
Departmental Seminar

Seminar Title	: Exploring the Influence of Various Spatial Organizations of Urban Marketplaces on Perceived Outdoor Comfort (return seminar)
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Supervisor	: Varun Kathuria
Venue	: Seminar room, Department of Planning and Architecture
Date and Time	: 06 Mar 2025 (4:15pm)
Abstract	: Public spaces, which include include parks, plazas, squares, gardens, beaches, waterfronts, streets, markets, libraries, community centres, sports facilities, and playgrounds, refer to those social spaces that are open and accessible to all. They help to create and strengthen external relationships, interactions, and social activities. Markets, regarded as public spaces, have existed since human civilization began when people used to exchange goods and services through the barter system. Since then, markets have been in a constant phase of evolution, adapting to changing consumer requirements. It has been observed that developing countries such as India often face overcrowding, congestion, pollution, narrow lanes, poor infrastructure, and inadequate sanitation facilities in urban markets. In addition, they lack dedicated pedestrian zones, often leading to walking path modal conflict, leaving behind the user experience. Therefore, it is imperative to improve the experiential quality of urban markets by designing outdoor spaces that are functional, comfortable, attractive, and pleasurable in order to increase customer influx and encouraging repeat visits. Spatial organizations, such as grid, centralized and linear, can profoundly influence the placement and combination of various natural and man-made elements in urban marketplaces. Spatial organizations can trigger consumers' sensory, emotional, and cognitive responses. The study explores how various spatial organizations, such as grid, centralized and linear, influence several environmental conditions and design parameters in outdoor retail settings, consequently affecting the users' overall perception of the urban marketplace. The present study observes how different spatial layouts' cognitive perceptions can improve legibility and facilitate wayfinding, making identification of desired goods and services easier, reducing cognitive load, and enhancing customer satisfaction. The findings of this study can serve as a guide for retrofitting or designing urban marketplaces, leading to a pleasant and memorable experience for both vendors and customers