
Registration Seminar

Seminar Title	: An approach towards enhancing the perception of outdoor comfort in urban marketplaces in India
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Venue	: Seminar room, Department of Planning and Architecture, NIT Rourkela
Date and Time	: 02 Aug 2024 (5:15pm)
Abstract	: A marketplace acts as a one-stop destination where people can purchase quality items at affordable prices, with a unique shopping and dining experience. The vibrant colours, lively crowds, and bustling atmosphere that one experiences while shopping in a marketplace cannot be replicated in shopping malls and online shopping. Shopping has also been observed as a therapy, contributing to physical and mental well-being. Multi-sensory experiences involve the integration of perception of experiences through the five human senses, namely sight, hearing, smell, touch, and taste. Understanding how sensory stimuli, such as visual elements, sounds, scents, and textures, impact people's perception can help enhance their experience in urban marketplaces, consequently improving customer satisfaction. A study of the influence of our built environment on multi-sensory experience can help architects, urban planners, designers, and policymakers identify ways to enhance the design and layout of urban marketplaces to create more engaging retail environments. Studying the factors influencing multi-sensory experiences can help us appreciate the intricacies of human perception and design spaces that cater to the diverse sensory needs of individuals. Based on the existing literature, field observations and interviews, the present study attempts to identify the natural and built environment elements that have the potential to influence our perception of comfort in outdoor marketplaces, followed by exploring the same according to varied spatial typologies of urban marketplaces and the socio-economic characteristics of the catchment population. The study shall be conducted in selected urban marketplaces in Rourkela, Odisha. The study starts by identifying a list of natural and built environment factors contributing to the perception of comfort in urban marketplaces from a literature review, direct field observation (passive observation), activity mapping, user interviews, and expert opinion surveys. Next, the study shall explore how the prioritization of these natural and built environment factors varies according to marketplaces' spatial typologies and the catchment population's socio-economic characteristics. As the final outcome, the study shall attempt to develop guidelines for the design of the elements or infrastructure that are observed to be of high priority based on the study findings and formulation of different design-based guidelines for Indian urban marketplaces with different spatial layouts.