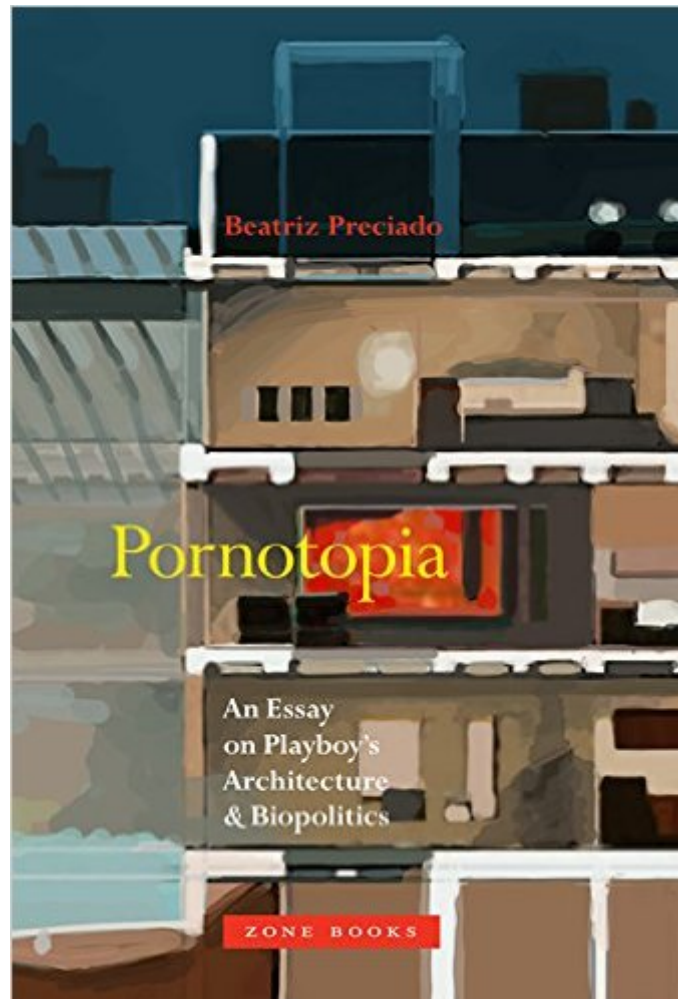


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Pornotopia: An Essay On Playboy's Architecture And Biopolitics



Synopsis

Published for the first time in 1953, Playboy became not only the first pornographic popular magazine in America, but also came to embody an entirely new lifestyle that took place in a series of utopian multimedia spaces, from the fictional Playboy's Penthouse of 1956 to the Playboy Mansion of 1959 and the Playboy Clubs of the 1960s. At the same time, the invention of the contraceptive pill offered access to a biochemical technique able to separate (hetero)sexuality and reproduction, troubling the traditional relationships between gender, sexuality, power, and space. In *Pornotopia*, Beatriz Preciado examines popular culture and pornographic spaces as sites of architectural production. Combining historical perspectives with insights from critical theory, gender studies, queer theory, porn studies, and the history of technology, and drawing from a range of primary transdisciplinary sources: treatises on sexuality, medical and pharmaceutical handbooks, architecture journals, erotic magazines, building manuals, and novels -- Preciado traces the strategic relationships among architecture, gender, and sexuality through popular sites related to the production and consumption of pornography: design objects, bachelor pads, and multimedia rotating beds. Largely relegated to the margins of traditional histories of architecture, these sites are not mere spaces but a series of overlapping systems of representation. They are understood here not as inherently or naturally sexual, nor as perverted or queer, but rather as biopolitical techniques for governing sexual reproduction and the production of gender in modernity.

Book Information

Hardcover: 304 pages

Publisher: Zone Books (October 3, 2014)

Language: English

ISBN-10: 1935408488

ISBN-13: 978-1935408482

Product Dimensions: 1.2 x 6.5 x 9.5 inches

Shipping Weight: 1.2 pounds (View shipping rates and policies)

Average Customer Review: 5.0 out of 5 stars [See all reviews](#) (1 customer review)

Best Sellers Rank: #180,070 in Books (See Top 100 in Books) #41 in [Books > Politics & Social Sciences > Social Sciences > Pornography](#) #67 in [Books > Gay & Lesbian > Nonfiction > Transgender](#) #83 in [Books > Arts & Photography > Architecture > Criticism](#)

Customer Reviews

this was my favorite piece of architectural writing from both 2014 and 2011, when it was published

as an english translation of a 2011 non-english text. beatriz preciado (now paul preciado) expands the disciplinary limits of architectural history and theory to critically engage corporate domestic architecture as a counter to the common mythology of the immediate postwar and neoliberal eras of american economic development that posit an ever-increasing preoccupation with privatization. not so, preciado argues, by claiming that "playboy" magazine and its corporate domestic spaces were tools that opened up the private onto public life. i may be kind of tired of reading about biopolitics, but this book reinvigorated my interest in that disciplinary node and once again led me back to "saint foucault." i'm not sure if this result is entirely good, but preciado builds upon the work of architectural historian-theorist beatriz colomina's 1994 "privacy and publicity" and 2006 "domesticity at war" by proving the sorts of thorough, meaty historically grounded and specific analyses of a subject Other Than Major Name Architects in order to demonstrate how architecture is one of many mass media.

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