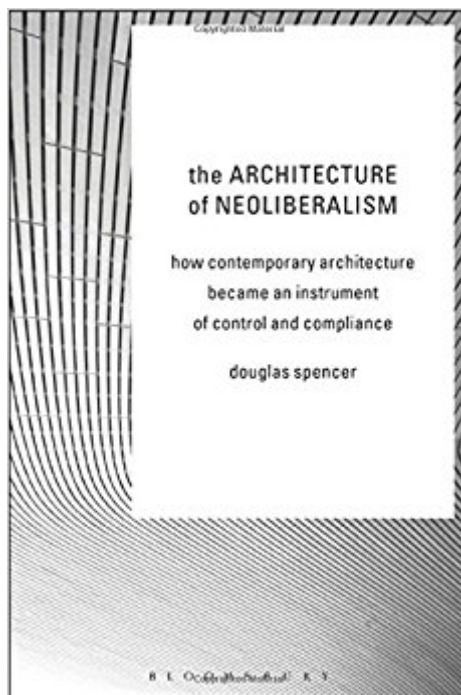




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# **The Architecture Of Neoliberalism: How Contemporary Architecture Became An Instrument Of Control And Compliance**



## Synopsis

The Architecture of Neoliberalism pursues an uncompromising critique of the neoliberal turn in contemporary architecture. This book reveals how a self-styled parametric and post-critical architecture serves mechanisms of control and compliance while promoting itself, at the same time, as progressive. Spencer's incisive analysis of the architecture and writings of figures such as Zaha Hadid, Patrik Schumacher, Rem Koolhaas, Greg Lynn and Alejandro Zaera-Polo shows them to be in thrall to the same notions of liberty as are propounded in neoliberal thought. Analysing architectural projects in the fields of education, consumption and labour, The Architecture of Neoliberalism examines the part played by contemporary architecture in refashioning human subjects into the compliant figures - student-entrepreneurs, citizen-consumers and team-workers - requisite to the universal implementation of a form of existence devoted to market imperatives.

## Book Information

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The Architecture of Neoliberalism is a devastating portrait of contemporary architecture as the phantasmagoria of neoliberal capitalism. Spencer deftly deconstructs the current architectural ideology as a melange of counter-cultural tropes and vitalist celebrations of flexibility, empowerment, spontaneity, and the market as the final arbiter of freedom. The result is a powerful plea for critique in the face of the architectural prophets who proclaim 'there is no alternative'. (Benjamin Noys, Professor of Critical Theory, University of Chichester, UK)"Neoliberalism" is commonly used as an epithet today to denounce a late-capitalist architecture in cahoots with the

forces of real estate development and the marketplace. Douglas Spencer is the first to provide a detailed history of this term and to analyze its modes of operation, its architectural expressions, and its ideological subterfuges. An absolutely timely, lucid, important critique. (Joan Ockman, Distinguished Senior Fellow, University of Pennsylvania School of Design, USA)

Provocative and rigorously-argued, this is an uncompromising critique of contemporary global architecture and its relationship to neoliberalism, theory and the exercise of power.

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