

Socio-Cultural Behaviors of Individuals in High-Rise Housing

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Abstract : While high-rise housing detained massive negative connotations on several societies and well-being, this typology did deliver housing demand efficiently. Despite its adverse reference due to declining precedents, high-rise housing is still in global demand. Yet the suitability of this typology is still questioned. In this research, the suitability of high-rise housing as a socio-culturally sustainable solution to meet housing demands will be examined. By questioning what is the potential of high-rise housing as a socio-culturally sustainable solution for housing demands, the research will examine some high-rise housing practices. Through reviewing the literature on the origins of high-rise housing, how and why they were developed, some unsuccessful cases, and some successful cases, with the identification of factors for successful high-rise living. Thus, the research groundings will materialize from existing patterns of housing demands. Whilst most of the literature covers the housing market from an economic, real estate, and political perspective, there is less amount that discloses occupants' reactions towards this typology and its appropriateness for the reason that income controls individuals' choices. To bridge the gap, the prospect of implementing the study would be effective. This will be applied through a mixture of a qualitative and a quantitative methodology by conducting questionnaires and focus groups on existing cases of high-net-worth residential towers.

Keywords : architecture, behaviors, high-rise, socio-cultural, sustainability

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