

The Exhibit

The exhibit expresses what Social factors tackled in CED and the architectural community at large with the 1976 Habitat Manifesto:

- Inattentional blindness to areas of the environment that make architectural professionals uncomfortable,
- The role of architectural leadership in design and development,
- The underlying coercion inherent in mass-minded technology, as expressed by boxy white architecture and
- The psychological imperative to reestablish color and curve as essential elements in the built environment.

The Narrative

The storyline is built on this article:

Democratic Leadership of the Subalterns

Charles Battaglini

Columbia University

WPSA 2022: Beyond Empire: Decolonial and Postcolonial Visions

In his work, Professor Battaglini points out the concern expressed by Antonio Gramsci, the mastermind of the Italian communist party, and W.E.B. Du Bois, the father of the NAACP, about the nature of leadership during social and political transition. He illustrates that Gramsci and Du Bois, although thousands of miles apart and have never met, shared the same concern—that the revolutionary struggle was doomed to failure if the leadership failed to assess the needs and desires of their followers correctly—the subalterns.

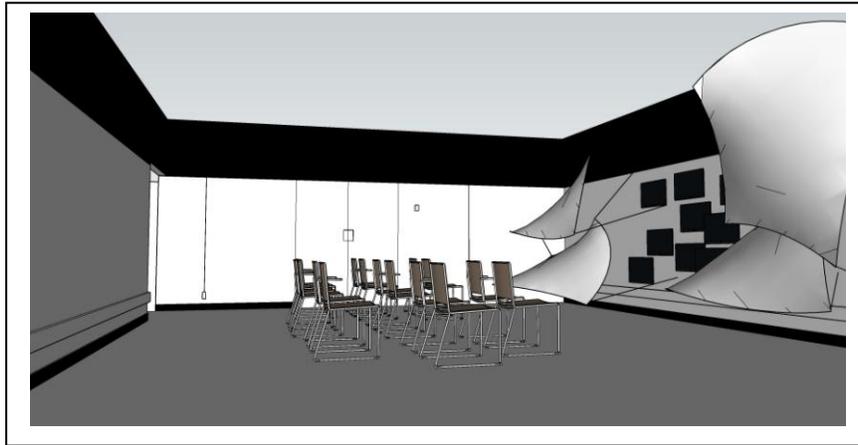
The correlation of thought between Gramsci and Du Bois presented by Battaglini was striking and had the unanticipated effect of placing the actions of my maternal grandparents within a revolutionary context. I knew of Du Bois and his Talented Tenth and had read his *Souls of Black Folk*, but I had not recognized that that story was my story. Not only was I an outgrowth of that lineage, but I could report on what transpired when the blueprint of the Tenth was placed in operation within my family.

Furthermore, when reporting on the Tenth and how it dovetailed with my experience as a counterculture adherent and a student of social factors in the College of Environmental Design, I discovered a larger pattern that exposed itself, unifying the past with the present

and hopefully with the future. When viewed from a larger perspective, social Factors and the plans for the Talented Tenth were about healing.

The Tenth's plans were consciously focused on economic development and unconsciously aimed at healing the Negro; while Social Factors sought the healing of the environment by transforming architectural education. Both failed, but not without leaving behind a story.

- The presentation will occur in the environment seen here:



Sails suspended with monitors in between. Here are the sails we used as students. I'm trying to find similar material.

