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Processes and Products**

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S06

Industrialization: Processes and Products

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Modern Movement was not only known for the promotion of new visions for architectural designs but also for the innovative use of building materials and construction technologies. Still, one cannot be discussed without the other and the four papers highlight the relationship between both, the theoretical concepts and visions and the practical implications of production and economy. Famous architects' research like the one of Candilis will be contextualized with works of less known architects and companies in other countries and dealing with other objects and typologies. All together the papers reveal the importance and power of design–industry collaboration–along the value–chain of conception, design and implementation–all of them necessary to turn visions into reality. The authors in this session describe the impact of industrialization and industrial products from different functional, cultural and socio–economic perspectives, showcasing examples from France, Angola, Czechoslovakia and Germany dating from 1950s to 1980s.

Under the title "Sea, Sun and Fun: Georges Candilis' Researches on Leisure Units (1963–1979)" Catherine Blain and Laurent Duport discuss different projects that were aiming to fulfill the needs of the new "leisure society" by providing accommodation units for vacationists. These units are characterized through the "rational relation" between two "families" of elements: determined, permanent and universal (essentially constructive) and undetermined, constantly changing (function, interior–exterior relationship, aesthetic)". The authors reveal the relations between those different concepts on urban and building level and related to natural and human environment.

In her paper Inês Lima Rodrigues investigates "The Role of Construction Companies in Modern Housing" in Late Colonial Angola exemplified by the footprint of the company Predial Económica Ultramarina (Precol) in the capital Luanda. The so-called "Precol neighbourhoods" are characterized by

“excellent construction techniques and architectural details” and at the same time promoting “futuristic and optimistic vision for urban living” as expression of architectural modernism. She explains how these privately commissioned projects contributed to the development of an “Architectural Grammar in housing” that is still used and attractive today.

Petr Vorlík reflects about the “Pitfalls of Late Modernism and Socialist Central Planning” in Czechoslovakia during the 1960s to the 1980s. He compares the aspirations of a young generation of architects inspired by the Western concepts of late modernism with the limited possibilities the building industry could provide. He, in particular, explains with many examples how “constant improvisation” turned these limits into the challenge looking to “loopholes in the rigid systems of prefabricated structures and façades” in order to break out of the box.

Julio Garnica finally sheds light on the evolution of post-WWII living standards and how USA took command in this process of implementing industrial products into European households. A unique exhibition started in 1952 in the American Marshall House in Berlin to convince the European citizens of the advantages of newly designed interiors and industrial objects for the modern home, promising “a better life” within a 1:1 model environment entitled “house without frontiers” in other European countries.

Though very different in their subjects all contributions approach the topic on a theoretical and historical level and showcase how industrialized processes contributed to unique architectural expressions and solutions in their respective contexts.