

Abstract (in English):

A consumer freedom has gained importance hitherto assigned to labour and therefore has become a constituent of one's identity. The degree of such freedom is determined by the access to economical, spatial or symbolical resources. The symbolical resources are embodied in the feeling of inappropriateness which is built upon aesthetic correspondence that can be perceived as the correspondence between one's habitus and the aesthetic of the environment. In my thesis I elaborate on the meaning which is assigned to aesthetics when judging consumption spaces. I focus on consumption spaces situated in Prague's Nusle district which are soon to be gentrified. Therefore, the old consumption spaces might be pushed away in order to be replaced by the new ones, suitable for gentrifiers. I constrain consumption spaces to bars, restaurants and pubs, since they are particularly important in the Czech culture due to their function as a social bonding element and a resource of social capital. In my research I employ a visual methodological approach, particularly shooting script and grounded theory. Building upon that, I present the central category of "atmosphere" which comprises two components – social atmosphere, bundled with the liveliness of space and interpersonal ties, and aesthetic atmosphere, consisting of the perceived cleanliness and the material decoration. The aesthetics of consumption spaces is then judged with the whole concept of atmosphere. The meaning assigned to the aesthetical constituent of atmosphere was based on the strength of interpersonal ties in the consumption space which showed that both components act as whole.