PR-ARCHITECTURE: AN ESSENTIAL TOOL FOR CORPORATE AND BUSINESS IMAGE

JOLAOSO, B.A¹ and Adefolakan, T.A²
¹Department of Architecture, Moshood Abiola Polytechnic, Abeokuta, Nigeria
²Directorate of Linkages and Continuing Education, Moshood Abiola Polytechnic, Nigeria

ABSTRACT

The paper examines Public Relations and Architecture from their respective elementary contextual definitions, roles and functions performed in human activities and its environment, with a view to drawing a nexus. Information were gathered from literature, internet surfing, field survey/observations from case studies of architectural and public relations works. These were complimented with opinion poll in the form of an interview conducted on selected students of Moshood Abiola Polytechnic, Abeokuta, to finding their respective perception on one hand and their interpretation and understanding on the other hand, of selected building structures, in terms of owners’ corporate identity, functions, activities and/or image. These were reviewed and descriptively presented. Findings amongst others reveal a high level of correctness in perception and understanding of the messages portrayed in the building form/images; and that there is a synergy between the two as art and science. The paper posits that, while Public Relations conceives and presents blue-print on issues of National Identity; Architecture brands the Nation with peculiar artifacts and designs; and that the Corporate image of Nigeria could be enhanced through well planned and executed corporate identity strategies. It is against this backdrop, that the paper also made recommendations and concludes that PRArchitecture is an essential tool capable of transforming the perception of any Nation or organisation or product for the better, if and when positively deployed.

Keywords: Architecture, Public Relations, Architectural Image, Identity, Synergy

© 2010-2014 Sacha & Diamond Academic Publishers,
Meridian Centre, 258 Kingsland Road, Hackney, London E8 4DG, England, United Kingdom.
In Compliance with the Standards Approved by the UK Arts and Humanities Research Council
Abstracting and Indexing in:
IndexCopernicus USA, British International Libraries,
Social Science Research Network Worldwide, Econlit (USA)

For the Advancement of Knowledge to the World. www.sachajournals.com