

WORDS OF HOUSING:  
TERMS FOR AN  
ARCHITECTURAL  
MANIFESTO

WORKSHOP  
IIAS + COST Joint Event

# Prospective

**Time** perspectives  
in housing



**Dana Vais**  
Technical University of  
Cluj-Napoca/  
Israel Institute for Advanced  
Studies (IIAS)

European  
Middle Class  
Mass Housing  
□ □ □ □ CA18137

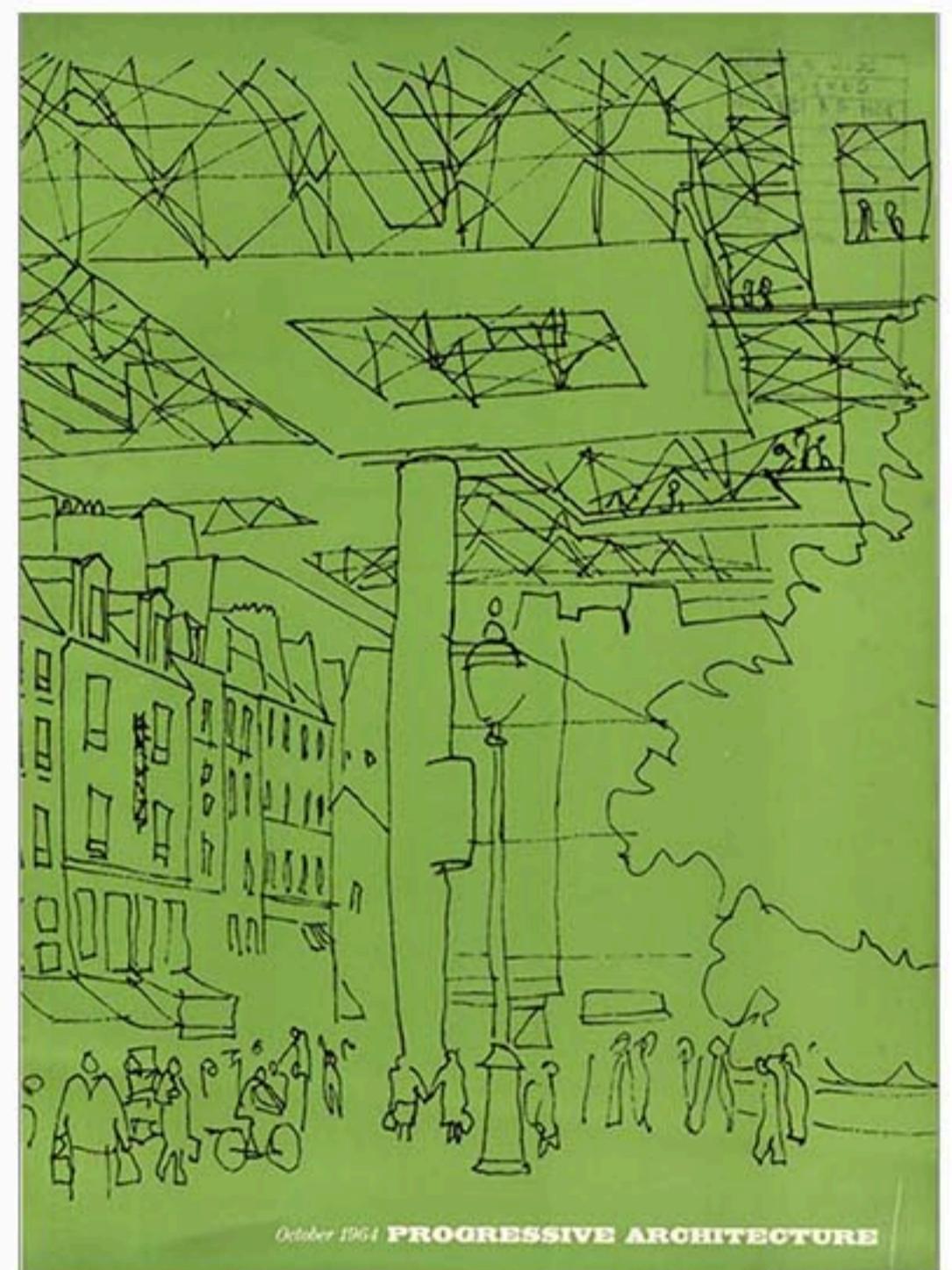
**COST**  
EUROPEAN COOPERATION  
IN SCIENCE & TECHNOLOGY



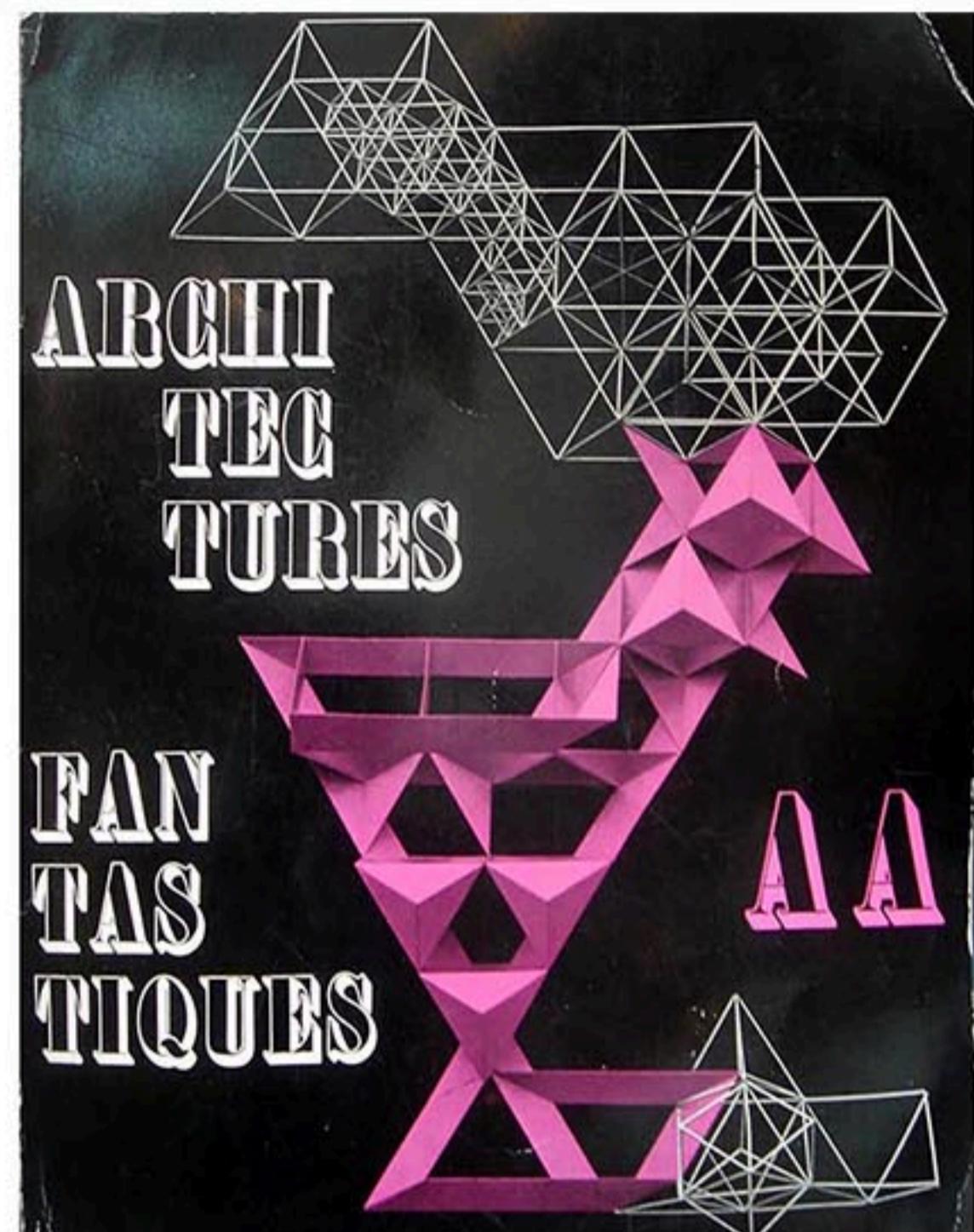
Funded by the Horizon 2020 Framework Programme  
of the European Union

**IIAS**  
ISRAEL INSTITUTE  
FOR ADVANCED STUDIES

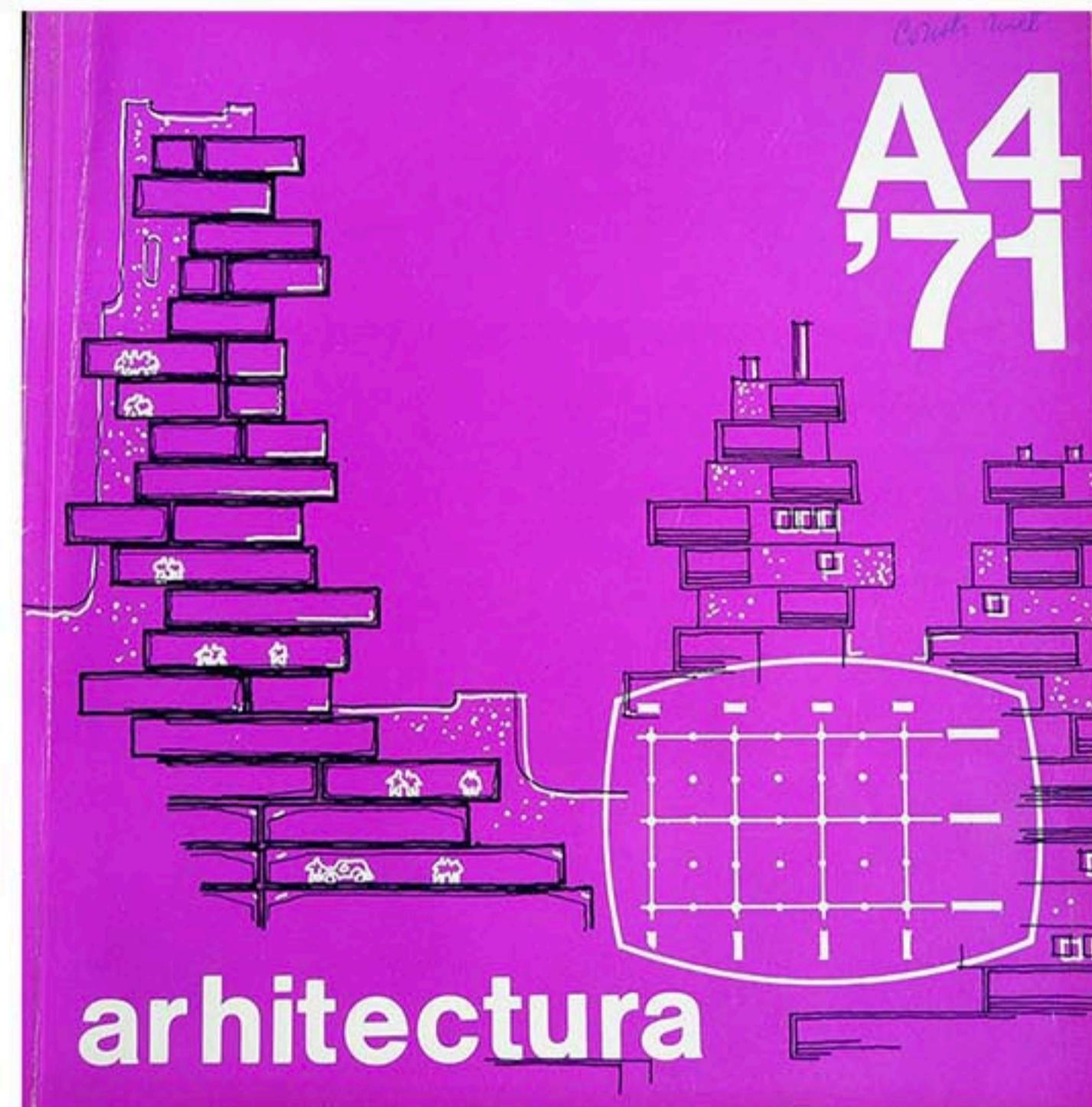
**TECHNION**  
Israel Institute  
of Technology



PA 1964



AA 1962



A 1971

time / housing  
prospective / architecture

Romania, 1960s and 1970s, in **context(s)**



Villejuif (AA no.87/1960)



Grigorescu, Cluj, photo 1963



Mourenx-Ville-Nouvelle (AA no.87/1960)

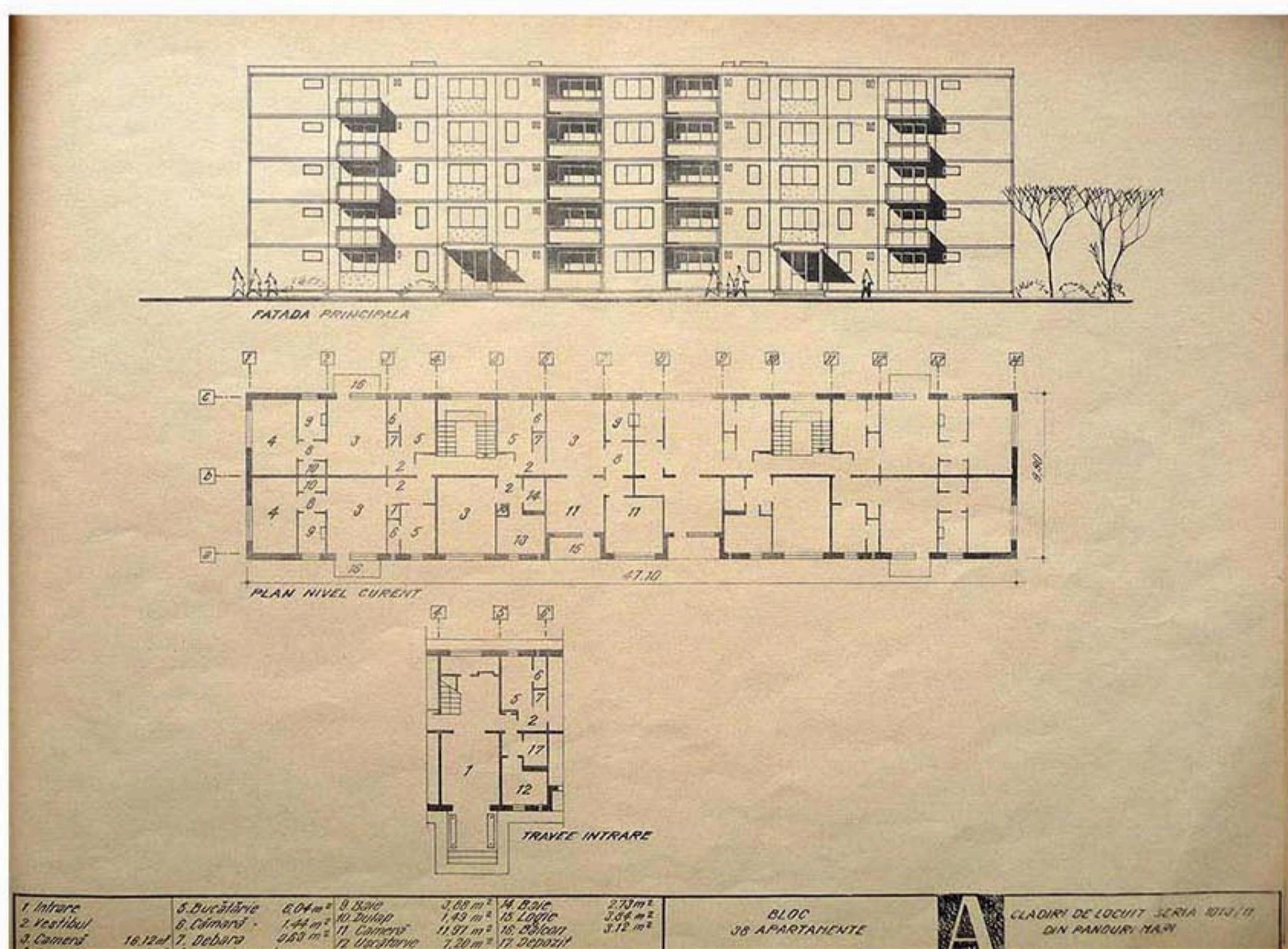
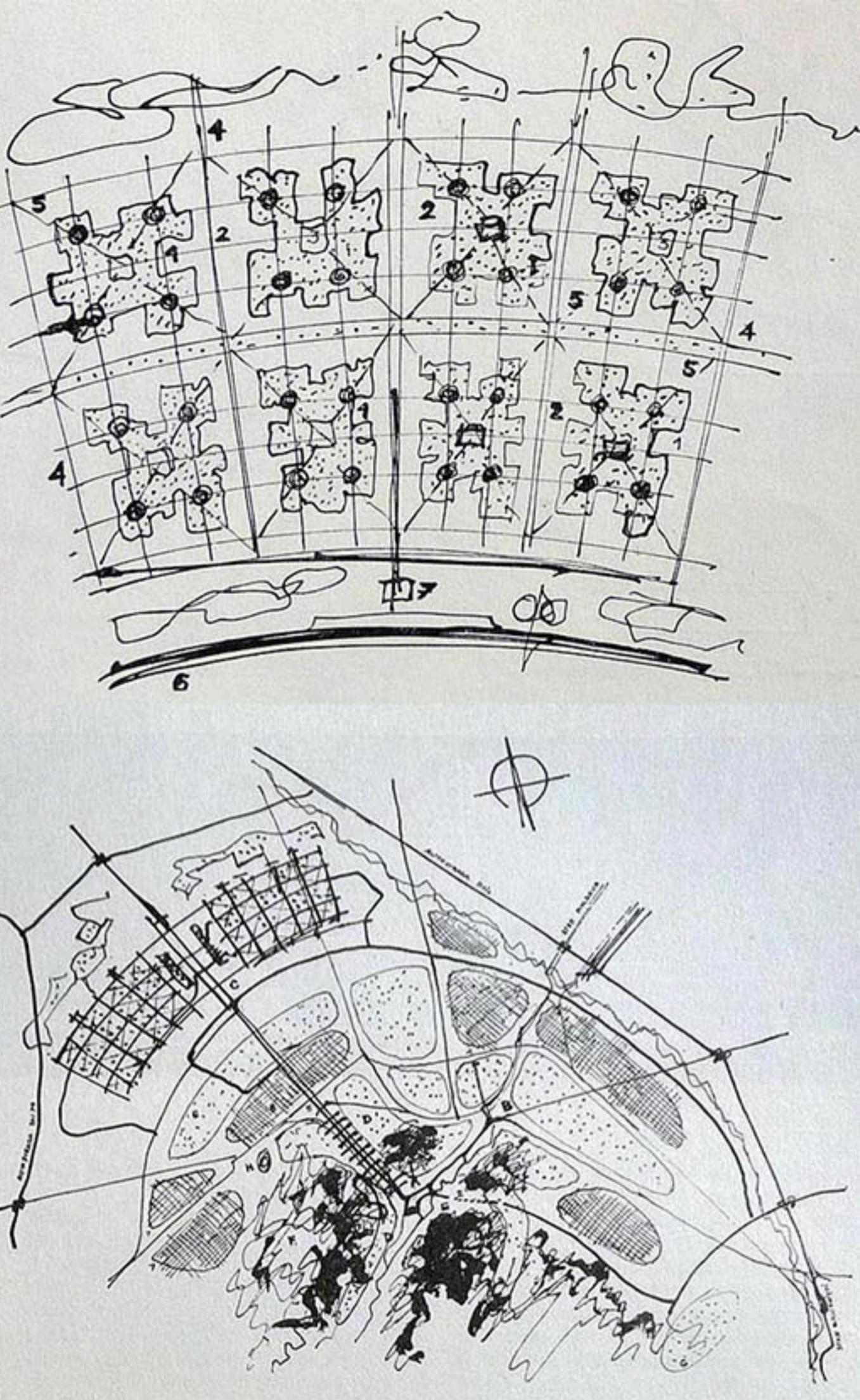
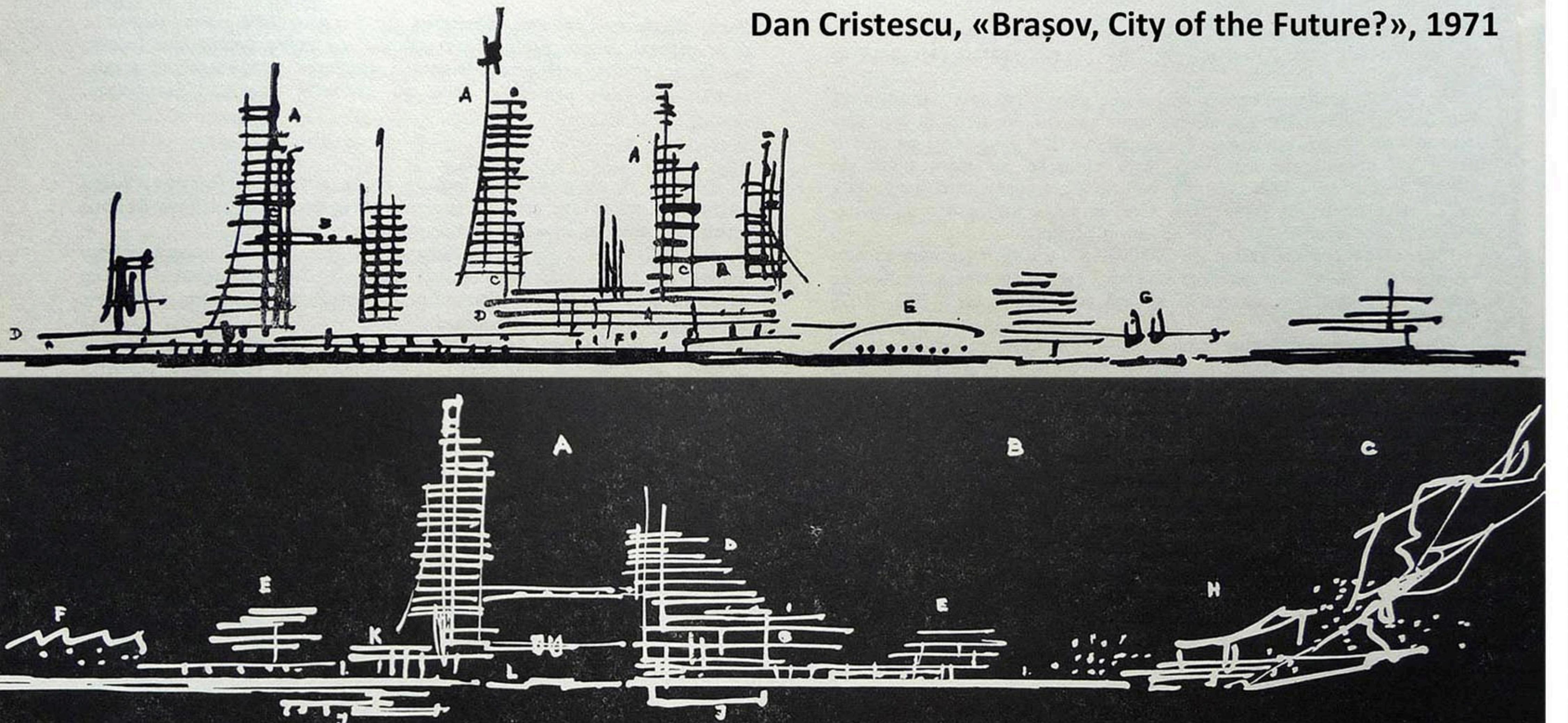


Gheorgheni, Cluj, photo 1965

Jean Louis Cohen: "*The Fordist concept of affordable standardized products is adopted in Eastern Europe, only with a ten to fifteen years time difference in respect to the most advanced areas of the West.*"

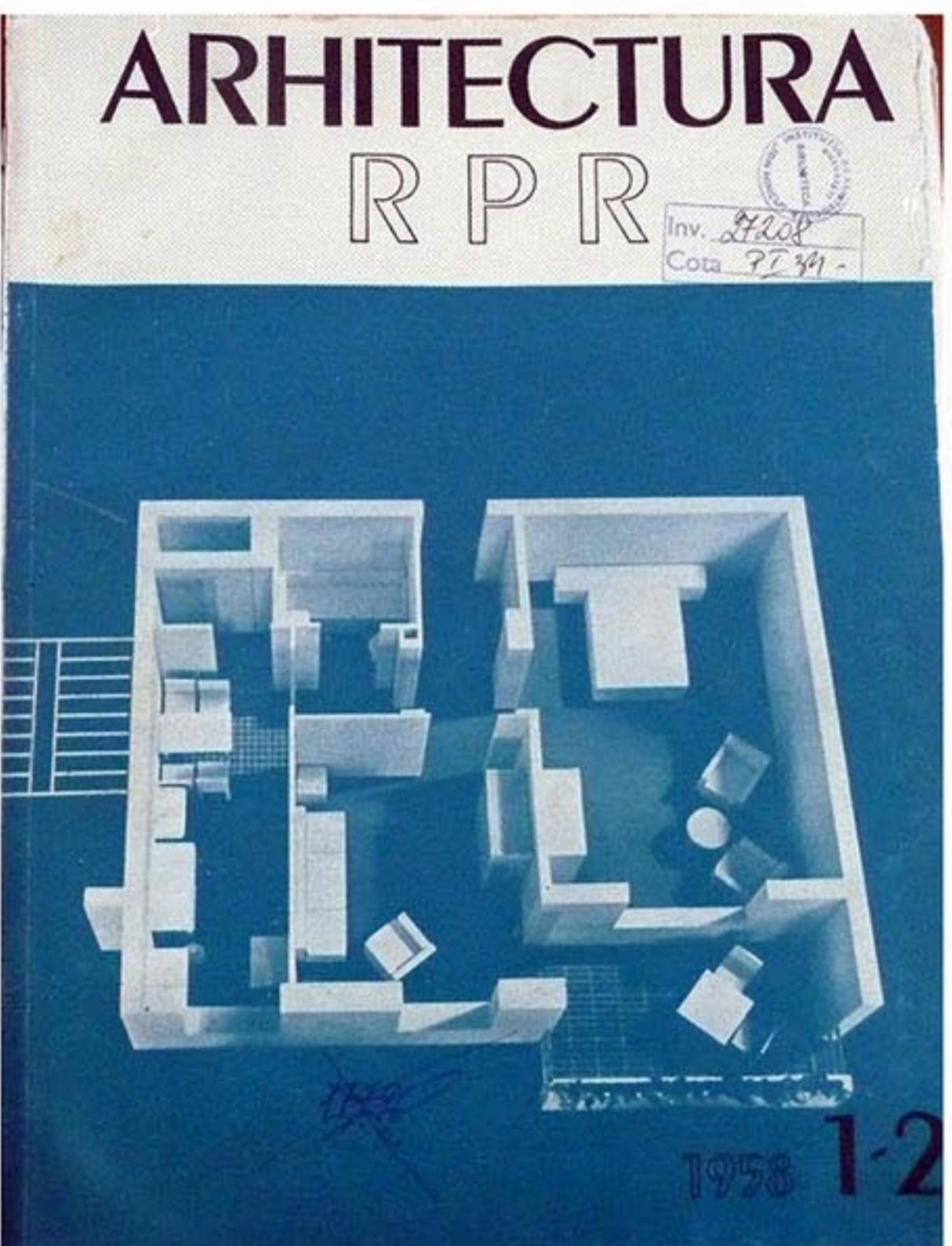
*Constructed Happiness. Domestic Environment in the Cold War Era, Tallinn, 2005*

Dan Cristescu, «Brașov, City of the Future?», 1971



Type project series 1013 (IPCT 1961), catalogue 1971

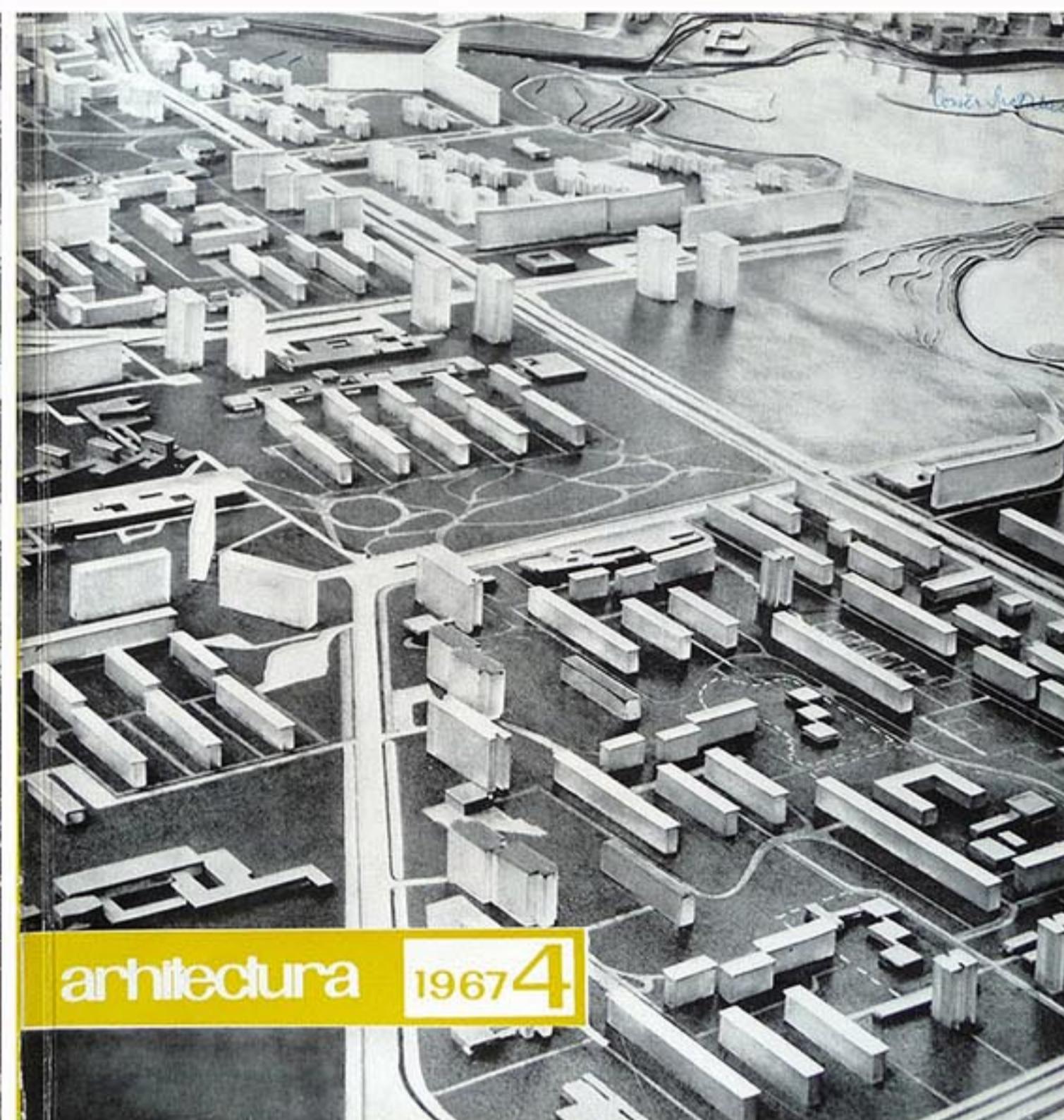
1958



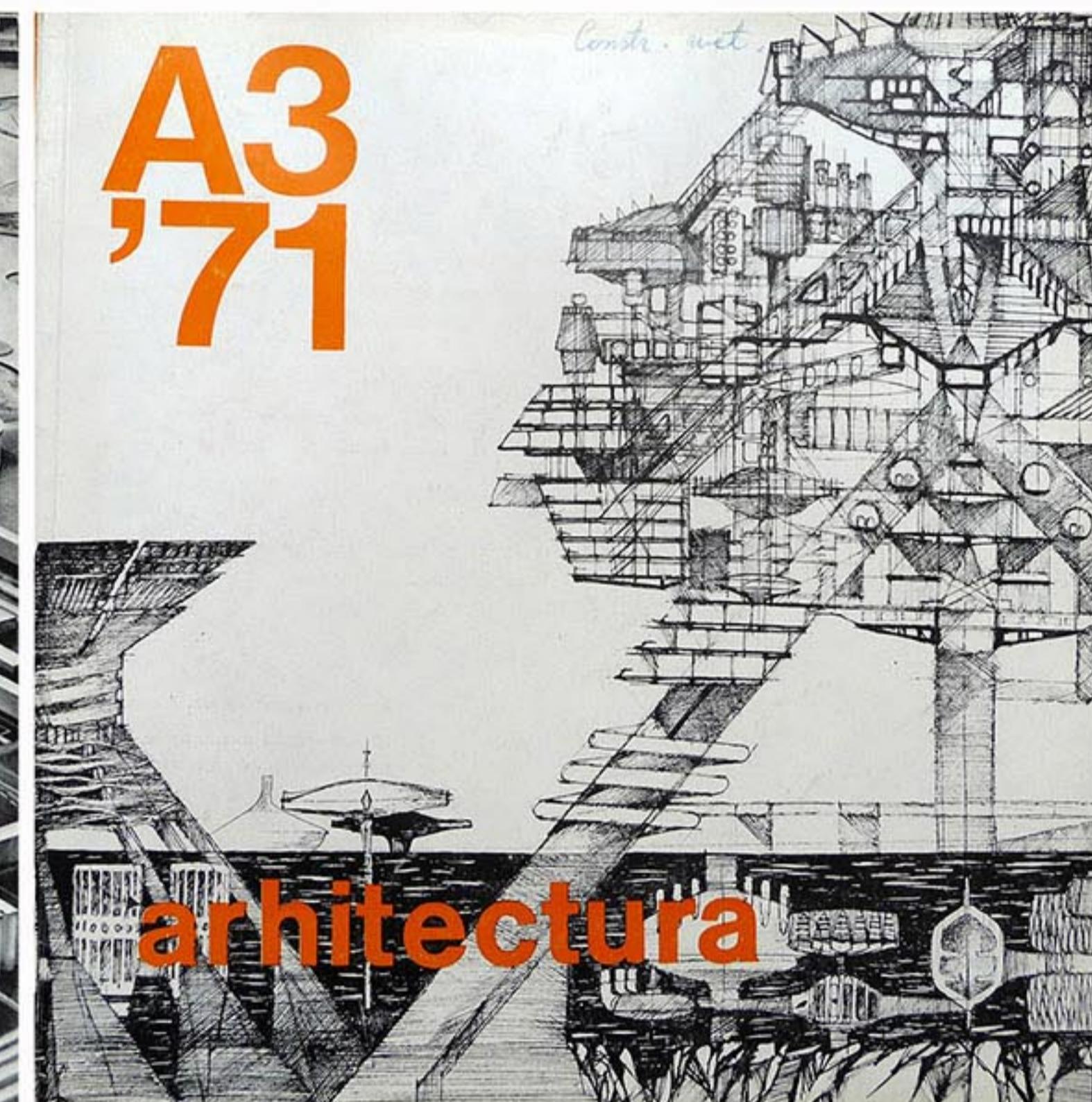
1963



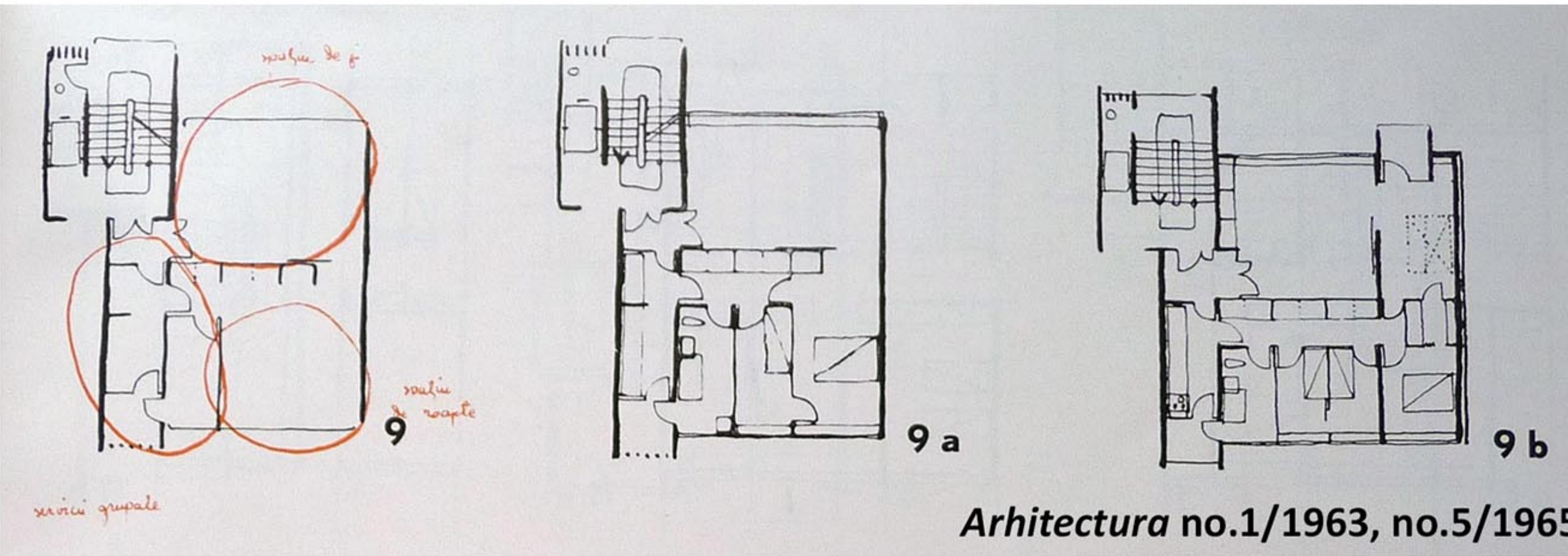
1967



1971



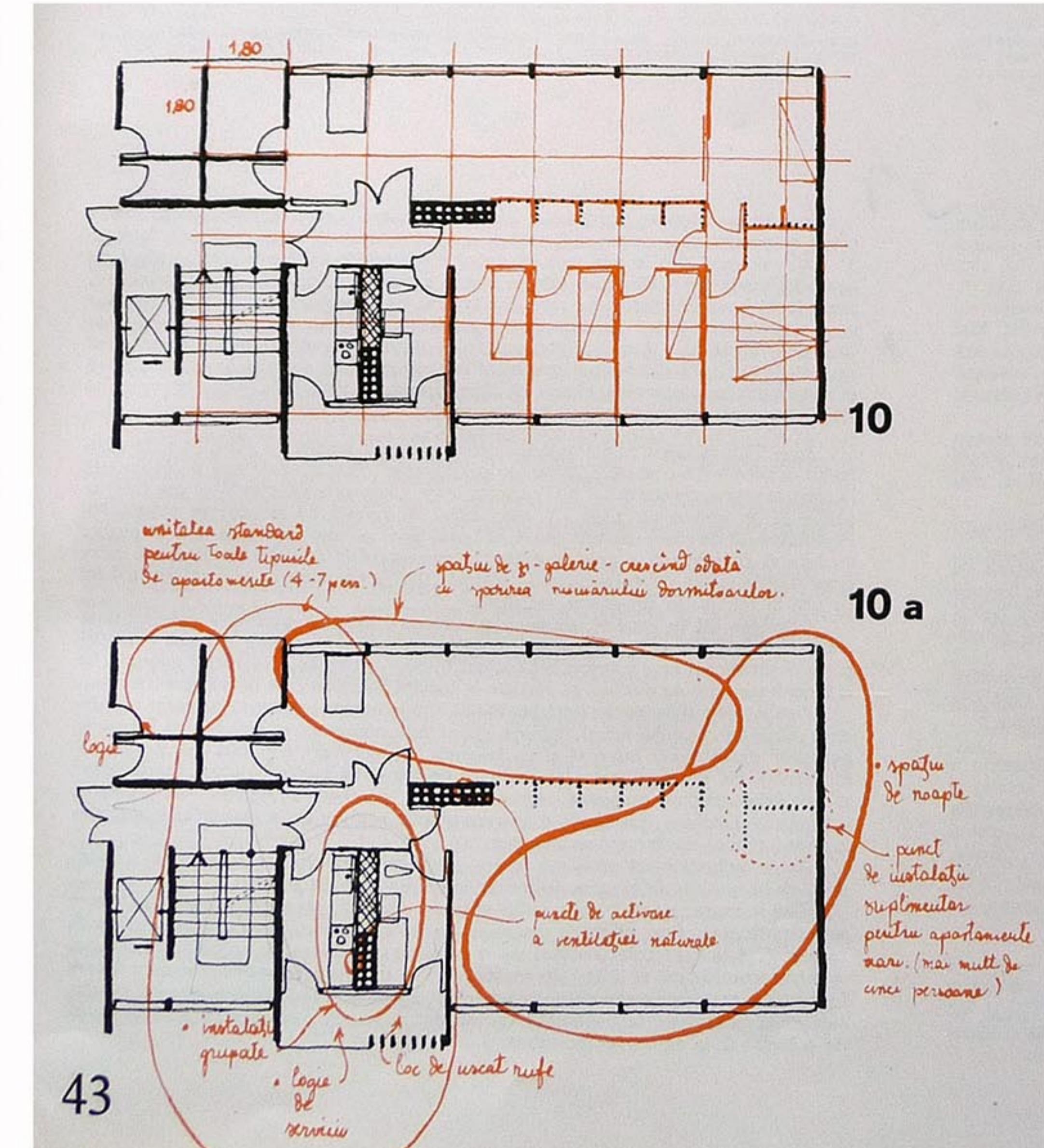
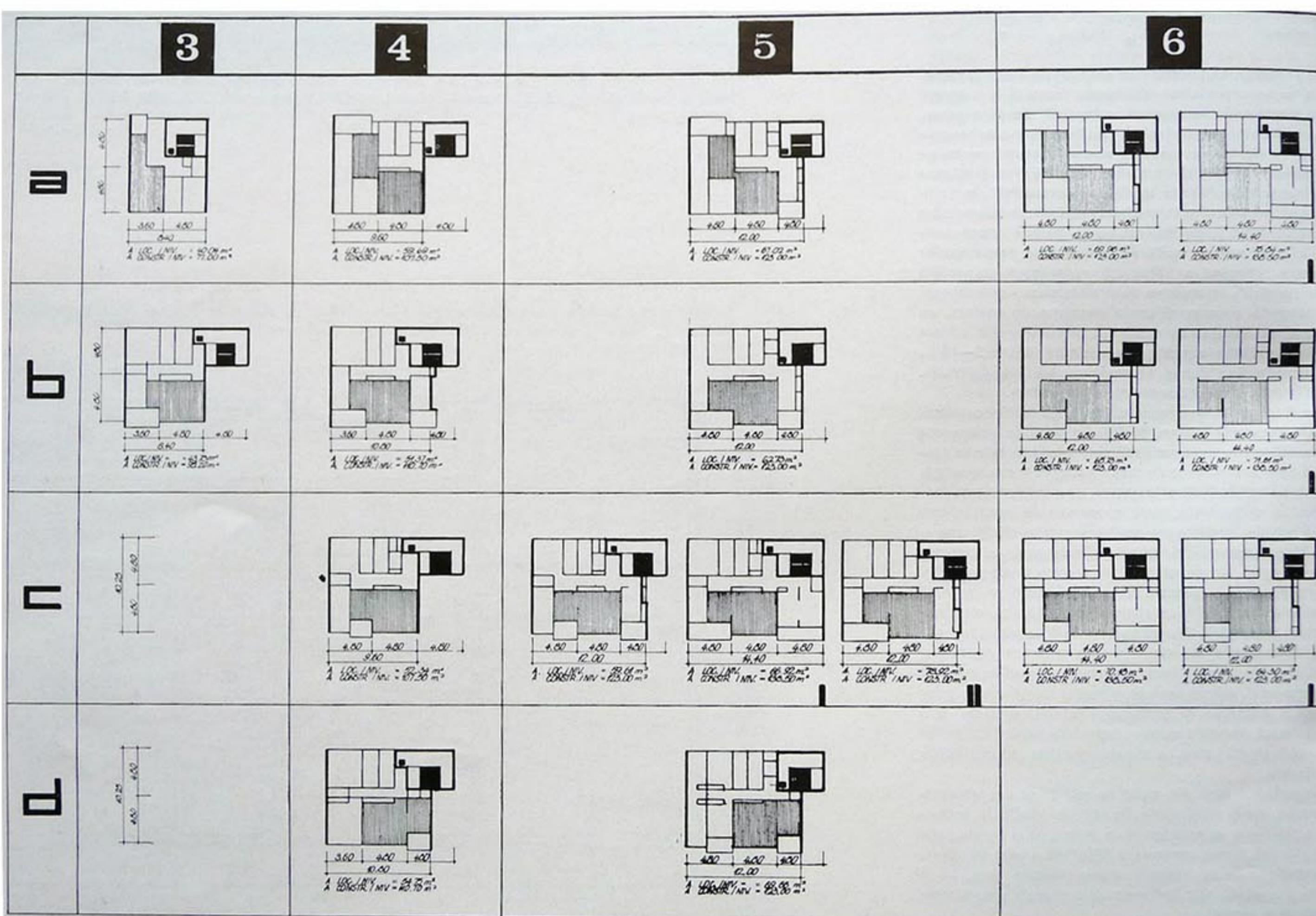
timescales / spatial scales



*Arhitectura no.1/1963, no.5/1965*

Mircea Alifanti, Type plans «for the near future» IPCT, 1963

type plans «in perspective» [next 10 years] 1965



«supple apartment», «liberated plan»

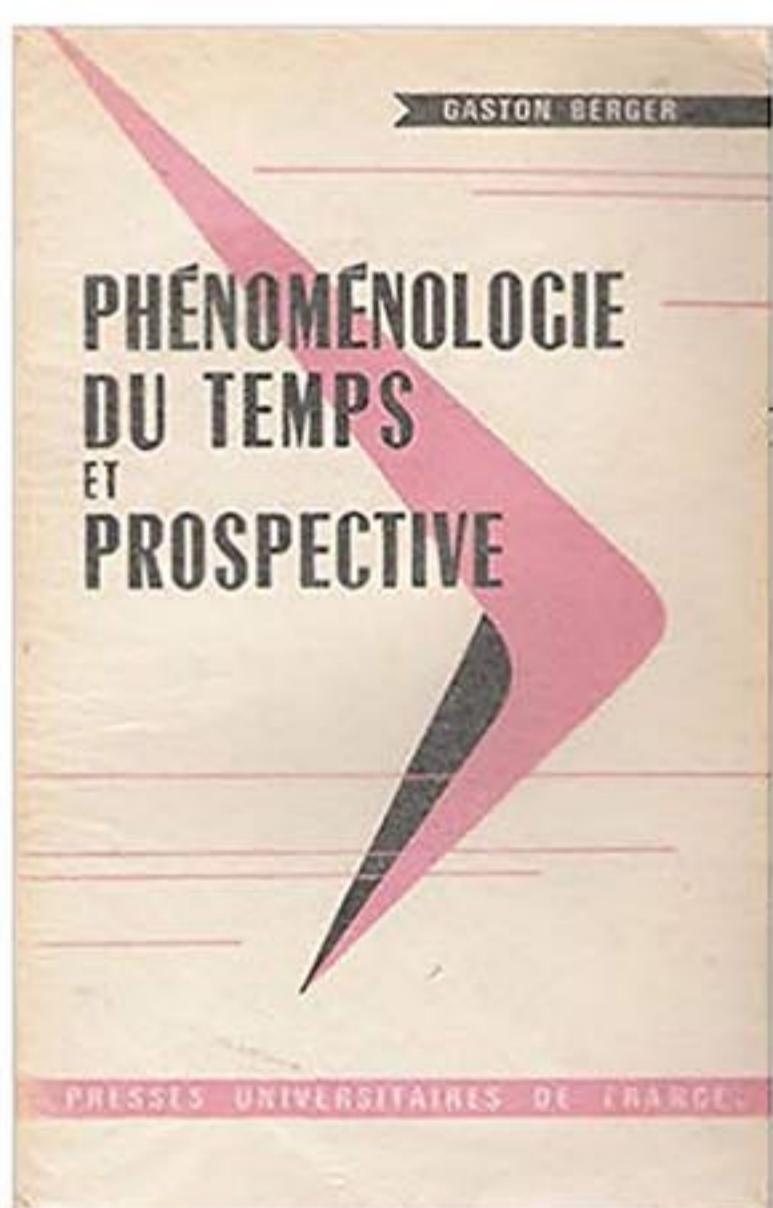
flexibility or variety

apartment change vs. apartment exchange



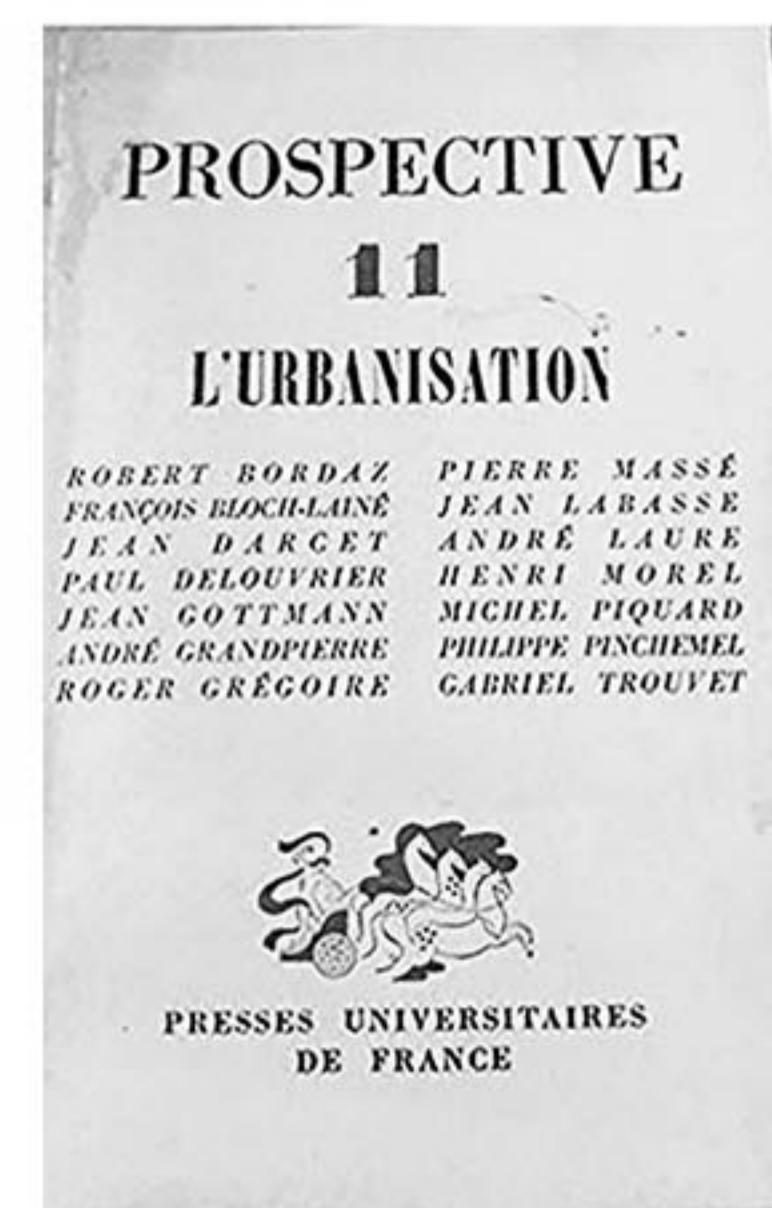
Martin Pinchis, *The City of the Future*, exhibition in Bucharest, 1963

«exhibition of graphic phantasies»



1964

Prospective (1957)



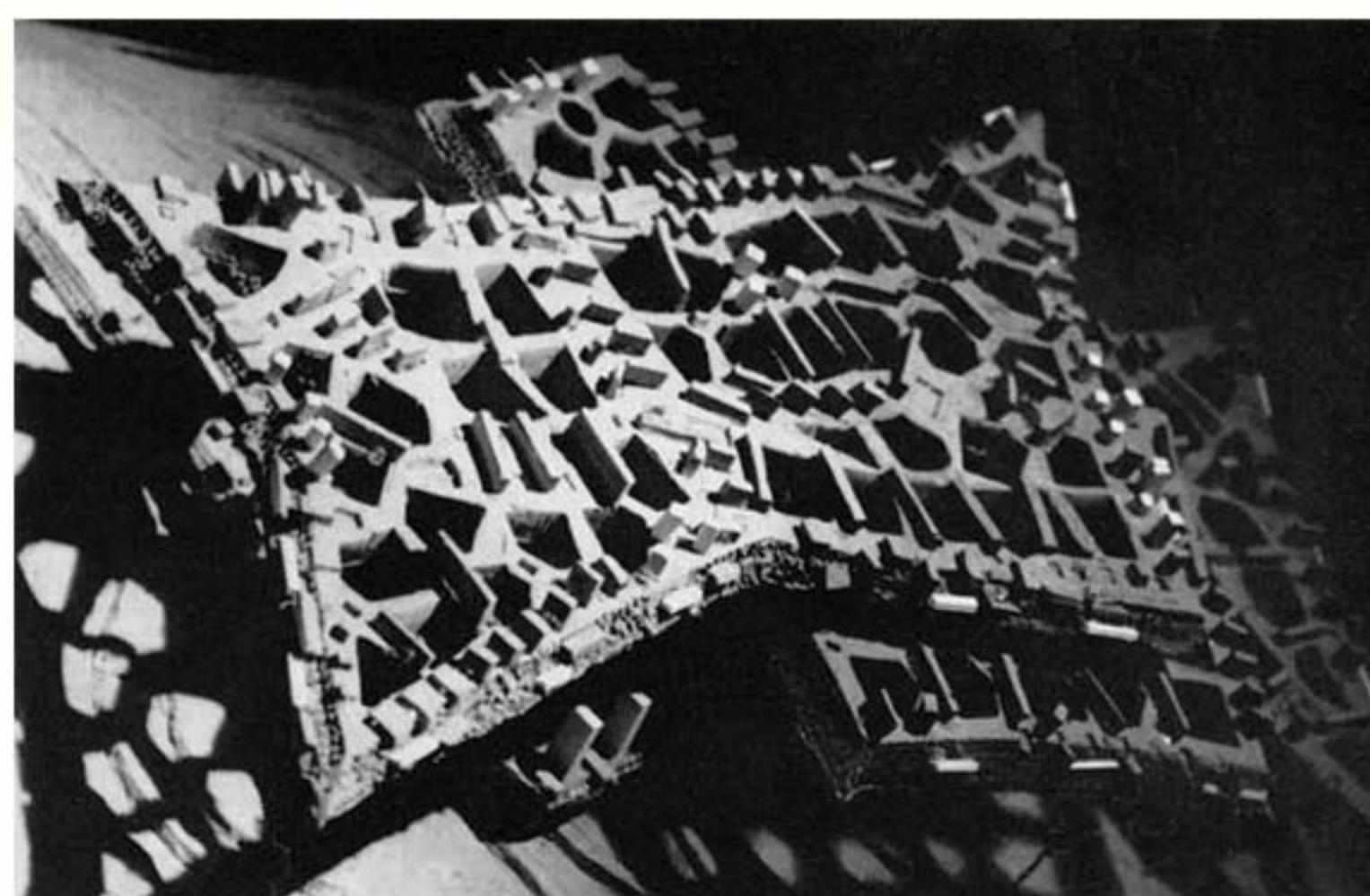
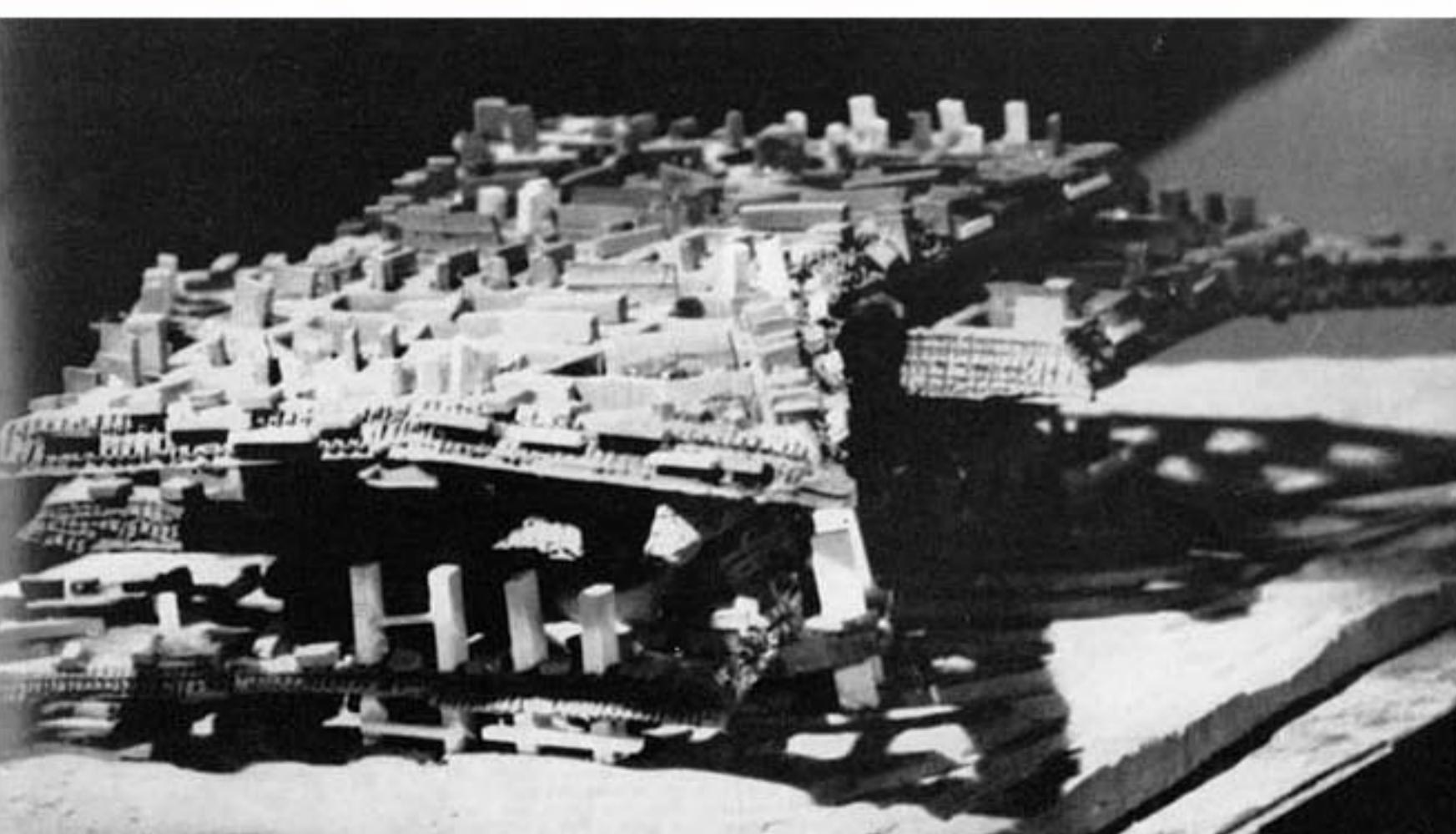
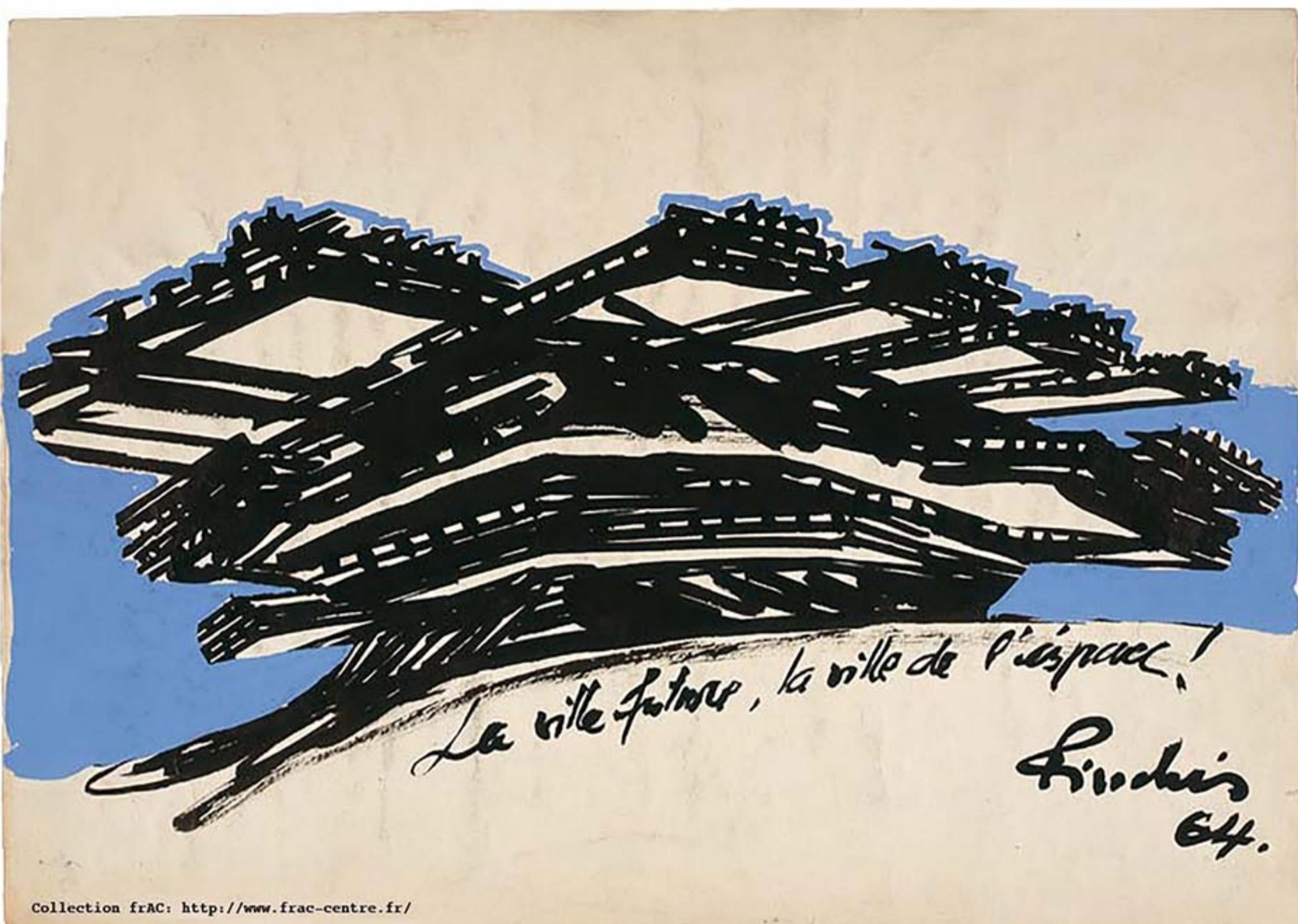
1964 [r1966]

Groupe International d'Architecture Prospective (1965)

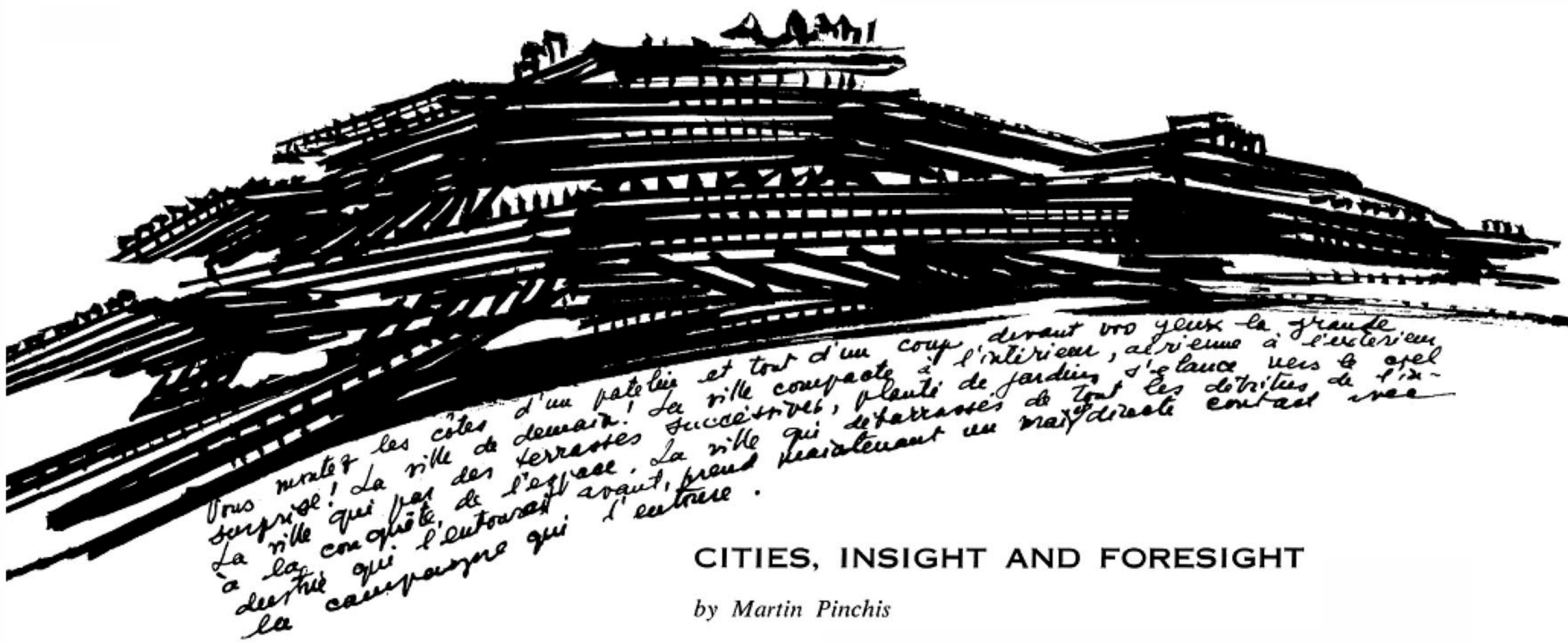
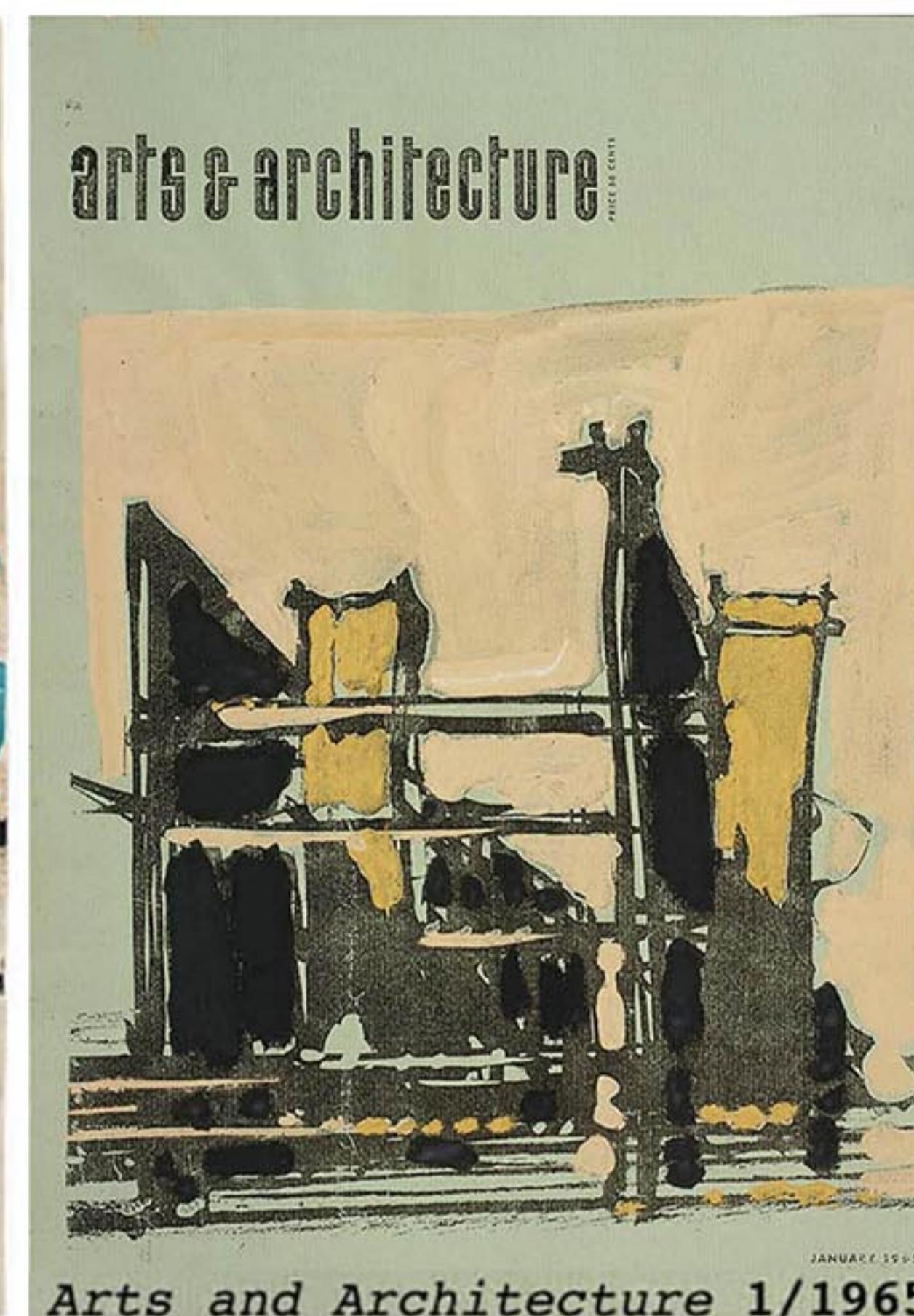
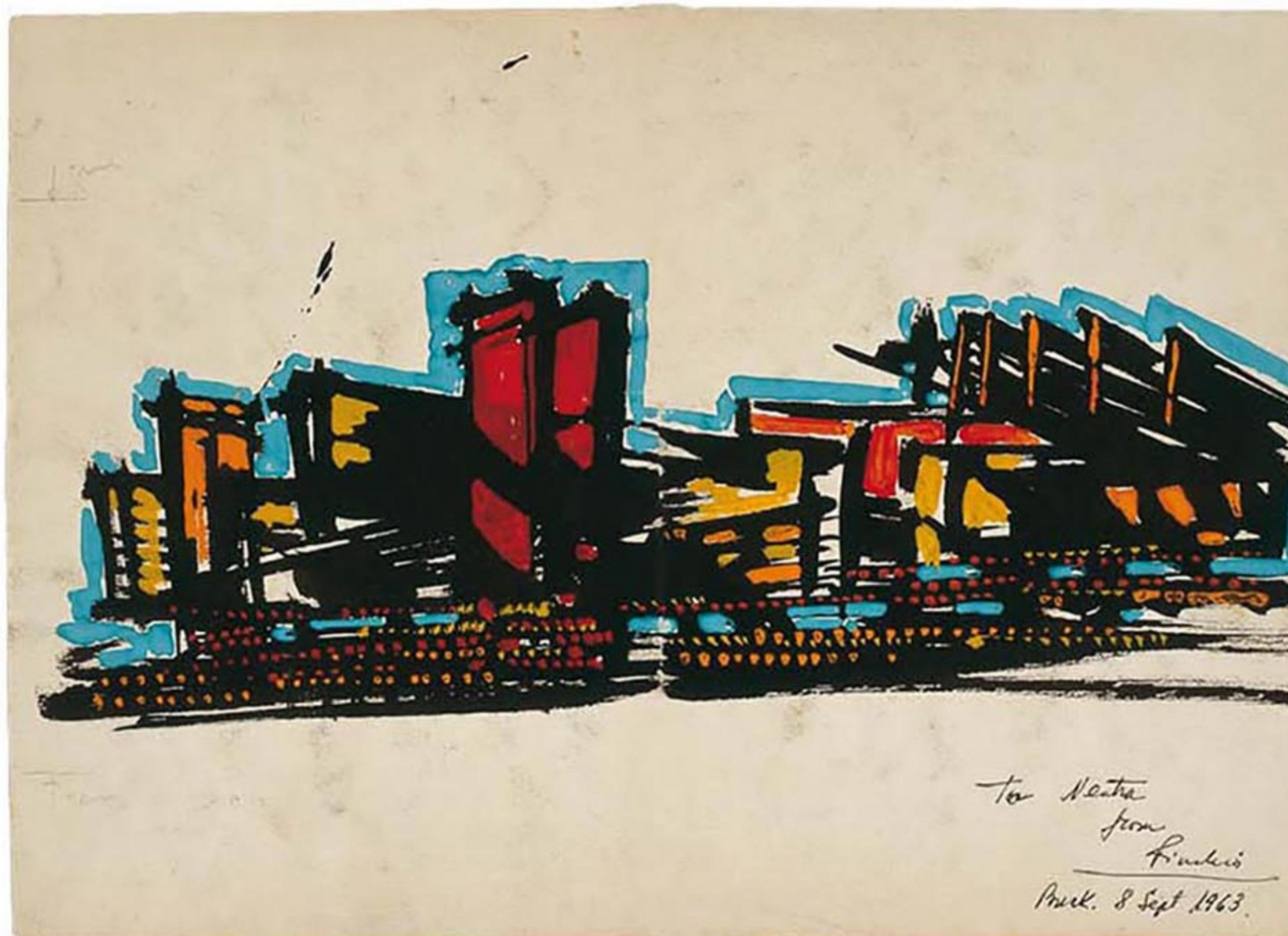


1968 [r1970]

# «habitat prospectif»



Martin Pinchis, «Villes, visions et prévisions», 1964





Arts and Architecture 9/1965

«a drawing must not be a simple image, but rather  
a clear suggestion of the notion of the city»  
«the city drawing and the architectural drawing have as  
their objects cities with sometimes millions of inhabitants»

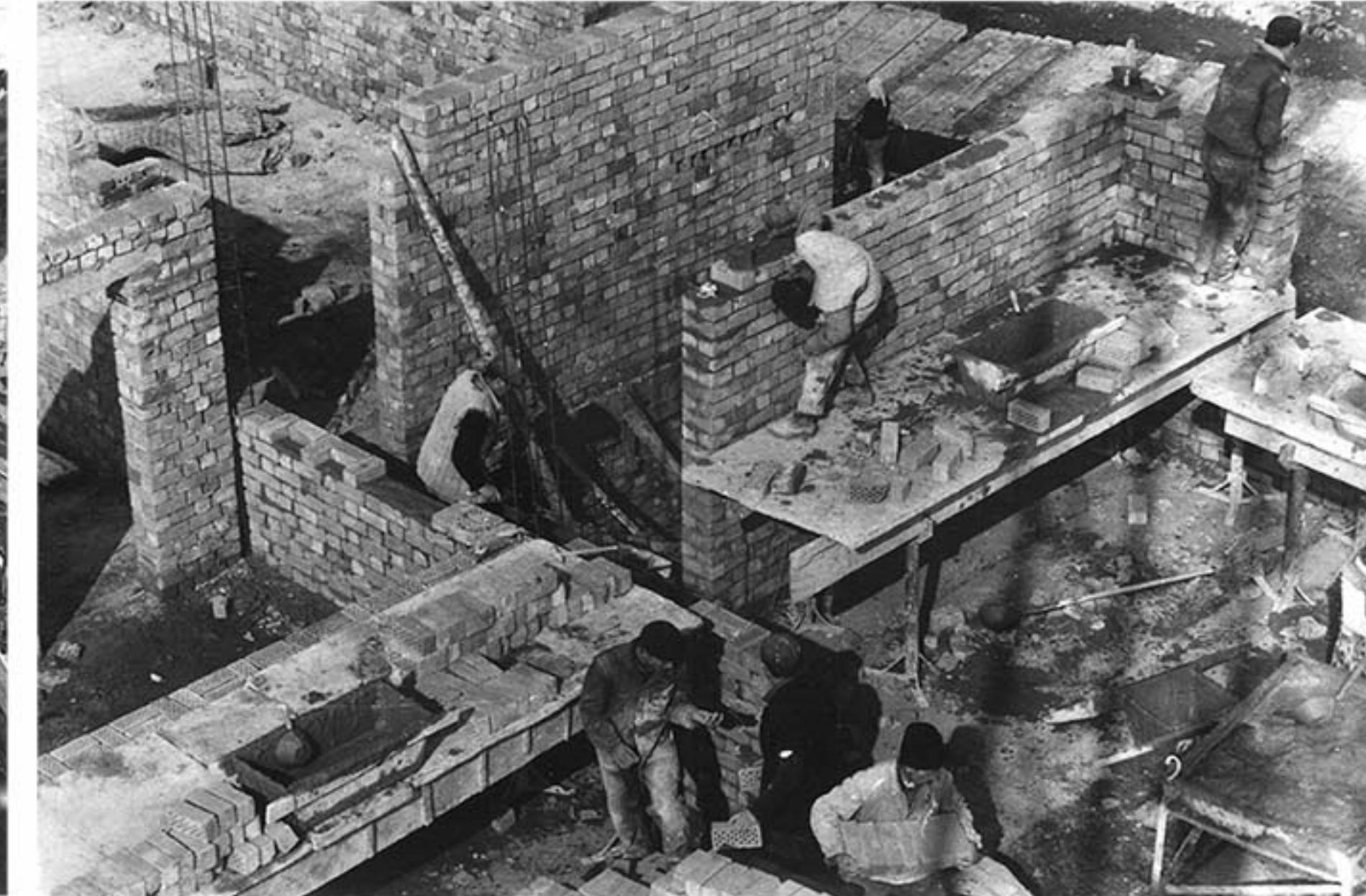
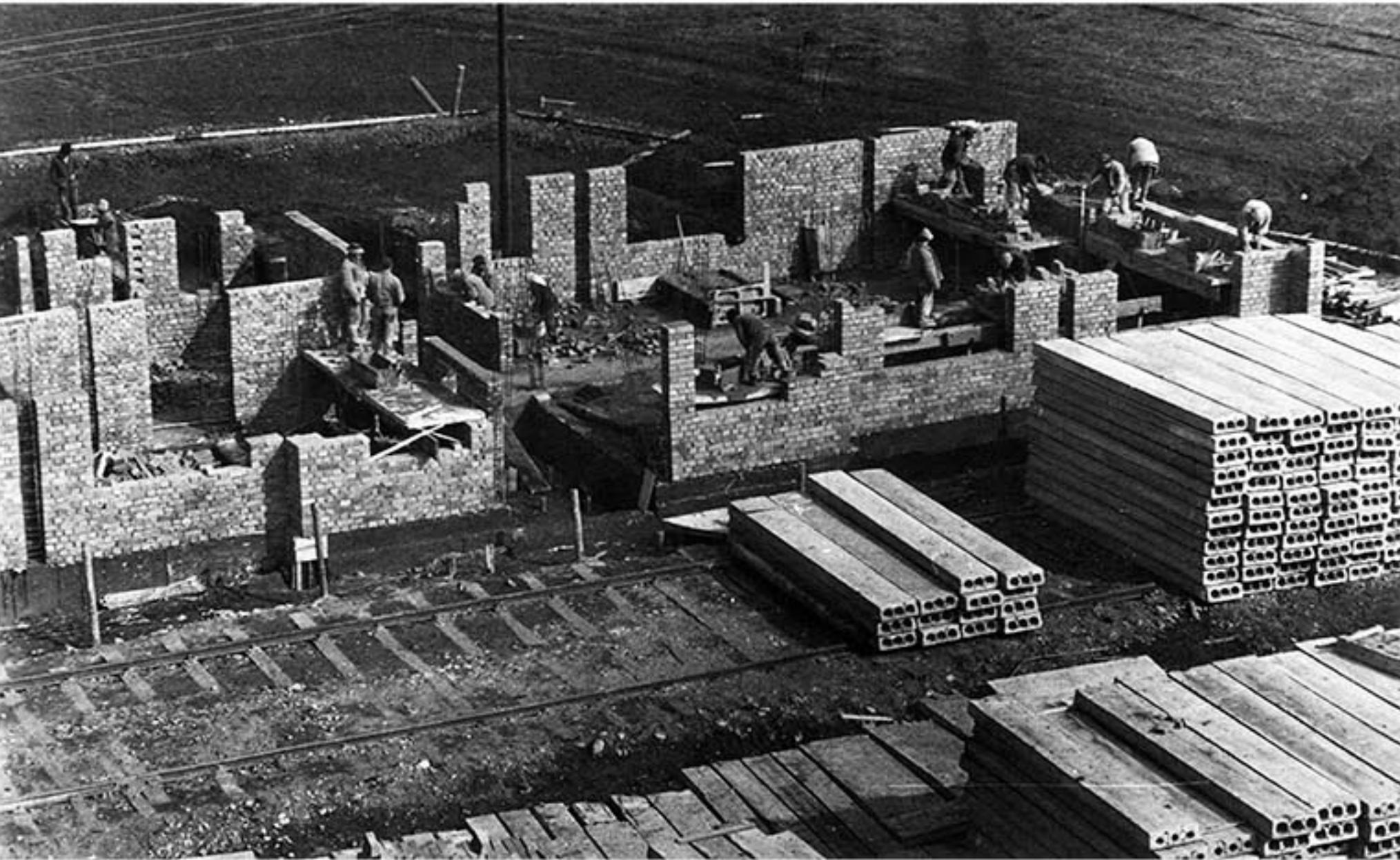


[omnibuilding]

Arts and Architecture 9/1965



Gheorgheni, Cluj, in construction, 1964





Gheorgheni, Cluj, photo 1965



Gheorgheni, Cluj, in construction, 1964





**Mircea Lupu: the «research-habitat»  
the future has evolved from 'vision' to 'research'**

Horia Maicu: «prospective urbanism and architecture are 'more or less utopian'; we cannot judge them unless we experience them»  
«we should consider experiments of utopia, to see if the spaces it creates are good for human happiness».



academic research field: «PROSPECTIVE» (1970-1977)  
(Mircea Malița, Mihai Botez [mathematics])

**World Futures Studies Federation**

**3rd World Futures Conference  
Bucharest, 3-10 September 1972**

Arh. ALEXANDRU SANDU

(1972)



### «Another Paris, a new one, above the old Paris ?!»

huge megastructures suffocate the existing city

a city is not an apartment, its mobility matching  
the evolution of a family!

simplistically compares human society with the  
animal colectivity: which he calls still society?!

the economical factor is secondary, the *plaisir du jeu* determinant: but the mode of production is  
essential for the city

«we should review the concessions we have made to the "sickly utopianism"»

«futurology cannot be scientific if it is [self] eulogising» (S. Brucan)

## criticism

Cezar Lăzărescu:

these forms risk to be utopian, because:

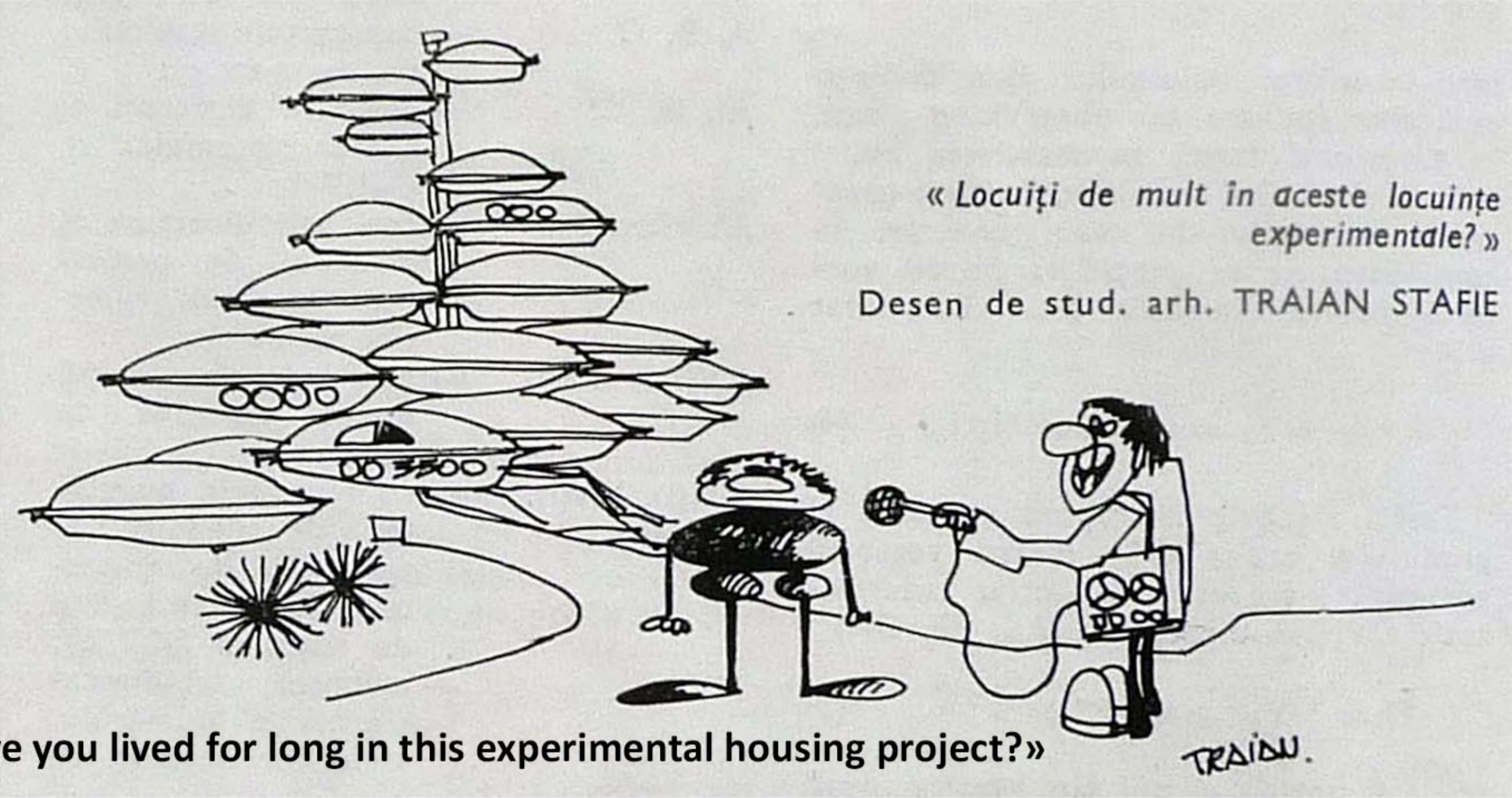
cities evolve **continually and slowly**;

the coagulation of the housing  
ensembles needs **a longer time**;

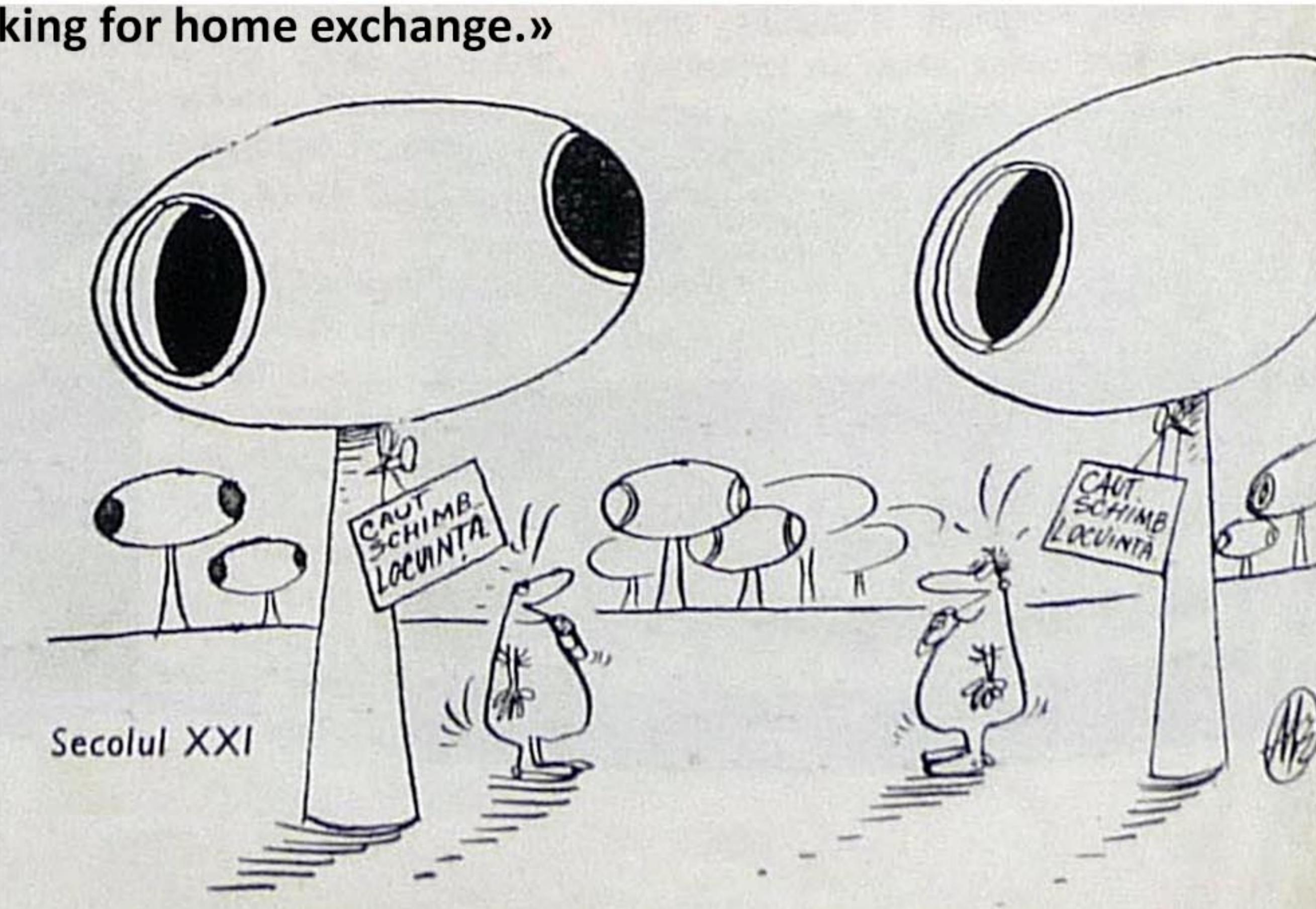
there can be **no radical changes in the  
perceivable future**;

the new housing ensembles have to find  
**local** solutions and contribute to the  
**character of the city**.

(1975)



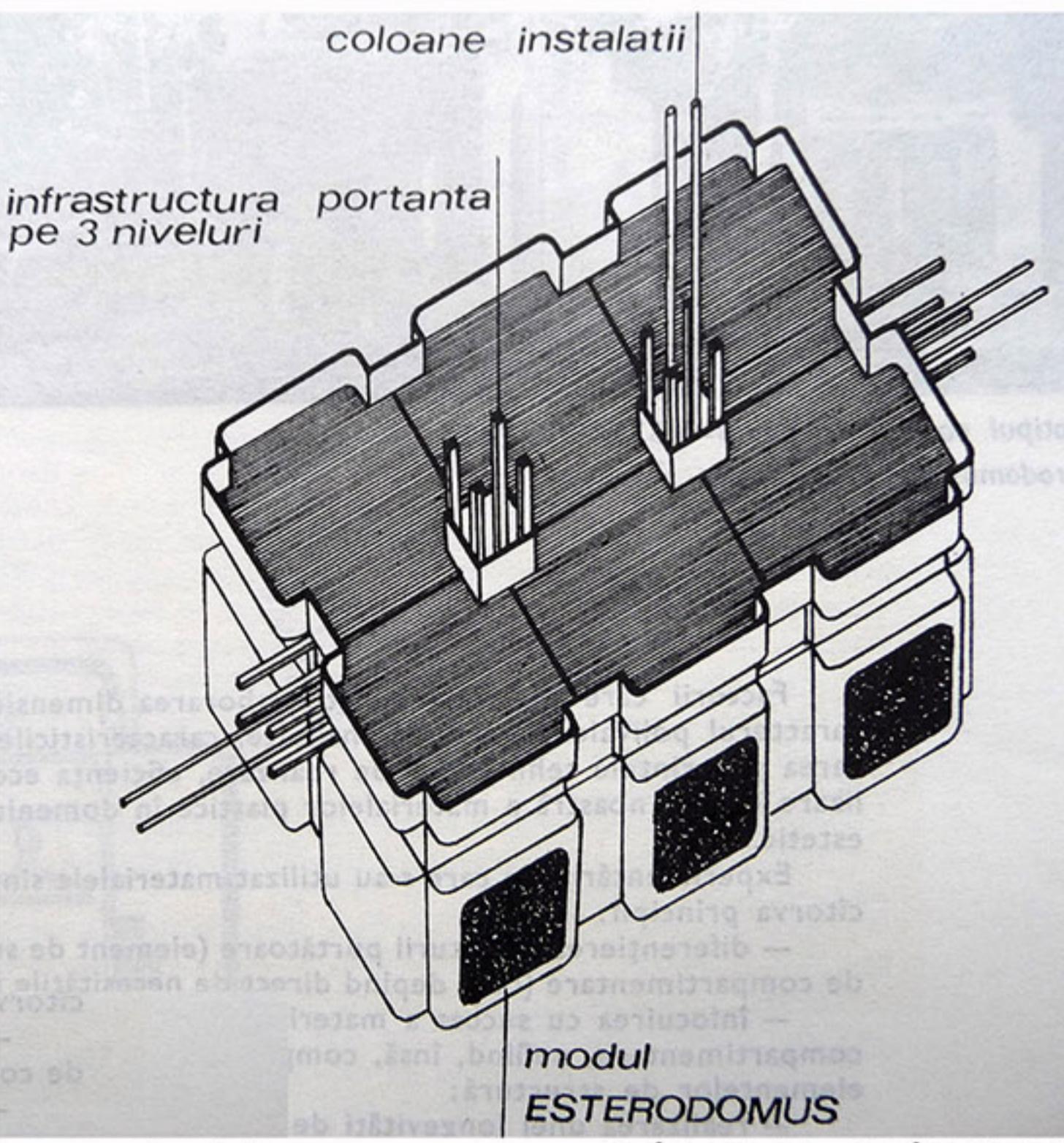
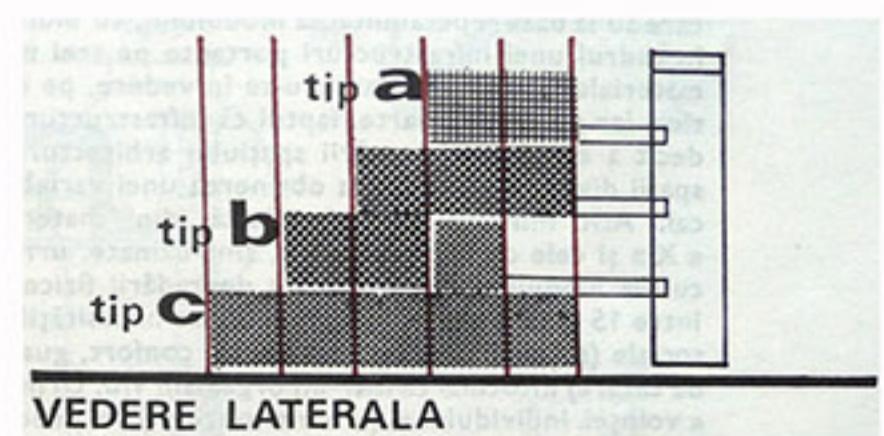
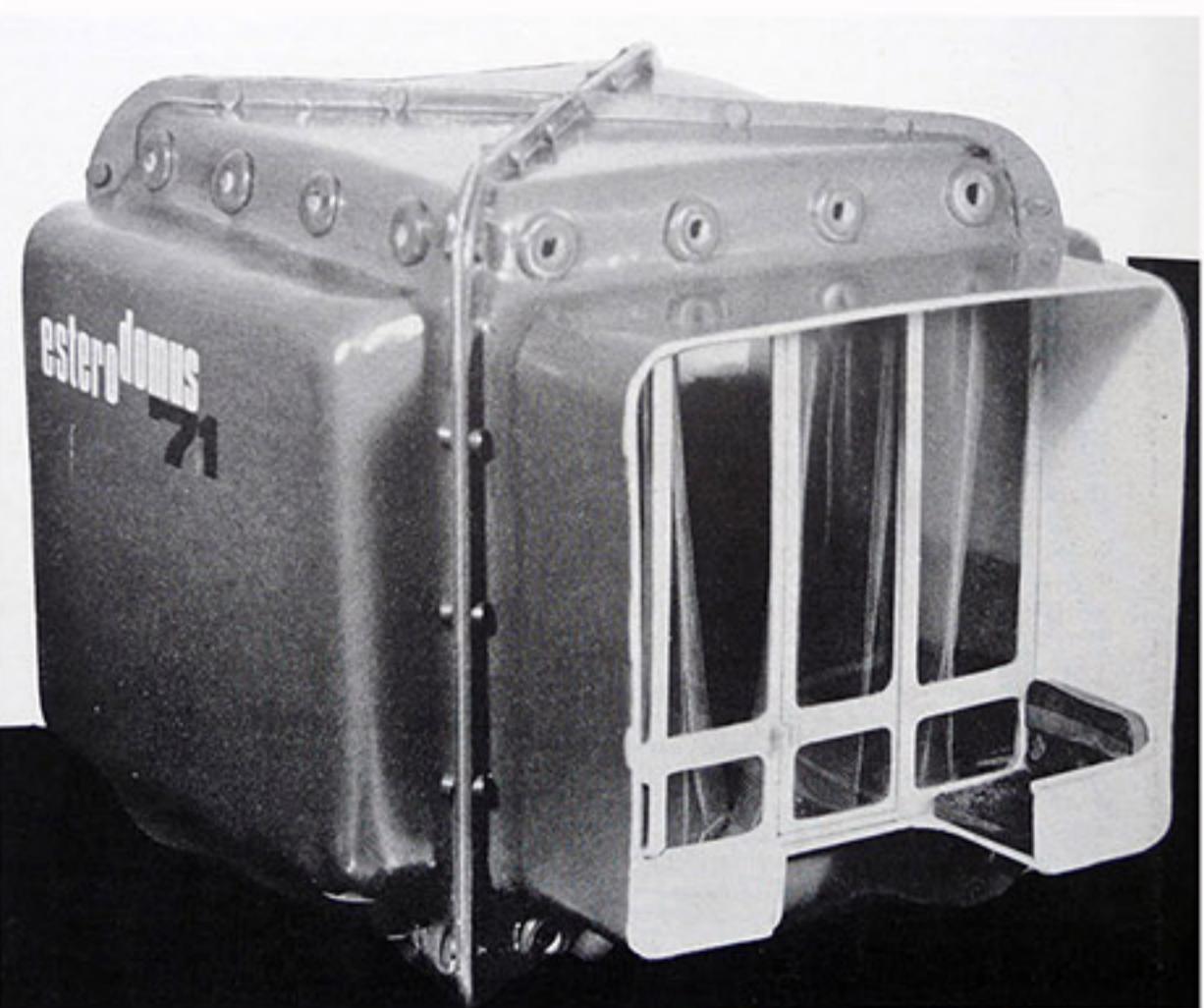
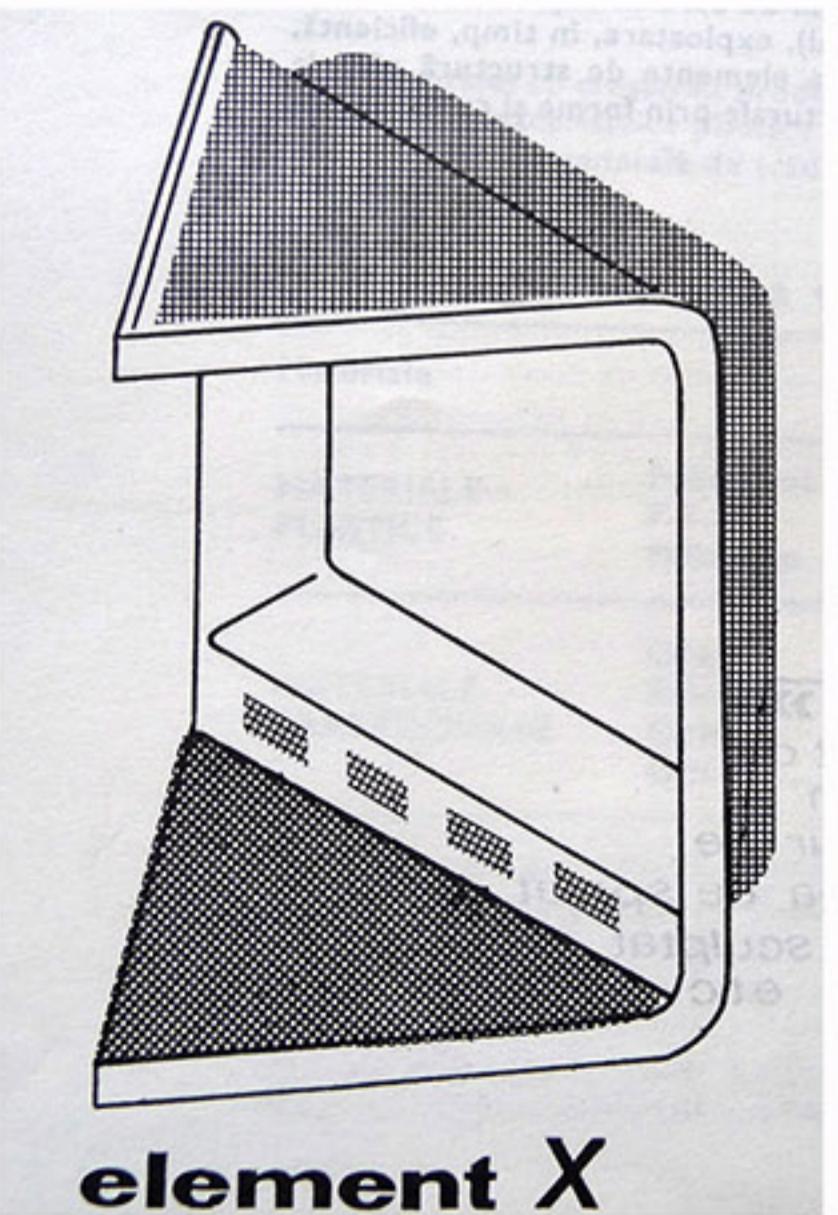
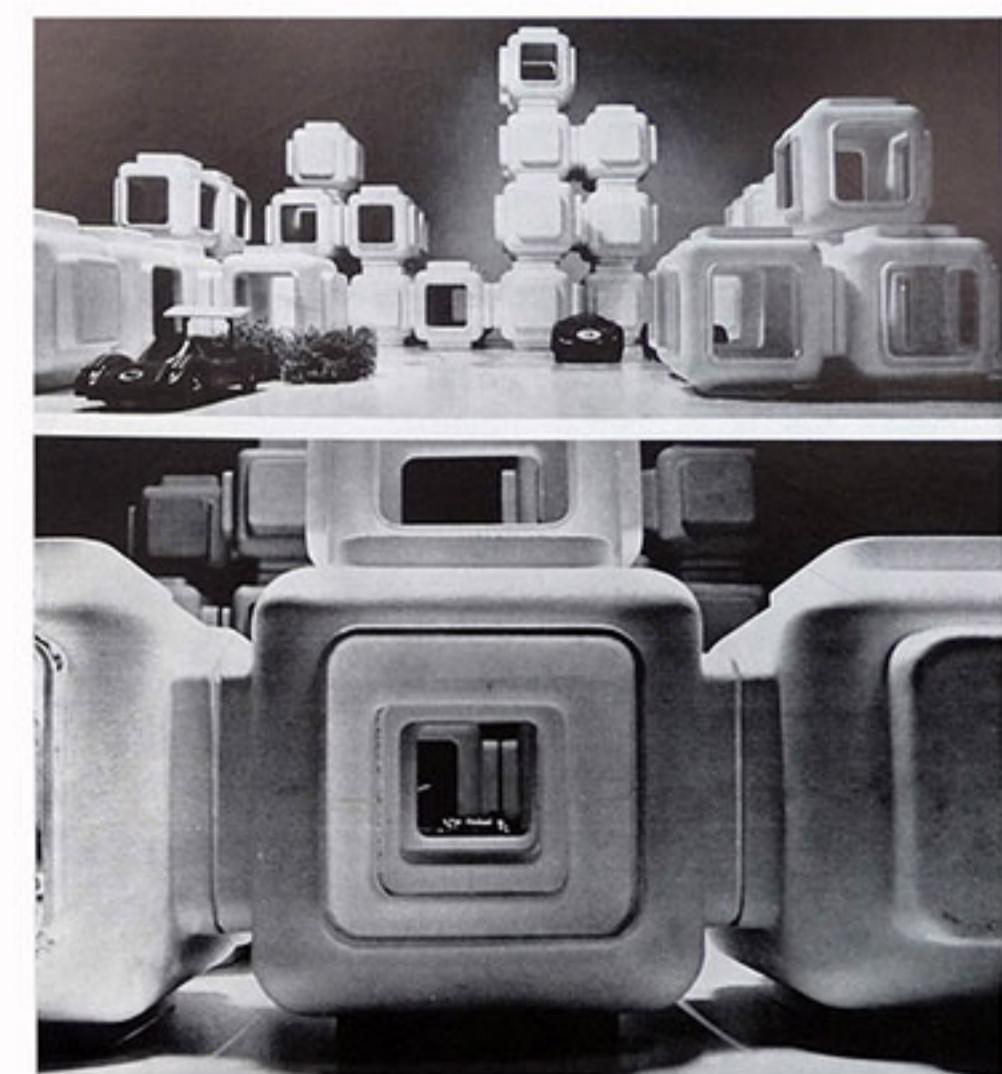
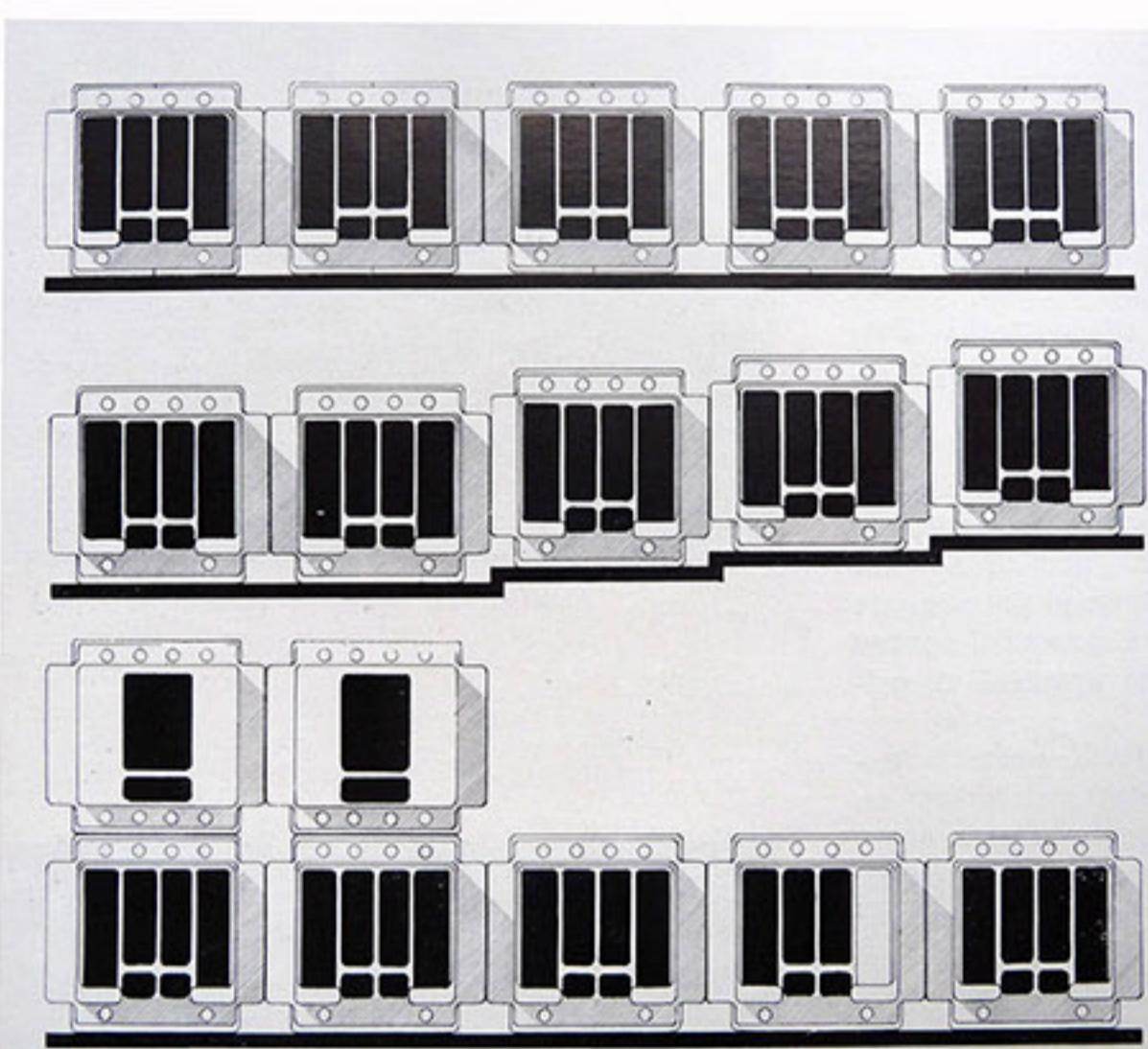
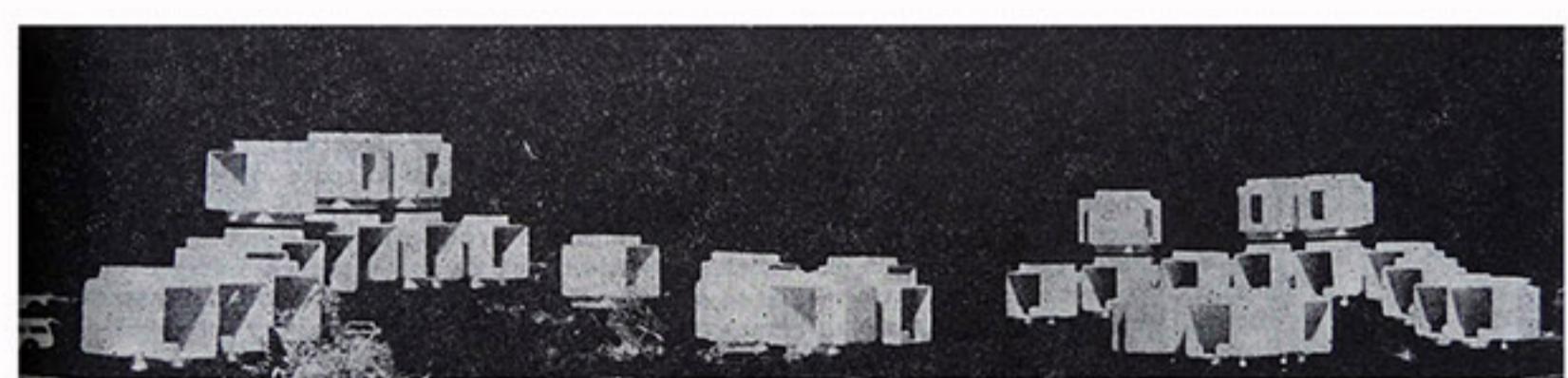
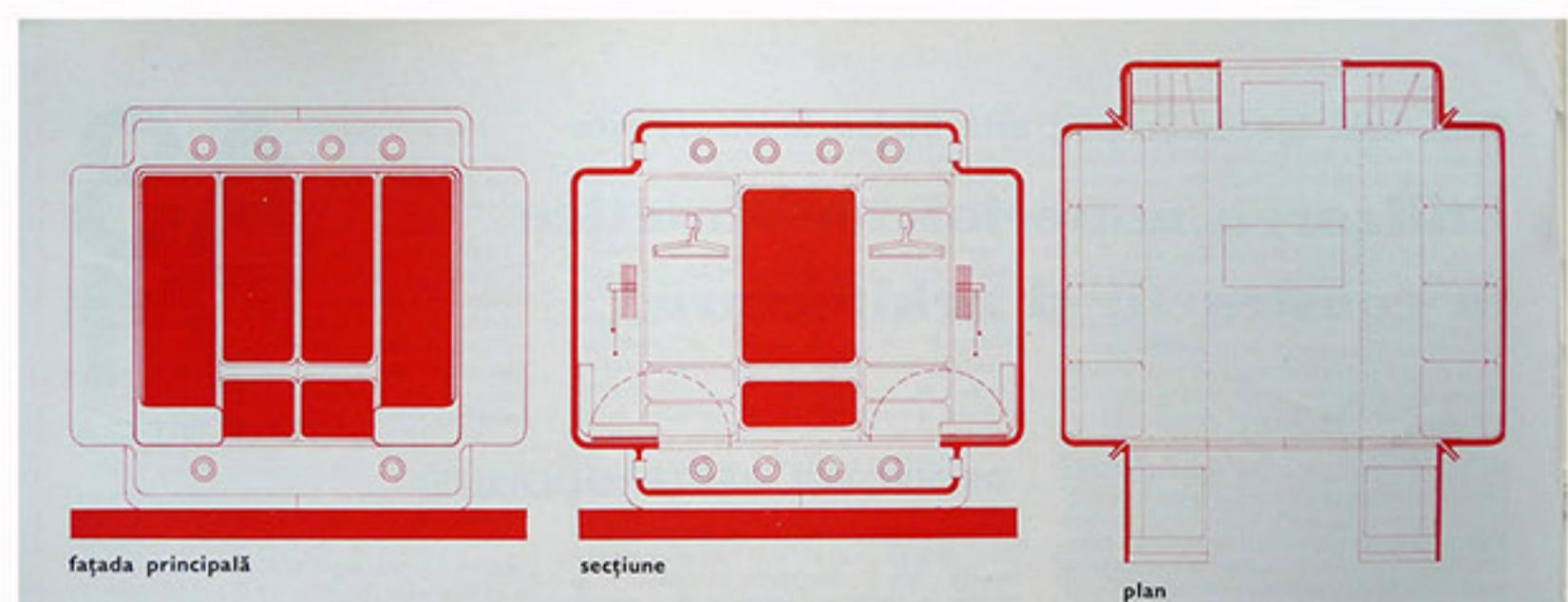
«Looking for home exchange.»



Adrian Panaiteescu:  
«the specificity of our time is that only housing  
[locuirea] can solve the city problem;  
the problem of the city is the problem of mass  
habitation, which only technology can solve;  
therefore, the root of the problem is **technology**.»

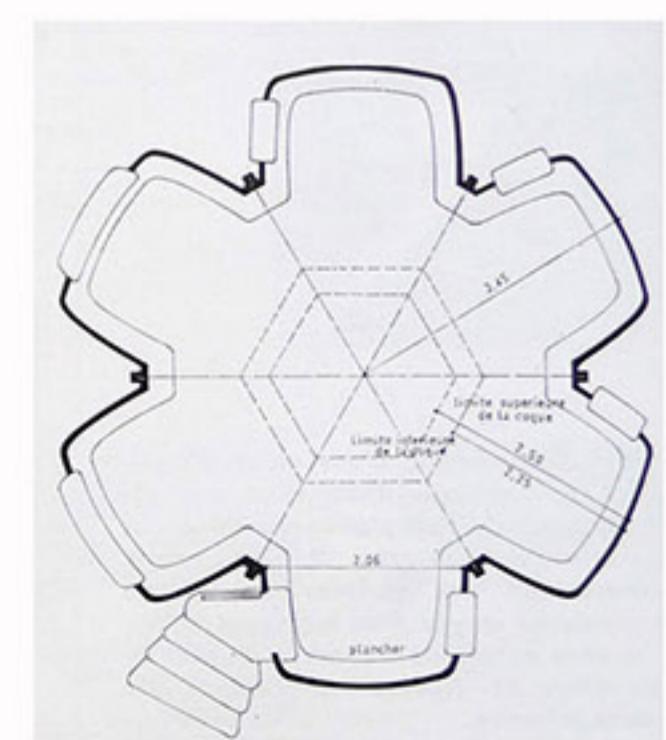


cover drawing by Adrian Panaiteescu

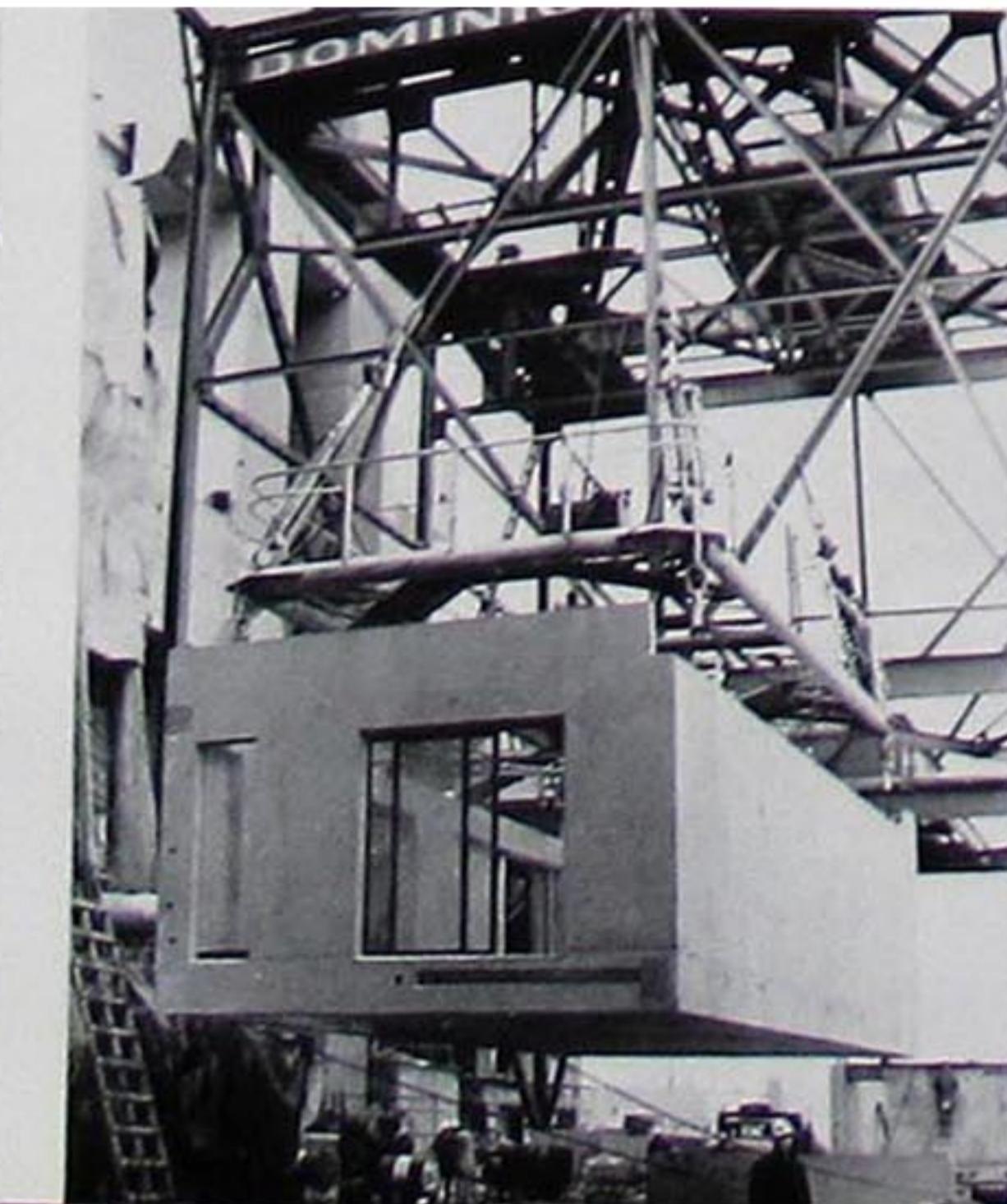


Arhitectura no.3/1971, 2/1972

**Ignace Șerban, Ștefan Scafa-Udriște, Esterodomus 1971**



L'Architecture d'Aujourd'hui  
no.168/1970

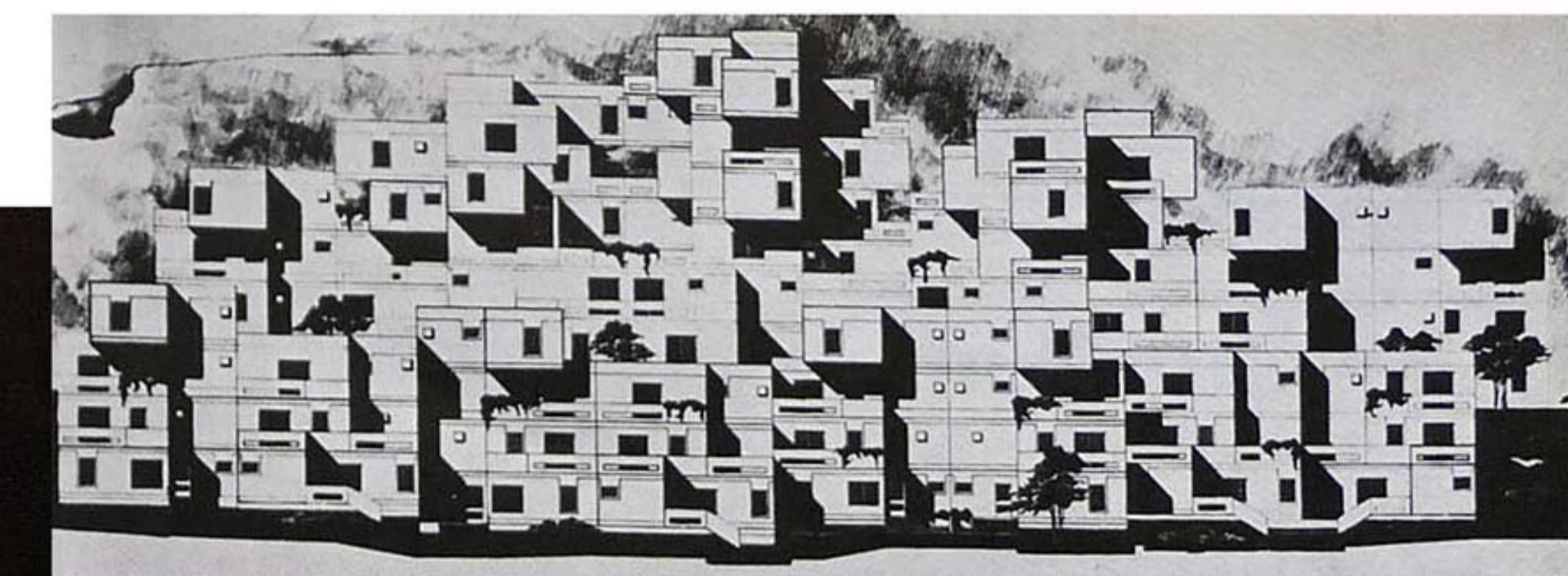
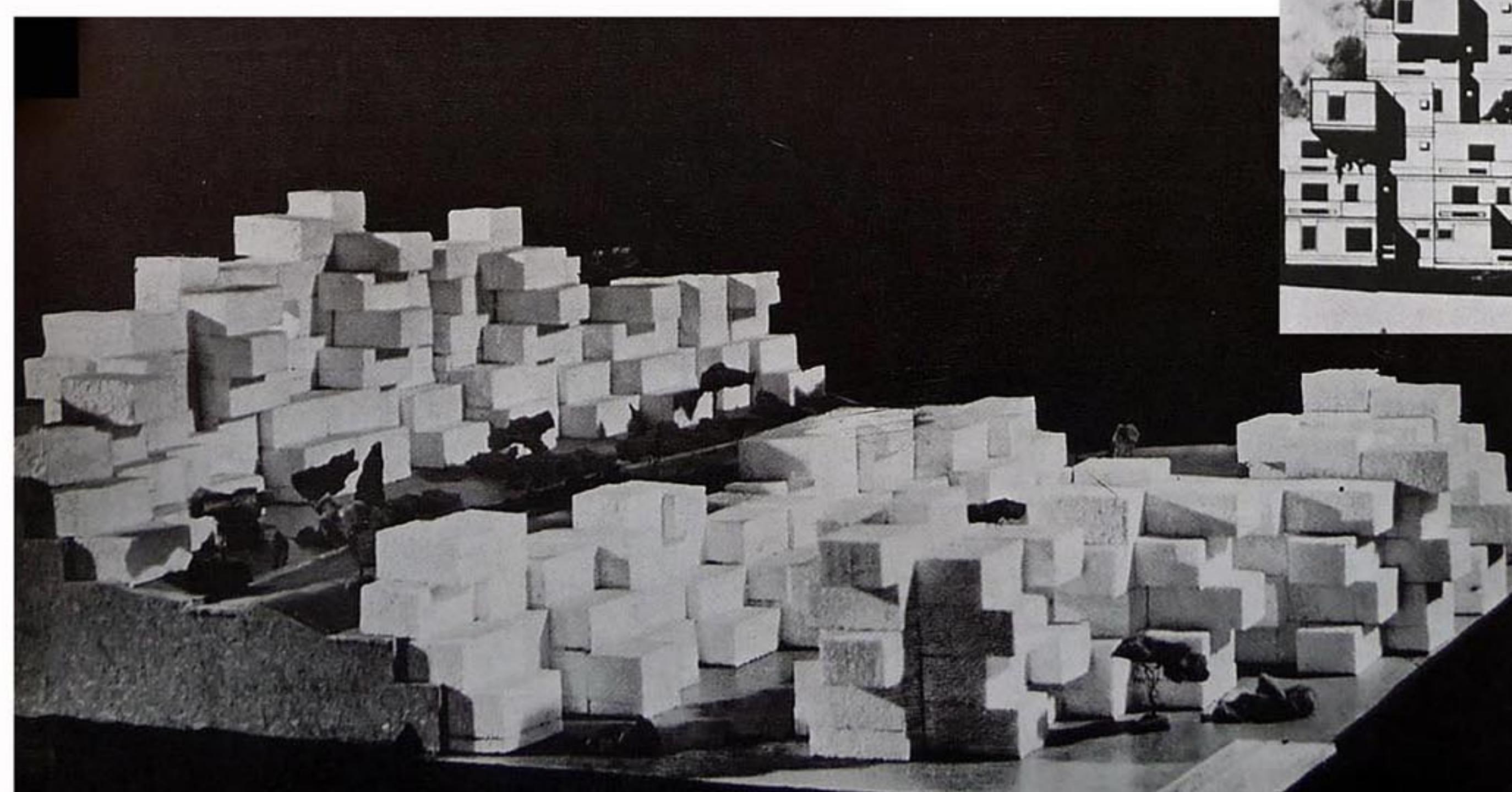
**habitat 67**

**Moshe Safdie, Habitat 1967 Montréal**

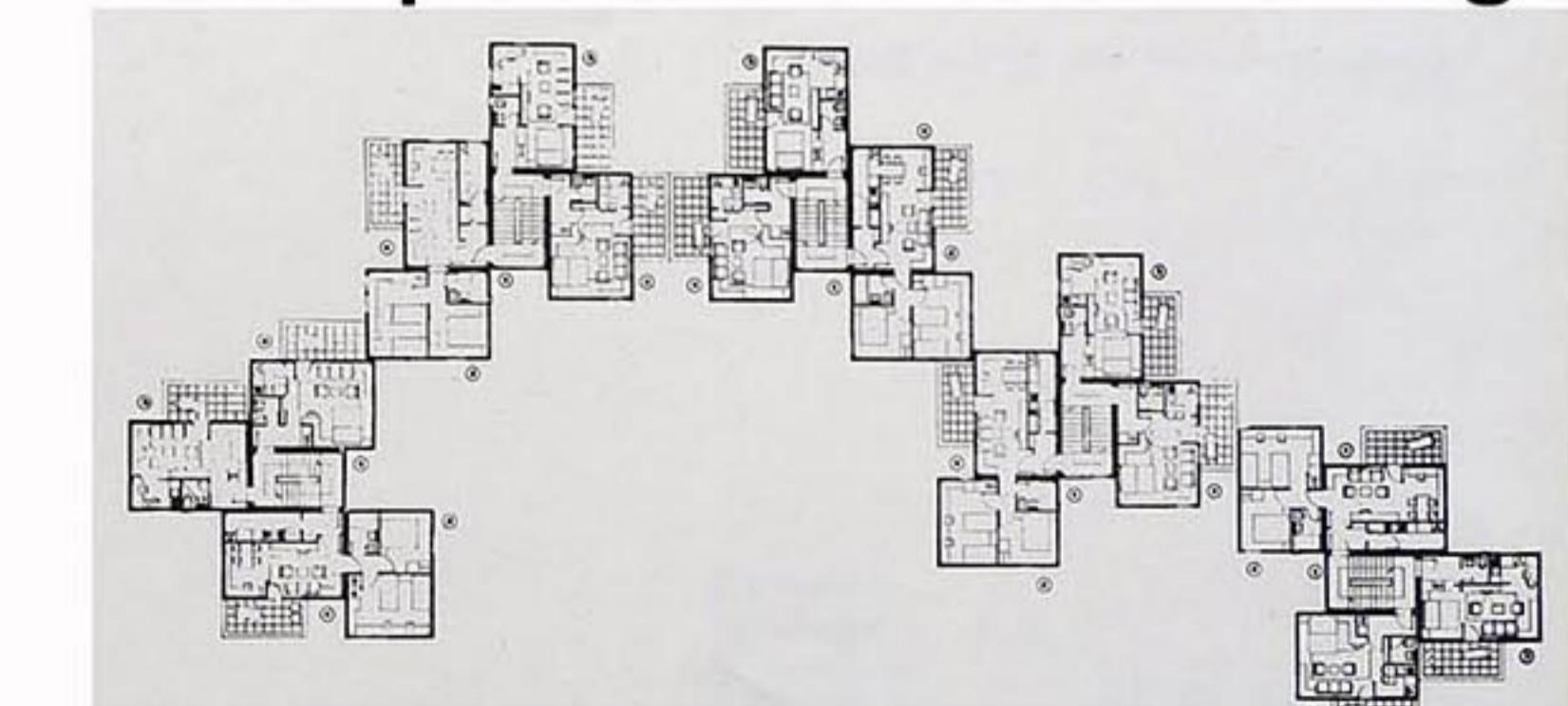
*L'Architecture d'Aujourd'hui* no.130/1967

*Arhitectura* no.3/1971, 4/1971

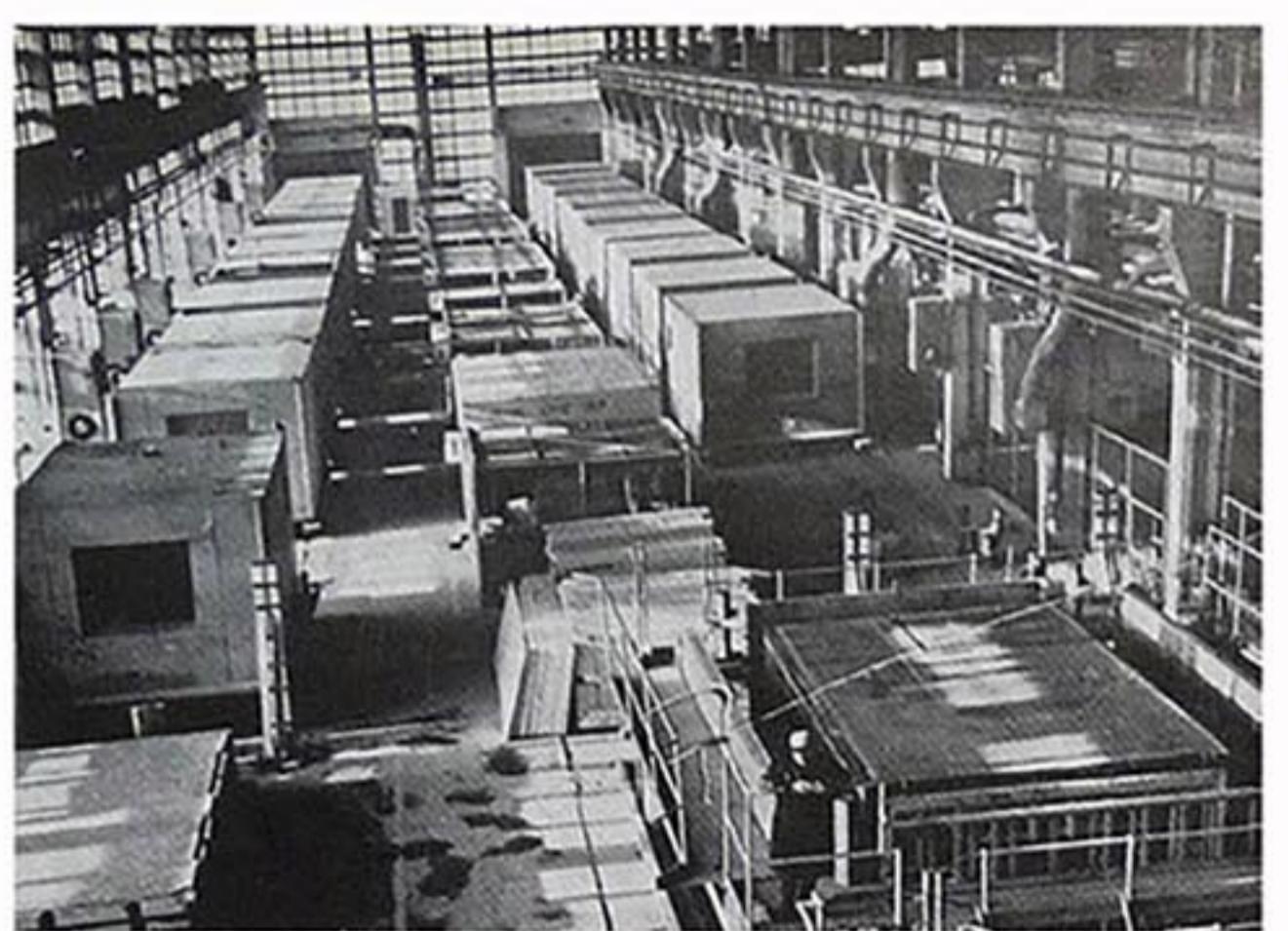
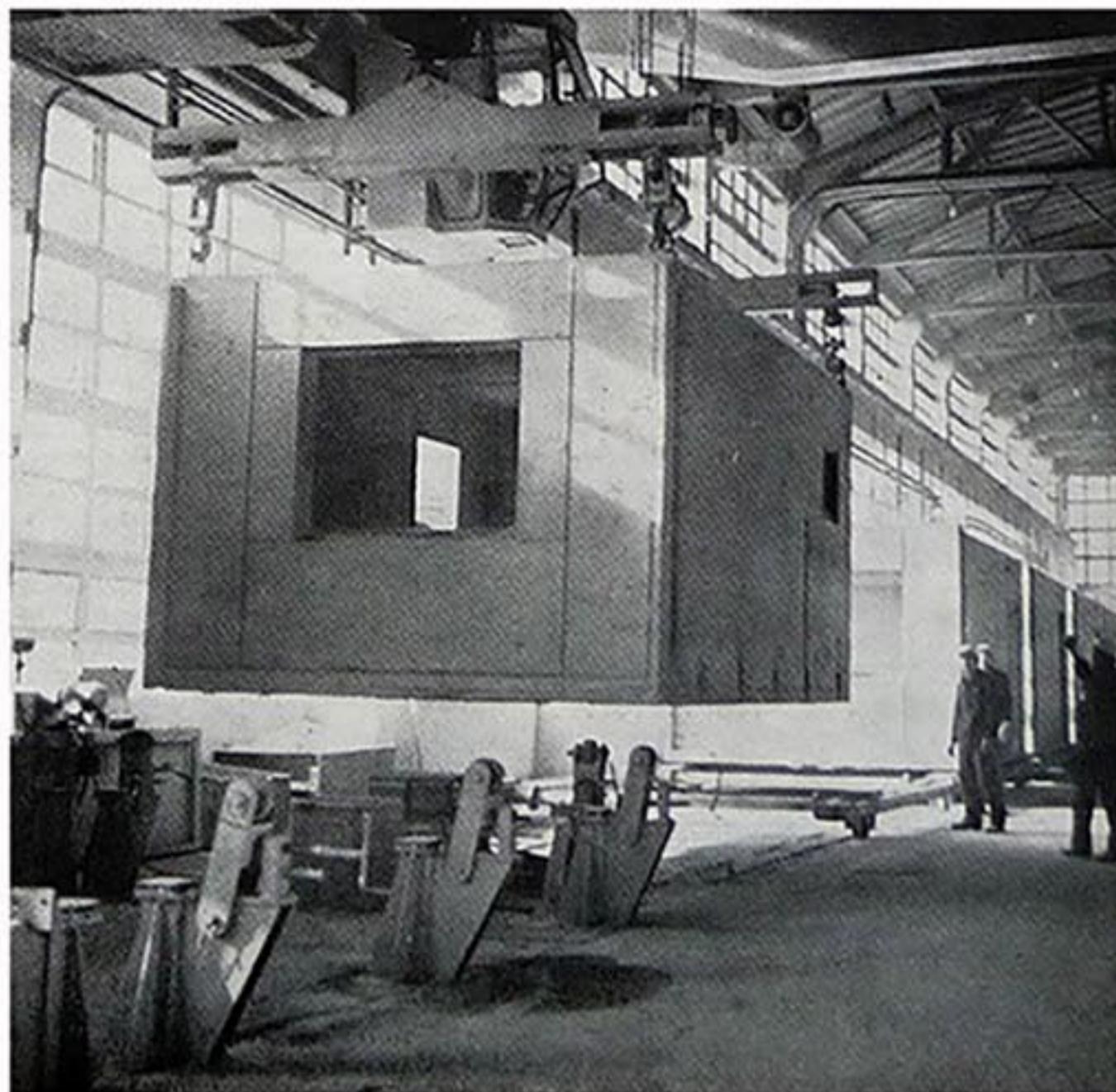
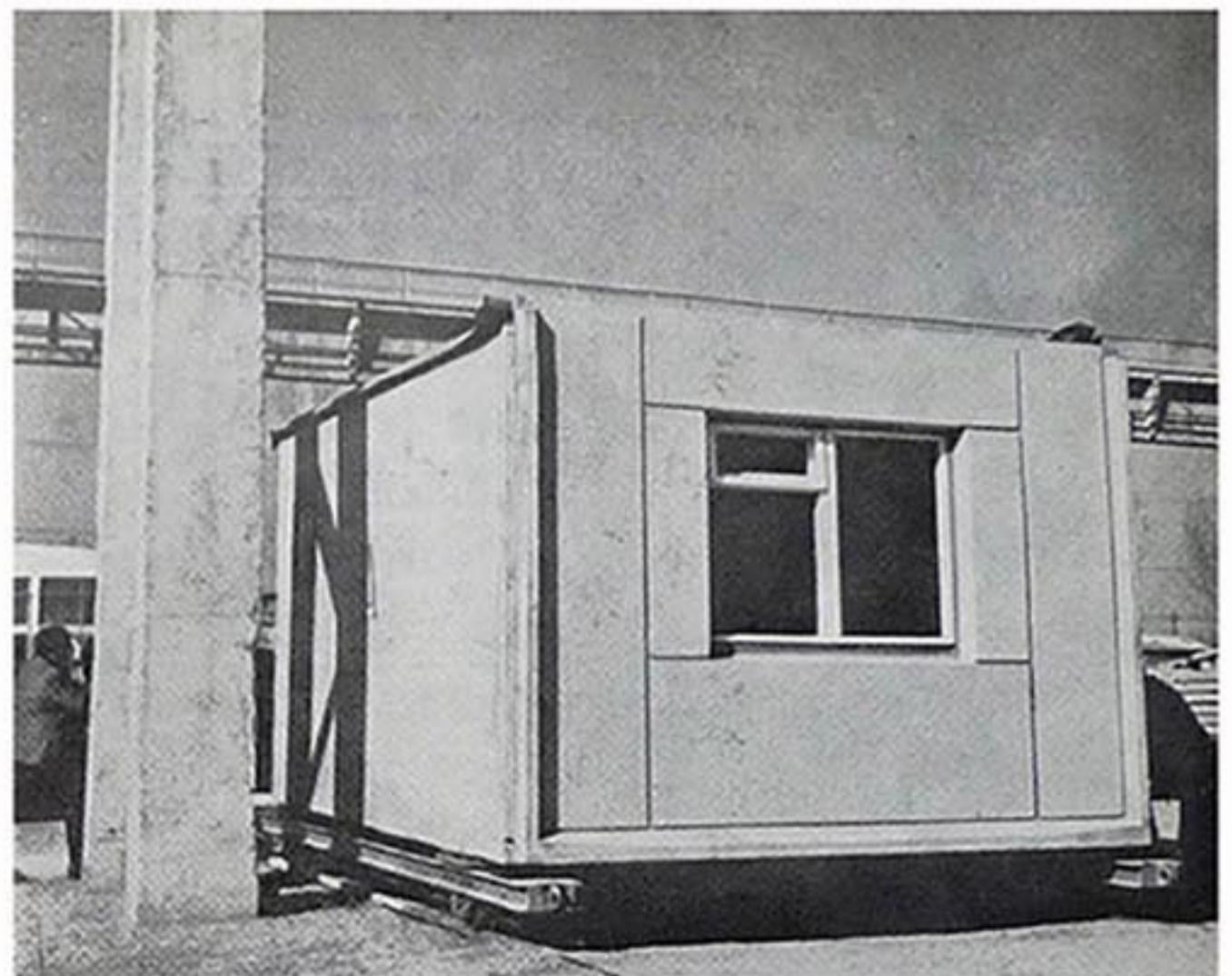
**prefabricated spatial cells**



**mass-produced modular design**

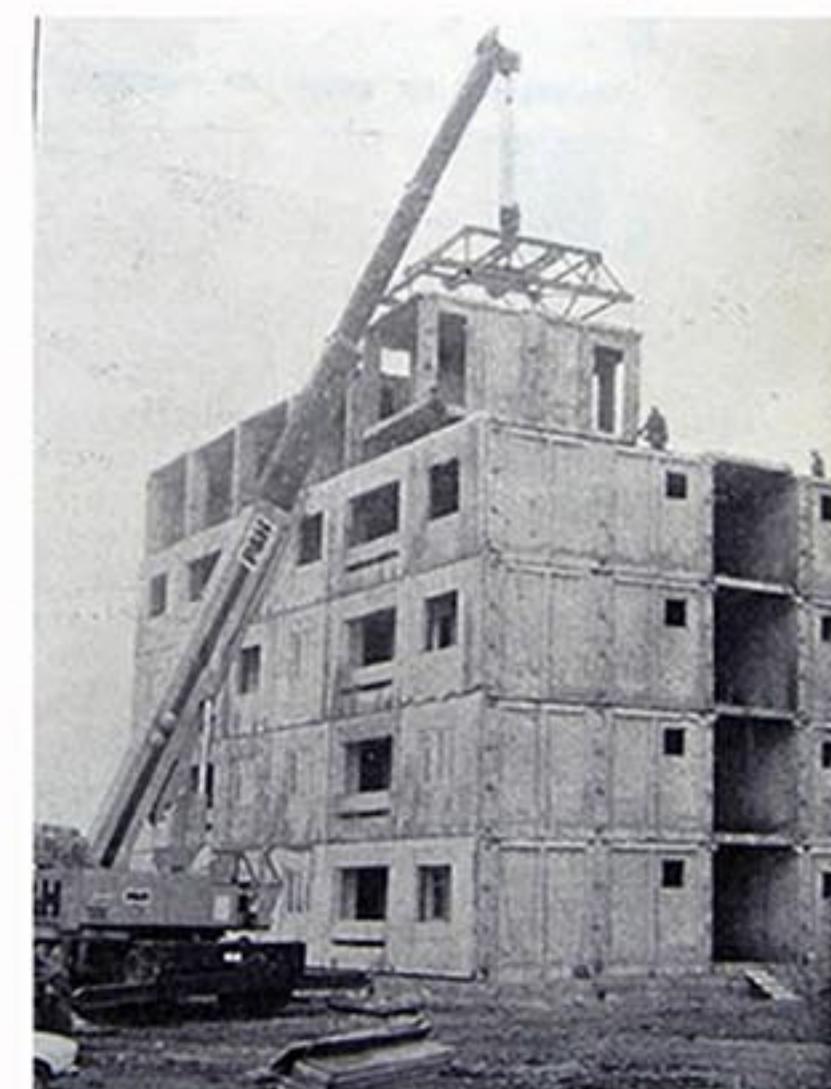
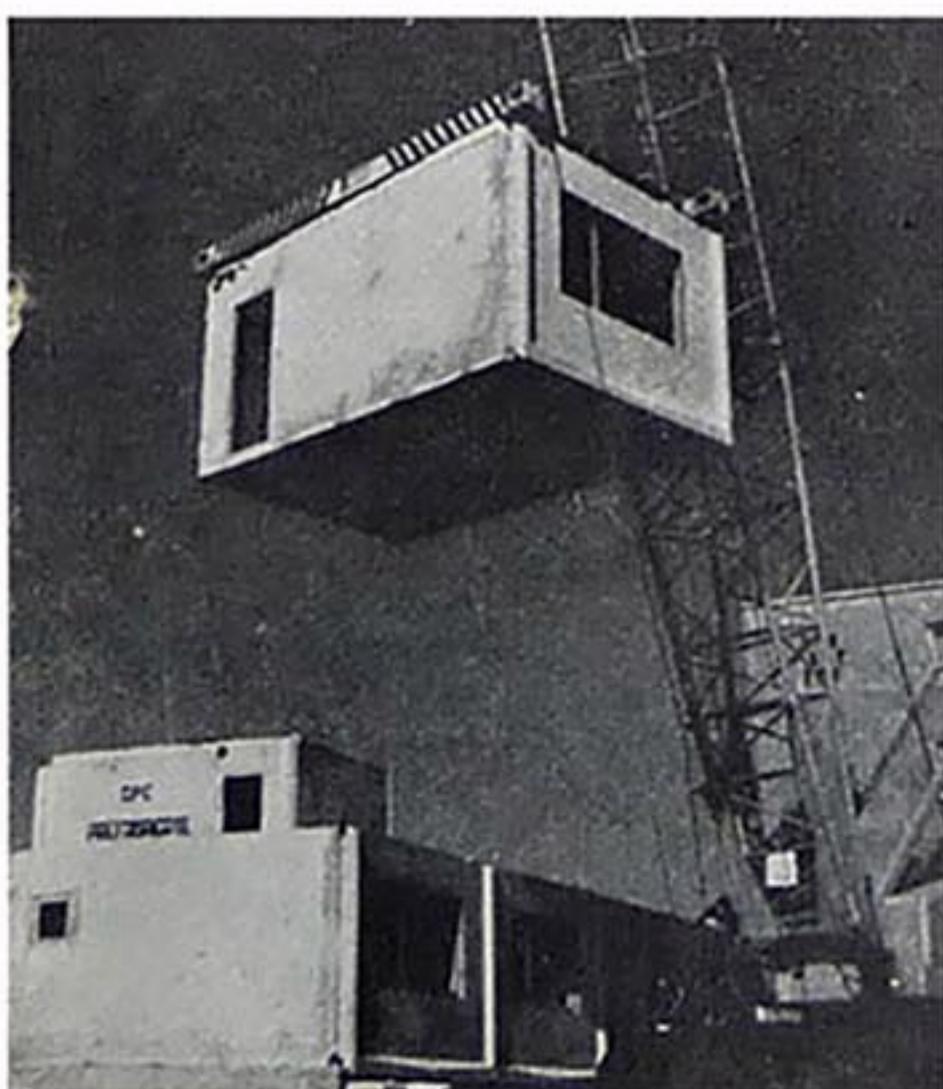


**Student diploma projects IAIM (Institutul de Arhitectură Ion Mincu Bucureşti) 1970**

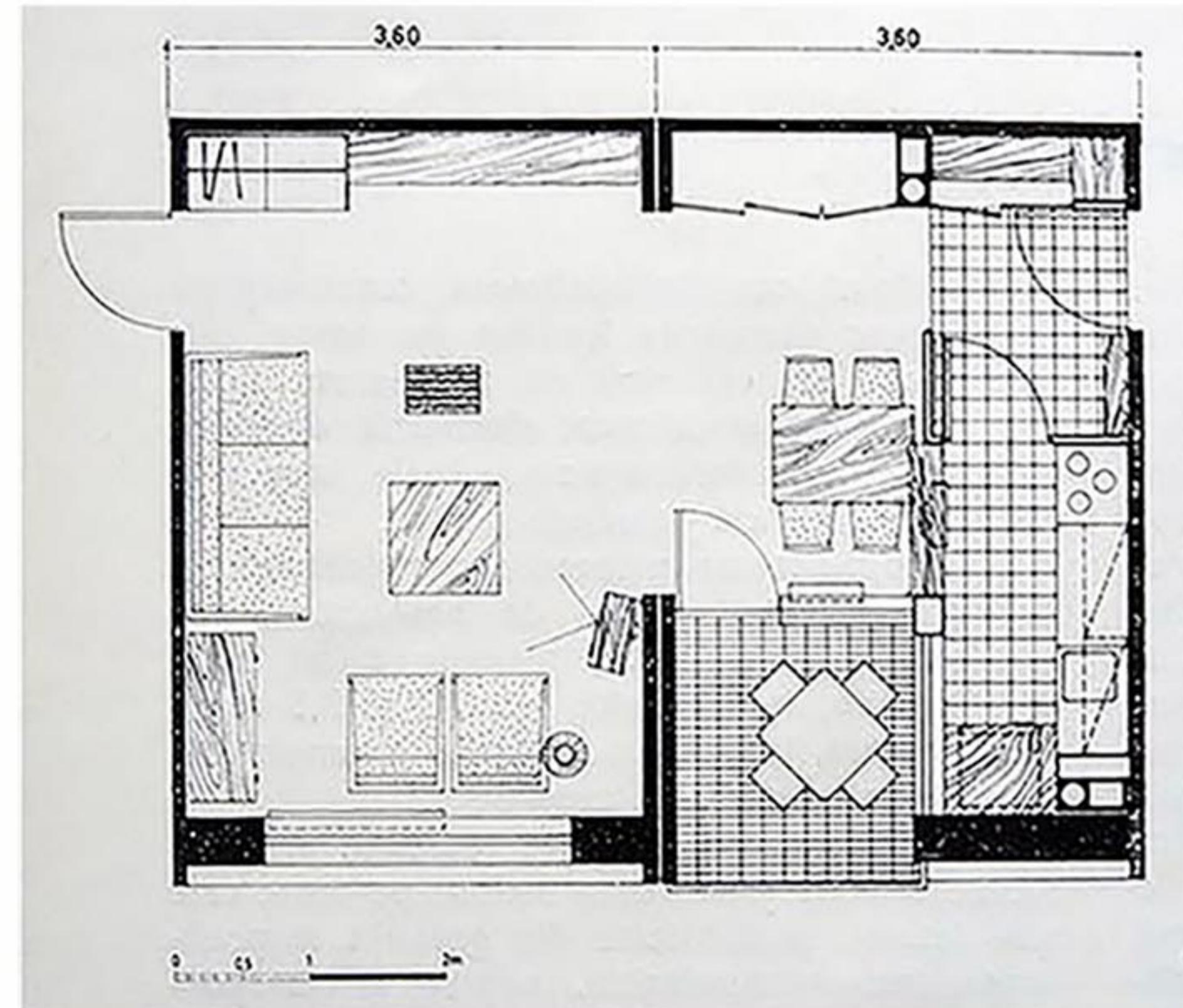


ELEMENTE SPATIALE  
FABRICATE LA CRAIOVA

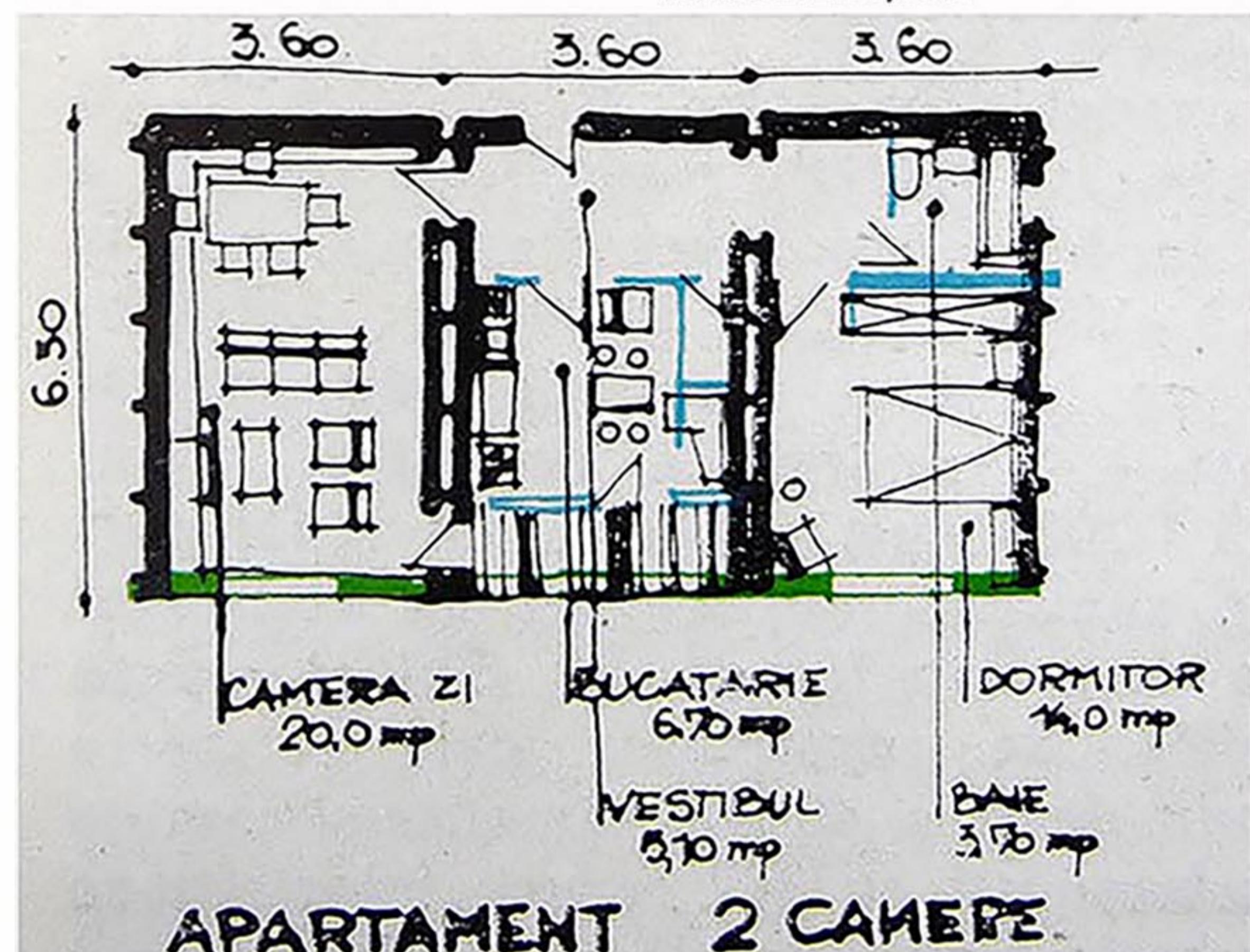
## Spatial elements fabricated in Brașov



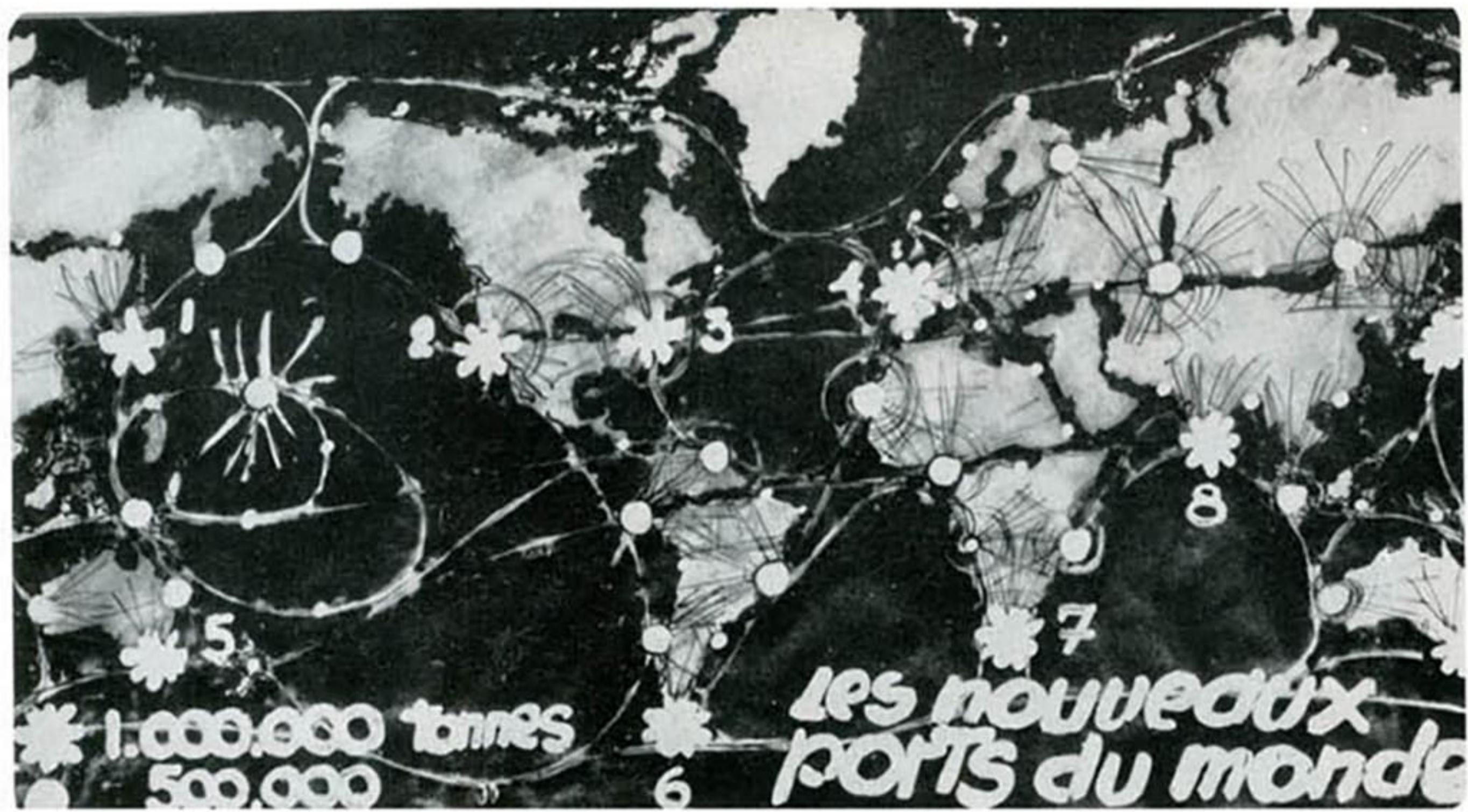
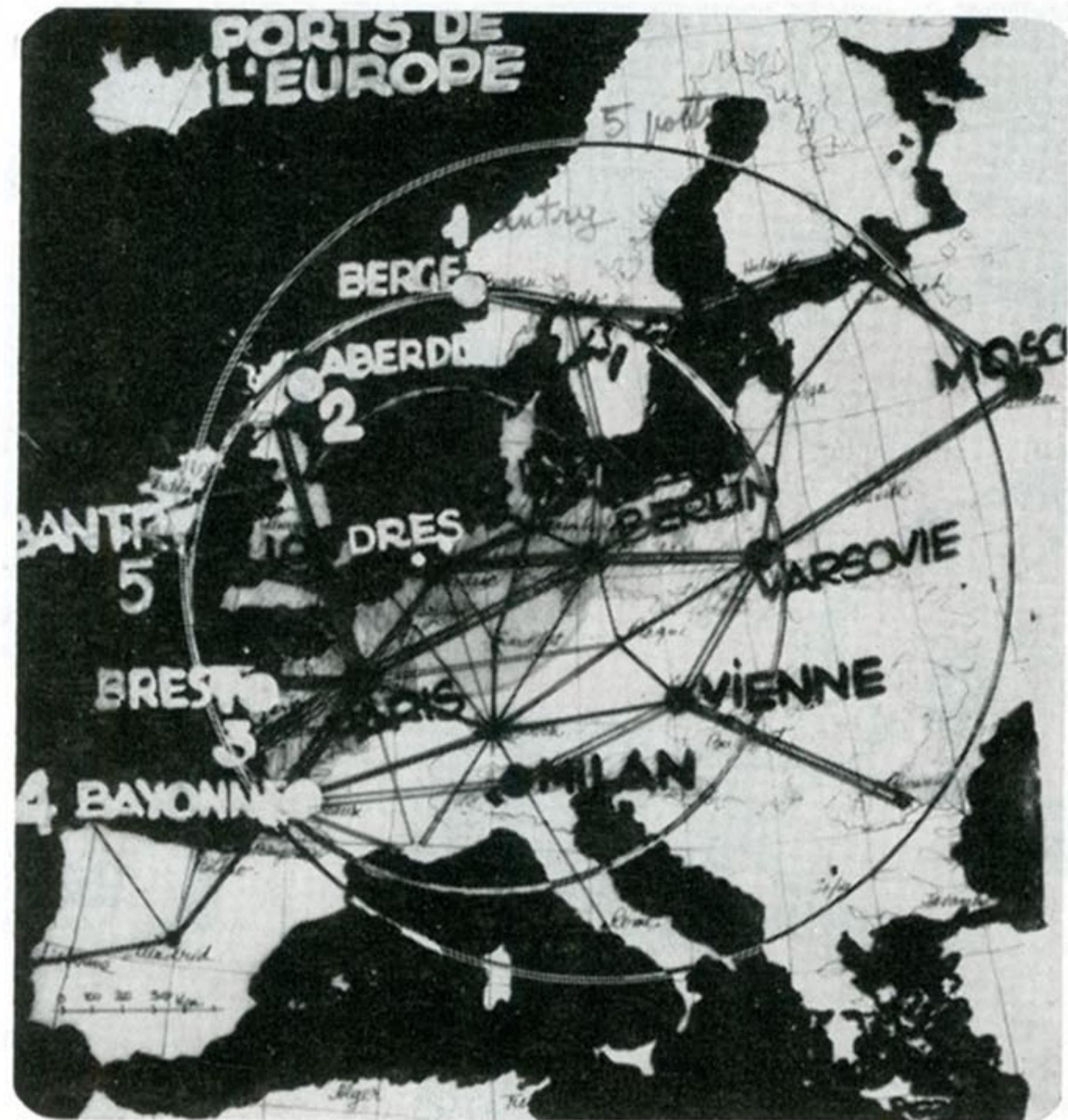
Arhitectura 2/1975, 3/1975, 3/1978



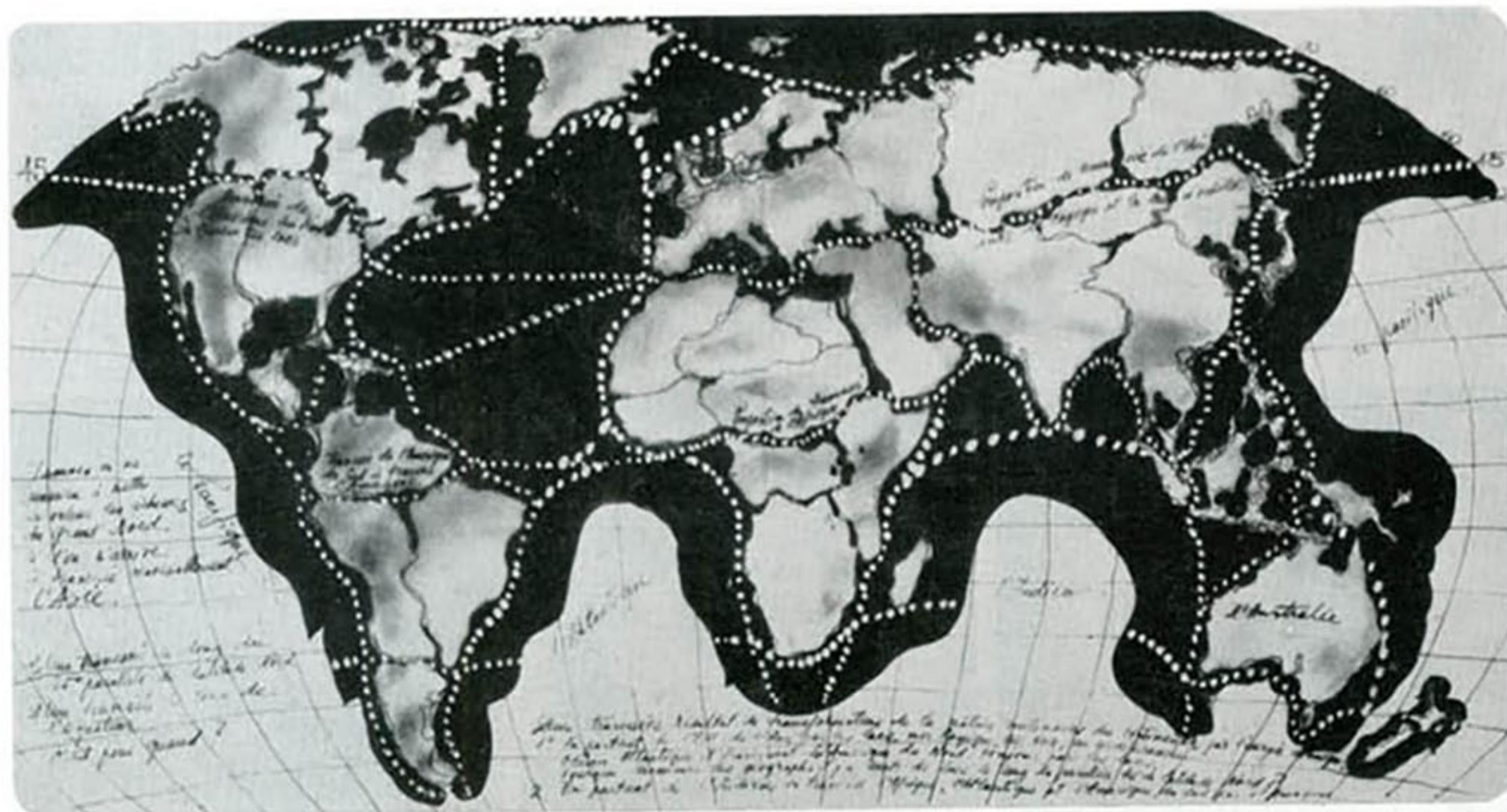
Arhitectura no.1/1972



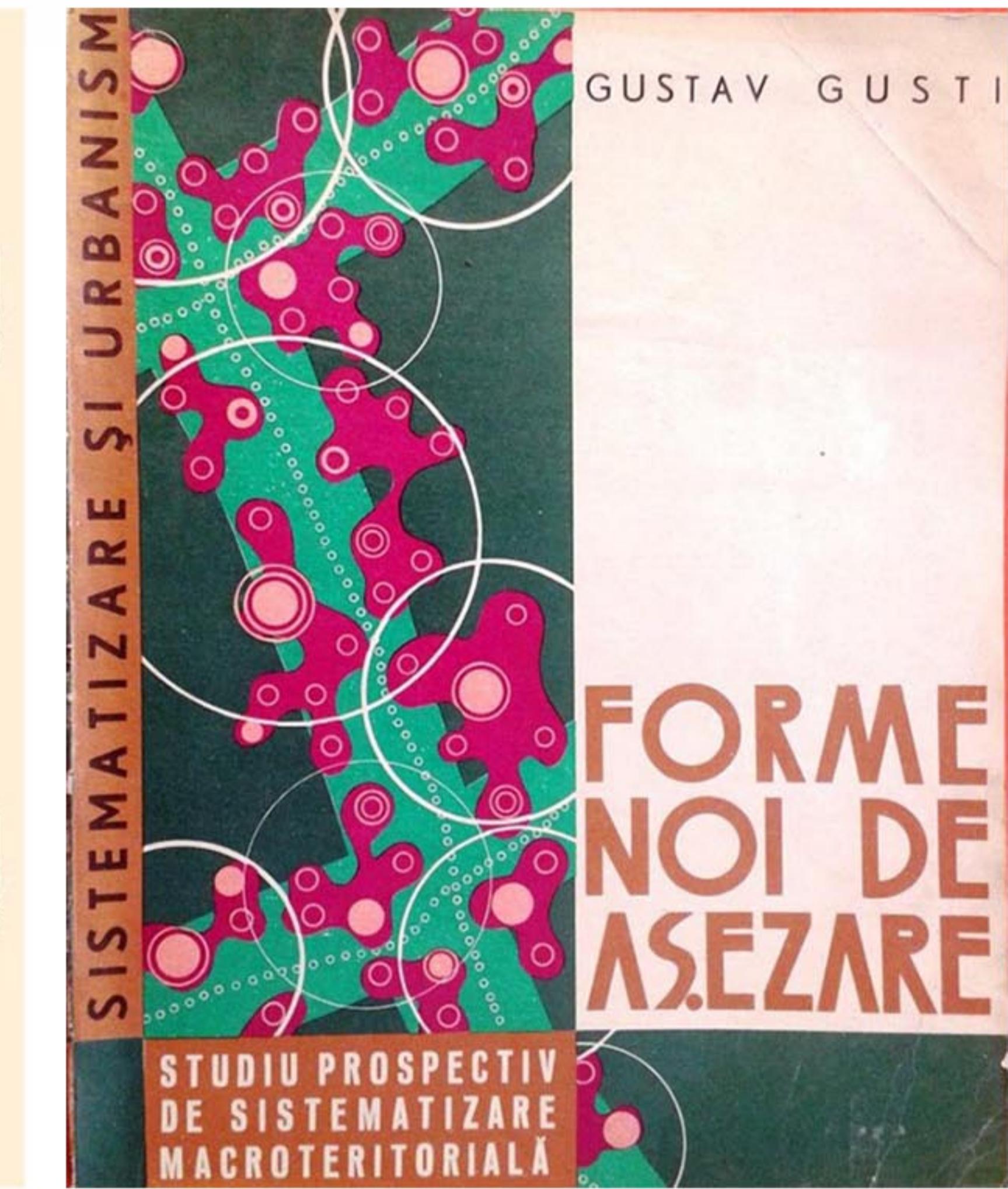
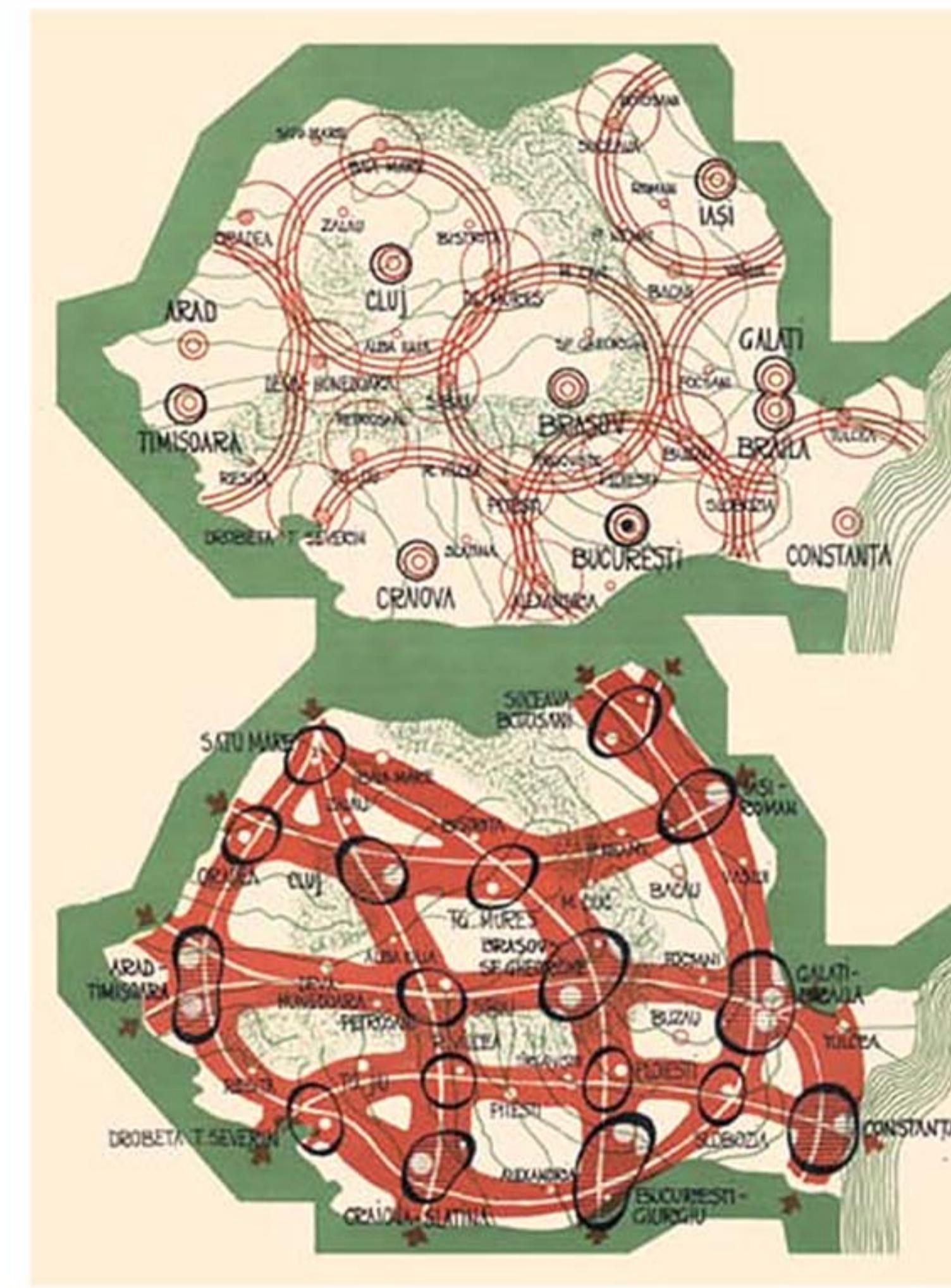
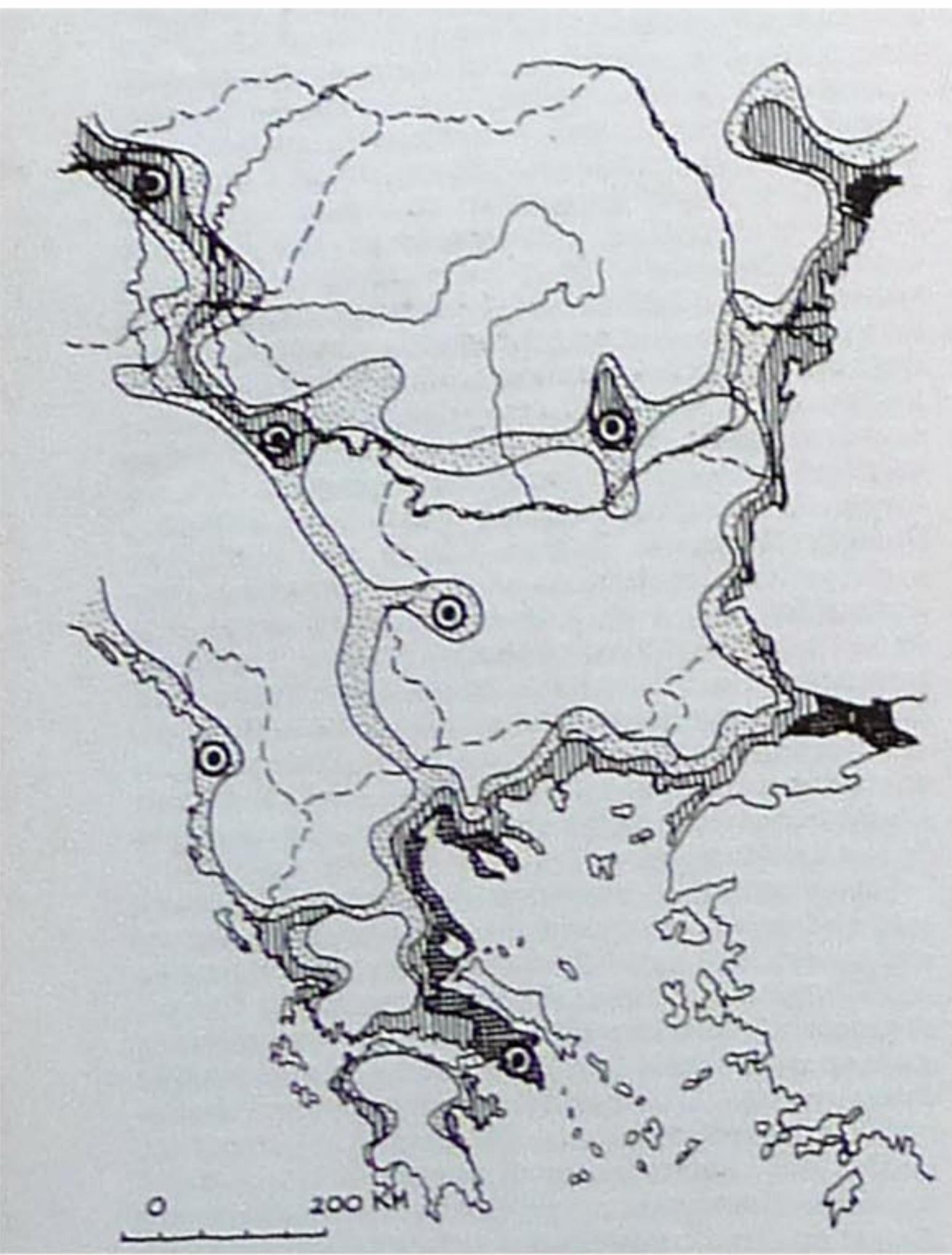
Eugen Vernescu, Prefabricated spatial elements (1971-75)



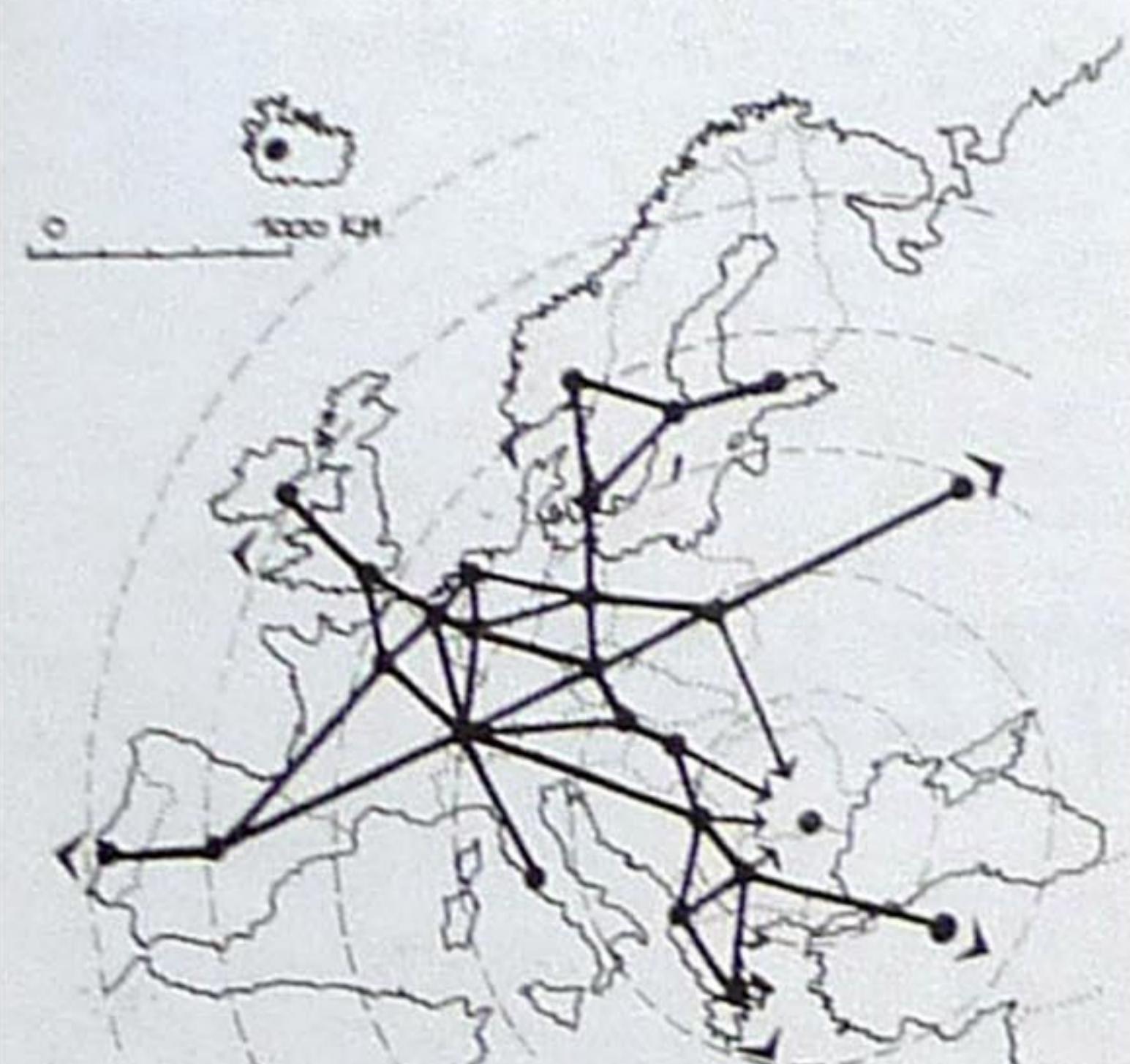
Martin Pinchis, Plan d'aménagement du globe



L'Architecture d'Aujourd'hui 139/1968



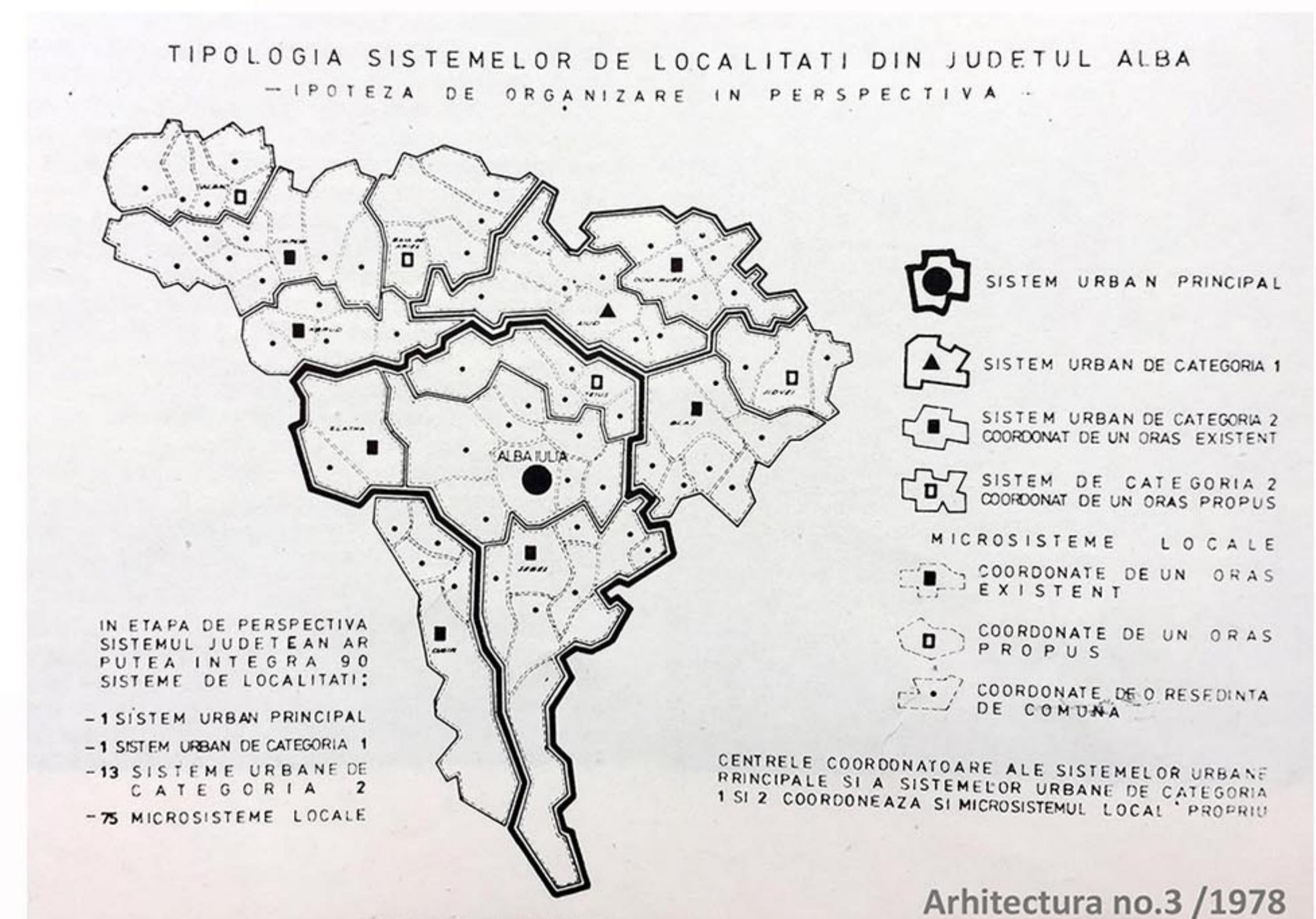
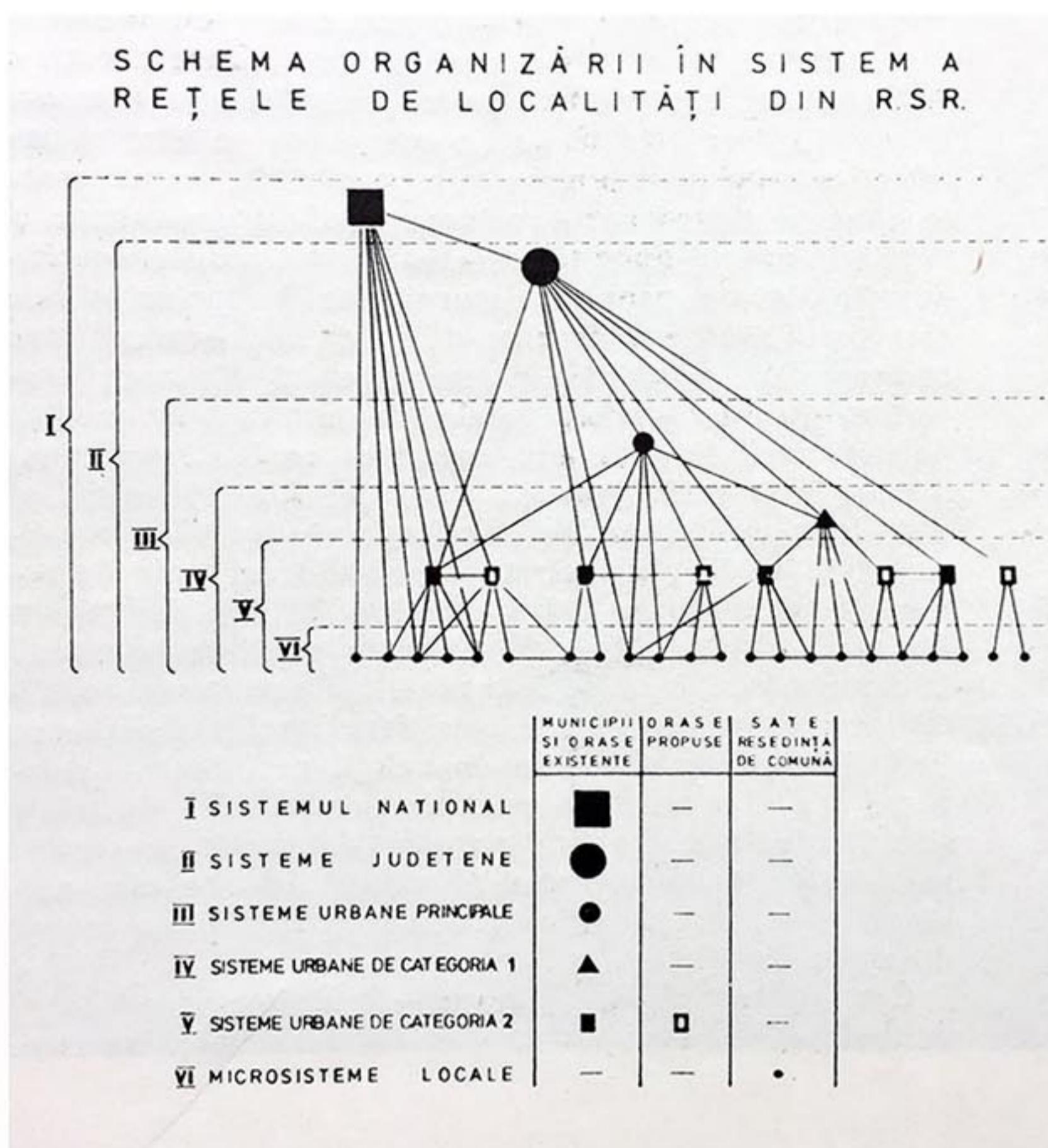
Gustav Gusti, *Prospective study of macroterritorial systematization*, 1974



Gh. Sebestyen : the essence of systematization is the prospective character and the main task is the research of the future.

Peter Derer, «Prospective implications on the systematization activity» (*Arhitectura* 3-4/1972)  
[C. Doxiadis, Ecumenopolis 2060]

# National Program of Systematization



Arhitectura no.3 /1978

**systemic organization of the network of localities**



"Prospective does not solve details, it is just an approximation" (Gaston Berger)

## Conclusion

housing of the future / time horizon

housing as architecture / time as intentional project

habitat / open time