

Flexible bodies in post-capitalist labour

This article examines workers' bodies in post-capitalist labour. Post-capitalist labour capitalises on the personality, body, emotions, and affects of workers and requires the marketisation of the self. We examine how post-capitalist labour – with its demands, social classifications, and cultural differences – is inscribed onto the bodies of the workers as they mould themselves to better fit the demands of labour. We ask the following questions: What is the ideal body in post-capitalist labour? How do workers capitalise on and mould their bodies to better meet the demands of post-capitalist labour and working life? These questions are answered by analysing 41 interviews with workers in the post-capitalist labour market. The analysis is divided into two themes, earnings and time, which are essential for the definition of post-capitalist labour. Our results show that building the ideal working body requires both labour and physical effort. Furthermore, the worker must draw boundaries between work and non-work in a process of constant negotiation between the demands of work, family, and personal well-being.