

This Dissertation investigates the ways in which marketing strategies and public perception shape the identity of U.K. housing estates. The work explores the products of opinion and perception of these strategies similarly to that of the Lobster. Through the utilisation of class-discriminatory marketing strategies the Lobster acts as a direct precedent of working-class demonization as a product of middle- and upper-class fetishization.

If today's Lobster wears a top hat and an opera cape, 80 years ago he was wearing overalls and picking up your garbage. In its abundance it appeared and was presented as trash food fit only for the poor, but simply through marketing without any change to its inherent form, taste or presentation and despite the fact it looked like a bug, the Lobster found its appeal and opportunity to become a delicacy, a craving and a need for the middle- and upper-classes.

This Dissertation argues that the core problems facing housing estates are not primarily architectural or design-related, but rather one of class-associated discrimination and stigma.

Through the utilisation of the new, infant and learning software Midjourney, that is rife with programmed societal biases, this Dissertation has generated images from text prompts that depict built-environment housing estate visuals varying solely upon class. These images were generated based upon information gathered from an extensive literature review exploring themes of housing estate marketing, culture, architecture and class, and were presented to reflect Midjourney's understanding of these themes by mirroring societal beliefs, opinions and perceptions. Midjourney was used to directly represent how our societies' consciousness of U.K. housing estates is done subject to Architectural Classism.

How have marketing strategies implemented upon U.K. housing estates contributed to the negative perceptions of 'working-class' estates and, by association, their residents?

An investigation into the impact of U.K. high-rise housing estate marketing strategies upon perceptions of class.

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LOBSTER ESTATES

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