**BACKGROUND**

The current thinking about residential design norms among Filipinos is generally influenced from centuries of colonization. Often, Western design ideas, materials, and methodologies influence their colonized cultures (Soga, Yoo, & Tanoue, 2012). Although the Filipino residents have evolved from pre-colonial to contemporary period, previous studies suggest that the materiality and structural elements may have changed, yet the core of the Filipino style still follows the norms of the vernacular and colonial era.

Acculturation (the process of changing from one culture into another) can be acculturated through conscious exposure to foreign cultures and practices. The level of acculturation built as a learned behavior that changed the current residential landscape of the Philippines.

To understand awareness and knowledge of the current residential designs in the Philippines is central to this research. Employing empirical evidence that provides insights and analysis about the Filipino residential design practice. It is, therefore, appropriate to continue to look into the practice of design and engage with the practitioners on how the Filipino residential design practice is a continual process as it is evolving and changing.

**RESEARCH QUESTIONS**

- How does the perceived design accommodation on residential buildings in the Philippines result in different acculturation strategies?
- How does the nature of design accommodation in design practice impact the current “Filipino style” design in the residential buildings in the Philippines?

**METHODOLOGY**

**CONVERGENT PARALLEL MIXED METHODS**

**Research Design**

- **Quantitative**:
  - 400 years of Colonialization
  - 7,107 Islands, 3 Major Groups (Luzon, Visayas, Mindanao)
  - 85 Ethno-linguistic Groups
  - 100 Million People
  - 92 Million Households
  - 23 Regional House Types
  - 150,000 Approved Building Permits

- **Qualitative**:
  - 153 Demographic Profile
  - 39 Filipino Style Design Architecture
  - 23 House Types
  - 7,107 Islands, 3 Major Groups

**METHOD**

**PILOT STUDY**

- 23 Case Studies
- 153 Demographic Profiles
- 39 Filipino Style Design Architecture
- 23 House Types
- 7,107 Islands, 3 Major Groups

**DATA COLLECTION**

- **ONLINE SURVEY**
- **INDIVIDUAL INTERVIEWS**

**DESIGN PRACTITIONERS’ PERCEPTIONS OF ACCULTURATION: A CASE STUDY OF RESIDENTIAL DESIGN PRACTICE IN THE PHILIPPINES**

**ADRIAN PEREZ DEL MONTE**

**INTERIOR DESIGN PROGRAM**

**RESULTS & DISCUSSIONS**

**How Filipino Residential Designs was influenced by foreign cultures:**

- 23 House Types
- 153 Demographic Profiles
- 39 Filipino Style Design Architecture
- 23 House Types
- 7,107 Islands, 3 Major Groups

**FLIPINO HOUSE DESIGN ISSUES**

- Lack of Client’s interest
- Overall Project Cost
- Access to Materials
- Access to Craft/Tradeperson
- Knowledge of Filipino Style
- Housing and Environmental Regulations

**How most participants exhibited their degree of influence to a dominant culture through the adoption of foreign influences on their residential design practice. This perception is supported by how practitioners understand spatial identity, design prejudice, and colonial mentality and how they viewed current and future residential designs.**

**RESPONDENTS’ FACTORS INFLUENCING DESIGN:**

- Cultural Identity
- Historical Experience
- Economic Conveniences
- Educational Academic Immersion

**How respondents were asked the Filipino residential design projects was influenced by foreign cultures:**

- 23 House Types
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**RESPONDENTS’ FACTORS INFLUENCING DESIGN:**

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**REFERENCES**

**This study supports Berry’s (1997) assumption that communities are in a constant predetermination of maintaining their cultural identity or adapting the norms and standards of a surrounding culture. This study aligns with the idea that cultural orientation and utilization are among the dominant factors influencing perceptions among design practitioners.**

**The findings suggest that looking at acculturation among design practitioners should not be isolated in isolation but rather in conjunction with practitioners’ overall design experience, type of ideation, and market that they work with. This study establishes a strong significance between acculturation strategies and practitioners’ design experience, market, and the process of acculturation.**

**The findings of this study acknowledge that integration is the preferred mode of acculturation in the study participants’ situation. The preferred or adopted modes of acculturation, marginalization, and incorporation, blooming, not of design practitioners’ design practice, but in its current practice.**

**This study suggests that foreign cultures primarily influence the current residential design projects of the Filipinos. They incorporate, adapt, or adopt the culture philosophies, accommodations, and codes when the program is the concern of the influence. These multiple influences were highly attributed to interior designs more than architects and other allied professionals.**

**This study pointed the importance of viewing relations between Filipino culture and foreign culture in residential design. The design experience of cross-cultural adjustment encompasses the best of both worlds, making the residential design practice in the Philippines distinct from many others.**

**This study acknowledges that most participants have inculcated a perception aligned to a general idea of form and style in the architectural field from which substantial is a unique and unified rationalistic fantasy. This study suggests that the practice of residential design should be maintained according to its progressive nature and that design should be inclusive of the past and what the future might be. Design is evolving and should continue to do so.**

**CONCLUSION**

The current thinking about residential design norms among Filipinos is generally influenced from centuries of colonization. Often, Western design ideas, materials, and methodologies influence their colonized cultures (Soga, Yoo, & Tanoue, 2012). Although the Filipino residents have evolved from pre-colonial to contemporary period, previous studies suggest that the materiality and structural elements may have changed, yet the core of the Filipino style still follows the norms of the vernacular and colonial era.

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