

Hybridization as a Process of Refusal of Imposed Popular Architecture

Authors : Jorge Eliseo Muñoz-Gutierrez, Daniel Olvera-García, Cristina Sotelo-Salas

Abstract : The objective of this research is to allow the understanding of the hybridization process shown in culture through the architecture of mass production for the purpose of consumption, taking as a case study the mass-built housing of the city of Mexicali, Mexico. The methodology is born from the hermeneutical study of the meta-modified architectural object, which guided the research with a qualitative focus to be carried out in two stages, the first is based on the literature review regarding cultural hybridization, and the second stage is carried out in through an ethnographic study of the cultural exploration of the contextual landscape produced by the houses located in popular neighborhoods of the city of Mexicali, Mexico. The research shows that there is an unconscious hybridization process, the birth of a mixture of impositions guided by the popular and the personal aspirations of the inhabitant. The study presents the possibilities of a home and the relationship with its inhabitant and, in turn, its effects on the context and its contribution to culture through hybridization.

Keywords : hybridization, architectural landscape, architecture, mass housing

Conference Title : ICALAD 2021 : International Conference on Architecture, Landscape Assessment and Design

Conference Location : Paris, France

Conference Dates : December 30-31, 2021