

Modernization Causing Loss of Cultural Identity: A Case Study of Maheshkhali, Bangladesh

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Abstract : Nothing talks more about the identity of a place than its cultural heritage. More often than ever, it is the architecture of the place that embodies its cultural heritage. With these thoughts in mind, this paper looks closely into the present scene of earthen architecture of Bangladesh and the changes it has been going through due to modernity. Along with the gradual erasure of this sustainable practice, a loss of cultural identity can be observed in present times. This paper intends to examine the loss along with the reasons, taking the village of Maheshkhali, located in south east Bangladesh, as a case study for this research. Based on the empirical findings, this paper will contextualize sustainability as well as discuss western development as a creator of new cultural identities in eastern countries.

Keywords : cultural identity, sustainability, architecture, heritage

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