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PASTORAL CAPITALISM

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- Corporations that control large sectors of the national and international economy have inhabited the suburbs of American cities. A new landscape of corporate work was invented after WW2 after housing and retail moved to the suburbs (Mozingo, 2)

- The rise of managerial capitalism (1920-1940), a new form of corporate organization, based on a rationalized administrative hierarchy, professionalized corporate managers. Each level of management performed its activities in different facilities. This new management system was a precursor to the physical redistribution of the labour force of corporate management to the suburbs (Mozingo, 6).

- Three suburban forms emerged: the corporate campus, the corporate estate, and the office park – each relating to a particular stratum of the corporate hierarchy (Mozingo, 12)

- The corporate campus: appeared in 1940, contained office and laboratory facilities focused on a central green quadrangle, surrounded by parking, and enclosing a driveway. It was modeled after the American university campus, it was specifically for corporate research.

- The corporate estate: of the early 1950s, consisted of an imposing building complex, arrived at by a coursing entry drive through a scenically designed landscape of 200 acres or more.

- The office park: late 1950s, provided a lower cost, flexible alternative to the corporate campus and estate. Provided lots for office building, each encircled by a pool of parking with a matrix of landscape edges that provided suburban consistency. Allowed for corporations to expand and contract personnel and offices. (Mozingo, 13)

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Louise A. Mozingo, *Pastoral Capitalism*, (Cambridge: The MIT Press, 2011).