ARCHITECTURAL ANTHROPOLOGY

- And why architects are afraid of involving users

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Anthro + Architecture = Architectural anthropology?
3 good reasons for architectural anthropology

3 reasons why architects are afraid of users

3 things to keep in mind for architectural anthropology
Anthropology 1915
Consumer (User) experience and Design Research

Combines observation, design and skills to make new products

IDEO (e.g. Apple's First mouse: Palm V)
Design Anthropology

Anthropology 2015
If anthropology can help develop this
..why not this?
3 good reasons to develop architectural anthropology
A better understanding of the people and places involved
Architecture as a global commodity – engaging in different cultural contexts
The material turn in anthropology - might benefit from collaboration with architects
So why the reluctance?

Architects are afraid of involving users because...
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People only want what they already know
Architecture is not just for end-users – also neighbours, future users, society!
Users are not even important
– so many others to please and impress!
How to develop architectural anthropology then?
Take people seriously, not literally (return of the emic>etic?)
Deal with money, power and mainstream (not just minorities and subalterns)
Mutual development

Anthropology of architecture

Architectural anthropology

Anthropology-by-means-of-architecture