ABSTRACT

This thesis aims at investigating in how we can capture something that is constantly fluctuating, like fashion and popular culture. One way is through the advertising media.

Advertisements are mediums in which fashion, popular culture and trends are captured. They act as mirrors of society and vice versa, ie, advertisements not only reflect culture and trends but also are creators of trends. They are instruments of perception, like art, but functional and instrumental.

The proposed building is for a professional Advertising Association that binds the mutual interest of corporate advertisers, agencies, media companies, suppliers and academia. The building also caters to that where people can find all sorts of media related products., be it newspapers, magazines, computers, music CDs, videos etc.

The Advertising Media Laboratory is a place where ad agencies come together to use shared facilities and resources provided by the advertising federation to experiment and test the use of the latest technology or the latest methods. It is a place where the effectiveness of the ad campaigns are tested on the consumers themselves. To create an impact on the consumer, psychologists suggests the isolation of the senses helps to create awareness. Thus, the senses are divided into 3 basic categories of sight, sound and
touch. The general concept and spaces are based along these themes.

In each section of the building, each sense is emphasised. The aim is to create in the consumer a more acute sense of awareness and focus on that particular sense of either sight, sound or touch so as to create a better impact on the consumer.