

GLOBAL ARCHITECTURAL PUBLIC

This paper is prepared and submitted by

In partial fulfillment of the course syllabus

ARCHITECTURE

Submitted on

March 17, 2008

## ***ABSTRACT***

The whole world is a global village wherein every country is permanent resident. As members of the said global village interact with each other in almost every aspect of their lives – business, technology, and knowledge among many things, their needs are interdependent so that no country could totally isolate itself from the other countries. Globalization is not only prompted by the use of internet and the advancing knowledge but also with the coming of a faster speed of communication and transportation. Indeed, escaping the fast rate of globalization in the technically-inclined world is next to impossible and many countries has been lured by the economic, technical, social, and even financial possibilities and political utopia globalization can offer.

With globalization comes the need for architecture to conform to the demands of the highly globalized market. This paper has looked into the factors that prompt architectural firms to consider performing globalized architectural designs in their international expansion such as physical location, social and cultural contexts, investment levels and a set of metrics to measure success and how it affects the classical architectural process. This research has looked into a series of organizational attributes for architectural practices' consideration when launching into global competitive practice. The paper has sent survey questionnaires to international architectural firms and had them interviewed by phone to be able to gather their responses on the factors considered important by this paper and has analyzed the results using statistical tools. The paper has found out that there are as much issues to be considered in doing a global architectural design as the ones mentioned above.

The paper has found out that an innovative architectural practice, along with new designs ideas, must correspond to the social context for a global architectural design for it to be effective. The analyzed data from the architecture firm respondents has confirmed this fact. A sustainable practice expansion presents many challenges including economic profit. Some of these challenges that must be addressed by architectural firms that is going to expand globally are the social and cultural issues that global architecture can bring. The paper has found out that there is a big chance that that global architecture could destroy home traditions and cultures and global markets are more apt in resisting global designs.