## INVENTING THE SOCIAL

EDITED BY

NOORTJE MARRES, MICHAEL GUGGENHEIM AND ALEX WILKIE

## CONTENTS

List of Figures	7
Contributors	11
Acknowledgements	15
1 · Introduction: From Performance to Inventing the Social	
Noortje Marres, Michael Guggenheim, Alex Wilkie	17
SECTION ONE: PROJECTS	
2 · Inviting Atmospheres to the Architecture Table	
Nerea Calvillo	41
3 · Incubations: Inventing Preventive Assemblages	
Michael Guggenheim, Bernd Kräftner, Judith Kröll	65
4 · Turning Controversies into Questions of Design: Prototyping	
Alternative Metrics for Heathrow Airport	
Christian Nold	94
5 · Designing and Doing: Enacting Energy-and-Community	
Alex Wilkie, Mike Michael	125
6 · Outing Mies' Basement: Designs to Recompose the Barcelona	
Pavilion's Societies	
Andrés Jaque	149
SECTION TWO: ESSAYS	
7 · Earth, Fire, Art: Pyrotechnology and the Crafting of the Social	
Nigel Clark	173

## INVENTING THE SOCIAL

8 · How to Spot the Behavioural Shibboleth and What to Do About It	
Fabian Muniesa	195
9 · The Social and its Problems: On Problematic Sociology	
Martin Savransky	212
10 · The Sociality of Infectious Diseases	
Marsha Rosengarten	234
11 · Social Media as Experiments in Sociality	
Noortje Marres, Carolin Gerlitz	253
COMMENTARIES	
12 · Hacking the Social?	
Christopher M. Kelty	287
$13 \cdot \text{How Can We?}$ Connecting Inventive Social Research with Social	
and Government Innovation	
Lucy Kimbell	298
APPENDIX	
14 · Inventive Tensions: A Conversation	
Lucy Kimbell, Michael Guggenheim, Noortje Marres, Alex Wilkie	317