In this paper I analyze how the built environment mediates family consumption practices across domestic and public spaces. Using empty nester women as the research context, I explore how the physical environment allows them to overcome the feelings of dislocation and disorientation they experience as their children leave home and how they learn to emplace a sense of family life across diverse locations. Although earlier research has focused on how homes become socially constructed, I examine how homes and family life become deconstructed or reconfigured and how the built environment, both public and private, mediates these relationships (Massey 1994). Certain spaces re-create family life whereas others allow altered relationships between family members to emerge.

Bio

Pauline Maclaran is Professor of Marketing and Consumer Research at Royal Holloway, University of London. Pauline's research interests focus on cultural aspects of contemporary consumption. She has co-edited various books, including *Marketing and Feminism: Current Issues and Research*, *Critical Marketing: Defining the Field* and the *Handbook of Marketing Theory*. She is also Co-editor in Chief of *Marketing Theory*, a journal that promotes alternative and critical perspectives in marketing and consumer behaviour.