards development program with team of planning, development and construction professionals.</td>
</tr>
<tr>
<td>2008</td>
<td>Goldman Sachs pulls out of the development.</td>
</tr>
<tr>
<td>2009</td>
<td>Michael Bloomberg, Mayor of New York City.</td>
</tr>
<tr>
<td>2010</td>
<td>Hudson Yards classified for Uniform Tax Exemption.</td>
</tr>
<tr>
<td>2010</td>
<td>Funding comes from multiple sources.</td>
</tr>
<tr>
<td>2013</td>
<td>Tishman Speyer is selected as part-owners of the Islanders.</td>
</tr>
<tr>
<td>2014</td>
<td>Construction starts on the 7 line extension.</td>
</tr>
<tr>
<td>2015</td>
<td>September 13, 2015: 7 line extension opens.</td>
</tr>
<tr>
<td>2016</td>
<td>$600 million of EB-5 financing for Hudson Yards.</td>
</tr>
<tr>
<td>2019</td>
<td>Hudson Yards rezoning for the west railroad of 41st St.</td>
</tr>
<tr>
<td>2020</td>
<td>December 2019: Crisis boosts economic area (TEA).</td>
</tr>
<tr>
<td>2021</td>
<td>$1.6 billion given by Empire State Development Corporation.</td>
</tr>
</tbody>
</table>
| 2022 | Hudson Yards from phase 1 and 2.

**POLICY**

- Privatization of social housing,
- Competition for the 2012 Olympics.
Hudson Yards: Economic Elevation

OFFICE RESIDENTIAL HO. RE. CA. COMMERCIAL CULTURAL WELLNESS

Related bought the site from Extell with financing, including a $1.5 billion loan to receive a 90% stake in 2017. When expanded, 16,000 ft² will become "museum quality" space. This includes a 25,000 ft² "museum quality" space, a Theater with seating for 500, an Expandable 16,000 ft² shell, and 40,000 ft² exhibition space. The initial owners, including lifestyle companies, have pledged a total of $529 million in donations.

In 2014, WarnerMedia executed a leaseback, selling their space for $2.2 billion. The 212-room Hotel was developed by Related and KPF, equipped with $200 million in amenities. The Shed was led by Diller Scafidio + Renfro and is expected to open in 2019. The Vessel by Thomas Hetherwick was funded by the Related Companies and the nonprofit Hudson Yards Association, led by Diller Scafidio + Renfro and is expected to open in 2019.

The property's debt was refinanced for $1.2 billion by the New York State Housing Finance Agency in 2019. The shed is expected to open in 2019. The total of $529 million in donations is expected to be given in 2022. The Shed is led by Diller Scafidio + Renfro and is expected to open in 2019. The Vessel by Thomas Hetherwick was funded by the Related Companies and the nonprofit Hudson Yards Association, led by Diller Scafidio + Renfro and is expected to open in 2019. The Shed is expected to open in 2019. The Shed is expected to open in 2019.
Related bought the site from Extell for $259 million in financing, including a 92% stake. In 2017, Related received a $1.5 billion loan.

In 2014, Related bought the site from Extell for $3.8 billion in financing, including a 90% stake.

2013: 50 Hudson Yards, 10 Hudson Yards, and 55 Hudson Yards were completed. KPF + Kevin Roche designed 50 Hudson Yards, while KPF designed 10 Hudson Yards and 55 Hudson Yards.

2019: 2019 saw the completion of the Fitness and Wellness Center.

2019: 2019 saw the completion of The Vessel.

2019: 2019 saw the completion of The Shed.

2016: 2016 saw the completion of the Hotel.

2016: 2016 saw the completion of 143 Apartments, with an average price of $11 million.

2013: 2013 saw the completion of Somerley Apartments.

2013: 2013 saw the completion of The Shed.

2013: 2013 saw the completion of 212-room Hotel.

2012: 2012 saw the completion of The Shed.

2012: 2012 saw the completion of 285 Apartments.

2011: 2011 saw the completion of 25,000 ft² of museum quality space and a theater with seating for 500.

2011: 2011 saw the completion of 16,000 ft² of expandable shell space.

2011: 2011 saw the completion of 40,000 ft² of exhibition space.

2010: 2010 saw the completion of 30 Hudson Yards.

2010: 2010 saw the completion of The Shops and Restaurants.

2010: 2010 saw the completion of Diller Scafidio + Renfro.

2010: 2010 saw the completion of Construction Financing from Bank.

2009: 2009 saw the completion of WarnerMedia executed a leaseback, selling their space for $2.2 billion.

2009: 2009 saw the completion of WarnerMedia bought office condo prior to construction.

2009: 2009 saw the completion of Initial Owners.

2009: 2009 saw the completion of Initial Owners.

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2007: 2007 saw the completion of Initial Owners.

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1993: 1993 saw the completion of Initial Owners.
Hudson Yards is about the Experience

The Experience constructs the Consumer

The Consumer is Entertained by the Experience

The Experience enables Hudson Yards to construct The Entertained Consumer

Marketing/programming focused on newness and uniqueness.

Urban life is conceptualized as event of experience, public squares, place virtue.

Option B: Blend in

Option A: Stand out (like this)

The City as Backdrop

Built for Instagram.

Experience of Place.

Ground does not allow for stagnation. Keep moving.

Human capital is mined at all times

Hudson Yards is about the Experience

The Experience constructs the Consumer

The Consumer is Entertained by the Experience

The Experience enables Hudson Yards to construct The Entertained Consumer

Designed as an all-included neighborhood based on polled experiences.

Everything is geared towards lifestyle: public squares, luxury retail, dining, shopping, wellness.

The experience of consumption reaches its peak in the experience which must be continuously consumed to maintain lifestyle.

Human capital is mined at all times.

Constant distraction neutralizes subjects.

All time not spent working is colonized by consumption and entertainment.

The turnover rate of consumption reaches its peak in the experience, which must be continuously consumed to maintain lifestyle.

Urban life is commodified as a set of experiences, public square, place, sleep.
The turnover rate of consumption reaches its peak in the experience, which must continuously be consumed to maintain lifestyle. All time not spent working is colonized by consumption and entertainment, producing Entertained Consumers.

Hudson Yards is about the Experience.
The turnover rate of consumption reaches its peak in the experience, which must continuously be consumed to maintain lifestyle.

All time not spent working is colonized by consumption and entertainment, producing Entertained Consumers.
The turnover rate of consumption reaches its peak in the experience, which must continuously be consumed to maintain lifestyle. All time not spent working is colonized by consumption and entertainment, producing Entertained Consumers.
A new text is available on medium.com/@joshpetty_31591/escaping-the-fog-of-capitalist-realism-12aac2ee9f79. The essay discusses the homogenized aesthetic of the yuppies. It names AirBnb as one of the platforms that have generated a ‘familiar-but-local’ aesthetic that transforms homes across the world into modern, mid-class flatlets. The essay also discusses the work of Oswald Mathias Ungers, who introduced the idea of architecture as a singularity which stands apart from the monotonous fabric (though not entirely isolated).

Deleuze and the End of Neoliberalism

Deleuze, A Thousand Plateaus: Capitalism and Schizophrenia

Henry: A Brief History of Neoliberalism

Henry: The Political Economy of Public Space

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 entail a collapse of the idea of architecture as a singularity which stands apart from the monotonous fabric (though not entirely isolated).

Deleuze: A Thousand Plateaus: Capitalism and Schizophrenia

Kant, Critique of Pure Reason

Spencer, Douglas: The Architecture of Neoliberalism

The book is incredibly relevant as a starting point for understanding Neoliberal ideology. It analyzes Spencer’s position in light of the theories of Deleuze and Schumacher. The author also discusses the ideas of Oswald Mathias Ungers and Rem Koolhaas, among others, in order to show the links between Deleuze and Schumacher, and how their projects are in line with the Neoliberal agenda. Similarly, he examines the recent trend towards affective creep over rational thinking.
Ibelings: Supermodernism

Harvey, David: Spaces of Hope
discusses the homogenized aesthetic of the yuppies. It names AirBnb as one of the platforms privatising the world. The Guardian, January 12, 2017.

Russian Constructivism

Lisa Chang Lee, Superstudio, Jaques Tati

Gahl: How to Study Public Life

Böhme, Gernot: The Aesthetics of Atmospheres

behavior in reaction to particular spatial conditions (carpet vs. hard floor). In this way, he claims collapsed, and that post-crisis, Neoliberalism has taken on a more subversive form. He predicts that Schumacher and the voices of Neoliberalism are like the Marxists before the Soviet Union.

https://irows.ucr.edu/cd/courses/10/reader/New%20Left%20Review%20-%20Mike%20

to

19th Century Utopias

Speaks, Michael: Individualization without Identity


to

the urban planner. Cities must construct their identity that holds up as unique in the growing
collapsed, and that post-crisis, Neoliberalism has taken on a more subversive form. He predicts
incredibly successful in enlarging the wealth gap and reinstating power to the economic elite.

This text, derived from a talk given in 2009, is incredibly clear in the distinction between Neoliberal

rhetoric of freedom which appeals to basic human desires. This economic ideology has been

commercial competition, true architecture can be a point of entry for the project of the city and

idea of architecture as a singularity which stands apart from the monotonous fabric (though not

in an elite cafe along the boulevard, he is stricken with guilt. His lover, on the other hand, wrinkles

parametricism. It is particularly in the end that the aims of Schumacher’s work come forward.

The Situationists

Chantal Ackerman

The Situationists

De Beistegui, Miguel: The End of Neoliberalism?

Frampton, Kenneth: Critical Regionalism

Baudrillard and Nouvel: The Singular objects of Architecture

Deleuze: A Thousand Plateaus - Capitalism and Schizophrenia

Rassmussen: PostFascism, The Cultural Logic of Late Capitalism

Jameson: PostModernism, The Cultural Logic of Late Capitalism

Foucault, Michel: The Birth of Biopolitics

Cunningham: The Architecture of Money

by Douglas Spencer. The conclusion is what struck me as most interesting. The author implies

incredibly successful in enlarging the wealth gap and reinsatining power to the economic elite.

This text, derived from a talk given in 2009, is incredibly clear in the distinction between Neoliberal
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 bridges 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, Vreisendorp, E. Zenghelis, and Z. Zenghelis (among the other projects listed in references). My thesis will mirror their medium of world-building and radical future.