ABSTRACT

Dissertation question:

"Are new building materials transforming the way we perceive retail spaces in Karachi?"

This dissertation is about how contemporary building materials are transforming retail spaces in Karachi. This research involves architects and designers, perception materials and a study of new resultant retail spaces. The aspect that has been emphasized is how the innovation of contemporary materials has helped designers to think in new dimensions. Another question asked is about the role materials play in transforming retail spaces in Karachi. In recent years many flagship stores have opened around the city and interestingly the interior has been designed in a way to attract customers. With the changing trend in interior designing my research focuses on the factors responsible for, and the role materials play in bringing about this change. The research methodology is based on qualitative interviews of architects, interior designers and case studies of retail outlets, site visits, material exhibition, and market surveys.