Notes on pre:fab: An overly discursive and unnecessarily theoretical argument in five or more parts for a new way to gather in the post individual, later than late capitalist, cultural production service industry.

Episode 1: Alternative Practice R0<1

TLDR: ***Architecture has become a service industry to the supply chain. The hyper-local emerges as the only practical alternative. Consequently, alternative practice is atomized into isolated operations, often just one or two people, working on seemingly unique issues. Isolation and unscalable outcomes lead to burnout. With limited resources and little potential for greater influence, the debt borrowed from our future selves becomes so large that the fleeting achievements of the present can no longer meet our interest payments. Welcome to the logic of the Creative Production Service Economy.***

Look online and be thankful we make things. That we don't shift ads and product or sell audiences [to platforms and OEMs] whose value is only as high as the virality of our latest blurp. While we can believe in God [the autonomy of our purpose > field > profession], they [Creators] must pray to the algorithm...

Creative production has become a service industry to the supply chain and we have not escaped. As much as we might struggle to liken ourselves to influencers and creators streaming content online, we, as architects, planners, spatial designers, and space holders working in and around the fields of future environments and creative technologies are content makers too. This is the price of the purpose we derive from our anti-bohemian fetishtic relationship with the 'real economy'. We don't just make things. We make things that 'make a difference'.

This means our work [reduced to content] is subordinate to its mode of distribution, and that the vitality of disciplinary discourse and alternative practice is proportional to their refresh rate and the 19th century artistic tropes of individual genius, originality, and authorship that make this possible. The irony! Consequently, alternative practice as an OEM

subculture within the field is atomized into singular practices, often just one or two people, working on niche, seemingly unique, non-fungible problems in conceptual isolation.

From within this paradigm, the hyper-local appears as the only practical alternative to solipsism on the one hand and supply chain subjugation on the other; to connecting demand with outcomes that convert specialist expertise into change 'on the ground'. This further favours progressive, emancipatory issues as the only set of 'real' problems that can both justify our attention and inculcate the requisite level of romantic self-delusion. Just another face of capitalist [self]exploitation.

To a limit, and for a time, this works. But our TAM is always also [mostly?] our coworkers, our job, funding, grant, exhibition, client, and opportunity competitors. Friends and colleagues with different ideas but loosely aligned visions experiencing similar problems. Swimming together but in separate lanes, knowledge, experience, discoveries, momentum, and energy are witnessed but not shared, and progressive ideals viewed across the shoulders of motorways can only get us so far; Inevitably, the courteous competition and constant demand from ourselves, our clients, and our context, the isolation and unscalable outcomes lead to burnout or WAMmax, PATPAC, Herbstalife etc… R0<1 [and mainstream practice is just another race to the bottom down a different elevator].

The quantum of energy, time, money, and motivation borrowed from our future selves becomes so large that the fleeting achievements of the present can no longer meet the interest payments. **Welcome to the logic of the Creative Production Service Economy where your work, your commitment, your purpose is never enough**.

Ref: Sue Hillary, Dom Glamuzina, Rem Koolhaas, Sam Jacob, Jack Self