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## Architecture becoming a global cliché'

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Architecture becoming a global cliché is conceptualization of a uniformity witnessed in the practice of architecture across the global society we live in today. Iconic architecture in recent times has mostly become a hegemonic project of the transnational capitalist class. Where an architect's essential role has not just been that of developing cities, rather they create economic assets for agencies and international organizations reaching beyond or involving several state borders. Adapting to an increasingly capitalist society, architects today have mostly taken the responsibility to curate exhibition spaces. Spaces that make evident the economic conditions of a state. If on one hand these grandeur architecture spaces act as magnets; attracting foreign communities and creating within themselves a world of movement and mixture. These international hubs are on the other hand also constantly facing challenges of risking their cultural identity. To a greater or lesser degree urban cities are reinforced with an insecurity of building largest and biggest making use of latest technology. The research presents an account on how architectural icons are moulded through capitalist market forces. It departs from the standard analysis of "iconic", to develop a framework within which architecture icons in our world can be analysed based on the literature of capitalist globalization. If the role of architecture is being limited to promote new urbanity in cities. How relevant is national identity and cultural ecology of local communities in a global society? If architecture has to carve out the character of newly expanding urban cities across the globe, there is need to question the ideology of the plural societal structural conditions. Should the latest trends in architecture trick the consciousness of ethnic people, their vernacular language and social beliefs? Since the impact of catering to a global audience is very powerful in present times; have the ethics and values of the past already faded away?

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