

## **Privacy, power and materiality**

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As Löfgren points out “If only the working classes could be domesticated, if only their unrest and ambitions could be turned inwards, towards home and family, many problems would be solved.” (Löfgren 2007: 149) The permeation of the bourgeois ideal of nuclear family during the 18<sup>th</sup> and 19<sup>th</sup> century was an important part in the process of development of modern urban and industrial society. This family pattern played a disciplinary role in establishing new social groups and classes – the city of Zlín is not an exception. The image and structure of ideal family was embedded in the materiality of new houses and homes as a model for workers from countryside to be “civilized” and trained in specific housekeeping practices. Estimated creation of home of certain type and its location in certain type of architecture speaks not only about intimacy and privacy of personal lives, but also about power relations among family members and among the renters and owners of the houses. In anthropology, home is perceived as an organized space, as “pattern of regular doings” (Douglas 1991: 287) with an aesthetic as well as with moral dimension. So our aim is to focus on how the inner-space of the houses and its surroundings was organized and how it is changing with new inhabitants in different era of post-industrial society.

The conference paper is based on a qualitative research on standardized Bata’s blue-collar dwellings (realized in Zlín during years 2007-2009). The main goal is to present the quarter-houses and semidetached houses in three dimensions: (1) as a part of urban and social project of industrial city; (2) as the objects that might be envisaged as the witnesses of the social change that our society went through and thus they enable us to describe and understand these changes. (3) Finally we can see how the specific materiality of the houses affects the everyday practises of their contemporary inhabitants.

Löfgren, Orvar. 2007. “The sweetness Home: Class, Culture and Family Life in Sweden.” in Low, M. and Lawrence-Zuniga, D. (Eds.) *The Anthropology of Space and Place: Locating Culture*. Malden, MA: Blackwell Publishing, pp. 142-159.

Douglas, Mary. 1991. “The Idea of a Home: A Kind of Space” *Social Research* 58: 1.