Contemporary architectural culture is preeminently concerned with the visible: architecture as image; the architectural drawing as aesthetic object.

With the influence of pop art in contemporary architecture, the image of a building with its influence gives an impression of a wrapping of the building. But architecture is more than just a wrapping. Architecture must also address complex issues and problems, in which the composition of elements, the selection of form, scale, materials, colour, all play a part in making the whole. Architecture is an art and those who practice the art and those who practice the art of architecture are surely architects.

An essential feature of popular architecture is the disposability of everything including its aesthetic qualities. The articles of pop culture are made, not to be permanent, but to satisfy the current trend and demand for the style. The life expectancy of pop architecture has always been short. Commercial buildings like shopping centres and exhibition pavilions or the interior of shops and clubs, are really advertisements built to last as long as the products they contain will sell.

The popular appeal of disposable products reflect on our changing social values; there is less emphasis on permanence today, hence leading to the ever changing of styles. Can architecture keep up with the ever changing image? It has come to a point where design is all about the shaping of appearance, about trends, styles or taste to appeal to the masses.