

## Post-Industries of Architecture: The immaterial labour of the image of thought

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This paper will address the post-industrial situation of architectural production as it shifts toward what can be called cognitive, immaterial, and even 'rhetorical' labour. What emerges as a result of post-industrial shifts in labour practices toward experience economies can be called a 'cognitive architecture', driving taste communities as well as the inequitable consumption of urban territories. Resultant architectural and urban environments can be said to be at least partially a result of the ways in which minds collaborating at the scale of populations produce a noopolitics (politics of *nous*, or mind), which manifests as a dogmatic 'image of thought' to complement the spatially segregative implications of biopolitics. I will discuss the ficto-critical case-study of Söda Pop Island in the Stockholm archipelago, and how a hegemonic noopolitics or 'image of thought' at work in that context has produced socio-spatial symptoms of gentri-fictionalisation. The paper will conclude by asking what means of creative resistance can be deployed to do battle with a cognitive architecture where it produces an overly dogmatic image of thought.

### Biography:

Hélène Frichot is a researcher and teacher in Critical Studies in Architecture, School of Architecture and the Built Environment, KTH Stockholm, and Adjunct Professor in the School of Architecture and Design, RMIT University, Melbourne, where she held a tenured position between 2004-2011. Hélène holds a PhD in Philosophy from the University of Sydney (2004).