

Modern Times / Draft

*Facebook Inc.'s (FB -2.18%) sprawling campus in Menlo Park, Calif., is so full of cushy perks that some employees may never want to go home. Soon, they'll have that option.*

*The Wall Street Journal*

Quick hypothesis: capitalism has conceived accumulation within a new concept of time, converted into measurable units, hence organizing work and labour according to that notion. By following how space and its design have been used to organize time, not just of work but also of other activities, from early pre-industrial era into the contemporary times it would be possible to understand the implications of architectural practice within a larger social and economical scenario

The project would explore and research different scenarios about the ways into which architecture and design have served the purpose to organize work and labour times.

Historical premise: British historian Edward P. Thompson in his article *Time, Work-Discipline and Industrial Capitalism* (1993) identifies a specific succession of events, in early industrial Britain, where work passed to be paid by the task towards a model paid by the hour. The implementation of consecutive and parallel actions in architecture, urban planning, design, technologies and social actions, sustained often by state or religious authorities introduced a whole set of operational modes to 'domesticate' the rural population towards the creation of a new class of industrial workers. It is interesting, within the British context how the invention of the clock and watch was crucial in this process. It is also interesting to notice how the majority of the rules and regulations about time and work in industry were invented by the successive owners of the Wedgwood pottery factories, the exact site of the Potteries Think Belt project by Cedric Price. The general interest of Price for time could be ascribed, perhaps, to that historical antecedent. Therefore, the juxtaposition between the XVII and XVIII centuries manuals, rules and regulations of industrial work by the Wedgwood and the Price's Potteries project, where labour, education and leisure and a totally different mobility over the territory could constitute the conceptual premise to the overall topic.

Successive areas of thematic research and display, could then articulate further presentations within the galleries. The intention would be, in some circumstances, to put in dialogue or juxtapose material of different historical periods, to highlight the contemporary condition, either by similarity (when we see the resurgence of pre-industrial practices) or contrast. Further references being explored include André Gorz, Luc Boltanski and Eve Chiappello, all the immaterial work – commons – precarious debate (Lazzarato, Virno, Marazzi).

Potential thematic areas of investigation are the following. Some examples are included to clarify some points.

- 1) Rationalizations of the work flows and production cycles. New factories, Toyota just in time model, networked activities of production and distribution (Keedozzle and Wal-Mart analysis by Jesse Le Cavalier).

- 2) Time and space differentials. When difference in time zones becomes financially relevant: outsourcing. When infinitesimal difference in time becomes crucial: fast-speed server buildings in New York for financial transactions where nano-seconds differences matter in terms of revenue.
- 3) Blurring of work, leisure and relax. Contemporary office space as indeterminate zone for creative production, with noticeable differences between companies (Facebook by Gehry, Google by Camenzind Evolution, Apple by Norman Foster, DAUM Space by Min Suk Cho). Research by Caruso and Saint John on office space.
- 4) Constitution of enclosed urbanities, providing a total time-frame (new company towns): Paju Book City, Korea; Novartis Campus, China and/or Switzerland.
- 5) Expansion of work into private life and the domestic. The entrepreneurialization of the self. Example: research Cotidianeidades Doméstico Productivas by Husos. 24/7 and the end of sleep hypothesis by Jonathan Crary.
- 6) Diagrams of time as principles of architectural design and urban planning.
- 7) Contemporary systems of control and time-management. New panopticon and electronic forms of surveillance.