What brand is my building? Mapping out the mental model of a building

WHEATLEY, Donna

Available from Sheffield Hallam University Research Archive (SHURA) at:
http://shura.shu.ac.uk/534/

This document is the author deposited version. You are advised to consult the publisher's version if you wish to cite from it.

Published version


Repository use policy

Copyright © and Moral Rights for the papers on this site are retained by the individual authors and/or other copyright owners. Users may download and/or print one copy of any article(s) in SHURA to facilitate their private study or for non-commercial research. You may not engage in further distribution of the material or use it for any profit-making activities or any commercial gain.
What brand is my building?
Mapping out the mental model of a building

Donna Wheatley PhD Candidate, Faculty of Architecture, Design and Planning,
The University of Sydney, Australia

Abstract
The ability of the built environment to powerfully communicate values and influence behaviour has led to the recognition of its potential use for branding. There is a threat that assumptions from marketing research in regard to branding the environment will begin to have a greater impact on the designed environment, but without having any architecturally oriented studies to orientate the processes or outcomes. This paper outlines the process for mapping the consensus mental model of a building, and a way of reading the mental model to understand the brand feel of the building. Understanding the ability of architecture to communicate messages in terms of ‘brand feel’ need not need be a fearful element of future building developments. In fact, by placing market value on architecture as a form of communication can lead to real consideration of its effect on the end users. This method for mapping mental models may also be informative for other fields of design.

Keywords
Mental models; Architectural design; Workplaces; Qualitative research; Branding.

For full details of this paper, presented at the DRS2008 conference, please contact the author direct:
Donna Wheatley
PhD Candidate
The University of Sydney
The Faculty of Architecture, Design and Planning
AUST: +61 2 9351 4114 / 0402966686
dwhe0020@mail.usyd.edu.au
wheatley.donna@gmail.com