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**Socio-cultural Anthropology in the Urban Built Environment in Place, Space and
Time: its Reflections on Ethnography. (Context of Contemporary Delhi)**

Prof. Alpna Rohatgi

Professor, MBS School of Planning and Architecture, Sector-9, Dwarka, New Delhi 110077


Email Id: Prof.alpna@mbsarchitecture.org.in; alpnaphdiit@gmail.com

ABSTRACT:

A Call for Livable Spaces: With the ever changing, ever evolving paradigm shifts in urban landscape, change seems to be the only constant. Urban environments are undergoing rapid transformation due to technological advancements and shifting socio-cultural dynamics. This article delves into the critical role of socio-cultural anthropology in shaping livable abodes and city spaces. By examining the impact of factors such as increased polarization, temporal pressures, and cognitive implications, this study underscores the need for a holistic approach to urban design. The findings highlight the importance of considering ecological balances, cultural nuances, social interactions, and psychological well-being in creating sustainable and inclusive urban environments, through a contextual study of contemporary Delhi with not history but a living heritage of over four hundred years. The study also explores other geographies in correlation, however the growing urbanization and neoliberalization has its own merits. Sense of lost identity, break free moments of gratification, placelessness in non-places, conspicuous consumption with were found liberating.

The methodological approach was archival research and visual ethnography, wherein the research identifies the need for a holistic approach that balances ecological extremities and cultural diversities alongside offering urban space and place. Ultimately, this research advocates for a future-oriented design philosophy that prioritizes human experience and fosters a sense of community, belonging and resilience in the face of constant change.

Keywords: Urban Built Environment, Socio-cultural Anthropology, Polarization, Temporal Pressures, Ethnography, Consumption

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