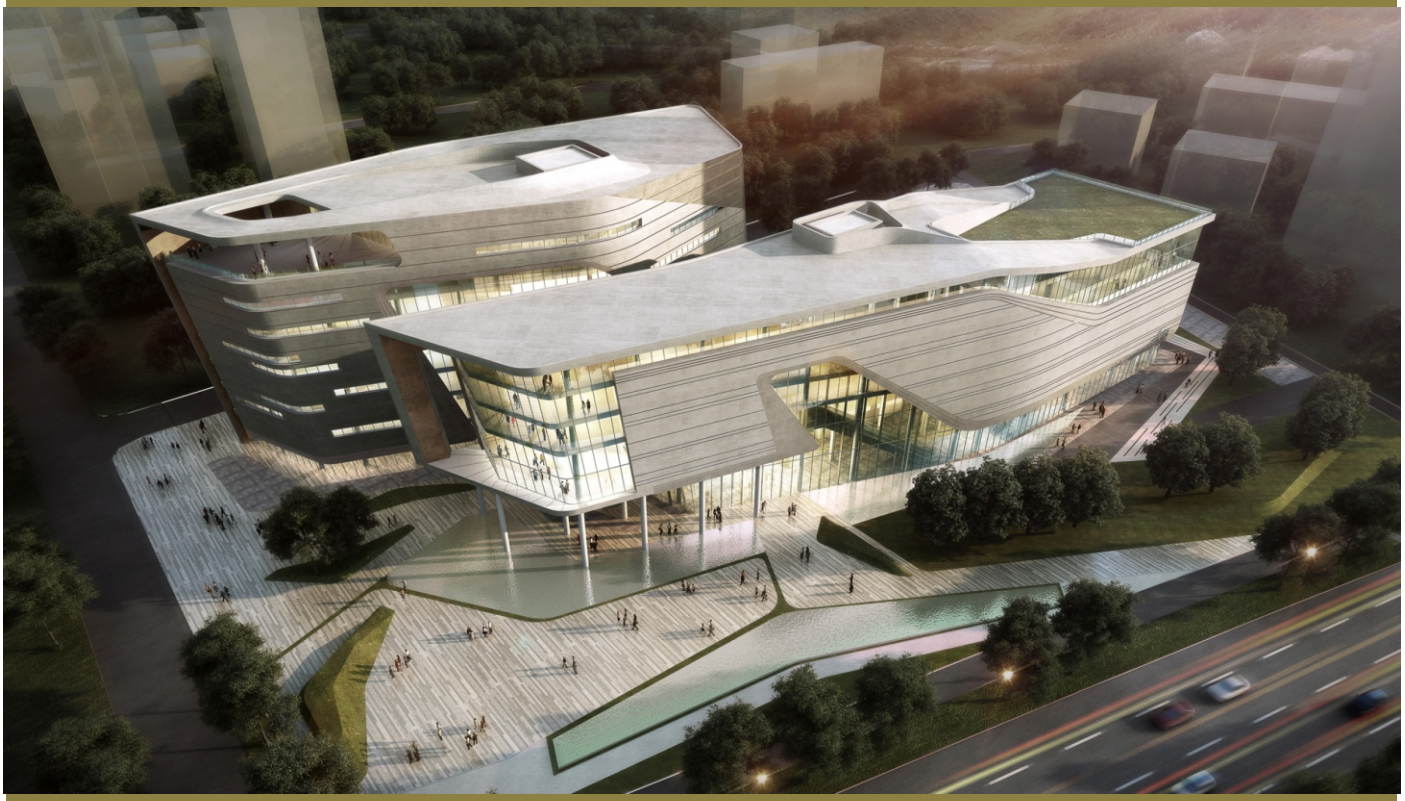
CULTURE & BUILDING DESIGN

A Postgraduate Course
Course Code: EDHN 6005



Department of Nutritional Sciences & Environmental Design
Faculty of Sciences
ALLAMA IQBAL OPEN UNIVERSITY

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PREFACE

With immense pride, we present the study guide for the Postgraduate Diploma in Sustainable Environmental Design at Allama Iqbal Open University. This program epitomizes our commitment to integrating environmental stewardship with innovative design practices in tackling some of the most pressing challenges facing humanity and in shaping a sustainable future.

More than ever before, the need for rapid environmental changes and ever-growing concerns toward sustainability is great in today's age. The PGD program is specially designed to provide students with the knowledge, skills, and practical insight needed to lead in such a dynamic field. Our curriculum integrates advanced design principles with sustainable practice, hence responding not only to the current needs of the industry but also foreseeing the future track in environmental design. This includes the use of sustainable materials, systems that efficiently utilize energy, eco-friendly construction methods, and integrations of natural ecosystems within the built environment which is necessary in designing solutions to current and future environmental demands.

This study guide serves as an overall map of courses that will render our students into capable and forward-looking citizens and designers. It therefore, gives an outline of the course objectives, structure, and all the key components that will leave our students well-prepared for challenges with innovative, realistic, and sustainable solutions.

At Allama Iqbal Open University, we pride ourselves on being an epicenter of excellence in education and research. The PGD in Sustainable Environmental Design is a proof of our continued quest to further knowledge and practice towards the betterment of local and global communities. This course will be your guide on how to engage with materials, interact with your peers, and take up the challenge to meaningfully impact the field of sustainable environmental design.

I wish the very best to all students in this pursuit. The program will enrich and transform you to be one of the leading creation contributors to a sustainable and resilient future.

Warm Regards,

Prof. Dr. Nasir Mahmood
Vice Chancellor,
Allama Iqbal Open University

MESSAGE FROM DEAN, FACULTY OF SCIENCES

Dear Students,

I extend a warm welcome to all of you enrolled in the Postgraduate Diploma in Sustainable Environmental Design (SED) program offered by the Department of Nutritional Sciences and Environmental Design (NSED). I hope this message finds you in good health and high spirits.

As we embark on this enriching journey together, I want to emphasize the significance of sustainable design in our collective goal of creating environmentally responsible and energy-efficient built environments. Sustainable Environmental Design is not merely a theoretical pursuit; it is a vital approach that can profoundly influence our planet's health and the quality of life for future generations. By understanding the principles of sustainability and their application in design, we can play a pivotal role in reducing resource consumption, enhancing occupant well-being, and fostering environmental stewardship.

To support your learning, we have developed comprehensive study guides that will help you grasp the principles and applications of Sustainable Environmental Design. These guides cover a wide range of topics, including but not limited to climate-responsive design, sustainable materials, energy-efficient technologies, and innovative building practices. Engaging thoroughly with this material will empower you to create designs that are not only functional but also environmentally sustainable.

I encourage you to dive deeply into the course content, participate actively in discussions, and apply what you learn to your projects. Our aim is not merely to succeed in exams, but also to internalize this knowledge and apply it in ways that contribute to a sustainable future. Your active involvement and curiosity are key to mastering these concepts and making a meaningful impact in the field of environmental design.

If you have any questions or need further clarification on any topic, please do not hesitate to reach out. Let's make sustainability and climate responsiveness our top priorities as we explore these vital subjects together.

Best Wishes,

Prof. Dr. Hajra Ahmed
Dean, Faculty of Sciences

MESSAGE FROM CHAIRMAN

Dear Students,

Welcome to the Department of Nutritional Sciences and Environmental Design's diploma program in SED. I am pleased to announce the development of a comprehensive study guide focused on "Culture & Building Design".

This guide aims to develop your base regarding the fundamentals of "Culture & Building Design". Culture is a learned and refined pursuit for a hereditary or intellectual aristocracy. It concerns everyone and is the most essential thing of all, as it is culture that gives us reasons for living and something for dying. Cultural influences are reflected in architectural designs. Therefore, the goal of design research was always to derive universal design principles that could be applied to any kind of design activity.

I encourage all students to actively engage with the study guide and utilize its resources to enhance their understanding of "Culture & Building Design". By far the most significant feature of the Environmental Design Program and the course Culture & Building Design is to raise awareness of the symbolic functions of architecture, built forms and typical traditional cultures.

Thank you for your attention to this important matter. If you have any questions or suggestions, please don't hesitate to reach out to the program coordinator.

Stay Safe, Stay Vigilant!

Best Wishes,

Dr. Zaheer Ahmad
Chairman,
Department of Nutritional Sciences
and Environmental Design (NS&ED)

ACKNOWLEDGMENT

All praises to **Allah**, who gave me the strength to complete this project. The development of this comprehensive study guide on "Culture & Building Design" has been a collaborative effort, drawing upon the expertise and support of numerous individuals. It gives me pleasure to express my profound gratitude and reverence to the Vice Chancellor of Allama Iqbal Open University, **Prof. Dr. Nasir Mehmood** for guiding, facilitating, and supporting the preparation of the course. We extend our heartfelt gratitude to all those who have contributed to the creation of this resource.

I would like to express my sincere appreciation to **Prof. Dr. Hajra Ahmad**, Dean, Faculty of Sciences, for her support and encouragement. Thanks to **Dr. Zaheer Ahmed**, Chairman, Department of Nutritional Sciences and Environmental Design, for his sustenance and trust. All the faculty members, especially **Dr. Rabeea Zafar**, Lecturer, Department of Nutritional Sciences and Environmental Design, **Ar. Nazia Iftikhar**, Lecturer, Department of Nutritional Sciences and Environmental Design, being an expert in environmental sciences, environmental design, architecture, planning and sustainable development, provided valuable insights and guidance throughout this study guide's planning and development stages. Your expertise and dedication have been instrumental in ensuring the content's quality and relevance.

I also acknowledge the contributions of the design and editorial team, production, and printing team who worked diligently to ensure the clarity, coherence, and accessibility of the content presented in this study guide. Your dedication and attention to detail have been essential in bringing this resource to fruition.

Lastly, we extend our deepest appreciation to the post-graduate students who will use this study guide as a tool for learning and professional development. It is our sincere hope that it will serve as a valuable resource in your studies.

Thank you to everyone who has contributed to the creation of this study guide. Your collaboration and support have been invaluable in making this project a reality.

Dr. Muhammad Farooq Mustafa
Course Coordinator

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INTRODUCTION TO THE COURSE

Architectural design is impacted by sustainability. Therefore, the goal of design research was always to derive universal principles for design that could be implemented in any form of design endeavor. Research on sustainability in culture and design aims to provide close solutions for actual work difficulties in the larger community. Some of the key aspects associated with the subject included but are not limited to:

- Develop the culture and design/ technological solutions to enhance the sustainable environment.
- Understand sustainability as a dynamic process that protects, and restores ecological systems enhances economic efficiency and improves the well-being of society.
- Enables students to comprehend the contemporary and modern designs in architecture and the importance of the restoration of old buildings.

COURSE OBJECTIVES

The specific objectives of this course are to:

- Introduce the basic concept of cultural identity, cultural challenges in a changing life style and preservation of cultural environment.
- Review the architectural conservation/ restoration of historic national heritage of different European and Muslim countries.
- Impart knowledge and understanding about new technologies and integration of design and language analogy in architecture.
- Raise awareness about symbolic functions of architecture, built forms and typical traditional cultures.

UNIT 1

QUALITY OF LIFE & CULTURAL IDENTITY

WRITTEN BY
DR. MUHAMMAD FAROOQ MUSTAFA
AR. OMER SHUJJAT BHATTI

REVIEWED BY
DR. RABEEA ZAFAR
AR. NAZIA IFTIKHAR

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Unit – 1: Quality of Life & Cultural Identity

1.1 Quality of Life & Cultural Identity

1.2 Culture & New Living Conditions

1.3 Culture & Role of Media

1.4 Impact of Industrialization on Cultural life

1.5 Impact of Industrialization on Cultural life

INTRODUCTION

This unit examines the ideas of cultural identity and quality of life (QOL), highlighting how they are related. It draws attention to the ways that societal conventions, cultural customs, and technological developments influence people's lives. The chapter talks on how urbanisation, globalisation, and modernisation have changed culture and how this has affected social behaviour, resource distribution, and work-life balance. It also looks at how the media shapes cultural values, both favourably and unfavourably, affecting society attitudes, identity, and customs. Lastly, it discusses how industrialisation has affected cultural life, highlighting how social structures, economic activity, and customs have changed while simultaneously acknowledging how resilient cultural legacy is in the face of swift change.

LEARNING OBJECTIVES

- To Recognise how cultural norms, customs, and social structures affect individual well-being and the growth of communities.
- To Examine how industrialisation, media, and modernisation have affected cultural change, noting both the difficulties and adjustments in maintaining cultural legacy.

INDICATIVE CONTENTS AND SUMMARY OF THE MAIN TOPICS

1.1 QUALITY OF LIFE & CULTURAL IDENTITY

Human traditions, norms of society and conduct are referred to as their culture. In anthropology, culture is seen as a fundamental notion that includes the variety of phenomena that are passed down via social learning in human cultures. A number of aspects of human behavior, norms of society like culture, artistic expressions like music, dance, and painting, as well as technological advancements like cooking, housing, and attire, are considered cultural universals that exist in all human cultures.

A society's intangible cultural heritage is made up of its mythology, philosophy, science, written and oral literary works, philosophical works, and the principles of social organization (including political organization and social institution practices). The concept of material culture refers to the tangible manifestations of culture, such as technology, architecture, and art.

Anthropology is the study of humans and human behavior and societies in the past and present. Social anthropology and cultural anthropology study the norms and values of cultures. Linguistic anthropology studies how language impacts social life. Biological or physical anthropology studies the biological development of humans.



Figure 1 Basant Festival of Lahore, Punjab – A cultural event (Gov. of Punjab, 2020)



Figure 2 The famous Truck Art of Pakistan (Wiki, 2020)

Cultural identification refers to the sense of self or affiliation with a particular group. It is part of a person's self-conception and self-perception and is connected to nationality, ethnicity, religion, socio-economic class, generation, locality or any form of social group that has its own distinct culture. In this approach, cultural identity is both characteristic of the individual but also of the culturally identical group of people having the same cultural identity.

Quality of life (**QOL**) is the general well-being of individuals and communities, detailing negative and positive characteristics of existence. It observes life satisfaction, covering everything from physical health, family, education, work, money, safety, and security to freedom, religious views, and the environment. QOL has a wide range of settings, including disciplines of international development, healthcare and employment.

Quality of Life & Cultural identity directly associated as shown below:

Sensation of Belonging: A person's cultural identification gives them a connection to customs, values, and beliefs that can improve their quality of life.

Social Support: Strong social support networks are frequently provided by cultural groups, which promote interpersonal connections and mental health.

Mental Health: By lowering stress and boosting self-esteem, embracing one's cultural identity can have a favorable impact on one's mental health.

Healthy Lifestyle: Cultural customs and beliefs can affect dietary habits, level of physical activity, and use of healthcare services, all of which have an effect on an individual's general health and well-being.

Expression of Identity: Having a cultural identity enables people to express themselves honestly, which increases life pleasure and self-acceptance.

1.2 CULTURE & NEW LIVING CONDITIONS

A number of factors, including evolving lifestyles, socio-cultural behaviors, new lifestyles, and segregation with unequal distributions, have contributed to the tremendous transformation of culture. People's lives, jobs, and social interactions have changed as a result of the urbanization and modernization trend. This has impacted societal norms related to work-life balance, recreational activities, and eating habits. Social behavior in societies has changed, influencing customs, beliefs, and cultural standards. For example, globalization has made it easier for people from different cultures to share ideas and ideals, which has aided in the blending and hybridization of cultures. Economic and technical developments have had an impact on living circumstances, changing access to resources, housing patterns, and modes of transportation. Cultural traditions pertaining to housing, mobility, and consumer habits have been impacted by these developments.



Figure 3 Unequal distribution of assets and powers leads to segregation in Socio-Economic status.

Communities that are separated due to social and economic disparities have different access to resources, opportunities, and services. Disparities in cultural behaviors, identity expression, and social cohesiveness have resulted from this segregation's influence on cultural dynamics. All in all, all of these components coalesce to create the dynamic fabric of culture, emphasizing the difficulties and resiliency of preserving various cultural identities in the face of social change.

1.3 CULTURE & ROLE OF MEDIA

The media, in all of its forms—including news sources, social media, music, film, and television—has a big impact on how society's norms, values, and beliefs are shaped. But in addition to its beneficial impacts, media has harmed societies all over the world. The trend toward cultural homogeneity is one of the most significant effects of media on culture. Global media conglomerates frequently propagate concepts that are Western-centric, which causes the local languages, customs, and traditions to disappear. Stereotypes and cultural misrepresentations are frequently reinforced by the media, which creates skewed impressions and misconceptions. Discrimination, prejudice, and societal division may result from this.

Sometimes, without realizing or appreciating their importance, the media appropriates aspects of other civilizations. The authenticity of cultural traditions may be undermined as a result of cultural exploitation and commercialization. The mass media frequently elevates materialism, consumerism, and individuality above more traditional cultural values like spirituality, community, and the well-being of the whole. The foundation of cultural identity and cohesion may be weakened by this change. Smaller or indigenous cultures may be marginalized and overshadowed by the dominant narratives in the mainstream media, which can result in the loss of cultural variety and legacy. Power disparities and cultural hegemony may follow from this. Negative habits including substance misuse, aggression, and unhealthy lifestyles are frequently normalized by the media. People might become desensitized to such information, which exacerbates societal issues.

Particularly social media platforms have been connected to polarization, echo chambers, and societal division. They can exacerbate communal tensions and create cultural divides by amplifying extreme viewpoints, disseminating false information, and inhibiting civil discourse. Media influences societal inclinations and patterns, frequently endorsing Western conceptions of success, attractiveness, and way of life. This can lead to difficulties like low self-esteem and unsatisfactory body image among young people in particular by creating unreasonable expectations and demands. Cultural heritage preservation is facing issues in the digital era. Media may promote cross-cultural communication and understanding, but it can also cause cultural dilution and the disappearance of customs and

knowledge. Natural resources and ecosystems are impacted by the production and consumption of media, which also contributes to environmental deterioration.

Media frequently commercializes and trivializes holy or significant parts of culture by turning them into commodities for financial gain. The authenticity and worth of cultural items and expressions may be compromised as a result. Different generations consume media in different ways, which causes communication and cultural understanding gaps across generations. This may cause tension in social and familial ties, which might harm the cohesiveness and transmission of culture. Sensationalization of conflict and violence by the media contributes to the persistence of an aggressive, insecure, and fearful culture. This may have an impact on how the general population feels and interprets societal issues, polarizing opinions and creating mistrust. For instance, the dominance of English-language material in global media can marginalize and jeopardize regional languages. The communication among communities and cultural identity may be impacted by this language uniformity.

Social media sites have become havens for online toxicity, abuse, and cyber-bullying. This harmful online conduct can have an impact on people's mental health and general wellbeing as well as cultural perceptions of online interactions. Cultural relativism and ethical issues are frequently called into question by media depictions. Debates and issues over cultural sensitivity and respect might arise from depictions of touchy cultural subjects or historical events. Propaganda, misinformation, and political manipulation are all possible with the help of the media. This can have an adverse effect on cultural norms of accountability and openness, as well as democratic processes, civic involvement, and public faith in institutions. An over-dependence on digital communication channels may result in a reduction of in-person contacts and social skills. This may erode cultural empathy, social ties, and empathy in general, which might lower the standard.

1.4 IMPACT OF INDUSTRIALIZATION ON CULTURAL LIFE

Industrialization and urbanization are related phenomena that have had a significant impact on human communities and cultures. While industrialization refers to the growth of industries and the transition from agricultural to manufacturing-based economies, urbanization is the term used to describe the increasing concentration of people in urban areas. These changes have had a broad impact on culture, affecting social structures, ways of life, values, and beliefs, among other things. Social structures have undergone substantial changes as a result of urbanization and industrialization. Classical community arrangements changed when people moved from rural to urban regions in pursuit of jobs in factories and other businesses. Because there were few housing possibilities in metropolitan centers, smaller

nuclear families replaced the close-knit extended families. Roles, obligations, and family relationships have all been impacted by this change. People from different origins congregated in cities, resulting in urban areas becoming melting pots of cultures, languages, and customs. Urban cultural landscapes were enhanced as a result of the ideas, food, music, art, and fashion exchanges that this cultural variety promoted. But it also brought with it difficulties like identity problems, cultural conflicts, and the extinction of customs due to globalization.

Traditional professions like farming, fishing, and crafting have declined as a result of the shift from agricultural to industrial economies. This change has a significant impact on the cultural identities associated with these professions. With the advancement of industrialization, many rural customs, folklore, and rituals connected to agricultural cycles and handicrafts started to fade. Technological developments brought on by industrialization transformed daily living. The advent of mass manufacturing, mechanized transportation, electricity, and communication technology altered daily life and social interactions. These changes in technology had an impact on cultural norms, attitudes, and behaviors, which helped to create a society that was faster and more connected.

New breakthroughs in architecture and urban planning were sparked by urbanization. Cities expanded horizontally with vast suburbs, vertically with skyscrapers, and functionally with distinct zones for business, residential, and industrial uses. Economic expansion and material affluence were frequently given precedence over traditional cultural values due to the high pace of urbanization and industrialization.

Urban civilizations saw a rise in consumerism, individualism, and competition, which changed people's goals and ways of living. Cultures have shown to be resilient and adaptable in the face of the difficulties presented by urbanization and industrialization. Through cultural organizations, celebrations, oral histories, and creative representations, several communities have managed to maintain their customs, languages, and cultural heritage. This cultural resilience is a reflection of how culture is dynamic and adaptable to changing environments.

Global culture has been profoundly and multifaceted impacted by urbanization and industrialization. In addition to raising living standards, advancing economic growth, and advancing technology, these processes have also put traditional cultural practices, social structures, and environmental sustainability in jeopardy. It is crucial to comprehend the intricate relationship between urbanization, industrialization, and culture in order to effectively navigate the cultural dynamics of our swiftly evolving global landscape.

1.5 IMPACT OF INDUSTRIALIZATION ON CULTURAL LIFE

Global culture has been profoundly and multi-facetedly impacted by urbanization and industrialization. In addition to raising living standards, advancing economic growth, and advancing technology, these processes have also put traditional cultural practices, social structures, and environmental sustainability in jeopardy. It is crucial to comprehend the intricate relationship between urbanization, industrialization, and culture in order to effectively navigate the cultural dynamics of our swiftly evolving global landscape.

There is now more cultural interchange and connection as a result of globalization. Cultural homogeneity is one issue that this raises, but it may also help people appreciate and value other cultures. Loss of cultural variety can result from the growth of global brands, consumerism, and Western values overshadowing regional customs and identities. People in today's globalized society frequently manage complicated identities as cultures interact and merge together. People become cultural hybrids when they incorporate aspects of other cultures into their lives to form distinctive identities. But this process can also result in issues with maintaining cultural legacy, identity crises, and tensions between tradition and modernity.

Concerns over the sustainability of the environment have also been highlighted by the shifting lifestyle patterns brought about by urbanization and industrialization. Climate change and environmental deterioration have made many traditional cultural practices that were previously in balance with nature difficult to maintain. A major obstacle to maintaining a cultural legacy and guaranteeing a sustainable future is striking a balance between contemporary lives and environmentally beneficial traditional customs. Generational differences in cultural norms and values become apparent when cultures change. Younger generations frequently reject the conventional standards maintained by older generations in favor of novel concepts, ways of living, and worldviews. Cultural conflicts and the need for intergenerational communication to promote acceptance and understanding might result from this age gap. Cultural difficulties may also be impacted by economic inequality within societies. Opportunities, education, and cultural resources are frequently inaccessible to marginalized people.

Cultural obstacles in a changing way of life are diverse and multidimensional, reflecting the complexity of human communities. A comprehensive strategy is necessary to tackle the difficulties posed by globalization, technical improvements, environmental concerns, generational transitions, and socio-economic inequality. In order to navigate cultural problems and create inclusive and peaceful communities, it is essential to promote cultural awareness, dialogue, embrace diversity, and sustainable practices.

Recommended Reading List

Prescribed Reading

1. Notes from Study Guides

Prescribed Reading

1. Ehrenfeld, J. (2008). Sustainability by design: A subversive strategy for transforming our consumer culture. Yale University Press.

Self-Assessment Questions.

1) Why Culture is critical to national identity in a global context?

2) How culture has impacted the quality of life in urban centers?

3) How global culture has impacted the national and regional culture in Pakistan?

UNIT 2

CULTURE & INDUSTRIALIZATION

WRITTEN BY
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REVIEWED BY
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CONTENTS

Unit – 2: Culture & Industrialization

2.1 Impact of industrialization on cultural life

2.2 Technology Impacts on Culture – Cultural Industries

INTRODUCTION

In this unit, the relationship between culture and industrialisation is examined, with a particular emphasis on how the expansion of industry has changed cultural life. It draws attention to both the good effects—such the development of jobs, better infrastructure, and cross-cultural interactions—and the bad effects, including social inequity, environmental deterioration, and cultural homogenisation.

Examined is the function of technology in cultural industries, which include publishing, entertainment, and media. The unit explores how the development of digital technology has changed social ideals, commerce, and human interactions. It also highlights how, especially in developing countries, industrialisation has changed economic systems, consumer behaviour, and lifestyles, resulting in changes to cultural identity and customs.

LEARNING OBJECTIVES

- To Analyze how industrialization has affected cultural life, noting how social structures, customs, and values are shaped by economic and technological developments.
- To Examine how technology is used in the cultural sectors and how it affects communication, media, and cross-cultural exchanges.

INDICATIVE CONTENTS AND SUMMARY OF THE MAIN TOPICS

2.1 IMPACT OF INDUSTRIALIZATION ON CULTURAL LIFE

Human traditions, norms of society and conduct are referred to as their culture. In anthropology, culture is seen as a fundamental notion that includes the variety of phenomena that are passed down via social learning in human cultures. A number of aspects of human behavior, norms of society like culture, artistic expressions like music, dance, and painting, as well as technological advancements like cooking, housing, and attire, are considered cultural universals that exist in all human cultures.

Cultural obstacles in a changing way of life are diverse and multidimensional, reflecting the complexity of human communities. A comprehensive strategy is necessary to tackle the difficulties posed by globalization, technical improvements, environmental concerns, generational transitions, and socio-economic inequality. In order to navigate cultural problems and create inclusive and peaceful communities, it is essential to promote cultural awareness, dialogue, embrace diversity, and sustainable practices. Overall positive impacts as well as negative impacts have been observed so far.

Positive impacts are discussed as follows. Jobs are created by industrialization in a number of industries, including manufacturing, construction, and services. Higher income levels are linked to better living conditions, as well as easier access to healthcare and education. Innovation and technical breakthroughs are encouraged by industrialization, which results in better communication networks, infrastructure, and healthcare systems. Having access to contemporary technologies improves efficiency and production across a range of businesses. Urbanization and industrialization frequently go hand in hand, resulting in the expansion of cities, enhanced transit systems, and cross-cultural interactions. Urban regions develop and become hubs for social mobility, creativity, and cultural variety. Through commerce, travel, and the media, industrialization promotes cultural interaction that broadens one's perspective and respect for other cultures. Developing nations engage in international marketplaces, exhibiting their cultural goods and adding to global cultural variety.

Negative impacts are discussed as follows. Deforestation, resource depletion, and environmental degradation are common outcomes of rapid development. Pollution poses dangers to public health, ecosystems, and quality of life, resulting in environmental problems and health hazards. Cultural homogeneity is a result of industrialization and globalization, wherein regional customs, languages, and practices are eclipsed by influences from throughout the world. There is a chance that traditional arts and crafts, languages, and cultural customs will disappear or

become marginalized. Social inequality can be made worse by industrialization, which can result in differences in wealth, access to resources, and levels of education. Urban regions have issues that affect social cohesiveness and quality of life, such as informal settlements, overcrowding, and poor infrastructure. Unhealthy habits, such as eating fast food, doing sedentary jobs, and experiencing more health problems from pollution, may be brought about by industrialization. Rising non-communicable illnesses and health issues are a result of changing eating and exercise habits. Cultural Plundering and Personal Identity Distress. Cultural appropriation is the misrepresentation or commercialization of some aspects of one culture as a result of global influences from the media, fashion, and entertainment industries. As people negotiate between their traditional cultural identities and the effects of globalization, they may have identity crises.

2.2 TECHNOLOGY IMPACTS ON CULTURE – CULTURAL INDUSTRIES

The term "cultural industries" often refers to the publication and production of books, music, films, television, and crafts in addition to design and crafts. Adding value to content and creating value for individuals and society may include the visual and performing arts, sports, architecture, advertising, and cultural tourism in some nations. They generate income and jobs because they are labor- and knowledge-intensive. Through the promotion of creativity and innovation, society may preserve cultural variety and improve economic outcomes.

People expect to always be able to speak with others in today's technologically advanced environment. The social media phenomenon has been fueled by the capacity to build relationships based only on mutual understanding and common interests. People used to be able to physically gather together to talk about issues or exchange ideas. But public spaces are evolving; instead of congregating in coffee shops, people are interacting virtually via forums and other social media sites. The focus of critical sociology, as presented in Mediated Society: A Critical Sociology of Media, is on how media activities influence society's values and what we consider to be normal. Because technology is so readily available in today's environment, you can see that most individuals are checking in on the world around them via their laptops or smartphones, which fosters a sense of togetherness.

The relationship between culture and technology has always existed. From the earliest stone tool users to the creation of portable PDAs, human culture has shaped technological progress as much as technology has shaped human civilization. The link is intricate and creates a symbolic circle of influence. Since both technology and culture are ever-evolving and always influencing one another, the cycle has no true beginning or finish. The world's cultures have changed as a result of

advancements in manufacturing, communications, and engineering. People have been forced or freed from tiny family farms, information has been distributed, and the environment has changed. The advancements in technology have transformed cultural norms. Technology is currently driven by cultures.

The first significant impact of manufacturing was the ability to buy products from stores rather than having to create everything from scratch. People no longer had to devote all of their time to providing food, clothes, and other necessities for their families, which freed up a great deal of time for them. Leisure activities developed as a result of individuals being able to spend more time on their own hobbies when they started to purchase more items than they were producing by hand. People continued to purchase more and more items as the cost of producing manufactured products decreased. One may argue that Americans' belief that they have a right to purchase more items at a lower cost stems from the mass manufacturing of commodities that started during the American Industrial Revolution.

People seeking livelihoods traveled from rural to urban locations. Factories were able to create more items as farming got more industrialized and commercialized, and small farms and enterprises were unable to compete with larger corporations' access to technology. People were frequently driven into the cities in quest of work paying a salary. Communities altered as a result, which had a significant impact on American culture. Many had to adjust to a faster-paced, more crowded city life after growing up in rural areas. Technological developments in manufacturing altered American lifestyles. Culture and technology have a significant impact on one another. A society's culture responds to new technology in either a favorable or bad way, changing it permanently. "The rules by which we organize our lives, the meanings that humans create to understand their universes and their place in them, and all taught beliefs and behaviors are collectively referred to as culture," according to anthropologists (Robbins, 2008). Even while technology is first perceived as beneficial, it frequently has unfavorable impacts on societies. In the end, technological advancements have a direct impact on cultural evolution; hence, when cultures change, new technologies are often created.

The effects of industrialization on emerging nation cultures are complex, involving both advantages and disadvantages. Industrialization carries with it environmental degradation, cultural homogeneity, social inequality, and health concerns, even as it advances economic development, scientific advancement, and cross-cultural interchange. Sustainable development plans, cultural preservation initiatives, and inclusive policies that place equal weight on economic growth and cultural variety are necessary to strike a balance between the advantages and disadvantages of industrialization.

Recommended Reading List

Prescribed Reading

1. Notes from Study Guides

Prescribed Reading

1. Gharipour, M. (Ed.). (2012). The bazaar in the Islamic city: design, culture, and history. Oxford University Press.

Self-Assessment Questions.

1) Why Culture and cultural life has been impacted by industrialization in developing countries?

2) Identify the positive and negative impacts of cultural industries in developing countries.

UNIT 3

CONTROVERSY BETWEEN PRESERVATION AND MODERNIZATION

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CONTENTS

Unit – 3: Controversy between preservation and Modernization

3.1 Cultural preservation the desire & need for modernization

3.2 The challenges faced by Architectural conservation

3.3 Challenges to Heritage preservation in industrially developing countries

INTRODUCTION

The tension between 21st-century modernization and cultural preservation is examined in this unit. It draws attention to the ways that industrialization, migration, and globalization are endangering cultural identity, which is formed by shared experiences. Due to pressures from urbanization and modernization, Pakistan's architectural legacy, which has been impacted by several historical eras, faces significant conservation issues. The unit covers the importance of conserving historical locations, languages, and customs in order to preserve a variety of viewpoints and advance human civilization.

LEARNING OBJECTIVES

1. Recognize the tension between modernization and cultural preservation: Students will examine the effects of globalization and technology on cultural identity and legacy.
2. Determine the difficulties in architectural conservation: Students will investigate the difficulties in maintaining historic sites in the face of fast urbanization in developing countries such as Pakistan.

INDICATIVE CONTENTS AND SUMMARY OF THE MAIN TOPICS

3.1 CULTURAL PRESERVATION THE DESIRE & NEED FOR MODERNIZATION

A community or collection of people is said to have a "culture" if its members have shared experiences that have shaped their worldview. Groups that we are born into are included, such as those based on our region or province, country of origin, gender, social status, or religion. It may also refer to a group that we join or integrate into. For instance, relocating to a different area, experiencing a shift in our financial situation, or developing a disability can all lead to the acquisition of a new culture. Culture plays a significant role in people's lives.

It affects their opinions, morals, sense of humor, aspirations, allegiances, anxieties, and fears. So, having a distinct cultural viewpoint is helpful when dealing with people, forming connections with them, or understanding them.

Many ethnic groups make up Pakistani civilization and culture: the Bengalis, Saraikis, Pothwaris, Kashmiris, Sindhis, and Punjabis in the east; the Makranis in the south; the Baloch, Hazaras, and Pashtuns in the west; and the Dards, Wakhi, Baltis, Shinaki, and Buruso populations in the north.

The peoples of Central and West Asia, as well as other South Asians and Turkic peoples, have all had a significant effect on the cultures of these Pakistani ethnic groups. Similar to Afghanistan's status, the area has existed as a separate entity within the larger geographic complex of South Asia, West Asia, the Middle East, and Central Asia since ancient times.

Pakistan became an independent nation in 1947, and that is when Pakistani writing emerged on a national basis. The new state inherited the shared and common legacy of Indian, English and Urdu literature. A collection of works produced in almost all of the major Pakistani languages—Urdu, English, Punjabi, Pashto, Seraiki, Balochi, and Sindhi—emerged throughout time as uniquely Pakistani literature. In Pakistan, poetry is a highly esteemed art form and occupation.

The most popular poetry in Pakistan is nearly exclusively Persian in origin, partly because the rulers of the area have always had a strong affinity and deep respect for some elements of foreign Persian culture.

There are four main historical periods represented in the architecture of the regions that make up Pakistan today: pre-Islamic, Islamic, colonial, and post-colonial. Around the middle of the third millennium B.C., the Indus civilization began to emerge, and with it the development of an advanced urban society with substantial structural amenities—some of which are still in use today.

The villages of Mohenjo Daro, Harappa, and Kot Diji date back to the pre-Islamic period. Beginning in the first century CE, the development of the Greco-Buddhist style was influenced by the growth of Buddhism, the Guptas, the Moriyas, and the Persian and Greek cultures.

The Gandhara style's apex was achieved during the height of this period. The remains of the Buddhist monastery Takht-i-Bahi in Khyber-Pakhtunkhwa serve as an illustration of Buddhist architecture.

The introduction of traditional Islamic methods of construction into Pakistan's architectural environment occurred with the establishment of Islam in modern-day Pakistan. The graves of Bibi Jawindi, Baha'is-Halim, and Jalaluddin Bukhari are located in the town of Uch Sharif. These tombs are regarded as some of the oldest examples of Islamic architecture in Pakistan and have been included as UNESCO Tentative World Heritage Sites since 2004.

The mausoleum of Shah Rukn-i-Alam in Multan is one of the most significant of the few surviving instances of Persian architectural design. Mughal architecture was created during this period when Islamic-Persian architectural design elements were combined with local art, generally in the shape of whimsical forms. Lahore, where Mughal emperors occasionally lived, has a large number of significant structures from the empire.

Buildings created during the British colonial era were mostly Indo-European in style, combining elements of Indian-Islamic and European architecture. Modern constructions like as the Mazar-e-Quaid, the Faisal Mosque, and the Minar-e-Pakistan are examples of post-colonial national identity.

3.2 THE CHALLENGES FACED BY ARCHITECTURAL CONSERVATION

In conversations on humanitarian endeavors, the term "cultural preservation" may come up. This phrase refers to a variety of actions related to preserving historic

cultures, ranging from those of major nations to those of tiny indigenous communities. Language documentation and research, the preservation and restoration of historical artifacts important to a culture or legacy, and the promotion of the use and preservation of native or tribal languages and customs are all examples of cultural preservation. There isn't enough conversation on cultural preservation. Languages and civilizations are disappearing due to ignorance, which is a significant loss for humanity as a species.

In today's globalized world, seeing other nations is seen as an eye-opening experience. Both international relocation and cross-cultural marriages are growing more frequent. When two individuals from different cultures are married, it frequently happens that one culture takes center stage in the family and imperils the other's ability to survive. Things weren't always like this. In the past, various populations were kept apart from one another by mountains, rivers, forests, and seas. When Columbus landed in the New World in 1492 and opened the doors to international travel and trade, this all changed.

In addition to individuals who go to explore different cultures, there are also people who go abroad in order to effect change. In third-world nations, this occurs regularly. Travelers, especially those from affluent countries, see isolated civilizations residing in jungles, deserts, and the foothills of mountains. Helping these folks, who lack access to running water, power, and basic healthcare, has been an overwhelming reaction.

The dominant Western perspective assumes that everyone needs those basic Western comforts in order to be happy. Usually, the assistance is provided in the form of Western commodities and languages, with little thought given to maintaining the distinctive cultural practices of each tribe. Developed countries are seen as modern. They frequently overlook the fact that modernity has a price, namely the extinction of minor languages, customs, and cultural preservation.

Younger people in the developing regions are becoming aware of new "escapes" as the contemporary world expands into the developing and underdeveloped worlds. It is seen to be advantageous and maybe the path to a better life to be able to adjust to the modern environment. This entails learning English instead of one's extinct native tongue. The primary problem with permitting these languages and civilizations to go is that we are losing the distinctive viewpoints of each culture.

Every culture has a different perspective on religion, the world, and how it solves problems. Preserving our cultural heritage is essential to preserving our humanity.

These unique viewpoints are valuable to preserve because they can provide us with solutions to our issues if we can learn from them. By placing ourselves in the shoes of others, we develop empathy and open our eyes to different perspectives on issues. Our world is increasingly monotonous and less exciting the more we allow these traditions to go and disregard cultural preservation. Our perspective becomes much more limited when we fail to acknowledge the significance of cultural preservation.

3.3 CHALLENGES TO HERITAGE PRESERVATION IN INDUSTRIALLY DEVELOPING COUNTRIES

Pakistan is blessed with an abundance of historic buildings and historical landmarks. Since we are the stewards of these historical resources, it is our duty to preserve and manage them so that future generations can continue to benefit from them. These resources serve as our link to the past.

Pakistan's rich heritage gives us a unique identity in a time when globalization is omnipresent. Not to be overlooked, given that it appears to be our best-kept secret from the outside world, Pakistan is a rich trove of antiquated history spanning many centuries.

Mehargarh, Moenjodaro, and Harrappa are located in Pakistan; this is the land that beckoned Alexander to sail down the Jhelum River with purple flags fluttering; the magnificent Gandharan civilization as the seat of Buddhism; the devotional carvings of the Hindu Shahi temples of the Salt Range and Tharparkar; the stately funerary clusters of Makli, Multan, and Ucch Sharif, a blend of local trabeated and imported arcuate, representing successive Sultanate dynasties; the heart-expanding chahar-baghs and jewel-like edifices of the greatest kingdom in the world, founded by the young ruler of Farghana; the Sikhs imitating the Great Mughals; and the shared legacy of eclectic architecture with its European overtones, a bequest of the British who colonized this land. In addition to the ancient sites and historic monuments, there are countless other living cities with their historic environments that are important to our understanding of our cultural diversity.

These cities include Peshawar, Multan, Thatta, Karachi, and the peaks of the Khyber in the farthest north to the southernmost edge of the powerful river Indus.

An archive of priceless architectural legacy, the Walled Cities' organic shape and weaving streetscapes must be preserved and restored in order to preserve the unique character and historical flare that they provide to our rapidly expanding metropolitan areas.

These historical footpaths are a representation of a traditional value system that has been refined over centuries but still needs assistance to suit modern needs without losing its innate brilliance.

The traditional lives are shaped by the historic landscapes that have shaped them. In order to preserve our unique identity and pass it on to future generations, we must protect our legacy as though it were family silver.

Recommended Reading List

Prescribed Reading

1. Notes from Study Guides

Prescribed Reading

1. Hacihasanoglu, O. (2019). Architectural Design Studio Culture. Journal of Design Studio, 1(1), 5-15.

Self- Assessment Questions.

1) Why Cultural preservation and the desire & need for modernization are challenging each other in the 21st century?

2) Identify the challenges faced by the Architectural community with reference to conservation projects in developing countries like Pakistan.

UNIT 4

ARCHITECTURAL CONSERVATION/RESTORATION

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CONTENTS

Unit – 4: Architectural Conservation/Restoration

4.1 Restoration and preservation of the heritage

4.2 Historic National Heritage Preservation

4.3 Historic National Heritage Preservation - Monuments

INTRODUCTION

The importance of architectural conservation and restoration is examined in this unit, with an emphasis on the preservation of national heritage sites, historic monuments, and cultural assets. In addition to discussing different conservation strategies including preservation, rehabilitation, restoration, and rebuilding, it also looks at moral precepts like reversibility and minimal intervention. The section also covers notable conservation instances that illustrate various historical preservation tactics and challenges, such as the Shah Burj in Pakistan, the Grand Central Terminal in the United States, and the St. Lawrence Market in Canada. It also emphasizes the significance of monuments for the economy, culture, and environment as well as their function in forming historical identity and promoting sustainable development.

LEARNING OBJECTIVES

- To Know the fundamentals and procedures of architectural conservation and restoration, including conservation methods and ethical issues.
- To Examine case studies of historic preservation initiatives to assess best techniques and obstacles in both developed and developing nations.

INDICATIVE CONTENTS AND SUMMARY OF THE MAIN TOPICS

4.1 RESTORATION AND PRESERVATION OF THE HERITAGE

The preservation and upkeep of tangible cultural assets, such as artwork, buildings, discoveries from archaeology, and museum collections, are the main goals of the conservation and restoration of cultural heritage. Preventive conservation, examination, documentation, study, treatment, and teaching are examples of conservation efforts. Curators, registrars, and conservation scientists are all intimately related to this subject. Using "any methods that prove effective in keeping that property in as close to its original condition as possible for as long as possible," conservation of cultural heritage refers to the preservation and restoration of such assets.

Cultural heritage conservation, which includes tracking, examining, documenting, exhibiting, storing, preventive conservation, and restoration, is frequently linked to art collections and museums. The field's scope has expanded from art conservation, which deals with safeguarding and maintaining buildings and artwork, to cultural heritage conservation, which also covers a wide range of other historical and cultural artifacts. One way to characterize cultural heritage conservation is as a form of ethical stewardship. The preservation of cultural heritage involves adhering to basic ethical principles: Minimal intervention; suitable supplies and reversible techniques; thorough recording of every labor performed.

There are frequently trade-offs between the capacity to undo modifications, retain original material qualities and design, and preserve appearance. Nowadays, emphasis is placed on reversibility to lessen issues with therapy, research, and use in the future. Conservators must consider the perspectives of the stakeholders, the values and significance of the work, and the material's requirements for preservation in order to choose an acceptable conservation plan and use their professional competence appropriately.

The practice of preserving the material, historical, and design integrity of any constructed legacy by well-thought-out interventions is known as architectural conservation. The person who undertakes this endeavor is referred recognized as an architectural conservator-restorer. The final preservation and restoration of cultural assets depends on the choices made about when and how to intervene. In the end, the choice is dependent on values; typically, aesthetic, contextual, and informative values are taken into account. Sometimes the best course of action is to choose not to become involved.

Throughout the 18th and 19th centuries, there was a growing push for architectural conservation in general and the preservation of historic buildings in particular. It

was a reaction to modernism and its associated architectural viewpoint, which rejected romantic ties to historic buildings and structures in favor of advancements in both technology and design. Until now, the majority of the old structures that remained intact had only done so because they were either undiscovered or of great cultural or religious significance. The rise of the architectural conservation movement coincided with important discoveries in science and archaeology. Professionals in the area started to categorize different architectural designs as "correct" or "incorrect".

The terms "preservation" and "conservation" were used synonymously to describe the school of architecture that supported actions that either prevented future deterioration and damage to structures or promoted actions that would preserve them in their existing state. This school of thinking believed that historic architectural designs were sound in and of themselves. In the 19th century, William Morris, an artist, and John Ruskin, an art critic, were two of the leading proponents of conservation and preservation.

The conservationist school of thought known as restoration held that old structures might be enhanced—and occasionally even finished—by employing modern materials, designs, and construction methods. It is comparable to modernist architectural ideology in this regard, with the exception that it does not support demolishing historic buildings. The French architect Eugène Viollet-le-Duc was one of the most fervent proponents of this school of thinking in the 1800s.

The following approaches to architectural conservation were specified by the US Department of the Interior: The preservation of all historic fabric through conservation, upkeep, and repair is highly valued. It illustrates how a structure develops and evolves throughout time as a result of several occupants and considerate additions and modifications. The focus of rehabilitation is on preserving and mending historic components, although there is greater room for replacement because it is thought that the property has already degraded more than before work began. The preservation of the materials, features, finishes, spaces, and spatial connections that collectively give a property its historic character is the main emphasis of both the rehabilitation and preservation criteria.

While allowing the removal of elements from earlier eras, restoration "focuses on the retention of materials from the most significant time in a property's history."“ The process of reconstruction "establishes limited options to re-create a non-surviving place, landscape, building, structure, or object in entirely fresh materials."

4.2 HISTORIC NATIONAL HERITAGE PRESERVATION

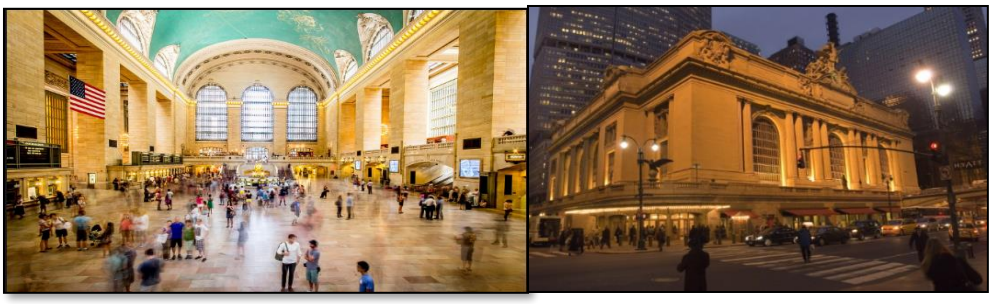


Figure 4.1 New York City, Grand Central Terminal

Grand Central Terminal's owners planned to replace it with a larger building, so they engaged in a court dispute that would ultimately become one of the most well-known and significant judicial rulings in the history of historic preservation in the United States. In the end, the U.S. Supreme Court decided in favor of the city's ability to declare the train station—or any other location—a landmark and to prohibit any changes or demolitions to it in 1978. The validity of the landmark designation was upheld in this case, which was heralded as a significant victory for preservationists. The challenges included uncompensated expropriation, private property violations, and discriminatory "spot" zoning.



Figure 4.2 St Lawrence Market Toronto

When a contractor knocked down several of the other buildings for construction during the night in 1967, St. Lawrence Market in Toronto was spared.

The St. Lawrence Neighbourhood HCD bases its interest and value in cultural heritage on three elements. As the original site of York, the town that served as Upper Canada's seat of government before becoming the capital of Ontario and the City of Toronto, the District is valuable historically. In addition, the District has a unique physical character that is exemplified by the concentration of 19th-century buildings. Thirdly, because of its many monuments and institutions, such as St.

James' Cathedral and Market, the District has contextual, social, and communal value.

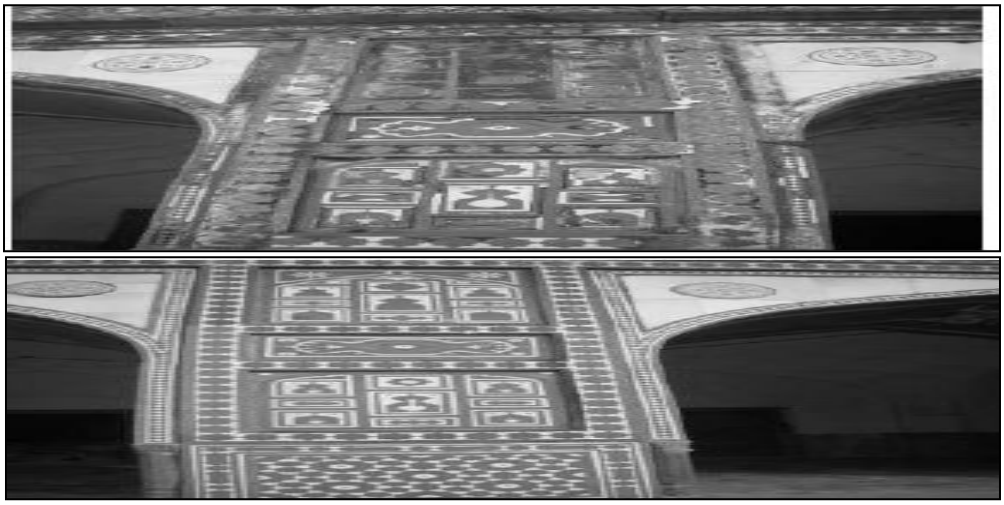


Figure 4.3 Shah Burj Mosaic Work

The Shah Burj, sometimes called Shish Mahal, is a landmark situated in the northwest corner of the Lahore Fort. The fourth Mughal emperor Jahangir started this project, which was finished in 1631–1632 under his son Shah Jahan. The mirror mosaic art (ayina kari) that covers the walls and ceilings of every interior room is this monument's most notable feature. With funding from UNESCO and NORAD, the Department of Archaeology embarked on a conservation and restoration project. The job was not adequately supervised while it was being done. The UNESCO established a high-level advisory council, but none of the members had any actual expertise in conservation. Nonetheless, Pakistani experts with ample experience were disregarded in the conservation endeavors.

4.3HISTORIC NATIONAL HERITAGE PRESERVATION - MONUMENTS

Monuments serve as enduring reminders of our identity, culture, and history. They are strong storytellers who impart histories of our history, shape our present, and influence our future. Their value extends far beyond simple architecture. Monuments are physical representations of cultural identity that represent a society's ideals, accomplishments, and beliefs. From modern marvels like the Eiffel Tower to ancient wonders like the Pyramids of Egypt, they capture the soul of civilizations. We protect our legacy and give future generations priceless information by maintaining these sites. Monuments create a sense of continuity and belonging by bridging the gaps between the past, present, and future. They serve as a reminder of our beginnings, our challenges, and our achievements. For millions

of immigrants, the Statue of Liberty, for instance, represents liberty and democracy and offers hope. Such renowned buildings respect our past while motivating us to work toward a brighter tomorrow.

Monuments are wonderful teaching tools because they provide insights into historical occurrences, architectural philosophies, and cultural customs. They give us concrete connections to the past so that we may draw lessons from both successes and failures. Monuments draw visitors from all around the world, boosting commerce and fostering cross-cultural understanding. As a UNESCO World Heritage Site, the Taj Mahal in India welcomes millions of tourists each year, which boosts the local economy greatly. Furthermore, historical tourism encourages sustainable development and respect for all cultures. Monuments serve as focal places for towns and nations, symbolizing pride and unanimity in the country. They foster a feeling of community identity and shared history. As the cradle of American democracy, Independence Hall, for example, inspires patriotism and togetherness among the populace.

Monuments are outstanding examples of artistic and architectural accomplishments that demonstrate the inventiveness and ingenuity of people. These buildings, which range from historic temples to contemporary skyscrapers, show how engineering and architecture have changed over time. A wonder of ancient architecture, the Colosseum in Rome never fails to astound and impress with its majesty. Through the encouragement of conservation and adaptive reuse techniques, the preservation of historic heritage promotes environmental sustainability. Reusing old structures promotes sustainable urban development and lowers carbon footprint. For example, repurposing abandoned industries as hotels or cultural hubs encourages environmentally responsible behavior while preserving the buildings' historical significance. Monuments are essential for remembering important occasions and mending societal scars. Memorials honoring civil rights activists, military veterans, and tragedy victims are centers of thought and remembering.

Monuments create venues for public meetings, festivals, and cultural events, which encourage social interaction and community involvement. They improve ties between people, support inclusion, and stimulate communication between various groups. Monuments and sculptures in public spaces become lively centers of activity and cross-cultural interaction. Monuments stimulate innovation and creativity in a variety of fields, including literature, art, and urban planning as well as architecture. They act as muse for designers, architects, and artists, inspiring fresh concepts and stretching the bounds of imagination. Famous sites such as the Sydney Opera House demonstrate the combination of creativity and practicality. Our shared identity is anchored by our magnificent history, which greatly enhances our quality of life. Through conserving, valuing, and analyzing these ageless gems, we honor human accomplishments, draw lessons from the past, and look forward to a bright future.

Recommended Reading List

Prescribed Reading

1. Notes from Study Guides

Prescribed Reading

1. Julier, G. (2006). From visual culture to design culture. Design issues, 22(1), 64-76.

Self-Assessment Questions.

1) Discuss why the Monumental Heritage Preservation is critical to national identity on a global scale for Pakistan.

2) Identify the challenges faced by in Restoration and preservation of the heritage in developed vs developing countries.

UNIT 5

CONSERVATION OF THE CULTURAL PROPERTY

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CONTENTS

Unit – 5: Conservation of the Cultural Property

5.1 Role of United Nations & other international Funding Organization

5.2 Role of United Nations & other international Funding Organization

INTRODUCTION

The function of UNESCO and other international organizations in the preservation of cultural assets around the world is examined in this unit. It draws attention to UNESCO's efforts to save historical places via cooperation, financial support, and technical know-how. The unit talks about important conservation initiatives in Pakistan, such as the restoration of Moenjodaro, Lahore Fort, and the Jam Nizamuddin Tomb. Particular attention is paid to the instance of Moenjodaro, a UNESCO World Heritage Site, which describes its historical value and the difficulties it faces as a result of environmental risks. The property was protected in large part because to UNESCO's protection campaign, which raised $23 million for conservation initiatives.

LEARNING OBJECTIVES

- To understand the role of UNESCO and other international organizations in preserving cultural heritage, with a focus on Pakistan’s historical sites.
- To identify key challenges in the conservation and restoration of Moenjodaro and other heritage sites in Pakistan.

INDICATIVE CONTENTS AND SUMMARY OF THE MAIN TOPICS

5.1 ROLE OF UNITED NATIONS & OTHER INTERNATIONAL FUNDING ORGANIZATIONS

International organizations started from the ground up to create connections between different countries in order to assist and plan the preservation of these nations' architectural and cultural legacy. These organizations served as a source of information exchange and cultural and historical documentation to safeguard the preservation of the original languages, architecture, historical places, and other cultural assets, in addition to facilitating coordination and cross-linkages between these countries.

UNESCO: Headquartered in Paris, the United Nations Educational, Scientific, and Cultural Organization (UNESCO) is a specialized agency of the UN. Its stated goal is to improve global respect for justice, the rule of law, human rights, and the fundamental freedoms outlined in the UN Charter by fostering international collaboration via educational, scientific, and cultural reforms.

Five main programs are used by UNESCO to carry out its mission: education, culture, communication/information, social/human sciences, and natural sciences. International science programs; translations of world literature; international cooperation agreements to secure the world's cultural and natural heritage (World Heritage sites) and to preserve human rights; literacy, technical, and teacher-training programs; regional and cultural history projects; the promotion of cultural diversity; and attempts to bridge the global digital divide are just a few of the projects sponsored by UNESCO. It is a part of the UN Development Group as well.

It is common knowledge that UNESCO has been the primary force, the facilitator, and the UN agency par excellence when it comes to working with Member States on issues pertaining to Cultural Heritage and, by extension, culture in general. Given its involvement in significant projects pertaining to the protection of cultural heritage, UNESCO has some well-deserved prestige. This legitimacy is a result of the international efforts that UNESCO started in the 1960s and 1970s to safeguard and improve important cultural monuments in Pakistan, Egypt, Italy, Indonesia, and other countries.

In the 1980s and 1990s, UNESCO persisted in initiating efforts to safeguard cultural heritage sites that were widely acknowledged. While the fact that most of those campaigns eventually faded away and that UNESCO still enjoys the credibility it gained from realistic, professional, well-funded major campaigns and projects of the 1970s is a fact, it is not our intention to undertake a thorough analysis or evaluation of those campaigns. The majority of the extra-budgetary monies

utilized by UNESCO for medium- and large-scale projects during the past 25 years came from the UNDP, as did the technical cooperation agreements between the UNDP, UNESCO, and the relevant governments around the turn of the century.

Even though UNESCO was given a clear mandate in terms of "material, knowledge, and experience," the majority of the fieldwork that required funding from the UNDP for technical assistance was completed in a way that was successful in setting the stage for future national and/or international projects that could be funded similarly. UNESCO was strengthened and began collaborating with the State Parties of the Convention in matters pertaining to cultural heritage, the built heritage of monuments and sites, and actual Historic Centers/Towns/Cities, and more and more in natural landscapes after the 1972 UNESCO Conference in Nairobi and the creation of an international Convention for World Cultural and Natural Heritage.

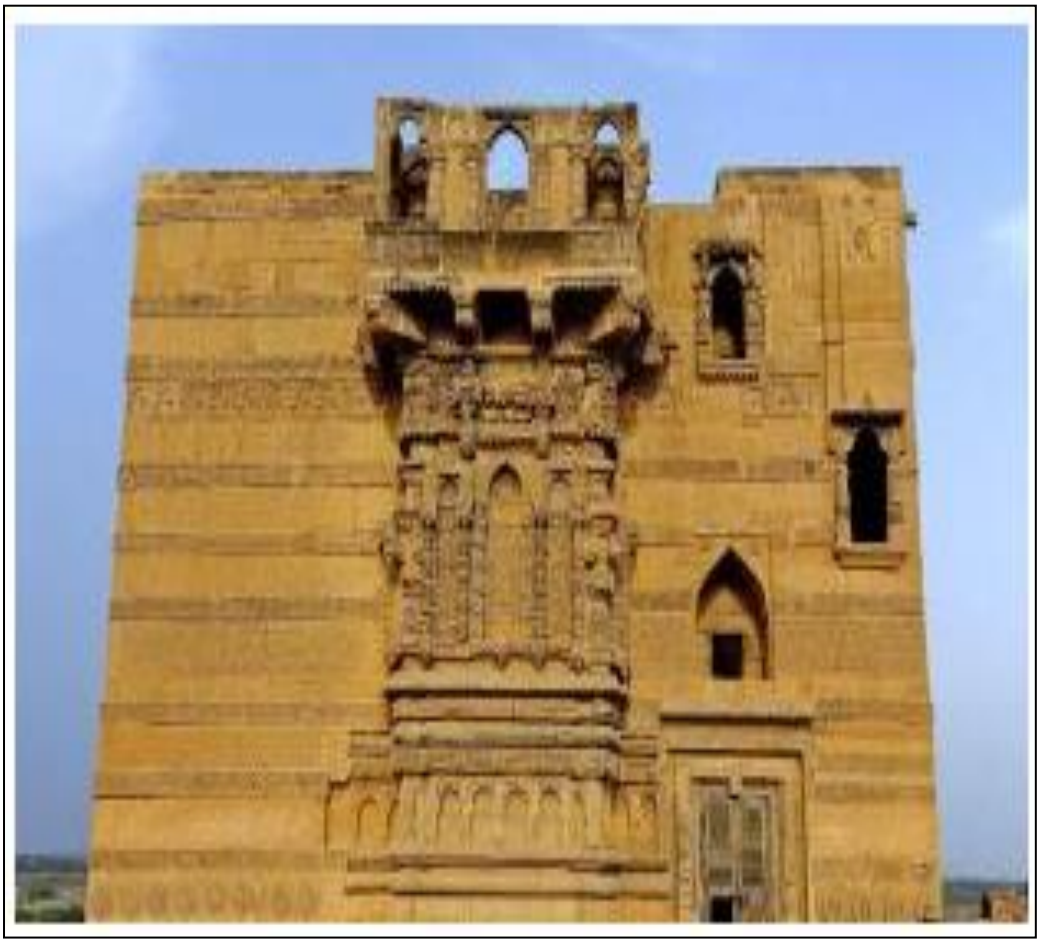


Figure 5.1 Conservation of Jam Nizamuddin Tomb, Thatta

In order to properly conserve and restore the building, the project seeks to provide detailed information on the current state of the Jam Nizamuddin Tomb's construction as well as the state of the soil. One of the most important buildings in the Thatta-Makli World Heritage Site is the Jam Nizamuddin Tomb. Situated at the ridge of the Makli Hill, the sprawling 10-kilometer World Heritage Site of Thatta-Makli is home to an astounding assortment of tombs, monasteries, mosques, and enclosures. The 'city of dead's' distinctively Islamic religious character results from the placement of the mausoleums of monarchs and rulers next to the graves and khanqahs (hermitages) of the saints they venerate. The early 14th-century pre-Mughal Samma era, Tarkhan, and Mughal periods make up this category.



Figure 5.2 Conservation of Lahore Fort, Lahore

In recognition of Norway's kind acceptance of the request for support for the restoration and preservation of the Lahore Fort, the Government of Pakistan and the UNESCO Islamabad Office have signed a Memorandum of Understanding (MoU) to carry out this challenging project. The ceiling of Shish Mahal (Palace of Mirrors), which was collapsing, needed to be stabilized or rehung. To guarantee a consultation approach and the exchange of information and experience from several sources, including foreign experts, needed considerable caution and meticulous planning. As a result, after the first search and planning stage, the International Experts' Meeting in the first week of March 2003 marked the practical start of the project.

5.2 ROLE OF UNITED NATIONS & OTHER INTERNATIONAL FUNDING ORGANIZATIONS



Figure 5.3 Safeguarding Moenjodaro

Moenjodaro existed for around 1000 years throughout the third and second millennia BC. It is situated in Pakistan's Sindh Province, on the right bank of the Indus River, 510 kilometers northeast of Karachi. One of the oldest planned cities in the world, this Indus civilization city covered an area of nearly 600 acres, of which 10% has been excavated. It was constructed entirely of fired brick in accordance with a meticulously thought-out urban planning scheme. Excavations took place here between the 1920s and 1930s.

The location is regarded as the earliest urban center of the Indus civilization because of its massive structural remnants, street grid, covered drains, baths, wells, and all other essential characteristics for administration and cleanliness. In 1980, the Moenjodaro ancient ruins were added to the UNESCO World Heritage List.

This vast cultural heritage monument was increasingly in danger of deteriorating because of water-logging, salts rising from the high water table, floods from the Indus River, and exposure to harsh weather. The International Safeguarding

Campaign for Moenjodaro was initiated by UNESCO in 1974 after a plea made by the Pakistani government. It lasted until 1997 and raised about US $23 million for extensive conservation measures that included ground-water table control, national capacity building initiatives, installation of a conservation and monitoring laboratory, and flood protection for the site.

The UNESCO Division for Cultural Heritage and the World Heritage Center resumed their collaboration following the conclusion of the UNESCO International Safeguarding Campaign for Mohenjodaro in 1997. In 2004, they developed a post-campaign strategy that identified additional areas of interventions, including management structure, conservation and stabilization, training and capacity building, and site and tourism development. Up until now, most of the efforts have been directed at enhancing the general administration, preservation, and stability of the walls and buildings as well as strengthening the national training and capabilities of site managers and laborers.

Recommended Reading List

Prescribed Reading

1. Notes from Study Guides

Prescribed Reading

1. Julier, G., Folkmann, M. N., & Skou, N. P. (Eds.). (2019). Design Culture: objects and approaches. Bloomsbury Publishing.

Self-Assessment Questions.

1) Discuss the heritage preservation in the context of Pakistan with a focus on Mohenjodaro & Harappa.

2) What are the current challenges faced by conservation and restoration experts in Pakistan working on Moenjodaro?

UNIT 6

CONSERVATION OF THE CULTURAL HERITAGE

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CONTENTS

Unit – 6: Conservation of the Cultural Heritage

6.1 Nepal & Bangladesh

6.2 Indonesia

6.3 Preservation of Cultural Environment

INTRODUCTION

With an emphasis on UNESCO World Heritage Sites, this section examines the preservation of cultural heritage in Bangladesh, Indonesia, and Nepal. There are seven ancient sites in Nepal's Kathmandu Valley, including Hindu temples and Buddhist stupas that exhibit superb traditional craftsmanship. The character of the valley has been maintained in spite of urbanization issues because to conservation initiatives including the Integrated Management Plan and the Ancient Monument Preservation Act.

The 15th-century Historic Mosque City of Bagerhat in Bangladesh is home to 360 mosques and other ancient buildings. While tackling issues like salt damage, conservation efforts spearheaded by the government and UNESCO have preserved the city's historical integrity.

The UNESCO-led restoration of Indonesia's famous Buddhist structure from the eighth and ninth century, the Borobudur Temple Compounds, is complete. Environmental concerns like volcanic ash, tourism, and loose development regulations pose dangers to the site.

The course also emphasizes the value of protecting the cultural environment, with a focus on community involvement, sustainable development, and policy-driven approaches to long-term heritage protection.

LEARNING OBJECTIVES

- To recognize the importance of preserving cultural heritage in Bangladesh, Indonesia, and Nepal, as well as the difficulties and preservation techniques used.
- To examine how preserving historical continuity and national identity is impacted by sustainable cultural environment management.

INDICATIVE CONTENTS AND SUMMARY OF THE MAIN TOPICS

6.1 NEPAL & BANGLADESH

Cultural heritage, which includes habits, practices, locations, artifacts, and values, is a representation of the lifestyles that a community has created and passed down through the generations. Intangible and tangible cultural heritage are two common ways to describe cultural heritage (ICOMOS, 2002). Human activity results in the creation of concrete representations of value systems, beliefs, customs, and lifestyles through cultural heritage. Cultural Heritage, an integral component of culture overall, encompasses these palpable and apparent remnants from antiquity to the contemporary era. The term "cultural heritage" is broad and has large-scale implications.

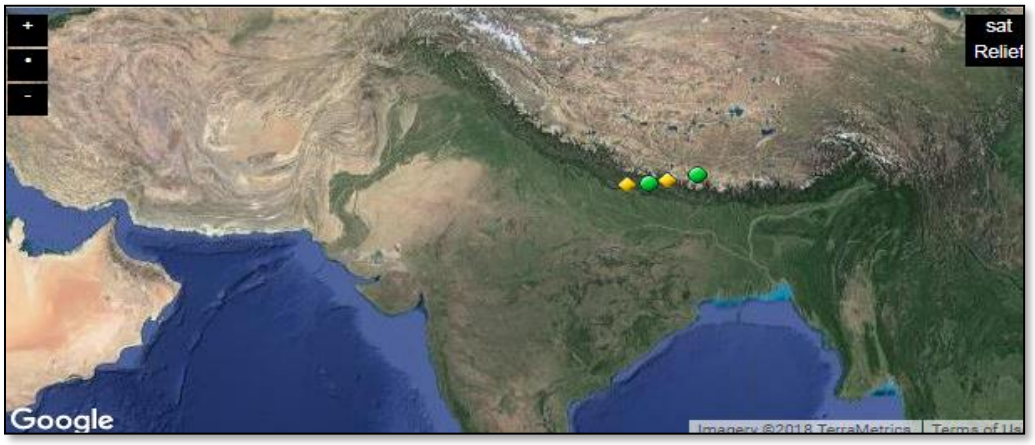


Figure 6.1 Nepal

Valley of Kathmandu

Seven collections of monuments and structures that showcase the whole array of creative and historical accomplishments for which the Kathmandu Valley is renowned across the globe serve as illustrations of the valley's rich cultural legacy. The Buddhist stupas of Swayambhu and Bauddhanath, the Hindu temples of Pashupati and Changu Narayan, and the Durbar Squares of Hanuman Dhoka (Kathmandu), Patan, and Bhaktapur are among the seven. The distinctive tiered temples are mostly constructed of wood framework and fired brick with mud mortar.

Small size overlapping terracotta tiles with gilded metal embellishments decorate the roofs. The roof supports, entrances, and windows all have elaborate ornate carvings. With their huge, whitewashed hemispheres supporting golden cubes with

the everlasting, all-seeing Buddha eyes, the stupas are simple yet imposing structures.

The Integrated Management Plan controls the danger of urban growth, and most listed buildings are in excellent condition. Nonetheless, the land remains susceptible to encroaching development, including the installation of new infrastructure. The distinctive shape, style, material, and content of the monuments—which exhibit highly developed traditional craftsmanship and are positioned amid a traditional urban or natural setting—maintain the property's originality. The authenticity of the historic ensembles and much of the traditional urban fabric inside the borders have survived despite the enormous urbanization of the Kathmandu Valley.

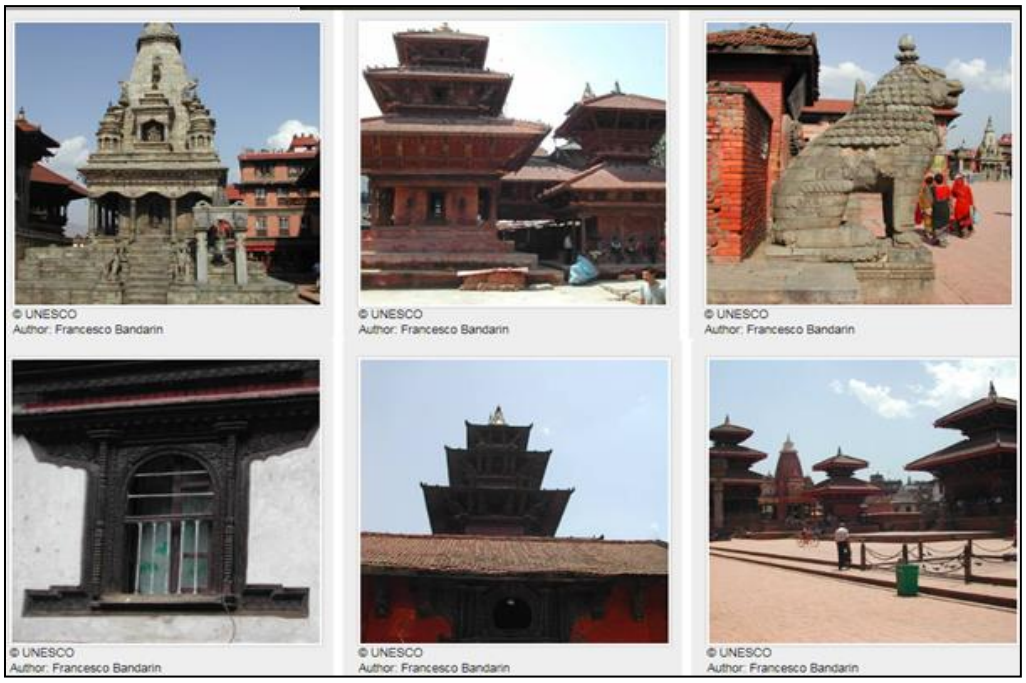


Figure 6.2 Kathmandu Valley

The Ancient Monument Preservation Act, of 1956, has recognized the selected site as a protected monument zone, offering the highest level of national protection. The Integrated Management Plan for the Kathmandu World Heritage Property, which was established in 2007, enumerates the roles and authority explicitly. Tiers of local government, central government, and non-governmental organizations have coordinated their efforts to administer the property.

Bangladesh



Figure 6.3 Bangladesh

Bagerhat's Historic Mosque City

Located in the Bagerhat suburbs, this historic city—formerly known as Khalifatabad—was established in the fifteenth century by the Turkish commander Ulugh Khan Jahan at the confluence of the Ganges and Brahmaputra rivers. The city's architecture has a high level of technical proficiency, and it is home to an astonishing quantity of mosques and early Islamic structures, many of which are made of brick. Located near the confluence of the Ganges and Brahmaputra rivers in the southwest of present-day Bagerhat district in Bangladesh, the Historic Mosque metropolis of Bagerhat is a significant example of a medieval metropolis. In the fifteenth century BC, the ancient city, originally known as Khalifatabad, stretches out across the southern bank of the ancient River Bhairab.

The majestic metropolis, spanning 50 km2, is home to some of the most important structures from Bengal's early Muslim architectural history. There are 360 mosques among them, along with public buildings, mausoleums, bridges, highways, water tanks, and other baked brick public structures. Together with the medieval shape and architecture, these closely spaced religious and secular monuments retain their original scenic position and natural surroundings. The Historic Mosque City of Bagerhat's land has all the essential components, including roads, dwellings, old ponds, tombs, and chillakhanas (historic graveyards), in addition to mosques. As such, the city's characteristics are still present.

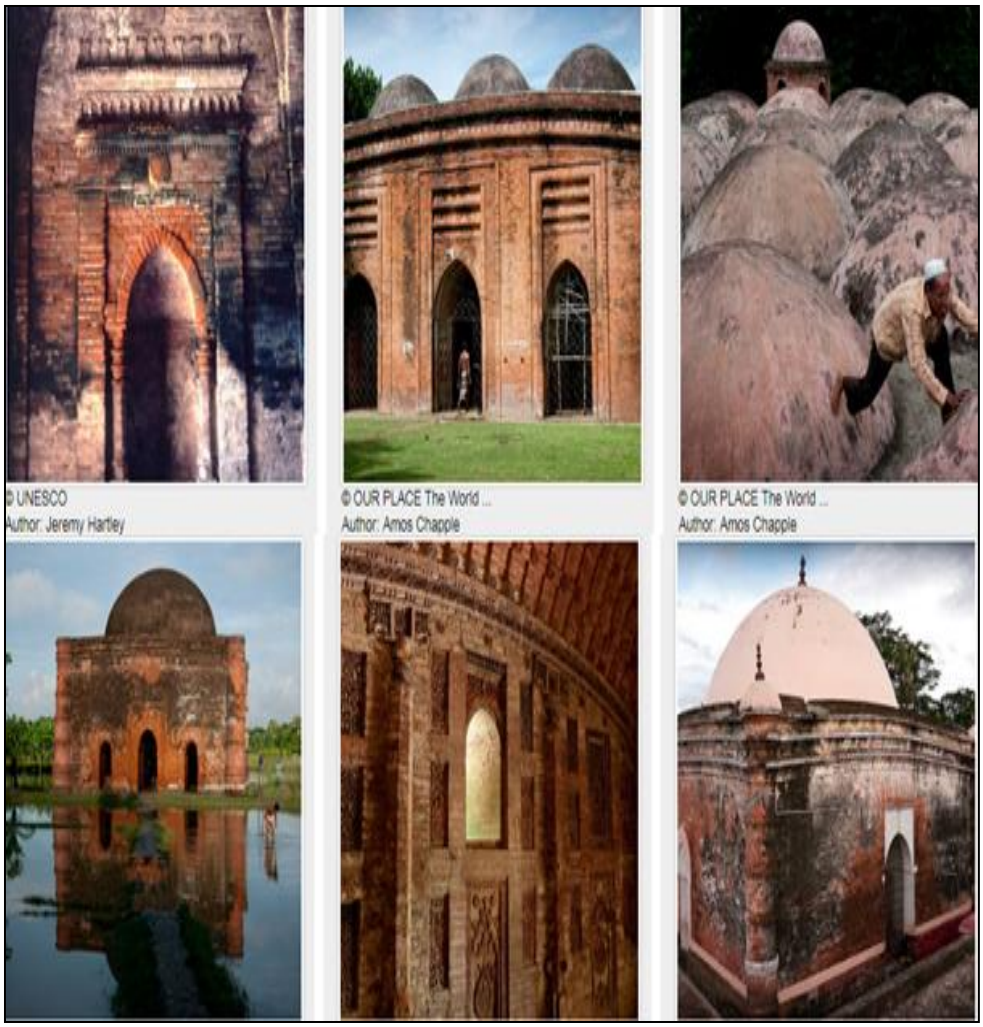


Figure 6.4 Historic Mosque of Bargerth

Conservation and restoration efforts have respected the usage of original materials (lime and mortar) to maintain the authenticity of the monuments. Nevertheless, parts of the original elements were destroyed in previous interventions, including the upper band of the cornice, reticulated windows, pediment, and stone pillars inside the mosques. Many of the structures still serve both religious and secular purposes, maintaining the fundamental elements of long-standing customs while also promoting social cohesion. The master plan created by UNESCO in 1973–1974–1977–1978 for the preservation and display of the Historic Mosque City of Bagerhat has been implemented by the government of Bangladesh. Even Nevertheless, financial attempts have been undertaken to solve the salinity-related conservation issue.

6.2 INDONESIA



Figure 6.5 Indonesia

Borobudur Temple Compounds

Located in the center of Java, this well-known Buddhist temple was constructed between the eighth and ninth centuries. It was constructed on three levels: a pyramid-shaped base with five concentric square terraces, a cone-shaped stem with three circular platforms, and a massive stupa at the summit. A total surface area of 2,500 m2 is covered with exquisite low-relief decorations on the walls and balustrades. There are 72 openwork stupas with Buddha statues surrounding the circular platforms. UNESCO assisted with the monument's restoration in the 1970s. One of the most impressive Buddhist structures in the world, the Borobudur Temple Compounds were constructed in the eighth and ninth century AD under the Syailendra Dynasty.

The main temple is a stupa constructed in three stages around a hill that served as a natural center: a massive stupa at the top, resembling a pyramid, a pyramidal base with five concentric square terraces, and a cone-shaped stem with three circular platforms. A total surface area of 2,520 m2 is covered with exquisite low-relief decorations on the walls and balustrades. There are 72 openwork stupas with Buddha statues surrounding the circular platforms.



Figure 6.6 Borobudur Temple Compounds

A remarkable dynastic monument of the Syailendra Dynasty, which dominated Java for around five centuries until the tenth century, should also be recognized as the Temple.

The three temples are located inside the limits, along with an imaginary axis that connects them. The three monuments—Borobudur Temple, Mendut Temple, and Pawon Temple—continue to serve a dynamic purpose despite the absence of the visual linkages.

From the time of its construction until it was abandoned somewhere between the 10th and the 15th centuries, the temple was utilized as a Buddhist temple. Following its rediscovery in the 1800s and subsequent repair throughout the 1900s, it has been reintegrated into a Buddhist archaeological site.

Development that might jeopardize the exceptional interaction between the major monument and its larger environment and have an impact on the property's Outstanding Universal Value poses the biggest threat to the ensemble. Weak development laws have already somewhat affected the approach to the property. Significant strain is also placed on the property and its hinterland by tourism. Building stone is deteriorating at an increasing pace; further investigation is needed to determine the cause. A small amount of harm is also brought about by unattended guests. Since Mount Merapi's 2010 eruption produced an acidic ash layer, it is also seen as a possible concern.

6.3 PRESERVATION OF CULTURAL ENVIRONMENT

The foundation of a community's memory and sense of self is its cultural milieu. It is a vast national legacy that encompasses significant social and cultural values when it is well-maintained, geographically distinctive, and built from several historical periods. Sustaining the values of the nation's heritage and promoting sustainable growth are all made possible by the methodical upkeep and improvement of the cultural environment.

The cultural environment serves as a stimulus for new endeavors and is a significant cultural, economic, social, and ecological resource. The strategy's objective is to raise awareness of these opportunities. The plan emphasizes the value of civic engagement in achieving its objectives and seeks to improve collaboration amongst stakeholders as well as the conditions necessary to act in the cultural environment's best interests.

The plan aims to increase sustainable development and the associated ecological, economic, social, and cultural aspects by responsibly enhancing the cultural environment and managing it well. The fundamental tenet of strategy is that the cultural environment may be revitalized and modified to reflect changes throughout time while maintaining its age-old characteristics.

The plan outlines the need for all-encompassing cultural environment regulations. The strategy's execution is under the purview of the whole state government. The objective is to guarantee the national, regional, and local capacity of the cultural environment administration to serve and function; to make the administrative division of responsibilities and sector-specific responsibilities clear; and to foster greater collaboration amongst the administrative branches.

Over time, opinions on what constitutes a good and worthwhile environment evolve. Positively associated historical contexts are frequently related to the cultural environment. However, the cultural milieu may also serve as a repository for matters that individuals would want to forget. Values shift gradually; in the future, a location that is seen as common now may be a treasured cultural setting that provides an illuminating account of its own era.

Recommended Reading List

Prescribed Reading

1. Notes from Study Guides

Prescribed Reading

1. Lee, J. H., Ostwald, M. J., & Gu, N. (2020). Design thinking: creativity, collaboration and culture. Cham: Springer.

Self-Assessment Questions.

1) Discuss why the conservation of heritage is significant to the global historical presence of Pakistan.

2) Preservation of Cultural Environments is significant to the evolution of the culture and identity of the nation. Discuss with reference to Pakistan.

UNIT 7

NEW TECHNOLOGIES (CHANGE & FLEXIBILITY)

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CONTENTS

Unit – 7: New Technologies (Change & Flexibility)

7.1 Concept of mega structure and vision of the urban environment

7.2 Design methods & new science

7.3 Craft and industrialized production methods

7.4 Complexities at work shaping the environment

7.5 Integration of Design & Production Processes

INTRODUCTION

Megastructures, contemporary design approaches, and production processes are the main topics of Unit 07's exploration of the revolutionary effects of new technology on urban growth and sustainability. It looks at how mega structures have changed throughout time, highlighting how they have shaped the urban landscape and helped to solve issues like urban mass. In order to combat climate change and promote sustainable development, the unit emphasizes the significance of retrofitting cities. It examines the cultural and environmental effects of contrasting industrialized production techniques with handiwork. Along with the integration of design and production processes for successful and efficient product formation, the details of work environments and their impact on sustainability are examined.

LEARNING OBJECTIVES

- To recognize the idea, development, and possible effects of megastructures on urban sustainability, especially when it comes to tackling problems like mass and inefficient infrastructure.
- To examine how design and production processes can be integrated to enhance industrial production techniques and craftsmanship's sustainability, creativity, and efficiency.

INDICATIVE CONTENTS AND SUMMARY OF THE MAIN TOPICS

7.1 CONCEPT OF MEGA STRUCTURE AND VISION OF THE URBAN ENVIRONMENT

With the development of sophisticated tools, processes, systems, and procedures that enable high-end design, technology has completely transformed the contemporary world. It has also improved people's and organization's capacity to produce large-scale, high-end architectural and design projects and products. This phenomenon has increased competitiveness and raised standards for people's happiness by bettering their lifestyles.

However, it also raised some questions about how a contemporary, machine-based lifestyle may lead to cruel conduct.

The notion of a mega building has changed since it was first brought up in architectural discourse in the late 1950s and early 1960s. A megastructure is essentially any extraordinarily massive, man-made, self-supporting structure. This is the fundamental, current definition.

While real city-sized megastructures are still confined to science fiction, many extant structures fall into this category, such as the Great Wall of China and a few extraordinarily massive skyscrapers. A megastructure was first described by architect Ralph Wilcoxon in 1968 as a collection of modular components that could be added to and enlarged almost endlessly.

Within the overall mega structure, smaller, prefabricated apartments might be constructed to better fit the individual demands of the building's tenants. Because of the mega structure's versatility, conveniently accessible conduits may carry the "hardware" of daily living, such as utilities.

The gigantic building, according to certain architects like Reyner Banham, was an attempt to bring together the ideas of architects and city planners. The movement was primarily guided by his book Mega Structure:

Urban Futures of the Recent Past. Similar-minded planners and architects thought that mega-structures may offer practical answers to sprawl and chaotic, inefficient cities, and that planning could be seen on a far greater scale.

Compared to some of the older suggestions for mega buildings, modern mega structures are lower in scale and less closely aligned with utopian ideals. Still, a megastructure is usually a big, man-made, self-sustaining building or structure. Bridges, cities contained inside a single structure, and constructions composed of several smaller structures are frequently included in the concept.

7.2 DESIGN METHODS & NEW SCIENCE

The necessity of "retrofitting," or re-engineering, existing structures and urban infrastructures has grown in importance in recent years. Globally, the concentration of our expanding human population in urban areas has drawn attention to the role that cities play in mitigating the effects of climate change, adapting to them, and accomplishing the more general objectives of sustainable development. Although many of the most urgent environmental and resource depletion issues are seen to originate in cities, cities may also be the source of solutions due to their creative and inventive capabilities.

Reducing carbon emissions alone won't be enough for urban sustainability. It's a complex issue that calls for a strong and coordinated focus on waste management, water management, energy, and resource use in order to support the creation of a safe and socially just environment that fosters the growth of various populations.

Numerous factors can impact the environmental well-being of economies when examined in depth. Because environmentalists frequently rely on a dearth of trustworthy data, economists have begun to question the truth of assertions made by environmentalists that ought to direct their economic strategy. An Environmental Sustainability Index (ESI) was created by sorting sixty-seven broad factors as part of a major research endeavor at Yale University in the United States.

To rate the sustainability index of several nations ranging from developed to underdeveloped, the variables were reduced to twenty-two key indicators. The variables included demographic stressors, eco-efficient practices, and the commercial sector's openness to sustainability-related concerns. Consequently, they discovered that the indications cluster into five areas:

1. **Environmental systems**:
   An evaluation of the health of biodiversity and other indicators of environmental well-being, with a focus on whether or not they are improving, given the right conditions.
2. **Reducing environmental stresses:**
   This refers to the lowest point at which human activity may compromise environmental systems.
3. **Diminishing human susceptibility:**
   An assessment of the degree to which alterations in the surroundings may adversely impact individuals' fundamental requirements (like well-being and sustenance).
4. **Social and institutional capacity:**
   The ability of a nation's social structures and skill sets to deal with unfavorable external circumstances or occurrences.

5. **Global stewardship:**
   Assessing a nation's performance in collaboration with other nations at the world, national, regional, and local levels concerning environmental issues like ozone depletion and global warming, etc.

7.3 CRAFT AND INDUSTRIALIZED PRODUCTION METHODS

Two different techniques for producing goods—handcrafted and industrialized—each had their own special traits and cultural ramifications. With roots in antiquity, craftsmanship is the artful production of items using hand labor and artisanal methods. It includes a broad range of crafts, such as metalworking, carpentry, and weaving in addition to pottery and weaving. Craftsmen have always been important in creating necessities for daily living, frequently using skills and cultural themes that have been passed down through the years.

The advent of mass production techniques and the mechanization of manufacturing processes were two of the key changes in production methods brought about by industrialization. The 18th and 19th centuries saw the Industrial Revolution, which transformed the manufacturing of commodities by introducing steam power, technology, and assembly lines. Craftsmanship, which reflects regional customs, materials, and aesthetics, is closely linked to cultural identity.

Artists frequently include historical narratives and symbolic meanings in their works in order to preserve cultural legacy and promote a feeling of community. Handmade goods provide cultural value and help people feel connected to their heritage, whether they are textiles from an indigenous tribe or ceramics from a small rural community. The preservation of traditional knowledge and skills that are passed down via apprenticeships and family relationships depends heavily on craftsmanship. Master craftsmen educate younger generations through methods that could otherwise be lost in an era of mass production, serving as guardians of intangible cultural heritage. Compared to mass-produced items, craftsmanship promotes more uniqueness and artistic expression. Each piece is unique because artisans add personal touches, variances, and nuances to their works.

Craft-based economies frequently center on close-knit communities where craftspeople cooperate, lending resources and talents to one another as needed. This promotes a sense of belonging, mutual support, and social cohesiveness. Handicraft markets, workshops, and cooperatives develop into centers of commerce and cultural interchange that fortify social bonds.

Manufacturing was changed by industrialized production techniques, which allowed for cheaper mass manufacture of commodities. Increased product accessibility, economic expansion, and technical improvements were the results of

this. But there were drawbacks as well, such as the effects on the environment, the need to standardize designs, and the loss of traditional craftspeople.

Standardization and uniformity are frequently given top priority in industrialization in order to fulfill customer demand and expedite production. This guarantees cost-effectiveness and efficiency, but it may cause items to lose their individuality and cultural richness. Conversely, craftsmanship places more emphasis on personalization.

7.4 COMPLEXITIES AT WORK SHAPING THE ENVIRONMENT

The complexity of work extends well beyond individual duties and responsibilities in today's dynamic and linked society. They cover a broad spectrum of elements, such as social expectations, organizational structures, and globalization and technology breakthroughs.

These intricacies shape our relationships with natural resources, help to slow down climate change and help us create sustainable futures. They have a significant influence on the environment.

Industries have been transformed by the quick speed at which technology is developing, increasing efficiency and production. But the environment frequently pays a price for this development. For instance, the manufacturing industry is highly dependent on resource extraction and energy-intensive operations, which result in pollution, carbon emissions, and the depletion of natural resources.

Global supply networks have been made easier to manage, commerce has increased, and markets have grown.

This promotes economic expansion, but it also calls into question the sustainability of the supply chain. The transcontinental movement of products adds to greenhouse gas emissions, deforestation for increased agricultural production, and environmental deterioration in areas with loose restrictions.

Cities are proliferating as a result of rapid urbanization, and infrastructure is being developed to accommodate expanding people. Cities generate a lot of garbage, use a lot of energy, and cause urban heat islands.

Mitigating adverse effects on ecosystems and biodiversity necessitates striking a balance between environmental protection and urban growth.

Businesses have a significant influence on environmental results through their sustainability programs and work practices. Businesses may make a beneficial impact on environmental stewardship by supporting eco-friendly buying methods,

green commuting alternatives, and the use of renewable energy sources and waste reduction techniques.

The growing problems posed by climate change need the implementation of comprehensive resilience solutions. This entails putting climate-resilient infrastructure into place, putting adaptation strategies into action, and incorporating climate risk assessments into company planning. Developing climate resilience benefits communities, ecosystems, and enterprises alike.

Consumer behavior and the need for sustainable goods and services are two more areas where work complexity intersect. Businesses need to adapt to the growing environmental consciousness of consumers by providing eco-friendly options, cutting down on packaging waste, and using circular economy concepts.

Government regulations and policies have a significant influence on how difficult jobs are and how they affect the environment. Businesses' operations and environmental impact are influenced by regulations pertaining to waste management, renewable energy incentives, emissions limits, and environmental permits. Long-term sustainability requires balancing environmental preservation with economic growth.

Complex environmental concerns need cross-sector cooperation and collaboration. Collaboratively, businesses, governments, universities, and non-governmental organizations (NGOs) may generate novel ideas, exchange best practices, and mobilize resources for sustainable development. Working together can result in a more resilient and environmentally friendly environment as well as dramatic change.

Getting workers involved in sustainability projects is essential to achieving favorable environmental results at work. Organizations may develop an environmentally conscious culture by promoting green behaviors like recycling, energy conservation, sustainable transportation, and involvement in environmental campaigns. Initiatives spearheaded by employees may have a major positive impact on the environment and foster a feeling of corporate social responsibility.

Accepting innovation and eco-friendly technology is crucial to managing work-related complexity and reducing environmental impact. Investing in innovation promotes sustainability and the shift to a low-carbon economy by enabling the development of sustainable materials, green infrastructure, and energy-efficient and renewable energy solutions.

7.5 INTEGRATION OF DESIGN & PRODUCTION PROCESSES

Two essential elements of the product development lifecycle that are critical to the realization of ideas are design and production. Slick integration of various processes is necessary to achieve quality, creativity, and efficiency.

Product conception and design are included in the design, with an emphasis on usability, aesthetics, and usefulness. Conversely, production entails using manufacturing, assembly, and quality control procedures to turn design thoughts into real things. Both procedures are linked together and depend on efficient teamwork and communication to be successful.

Integrating design and production processes offers numerous benefits:

Streamlined Workflow:

By aligning design and production activities, workflows become more efficient, reducing lead times and enhancing productivity.

Cost Efficiency:

Integration minimizes errors and rework, leading to cost savings in material usage, labor, and time.

Quality Improvement:

Collaboration between designers and production teams ensures that products meet quality standards and customer expectations.

Innovation:

Seamless integration fosters innovation by allowing for rapid prototyping, testing, and iteration of designs based on production feasibility and market feedback.

Flexibility:

Integrated processes enable quick adjustments to design changes or production requirements, enhancing adaptability in dynamic markets.

Effective integration of design and production processes requires implementing key strategies:

Cross-Functional Teams:

Forming cross-functional teams comprising designers, engineers, manufacturing experts, and stakeholders fosters collaboration and holistic problem-solving.

Early Engagement:

Involving production teams early in the design phase allows for early identification of manufacturability issues, cost-effective solutions, and a seamless transition from design to production.

Design for Manufacturing (DFM):

Adopting DFM principles ensures that designs are optimized for efficient production, assembly, and maintenance, reducing production costs and time-to-market.

Technology Integration:

Leveraging digital tools such as CAD/CAM software, simulation tools, and IoT devices enables real-time collaboration, data sharing, and process optimization across design and production stages.

Continuous Improvement:

Implementing continuous improvement practices such as lean manufacturing, Six Sigma, and Kaizen ensures ongoing optimization of design and production processes for enhanced efficiency and quality.

Recommended Reading List

Prescribed Reading

1. Notes from Study Guides

Prescribed Reading

1. Orr, D. W. (2002). The nature of design: ecology, culture, and human intention. Oxford University Press.

Self- Assessment Questions.

1) With reference to Pakistan, how Concept of mega structure and vision of the urban environment is critical to sustainable development? Discuss.

2) Why design and production must consider cultural integration for sustainable development at a large scale in Pakistan?

UNIT 8

LANGUAGE ANALOGY IN ARCHITECTURE

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CONTENTS

Unit – 8: Language Analogy in Architecture

8.1 Definition of Metaphor

8.2 Nature and uses of Architectural metaphor

8.3 Restoration of Architecture and traditional values

8.4 Traditional changed perceptions

INTRODUCTION

This unit explains the nature, applications, and cultural relevance of language comparison and metaphors in architecture. It defines a metaphor as a comparison between two dissimilar objects that emphasizes particular qualities without the use of "like" or "as." The importance of architectural metaphors is examined in this course, with a focus on postmodern architecture, where metaphorical inspiration comes from a variety of sources, including nature and mythology. It also discusses how culture affects the physical environment and the significance of reintroducing traditional values in architecture, particularly in Iranian-Islamic designs. Examined is the changing dynamic between tradition and innovation, emphasizing how contemporary lifestyles affect traditional ideals.

LEARNING OBJECTIVES

- To gain an understanding of metaphor and how it can be used in architecture to improve both design and cultural expression.
- To examine how traditional values are incorporated into architecture and how they preserve cultural relevance while adjusting to contemporary advances.

INDICATIVE CONTENTS AND SUMMARY OF THE MAIN TOPICS

8.1 DEFINITION OF METAPHOR

A metaphor is a figure of speech that uses non-literal language to describe an item or activity in order to clarify a point or draw a contrast.

These are the fundamentals:

1. A metaphor asserts that one item is not the same as another.
2. It compares or uses symbolism to equal those two things, not because they are the same in reality.
3. If a metaphor is taken literally, it will most likely sound really odd.
4. Poetry and other literary works, as well as every time one wants to add some color to their words, employ metaphors.

A metaphor is a comparison that does not use the terms "like" or "as." As an illustration: The entire planet is a stage! Metaphorically speaking, analogy allows people to communicate ideas and perspectives in a roundabout or suggestive way. An analogy is employed to make people laugh in poetry and literature. Humans use analogies to categorize and make generalizations about language. It is possible to identify analogies in the formation and evolution of linguistic terminology. Using specific terminology and concepts as well as comprehending how individuals view the world and relate to one another through language-based terms and phrases may be made easier with the use of analogies.



Figure 8.1 Palm Mosque

8.2 NATURE AND USES OF ARCHITECTURAL METAPHORS

A movement in architecture known as metaphoric architecture emerged in Europe around the middle of the 20th century. Some people view it as just another facet of postmodernism, while others see it as both a school unto itself and a progression of expressionist architecture. The fundamental source of inspiration and design directive for the style is metaphor and analogy.

Dr. Basil Al Bayati is now the most well-known representative of the Metaphoric architectural style. His designs draw inspiration from a variety of sources, including myth, literature, trees, plants, snails, whales, insects, and dervishes. Additionally, he is the creator of Madrid, Spain's International School of Metaphoric Architecture.

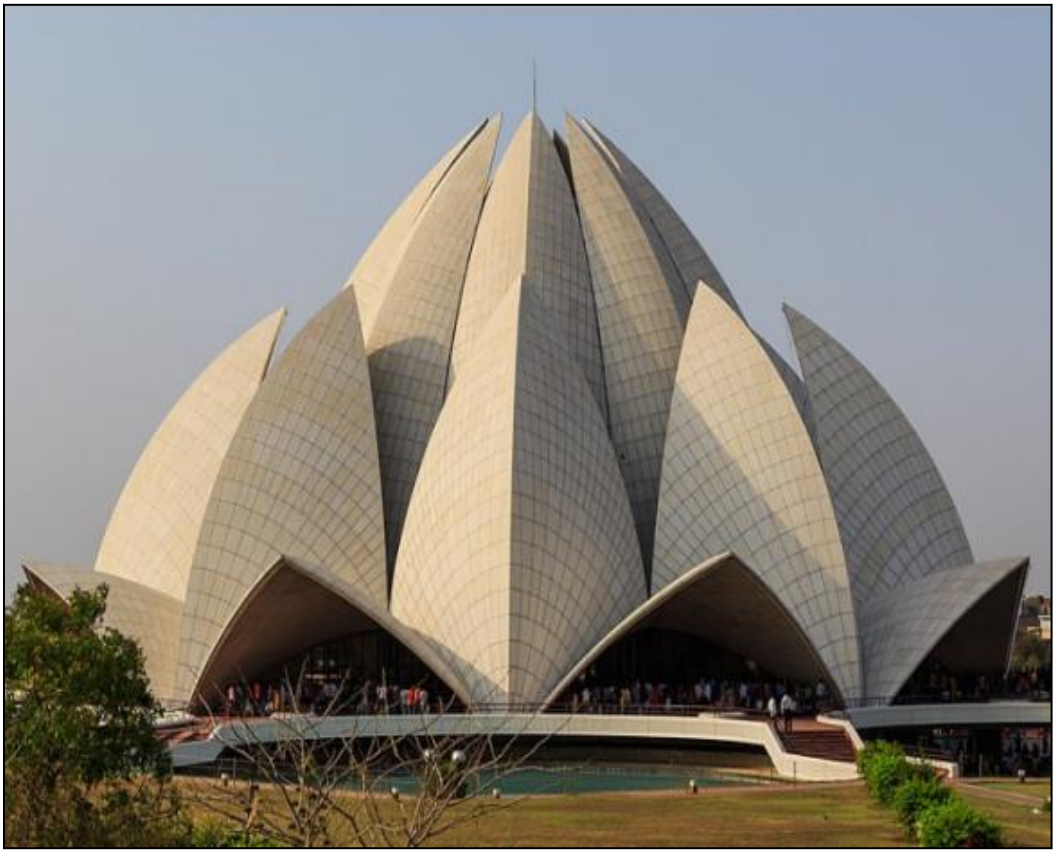


Figure 8.2 Lotus Temple

8.3 RESTORATION OF ARCHITECTURE AND TRADITIONAL VALUES

Since culture has an impact on both social and individual life, it is one of the most significant and effective variables in determining how one perceives the architectural environment. Spencer refers to culture as a component of the physical in his work on sociology. It is possible to say that culture lacks theory and is passed down from generation to generation. Its components are collected and disseminated throughout society, and when it comes to professional aspects, it may be separated into several categories and ultimately go through a crisis.

The consistency or dependability of something being stationary. A sustainable phenomenon is one that is brought about by a model, set of procedures, or system that has proven to be resilient over time. We therefore look for a pattern in Iranian-Islamic architecture, a pattern or model that would allow us to build a sustainable architecture rather than a memorial one. In this way, the phenomenon or all of its material and immaterial features won't remain in and of itself, but will instead be based on a pattern that repeats and gains continuity over time.

Traditional Iranian architecture is characterized by structures that are constructed using traditional forms and traditions centered around inner spaces that are molded, referred to, and appear introverted. As a result, social and cultural elements influence many aspects of the state, including temperature and location.

In ancient and traditional country residences, the courtyard serves as the primary outdoor space and symbolizes interaction with nature. It also includes a tiny garden house and a microclimate. The yard was constructed in the center of the ancient house and served as a vital component, much like a heart. In this home, the yard serves as a space for acquiring solitude, integrating various architectural features, creating a green and refreshing atmosphere, and, most importantly, ensuring the family's safety and comfort.

It must be mentioned that because traditional structures are planted with plants, the water they evaporate, creating dampness. Environmental factors have a big influence. In addition to raising relative humidity, trees and other vegetation that were often acclimated to the climate of the historic home locations also produced shadows throughout the summer.

We may benefit from prior architectural accomplishments in both present and future architecture. By taking advantage of the knowledge and concepts of the country's architectural forebears, the majority of the satisfaction that comes with living in metropolitan areas may be eliminated. Naturalism, local knowledge, and energy efficiency are values and abilities that were not just ineffective and

worthless when used to build ancient homes but are today regarded as essential components of contemporary homes.

8.4 TRADITIONAL CHANGED PERCEPTIONS

The relationship between innovation and tradition has changed dramatically in the modern era, influencing how cultures see and value these developments. Tradition is the cornerstone of all communities, having its roots in history and culture. It represents values, habits, and beliefs that have been carried down over the ages. Social cohesiveness and a sense of belonging are fostered by traditions, which offer continuity, identity, and a link to heritage. On the other hand, innovation stands for advancement, modification, and adjustment to changing demands and difficulties. It entails the development of novel concepts, tools, procedures, and approaches that promote societal progress, economic expansion, and enhanced quality of life.

The perception of tradition and innovation has shifted significantly in modern society:

Balancing Tradition and Progress:

Rather than viewing tradition and innovation as conflicting forces, many now see them as complementary aspects that can coexist harmoniously. This balanced approach values preserving cultural heritage while embracing progress and change.

Innovative Tradition:

Some societies have embraced the concept of innovative tradition, where traditional practices are adapted and enhanced through technological advancements and modern methodologies. This fusion preserves cultural identity while fostering innovation and relevance in a dynamic world.

Cultural Revival:

There's a growing appreciation for reviving and preserving traditional crafts, art forms, languages, and rituals. This revival not only celebrates heritage but also promotes sustainability, creativity, and community engagement.

The changed perception of tradition and innovation influences diverse sectors:

Business and Technology:

Companies increasingly blend traditional values with innovative approaches to create products and services that resonate with modern consumers. This approach fosters brand loyalty, authenticity, and market relevance.

Education:

Educational institutions emphasize a balance between traditional teaching methods and innovative learning techniques. This approach prepares students for a rapidly changing world while instilling critical thinking, creativity, and cultural appreciation.

Art and Culture:

The art world embraces a spectrum of traditional and contemporary expressions, encouraging artists to explore new mediums, styles, and narratives while drawing inspiration from cultural heritage. This fusion enriches artistic discourse and resonates with diverse audiences.

Recommended Reading List

Prescribed Reading

1. Notes from Study Guides

Prescribed Reading

1. Parsons, T. (2009). Thinking: Objects: Contemporary approaches to product design (Vol. 18). AVA publishing.

Self -Assessment Questions.

1) Discuss with reference to Pakistan, how Traditional values and lifestyles have been impacted by modern-day lifestyles.

2) Why do Metaphors in Architecture and built forms hold significant values towards social and cultural integration in built forms? Discuss.

UNIT 9

SYMBOLIC FUNCTION OF ARCHITECTURE AND FORMATION OF PERSONAL & SOCIAL IDENTITIES

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Unit – 9: Symbolic Function of Architecture and Formation of Personal & Social Identities

9.1 The emergent interest in Architectural identities & Build Forms

9.2 Architectural effects through cross-cultures

9.3 Globalization & Culture

INTRODUCTION

With a focus on the interactions between culture, globalization, and architectural design, this course examines how architecture serves as a symbol of social and personal identities. Architecture is a reflection of culture, identity, and society ideals; it is more than just a building. It looks at how a community's historical and cultural background is reflected in architecture, impacting the way spaces are formed and designed. The section also explores how globalization has affected architecture, highlighting the conflict between adopting modern, globalized designs and maintaining regional architectural traditions. It also emphasizes how architecture functions as a representation of individual and group identities, frequently influencing how people view themselves and their communities.

LEARNING OBJECTIVES

- To examine how architecture shapes social and personal identities and describe how it reflects society norms and cultural values.
- To examine how globalization has affected regional architectural identities, paying particular attention to the difficulties in preserving cultural authenticity while adjusting to international architectural trends.

INDICATIVE CONTENTS AND SUMMARY OF THE MAIN TOPICS

9.1 THE EMERGENT INTEREST IN ARCHITECTURAL IDENTITIES & BUILD FORMS

Culture is a collection of information, values, practices, and behaviors that people in a society have created based on their own views. In the process, culture seeks to reach a development that is defined and clarified for the individual by the way the environment appears. Architecture is the scientific-artistic process of organizing and creating space, as well as the crystallization of a community's culture across time and a transparent window into the civilization of various eras. Architecture is not just about a building or structures; it is also about how they are constructed and how they are designed to satisfy non-material human needs.

The question of identity is crucial in all fields, including architecture. There will be more discussion on the compelling premise that architecture reflects a culture. Both architecture and the arts express the human individuality. Humanity has always demonstrated a commitment to its artistic heritage. Therefore, it can be claimed that every civilization or ethnic group has produced unique architecture at various points in time that is in line with their culture.

There are some factors that can influence the formation of architectural spaces:

1. **Material factors**: material, building science and technology, economy;
2. **Environmental factors**: climate, Natural environment, artificial environment;
3. **Functional factors**: behavioral patterns and spatial features of activities, technology, and biology tools;
4. **Cultural factors**: culture and sustainable patterns, beauty, fashion and taste, innovation and creativity.

Any community's culture is made up of more than only the things that were labeled as its culture, such as its values and norms. Another part of culture is the material aspect, which refers to structures like factories and buildings. Constructions are like a dust-covered book that has to be read. People's cultures and the societies in which they were raised can be distinguished in this way. Every culture and civilization began when the previous ones collapsed in the face of a catastrophe.

Because culture directly influences architecture, it is only natural for cultural shifts to alter the theories and effective concepts that influence how architecture appears. As a result, new concepts related to architecture emerge and establish the relationship between theoretical concepts and methods of culture in general and architecture in particular. Every society has its own culture, which served as the

basis for the development of its architecture, which is the outsider's representation of that culture. Indeed, a country's culture may be accurately gauged by its architecture. The formation of spaces is a product of the community's culture.

It is imperative for architecture to serve society's practical demands as well as its institutions' goals. Aside from variations in layout, expression distinctions delineate the types of architecture (home versus church, for example), the sorts of uses (Protestant versus Catholic), and the user's traditions and customs (English versus Swiss Protestant). Architectural forms become symbolic when they are used as the means of expressing content in plan, elevation, and ornamentation.

9.2 ARCHITECTURAL EFFECTS THROUGH CROSS-CULTURES

Many of us enjoy traveling to charming towns and villages in countries like Tunisia, Greece, Spain, Mexico, Japan, and, for that matter, the United States. We also enjoy visiting historic cities like St. Petersburg, Paris, Rome, Venice, Agra, and Bangkok. These locations' traditional yet distinctively local architecture is a big part of what draws us there. We respect old structures, neighborhoods, and communities that have been influenced by the local climate, history, native culture, and building techniques and materials.

However, are these distinctive locations in danger of being overtaken by the emergence of "global" cities, which may eventually have a uniform appearance and be composed of structures that might be found anywhere? Is architecture becoming more and more homogenized, sterilized, and globalized? The globalization of architecture is influenced by two competing influences.

One group works to preserve and spread long-standing indigenous building customs, forms, ornamental elements, and technology. In the same way, as spoken languages and regional dialects contribute to identity, it promotes historical continuity, cultural variety, and the preservation of geographic identity—all of which are represented by a specific architectural vocabulary. The other factor encourages the creation and diffusion of new shapes in response to shifting functional requirements and sensitivities by utilizing new materials and technology. Systematization, adaptability, and interchangeability are highly valued.

Globalization of trade, transportation, communication, and information makes an argument for creative, international architecture that breaks free from regional norms and restrictions.

9.3 GLOBALIZATION & CULTURE

The world has changed due to globalization. Since we are still in the early stages, we do not yet know how it will turn out or have a complete understanding of its

nature. While some analysts see it as the embodiment of "high-modernity" and the realization of Enlightenment ideals, others see it as a novel phenomena with importance distinct from that of the Enlightenment. However, at this point, it is plain that there is a Western world order dominated by North Atlantic culture, with the expansion of North Atlantic firms and goods being the most obvious result.



Figure 9.1 Guggenheim , Bilbao by Frank Gehry

Globalization's historical growth in architecture closely matched modernism's rise to prominence. The original Modernist aspirations were always international in scope. "One day there will be a worldview, and then there will also be its sign, its crystal – architecture," stated Walter Gropius in 1919. Though this was actually the result of "parallel experiments" across nations, by 1932 it had been labeled as the "International Style" and promoted as a "contemporary style, which exists throughout the world, unified and inclusive."



Figure 9.2 Central Chinese Television Company, Beijing by Rom Koolhaus

A new breed of global star architects has forged a symbiotic relationship with globalized commercial architecture. Cities are competing more than countries these days to draw in foreign investment and tourists, and they are looking for symbolic modernism and brand distinction. Having well-known architects commission public structures is becoming a standard marketing tactic. The structures have to be extraordinary in the truest meaning of the word and created by one of the few international architects, the significance of their country being more incidental than deliberate.

Recommended Reading List

Prescribed Reading

1. Notes from Study Guides

Prescribed Reading

1. Porter, B. (2011). The Battle of the Styles: Society, Culture and the Design of a New Foreign Office, 1855-1861. Bloomsbury Publishing.

Self- Assessment Questions.

1) Discuss how Architectural effects through cross-cultures have led to a lack of architectural identity evolution in the context of Pakistan.

2) With reference to Pakistan, discuss how globalized consumer culture has impacted on local cultures.