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ARCHITECTURE AND UTOPIA

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- Hilberseimer’s Groszstadtarchitektur as a project which accepted capitalist control over urban reality (it complied) while demystifying its pretended representations through the radically didactic “inhuman” simplicity of its architectural form (Tafuri, 74) opted for organization rather than design – a sort of urban planning without architecture. There is no crisis in the object – the object has disappeared, the only emerging imperative is dictated by the laws of organization.

- “But architecture, at least traditionally conceived, is a stable structure, which gives form to permanent values and consolidates urban morphology. Those wishing to give up this traditional conception and bind architecture instead to the destiny of the city, had only to regard the city as the specific place of technological production – and the city itself as a technological product – thus reducing architecture to a mere link in the production chain” (Tafuri, 42).

- “Being directly related to the reality of production, architecture was not only the first to accept, with complete lucidity, the consequences of its own commercialization, but was even able to put this acceptance into effect before the mechanisms and theories of political economy had furnished the instruments for such a task. Starting from its own specific problems, modern architecture as a whole had the means to create an ideological situation ready to integrate design, at all its levels, with the reorganization of production, distribution, and consumption in the new capitalist city”. (Tafuri, 48)

- “Henry ford stated: We want artists in industrial relationship. We want masters in industrial method – both form the standpoint of the producer and the product. We want those who can mold the political, social, industrial, and moral mass into a sound and shapely whole. We have limited the creative faculty too much and have used it for too trivial ends. We want men who can create the working design for all that is right and good and desirable in our life” (Tafuri, 67).

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Manfredo Tafuri, *Architecture and Utopia, Design and Capitalist Development*, (Cambridge: The MIT Press, 1976).