

The Opening Ceremony: Immaterial Regulation and the Imaginary Architectures of Pleasure

Stephen Walker

'[A]ll ideology represents in its necessarily imaginary distortion not the existing relations of production (and the other relations that derive from them), but above all the (imaginary) relationship of individuals to the relations of production and the relations that derive from them.'

Louis Althusser, *Ideology and Ideological State Apparatuses (Notes Towards an Investigation)*, 1970

This paper will address the relations of production caught up in the architecture and event of the travelling street fair. Analysis will move between one account of these relations as they are portrayed in the formal public ritual of the *Opening Ceremony*, via the organizational, material and spatial arrangement of the fair itself, to another account that can be traced in the immaterial and invisible architectures of laws, regulations and mores that underlie and determine this arrangement. It will discuss the locus and extent of imaginary distortions and relationships thus revealed.

Biography:

Stephen Walker (s.j.walker@sheffield.ac.uk) is a Reader in Architecture at Sheffield School of Architecture (SSoA), where he is Director of the Graduate School. His research broadly encompasses art, architectural and critical theory, and examines the questions that such theoretical approaches can raise about particular moments of architectural and artistic practice.