

## **Caged in Concrete Jungles: Reasserting Cultural Identity and Environmental Sustainability through Material Choice and Design Expression in Architecture**

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**Abstract :** The relentless march of globalization in architecture has led to a homogenization of built environments, often characterized by an overreliance on imported, resource-intensive materials and a disregard for local cultural contexts. This research posits that such practices pose significant environmental and cultural perils, trapping communities in "caged concrete jungles" devoid of both ecological sustainability and a meaningful connection to their heritage. Through a mixed-method approach encompassing quantitative and qualitative data analysis, the study investigated the impacts of neglecting local materials and cultural expression in architectural design. The research is anticipated to yield significant insights into the multifaceted consequences of neglecting locally available materials and cultural expression in architecture. It creates a compelling case for reasserting local materials and cultural expression in architectural design. Based on the anticipated research findings, the study proposed series of actionable recommendations for architects, policymakers, and communities to promote sustainable and culturally sensitive built environments. This will serve as a wake-up call, urging architects, policymakers, and communities to break free from the confines of "caged concrete jungles" and embrace a more sustainable and culturally sensitive approach to design.

**Keywords :** sustainability, cultural identity, building materials, sustainable designs

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