Contemporary Architecture & The Layman

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Abstract

This dissertation addresses the influences of the rapid advancements in science,
technology and knowledge on architectural trends and materials over the past century,
and how this has affected the layman’s perception of building designs and trends.

Contemporary buildings now have somehow transformed from the
straightforward geometrical masonry blocks of yesteryear, and still are changing and
developing as fast as ever. Even priorities for building design and construction have
transformed as society becomes more affluent, and architects tend to see themselves as
connoisseurs of a very exclusive art form. This sense of complacency and competition
often cause them to belittle the needs and wants of the layman for whom they are
building. Often, they may be neglecting the feelings, reactions and emotions of the
layman to their architecture.

The dissertation examines the layman’s reactions to architecture in general
through casual interviews and recorded statements, and studies of the psyche of the
human mind to see how the architect can then possibly manipulate introductions of newer
architectural trends to those more ignorant to the profession. The architect’s approach to
architecture is thus evaluated in an attempt to improve its ‘humanity’.

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