

Where Is The Love Gone, When Love Is Gone: Deferrals, ruptures and lines of flight of an industry of architecture

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This paper links the radical shift in production modes of Europe's industry in the 1950s-1970s, from a disciplinary regime towards a regime of (psychological) control, to a radical alteration of the practice of architecture: its methodology, its technology, its means and not least its economy.

This alteration has been perceived as a loss of an undefined nature resulting in endlessly drifting ideas about the future's practice or even the end of Architecture ... Yet to accept and understand the logic of today's dominant form of labour that ultimately frames the practice of architecture, helps to productively engage with the future's relevance of the practice of architecture. Our love is gone, yet love just has taken on another form ...

Biography:

Andreas Rumpfhuber is an architect. His research focuses on the intersection of architecture and economics. He is presently heading the research project 'The Office of Society' funded by the Austrian Science Fund. His recent publications include the books *The Design of Scarcity* (2014) and *Architektur immaterieller Arbeit* (2013).