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## **Common Ground in a Liquid City (Urban Entertainment Destination: A Tool against Classism)**

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Classism is one of the most widespread social problems plaguing the world today. Varying from the type of economic society and government regulation, classes are formed accordingly to how the rules of these institutions are set. Economic status ranges from the liberal socialists to the conservative capitalist. The purpose of this research is to congregate the Elite and Lower Middle group of class, on one platform by finding the common ground between two classes. Credit masks poverty and most of us are stuck in an income bubble, we tend only to see and associate with people who are like us, economically, people should get out of their collective comfort zone and create conversations across the income divide. The project aims to raise a question, "How could be the issue of social stratification solved architecturally?"

As a solution, Urban Entertainment Destination is considered in order to confront this issue of social stratification because public spaces are a powerful instrument of social inclusion.

This project research attempts to explore the significance of UED's by conducting a literature review and case study analysis of five UED's across the globe. Studies extracted from each module revealed the importance of six key strategies: Place-making, Multi-Anchoring, Contextual Links, Critical Mix & Mass, Programmability, and Branded Identity. These strategies were used as a basis for developing a set of site selection criteria that were in turn applied to the development of a new UED in Karachi, Pakistan.

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