Experiential Design – Rethinking relations between people, objects and environments

• Paper / Proposal Title:
Alienated spaces in contemporary housing

• Author(s) Name:
Humna Syed
Junaid Alam Rana

• University or Company Affiliation:
Beaconhouse National University

• Abstract (300 words):
This paper is written with this belief that architecture is not a problem-solving device but its true responsibility is to make expression through thought provoking space. Under this scenario, this paper will analyze the role of alienation in reference to contemporary architecture, considering alienation as a matter of fact, not as a social or psychological problem. In this quest, we will review the selective philosophical text, Literature (On the meaning of Alienation by Melvin Seeman, Alienation Effect by Bertolt Brecht, Marxs Theory of Alienation by Karl Marx, Themes of Alienation by Georg Wilhelm Friedrich Hegel, The sense of space in E.M.Foster’s “The Machine Stops” by Susana Oliveira) and discuss
the role of dialogue in defining the alienation of space. After this initial understanding, the major part of our research work will be inspired by the work of Edward Hopper an American artist famous for his realist paintings, haunted by abstract expression of alienation. He captures the expression of alienation through specific frames and color pallet based on real but imaginary urban situations. By following the technique of Edward hopper, we will try to explore the gradual transformation of architectural elements in terms of alienation in contemporary house of metropolitan city Lahore Pakistan. After analyzing the overall situation, we will focus our studies further on five architectural elements: Roof, Balcony, Lounge, Veranda and Courtyard that are in state of alienation. These alienated elements are struggling against unruly flux of digital communication mean, which is destroying our dialogue with physical environment and virtualize our experiences. The digital modern communication means and the acceptance of these means without any resistance by the architects are the few reasons of alienation. To study the alienation, we will paint these elements in three different compositions to address the specific alienation of space based on these elements. The focus of our studies will be more in perspective of design rather than only functional understanding of these elements.

After these studies, we will explore the three dimensional space in reference to specific alienation based on paintings of architectural elements. The three dimensional representation of alienation is the profound and concluded part of our studies. By this exercise, we will try to signify the prevailing alienation in-between residents and their physical environment especially in local context.

• Author(s) Biography (200 words each):

Humna syed has recently completed her B.Arch. degree from Beaconhouse National University. During her professional education as an architect, she worked on various projects ranging from theoretical to site based interventions. Designing through a series of narratives helped her gain understanding of the importance of certain spaces and how it lays an impact on its inhabitants. Studying the works of Realist painter, Edward Hopper, she discovered how a space interacts with an artist or human beings in general and how it impacts their vision of reality. She believes that the hidden layer which is embedded in a visual structure needs to be addressed rather than the actual space. It is the hidden layer that comes more in contact with the perception as compared to the actual space. Through digital manipulation of existing spaces and painterly skills, she paints a series of architectural spaces and the emotions they stir in its inhabitants. She aims to further explore in detail the relationship between space and humans beings for which she will be pursuing Master’s degree in future.

Junaid Alam Rana has been working as an Assistant Professor in department of architecture at Beaconhouse National University Lahore Pakistan, since 2011. In this period he has developed interest in history, theory, criticism, specifically focusing on
Narrative Urban design studio where he tried to explore the relationship in between narratives, space and mortals in different perspectives. He has done M.sc in Urban Planning and Design from Royal institute of Technology Stockholm Sweden in (2006-2008). His B-arch degree is from National College of Arts Lahore Pakistan (1999-2004). Parallel to professional theoretician and tutor, he has designed many architectural projects of various scales.