

## Analysing Architectural Narrative in 21st-Century Museums

**Authors :** Ihjaz Zubair Pallakkan Tharammal, Lakshmi S. R.

**Abstract :** Storytelling has been an important part of human life over the course of history. It allows corporations to unlearn, examine and relearn. There are unique mediums of storytelling which can be used in an individual's normal life. For instance, the mind is shared through oral stories, comics, music, art, shape, etc. The research dreams of studying and looking at the ability of museums and the importance of incorporating architectural narratives in museums, mainly in 21st-century India. The research is also an exploratory and comparative assessment of narrative elements like semiotics, symbolism, spatial form, etc., and in the long run, derives strategies to format regions that communicate to the users.

**Keywords :** museum, architectural narrative, narratology, spatial storytelling

**Conference Title :** ICMAA 2022 : International Conference on Museum Architecture and Aesthetics

**Conference Location :** Istanbul, Türkiye

**Conference Dates :** December 20-21, 2022