

## **Abstract**

The bachelor thesis "Importance of Material Objects in Ječná Street from Perspective of Individual and Social Biography of Ječná 39a Building" deals with social significance of material objects, using the material environment of a very busy Prague street Ječná as a case study. The central idea of the thesis is that people understand and assign meaning to material objects based on their role in inter-group networks that constitute their social identity. The way in which individuals (or groups of individuals) perceive material objects is also subject to the spatio-temporal context. We base our hypotheses on data obtained in interviews with the residents of the street, we analyze how they interpret their physical environment and how these interpretations differ or match. We also analyze the situation when the perception of a material object changes over time using the case study of the Ječná 39a building, examining its social biography employing theorie of Igor Kopytoff. We are trying to show that even busy, traffic-loaded streets, seemingly lacking any social significance, offer a lot of social context based of the way people relate to its material environment.