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## **The Concept of the Collective and Space Production in Socialist Yugoslavia: IMS Center for Housing, Modular Coordination and the Collective Body**

The IMS Center for Housing (1970-1986) was founded as a section within the larger group of IMS that is the Institute for the study of Materials in Serbia, Yugoslavia. At the time, this was one of the leading state building companies. The Center for Housing had a two-fold function: the design of housing projects for Yugoslavia and abroad and scientific research work called *habitological* analysis that focused on the compatibility of housing and the IMS pillar prefabricated system.<sup>1</sup>

The focus on habits as a denominator of housing system is the basis for the hypothesis the paper is dealing with: *extensive fine tune adjustment of habit, thus the performance of the body and structural system of the IMS based on the scientific data analysis*. The environment ordered within the structural system is seen as an ergonomic extension of the body itself.

The applied system of housing was called the *system of socially directed housing construction* “where we sought new relationships between actors and we largely depended on the organization of scientific work and its incorporation within practice.”<sup>2</sup> Thus, it is the *system* of housing and the *measurement* of the singular that need to be adjusted by scientific research as the base for a *normative* process. The paper will present diagrammatic insights from body of scientific work developed at CS, such as: a) diagram on human needs and complexes of functions within a flat, b) diagrams on the analysis of anthropometric measures and equipment and c) diagram on the internal organization of a flat according to movements and frequencies of use.

The paper will show how scientific research on data analysis as a theoretical base served to construct norm for articulation of a collective subject.

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<sup>1</sup> Čanak, M., “Centar za stanovanje IMS”, ARD Review 38, 2011, p.19 (“Center for Housing IMS”, ARD Review 38)

<sup>2</sup> Čanak, M., “Istraživanje i praksa u oblasti stambene izgradnje” in Bilten 28 Centra za stanovanje, 1981., p. 26 (“Research and practice in the housing construction field”, Bulletin 28 of the Center for Housing)

The research departs from the political theory and philosophy of Hannah Arendt's concepts of world and action, Marx's concept of thing and Proudhon's arguments of property. After conceptualizing mainstream of theoretical thought, the research adopts documentary and historical approach in addressing case of New Belgrade through triangle of ideological doctrine, state construction operative and aspects of domesticity in what is recognized as the "Belgrade flat." Thus, autobiographies of representatives (such as Branko Žeželj as the IMS director, main constructor and person close to Tito), state laws on housing and construction, gazettes, popular newspapers, architectural conferences and exhibitions on housing are relevant study material.

The issue of the collective in Yugoslavia cannot be studied independently from strong ideological doctrine of political regime and - despite Yugoslavian position within Non-Aligned Movement - it expresses recognized social difficulties of the post-war period. However, political experiment of return to the origins of early Marx's doctrine had put strong emphases on aspects of land distribution and property until finally addressing an inhabitant. In this chain, building operative and articulation of space through modular coordination created material hybrid of dialectics of political and social circumstances. This particular collective as mediated through architecture in between gentrification and action is main problem the research addresses.