This paper is an extract from an ongoing research termed 'Understanding Context'. The paper aims at exposing the hidden contradictions behind the 'sustainability' project while at the same time trying to clarify what 'sustainability' could actually mean within our context. Architecture initially evolved from man's need for shelter. As human history evolved man's needs for shelter became more complex. And so did the means through which he provided himself with it. This constant negotiation between man and his surroundings has shaped architecture throughout centuries. It is only in the past few hundred years that the drastic advancements in building technology has altered and often denied the primeval relationship between architecture and its environs. Ecstatic as we may have been regarding our triumph over nature and its elements, we now realize the grave implications of our egotistic squandering of natural resources and elements. The triumph we took for granted has now back lashed on us as a series of potential disasters in the form of global warming, rise of sea water, impending shortages of natural resources and reserves and degradation of the natural environment in general. Standing in the beginning of the Twenty first century we find ourselves engulfed by our own self-inflicted tragedy. With more than half of the world's population already living in urban areas we can no longer go back to our pre-industrial modes of living and building. That would be impractical. However what we can do, within very realistic terms, is to try and understand the pre-existing relationships between humans, their site and architecture. Maybe then we can identify the reasons behind the damage we have caused and try to adapt more sustainable means for the future.

**UNLEARNING SUSTAINABILITY**
**A critical approach in identifying the scope of sustainability in Bangladesh**

**Key words:** Sustainability, Globalization, Context, Architectural Solutions, Innovation.