Dave Fleischer[1]

All's Fair at the Fair

Technization of architecture is one of the main topics of the architectural discourse in the last one and a half centuries. It is apparent in the structural integration and aesthetic presence of new materials (such as steel, glass, aluminum), in the industrialization of the building process (cranes, taylorization), and in diverse theoretical reflections some of which are presented in this issue. There was a particular interest already at the beginning of the discourse to make building more efficient and inexpensive by employing mechanization and industrial mass production. The main intention of the *1939 New York World's Fair* was to present technical visions of all areas of production and of everyday life. The fair grounds in Queens, NYC exhibited mechanized farming, and you could talk with a robot that took over housekeeping. A short cartoon movie was produced for advertising and introducing the fair's themes. In it, seriality was emphasized as the main aspect of technization. Today, the movie's technology euphoria keeps us smiling.

Video

http://cloud-cuckoo.net/de/hefte/heft_33/fleischer/

Note

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