Large Format Model

Structuring Structure: Socio-Historical Context

- Contemporaneity Factors
  - Digital Technology
  - Socio-economic context
- Cultural Gatekeepers + Opinion Leaders
  - Taste + Aesthetic Preferences
- Design Goals
  - Design Tastes + Aesthetic Preferences
- Design Constraints
  - Production/technology - Regulatory/legislation

Organisational Aesthetic

- Themes - Styles - Marketing Programme - Corporate Identity

Product Aesthetic

- Form
  - Colour
  - Shape
  - Weight
  - Complexity
  - Texture
- Surrogate Indicators
  - Brand - Label - Price

Structured Structure: Consumer Taste + Aesthetic Preference

Objective Social Level: Strategically Generative Logic of Practice

- Habitus Aesthetic
  - Conferred Cultural Capital
- Aesthetic Education
- Post-Kantian Aesthetic
  - (disinterested/pure gaze)
- Exigent Aesthetic
  - (form follows function)
- Conspicuous Aesthetic

Subjective Individual Level: Field Practice

- Visceral Aesthetic
- Behavioural Aesthetic
- Reflective Aesthetic

Latent Sociality

- Manifest Psychology

Consumer Behaviour

- Approach or Avoid?
- Product Cluster Fit
- Consumption Behaviour
  - Acquire and Consume

Price Sensitivity

- Transient Authenticity
  - Dispose
- Permanent Authenticity
  - Consume (quasi ad infinitum)