

Spatial Logics of Cloud-Based Shared Value Creation: How Architecture Is Framed in Crowdfunding for Regional Revitalization

Ryo Namishima

Meiji University, Chiyoda, Tokyo, Japan

Abstract

This study examines how architecture is narrativized in crowdfunding campaigns related to architecture and urban development in Japan. Focusing on 100 projects sampled from the Japanese crowdfunding platform Readyfor, the research employs quantitative text analysis methods—including word frequency analysis, co-occurrence network analysis, and clustering analysis—to identify linguistic patterns in project descriptions and their relationships to project types and funding structures

Projects are classified into three categories: donation-based, shared-value creation-based, and business-oriented. The analysis reveals that each project type exhibits a distinct narrative structure. Donation-based projects frame architecture as a fragile object requiring protection through ethical and affective appeals. Shared-value creation-based projects narrativize architecture as a relational platform that enables social interaction and continuous collective practice. Business-oriented projects, by contrast, position architecture as a value-generating product, emphasizing design quality, functionality, and experiential attributes.

These findings demonstrate that the narrativization of architecture in crowdfunding is not merely a rhetorical choice of individual initiators, but an institutionalized practice shaped by organizational form, project objectives, and building typologies. Crowdfunding texts thus function as a mirror of contemporary societal perceptions of architectural value, revealing how architecture is publicly framed across ethical, social, and economic logics.

Keywords

Cloud-Based Shared Value Creation, Architectural Narratives, Crowdfunding, Regional Revitalization.