Abstract

This dissertation aims to address the relationship between the forces of demand (client) and supply (demand) in the design market of Pakistan. By examining the relationship between these two parties; this dissertation attempts to determine the reason behind the stagnant nature of design in Pakistan as a whole.

By adopting a quantitative mode of primary research in the form of first hand interviews with both designers and the clients, will enable a cohesive deduction on the problems posed, faces and addressed by both parties. By gathering date from either side of the dilemma, I hope to achieve an unbiased analysis to the question at hand; who kills design; the designer or the client.