

## **Alice's Mirror: Marketing strategies and the creation of the ideal home**

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### **Abstract**

This is a study that deals with the creation of people's lifestyle expectation, part of a broad investigation on the evolution of domestic space in Recife, Brazil. It is focused on the apartment building, nowadays the most popular middle-class housing form. It looks at the advertisement campaigns publicised by housing developers, with the interest to identify and describe the attributes used in these promotional pieces. Three main integrated categorical attributes were found: location, architectural program and the name of the development. It is suggested that it is through these attributes that expectations are created and recreated, generating a certain lifestyle culture, also identifiable in a peculiar symbolic division of the city into distinct territories

### **Keywords**

Domestic space,  
flat, advertisement  
campaign

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