This talk explores the planning of Expo 67, the rise of the architect as social-science researcher, and the design of ordinary kitchens in Montreal. In particular, it examines the kitchen research of Swedish-born Montrealer designer Sigrun Bülow-Hübe (1913–94). The main argument of the paper is that the ideal kitchen of the late 1960s used centralization (rather than efficiency) as a model of industrial organization. Bülow-Hübe’s detailed studies of the traffic between the sink, mixing area, and range, for example, were intended to eliminate congestion (rather than save time or labour), just as the smooth, flowing minirail and pavilions at Expo were meant to minimize walking. In the kitchen based on these same notions of centralization, then, Montrealers could re-visit the "dream city" in their own homes.