SITES OF CONSUMPTION: SPACES FOR THE SUBJECT OF CONSUMPTION
A Study of Watering Holes in Singapore

by

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ABSTRACT

This dissertation arises out of interest with the dynamics of the relationship between popular culture and architecture.

This dissertation studies the subject of watering holes, its lifestyles and cultures. It examines the relationship between these sites of consumption, where media images may be acquired, and the personalities that form lifestyles and consumption cultures. The aim of the study is to focus on how people are consuming spaces of these sites of consumption.

Sites of consumption provide the context within which goods and services are compared, evaluated, purchased and used. Spaces of such sites are in a sense consumed, particularly visually. Especially important in this is the provision of various services for the patrons. Spaces are literally consumed in that what is taken to be significant is over time depleted, devoured or exhausted by use. It is also possible for the spaces to consume one’s identity so that such sites are become literally all-consuming spaces.

The exploration of the relationship will be situated in contemporary Singapore and includes case studies. Watering holes are significant for study as their roles are changing amid cultural change and implications of new cultures, changing spatial practices and representations may be seen.

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1 "Spaces for the Subject of Consumption" is the title of the introductory chapter of Lifestyle Shopping: The Subject of Consumption, edited by R. Shields.
2 Watering holes will mean the social drinking places of pubs and clubs; the former prohibits dancing.
In the study of the consumption of spaces, the dissertation presupposes the interdependence of the private spaces of subjectivity, consumption of media and commodities and changing spatial contexts of everyday public life. In consuming spaces, there are interdependencies with the consumption of goods and services. Images of consumption sites are routinely used in the symbolic location of products and services. Being at particular sites often entails certain kinds of other consumption. Certain goods and services can only be obtained by visiting particular sites. Images of the sites themselves are thus significantly constructed out of particular products and services that are and have been available in particular sites.

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