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HONEYWELL, I’M HOME! THE INTERNET OF THINGS AND THE NEW DOMESTIC LANDSCAPE

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- Objects are dematerializing into live streams, downloads, e-books, smartphone apps, and the so-called “sharing economy”. (McGuirk, 48)

- What we think of as “domestic space” is being completely redefined. We need look no further than the rise and rise of Airbnb. The rental website epitomizes a new era of nomadic, vicarious living, in which one can simply slip into different lifestyles like dresses. Its evangelists proclaim a utopian mission of sharing over owning (CEO Brian Chesky famously claims not to own a home) and like good neo Marxists they talk of use-value rather than exchange-value. (McGuirk, 48)

- Airbnb is what we have instead of state-subsidized affordable housing, and it is leading to the wholesale commodification of domestic space. (McGuirk, 48)

- Our homes are increasingly the primary sites of production. This is not just true of new flexible labor models that allow many people to work from home; it also applies to the so-called “sharing economy” (read the digital rental economy) that allows us to commodify our private spaces so effortlessly. (McGuirk, 50)

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Justin McGuirk, “Honeywell, I’m Home! The Internet of Things and the New Domestic Landscape” in Housing after the Neoliberal Turn: International Case Studies, (Leipzig: Spector Books, 2015).