

Architecture for the 'Non-class of Non-workers': Self-management or the management of the self?

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This paper presents an enquiry into self-management's precept of the flexible individual and flexible design in New Belgrade. Its tendency to eliminate division between production and consumption charts thereby, the structure of new processes within architectural practice splitting mental and productive work.

In 1980 philosopher André Gorz outlined the theory of 'non-class of non-workers,' alluding to socialist self-management. Underlining Gorz's concepts, Belgrade architect Branko Aleksić emphasised that this could emancipate a mere user into a citizen via the 'democratisation of architecture'(1981). The building industry in New Belgrade during the 1960s-70s was marked by exponential growth, entangled with the devising of a specific, but greatly exported, IMS prefabrication system. I argue that this provision of flexible prefabrication - targeting the maximum use-value of the designed space - reflects the rival coercion of internalised pressure for self-fulfillment through citizens' participation and aesthetic production as architects' core self-identifying criterion.

Biography:

Tijana Stevanović (t.stevanovic@ncl.ac.uk) is pursuing a PhD in Architectural Theory and Criticism at Newcastle University, where she also teaches. Her thesis explores the cultural conditioning of institutionalisation, management and appropriation of architectural practice in New Belgrade. Her texts appeared in journals: *arq*, *An Architektur*, edited volumes: *Pedagogies of Disaster*, *Critical Cities vol.3*.