Abstract

The dissertation aims to explore the role of architecture in the emerging experiential economy. Where the economic values have shifted from the production of commodities to the consumption of experiences as a result of which brands strive to stage indulging experiences to create emotional connections with the consumer. It brings forth a unique facet of architecture where the spatial experience is embedded with values of the brand to establish a direct connection with the consumer hence resulting in a memorable consumption. I am intrigued to explore this concept in the context of Karachi where the city predominantly borrows its identity from its colonial heritage and becomes the microcosm of the entire country. The research is focused on the experiential marketing of the restaurants in Karachi. The aim of the research is to understand the philosophical aspect of the capitalist world and its infiltration in the realm of architecture, for which literature from disciplines of branding, marketing and architecture were analysed and compared. For the primary research people from the profession of branding and marketing along with multidisciplinary architects were interviewed. Relevant case studies will be presented as an analysis of the branded experiential architecture of selected fast casual restaurants to understand the adaptation of the phenomenon in the context of Karachi.