Abstract

The paper attempts to study the domestic space through an analysis of the 3-room HDB flat. The objective of the study is to discover the understanding of these spaces found within the block. By positioning the discussion between the forces of cultural hegemony of everyday life and the practices of unconscious resistance, it is hoped a better understanding of the space would allow for the new conception of the notion of domesticity.

The domestic has been commodified through the establishment of the system of signification, where the exchange value is given greater emphasis above the use value. The sign value is used by the media to manipulate and promote consumption. One such effect is how “lifestyle” is being promoted as a commodified item.

The lived space is contrasted with the staged space of consumerism; to allow for the appropriations of space due to domestic practices. The two are discussed within the framework notion of domesticity to allow for the reading of the different dimensions of the space.