

BREAKING the HABIT

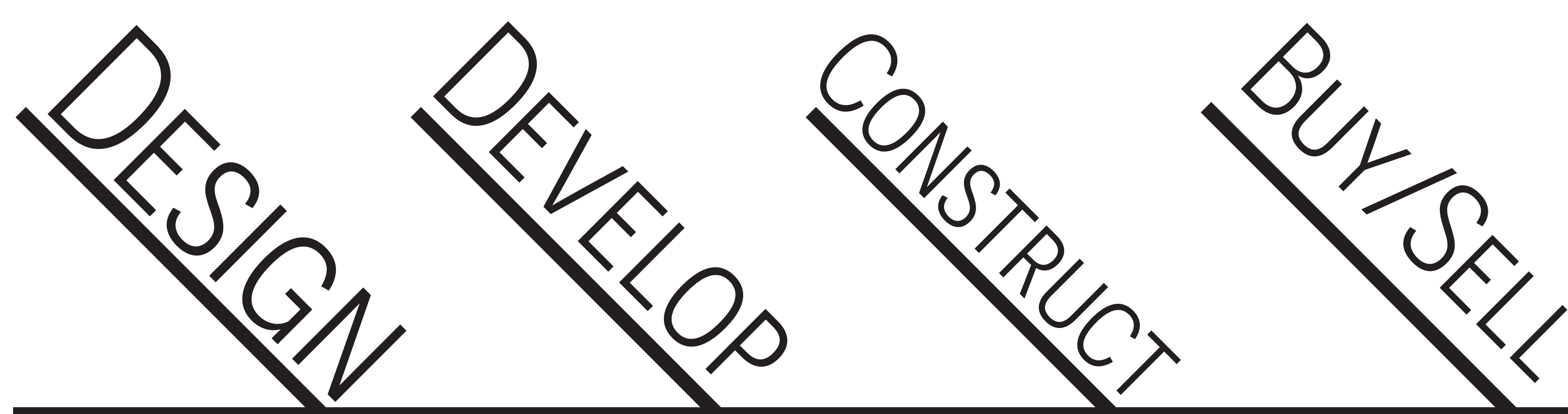


TRACT HOUSING IS AN EFFICIENT AND EFFECTIVE WAY FOR CONTRACTORS TO BUILD HOMES. BUT IT LACKS AN IDENTITY FOR THE HOMEOWNER.

STARTING IN THE 1940'S AFTER WWII, TRACT HOUSING TOOK GRIP OF THE RESIDENTIAL INDUSTRY AND NEVER LET GO.

INITIATIVES FROM MANUFACTURING COMPANIES TRIED TO INCORPORATE READY-TO-ASSEMBLE HOMES LIKE LUSTRON HOMES.

WITH ROUGHLY 2,000 HOMES SOLD IN THE COUNTRY, IT WAS A RELATIVE FAILURE.



TRACT HOUSE PROCESS

DEVELOPERS ARE THE BIGGEST OFFENDERS OF THE TRACT HOUSE MONOTONY.

THE HOMEOWNER COMES INTO PLAY TOO LATE (BUY/SELL) BUT THAT IS A CONSTANT WE CANNOT CHANGE WITHOUT REDESIGNING THE MARKET.

THE CONSTRUCTION PHASE IS NOT ABLE TO CHANGE SUBSTANTIALLY, DEVELOPERS AND CONTRACTORS ARE LOOKING FOR EFFICIENT AND EFFECTIVE.

PRE-DESIGNED FLOORPLANS

EASY-TO-DESIGN FLOORPLANS

SO LET'S CHANGE THE DESIGN PROCESS.

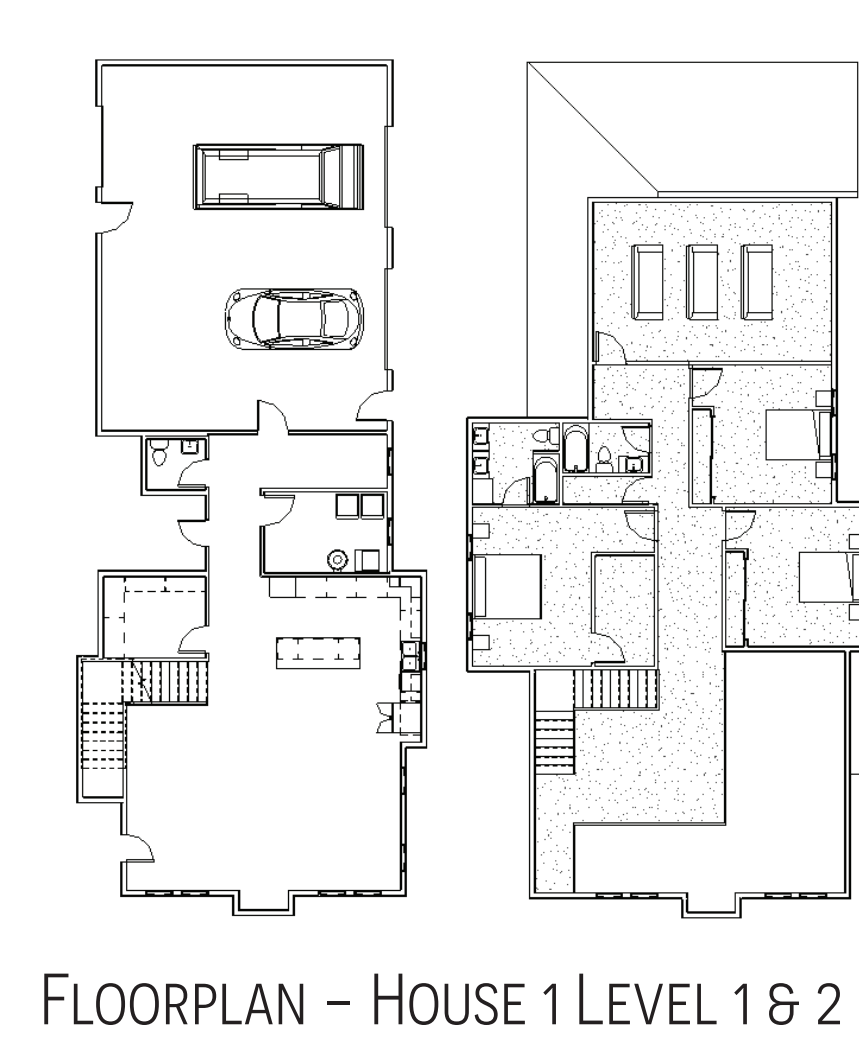


THE DESIGN PROCESS NEEDS TO CONSIDER THE EFFICIENCY AND EFFECTIVENESS OF TRACT HOUSING CONSTRUCTION WHILE INCORPORATING AN IDENTITY FOR THE HOUSE

WITH PRE-DETERMINED SPACES THAT MAKEUP A HOUSE, THIS BECOMES POSSIBLE.

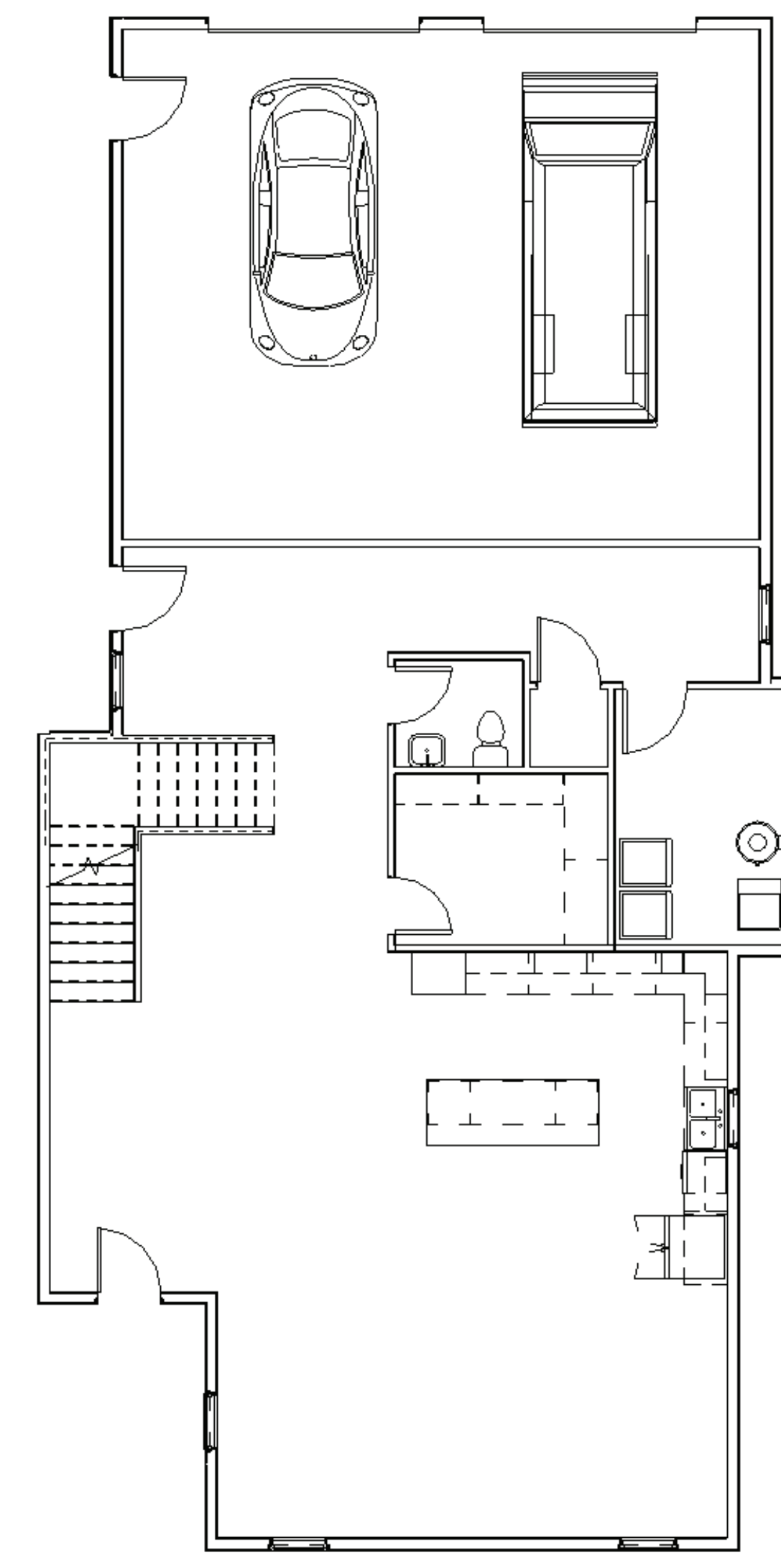
DESIGNING HOMES WITH SEPARATE IDENTITIES, AND FLOORPLANS THAT WORK, IS QUICK AND EASY WITH A TEMPLATE THAT IS DESIGNED FOR HOME DESIGN.

IF CAREFULLY CONSIDERED, EXPANSION IS POSSIBLE AND ENCOURAGED. THIS WOULD INCORPORATE A DEGREE OF SUSTAINABILITY THAT IS ALSO LOST IN TRACT HOUSING.

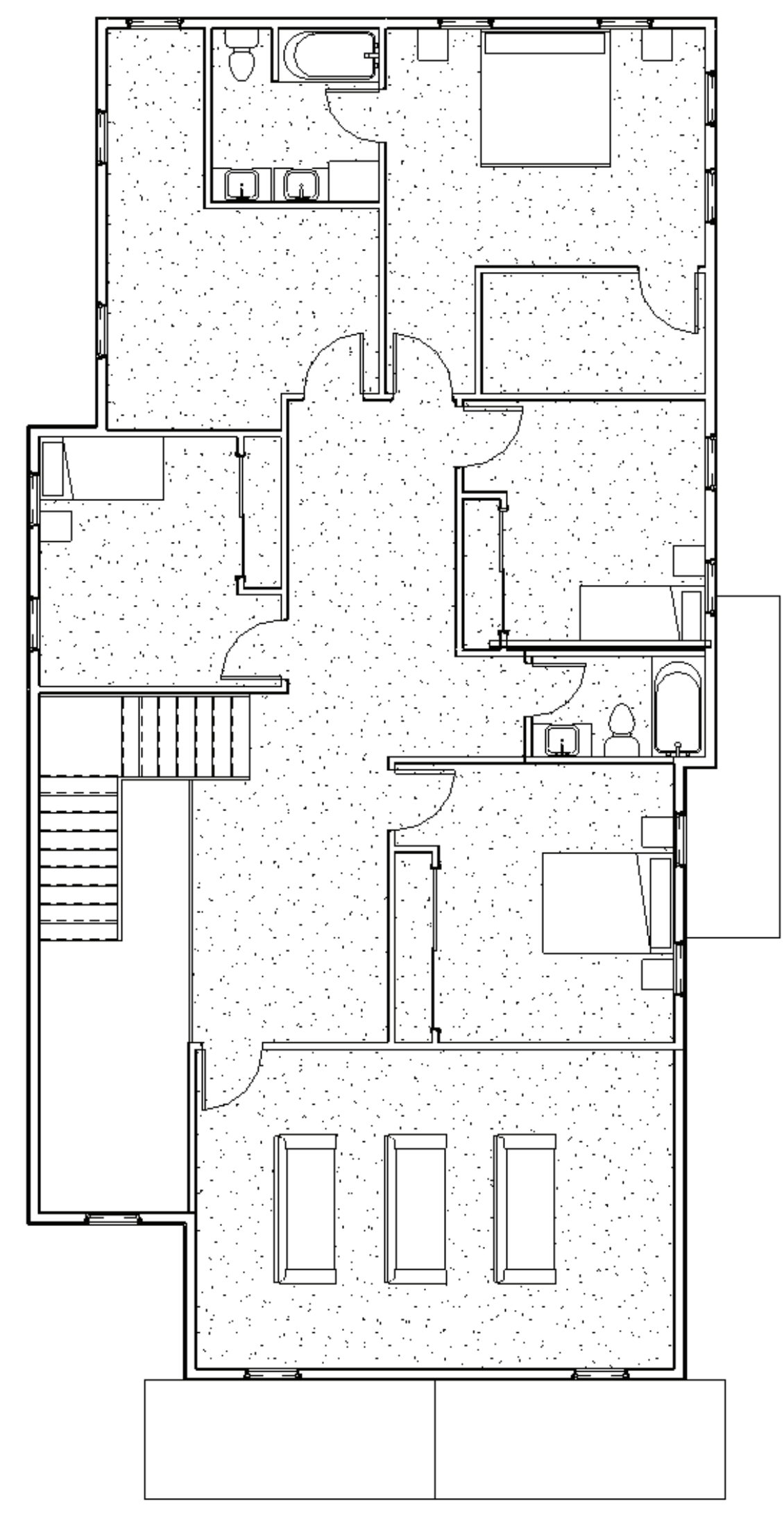




FRONT ELEVATION - HOUSE 3



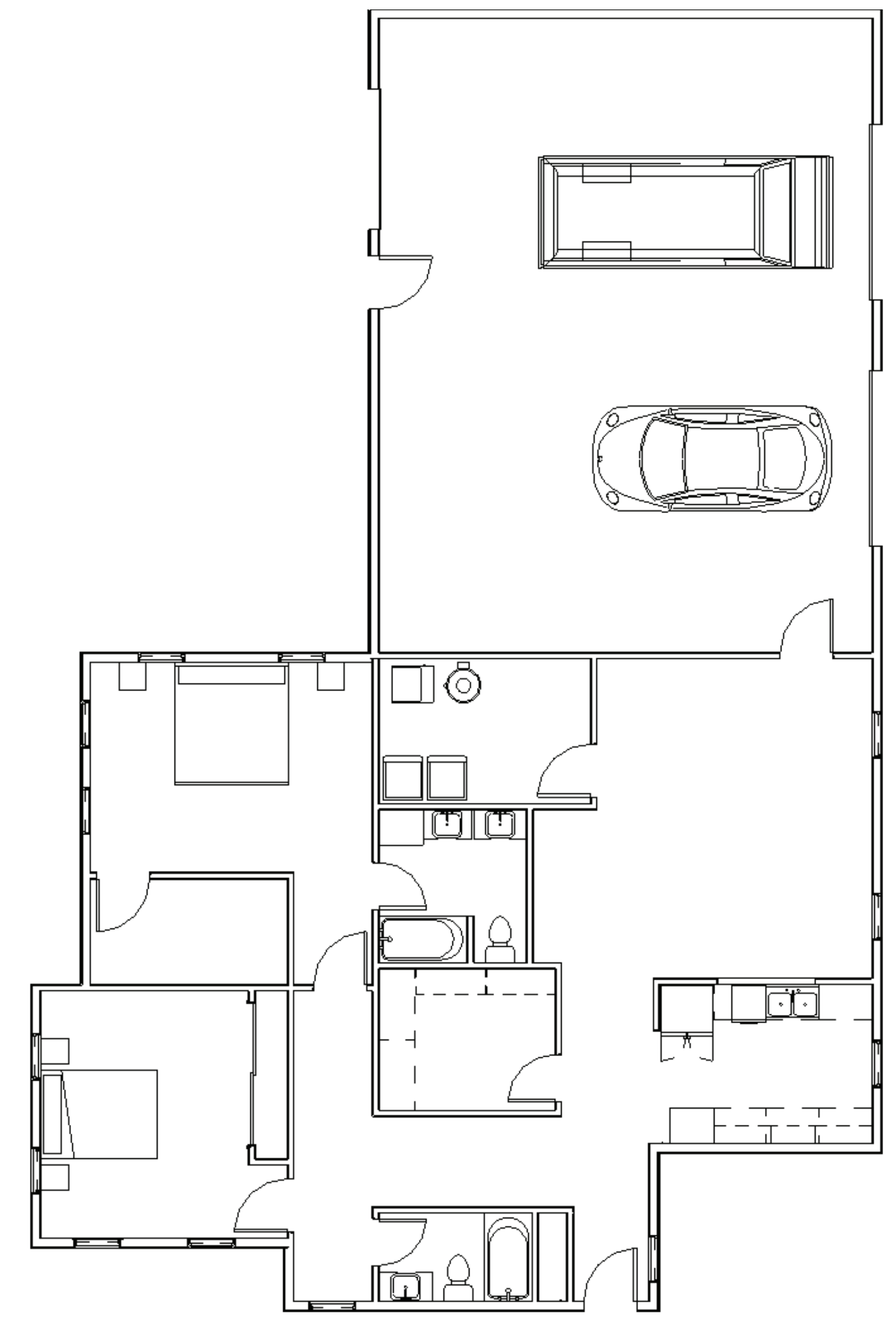
FRONT ELEVATION - HOUSE 3



FRONT ELEVATION - HOUSE 3



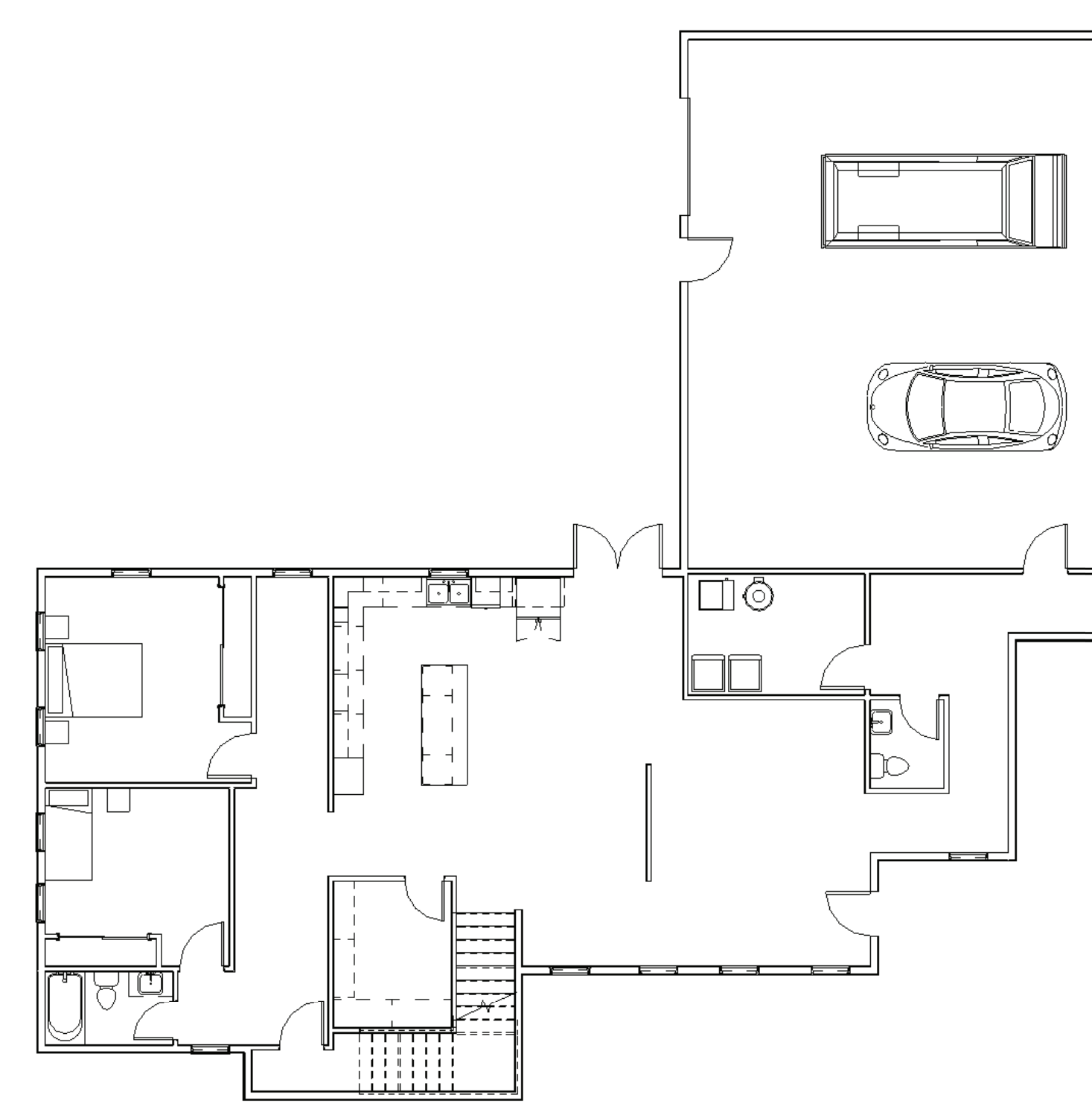
FRONT ELEVATION - HOUSE 4



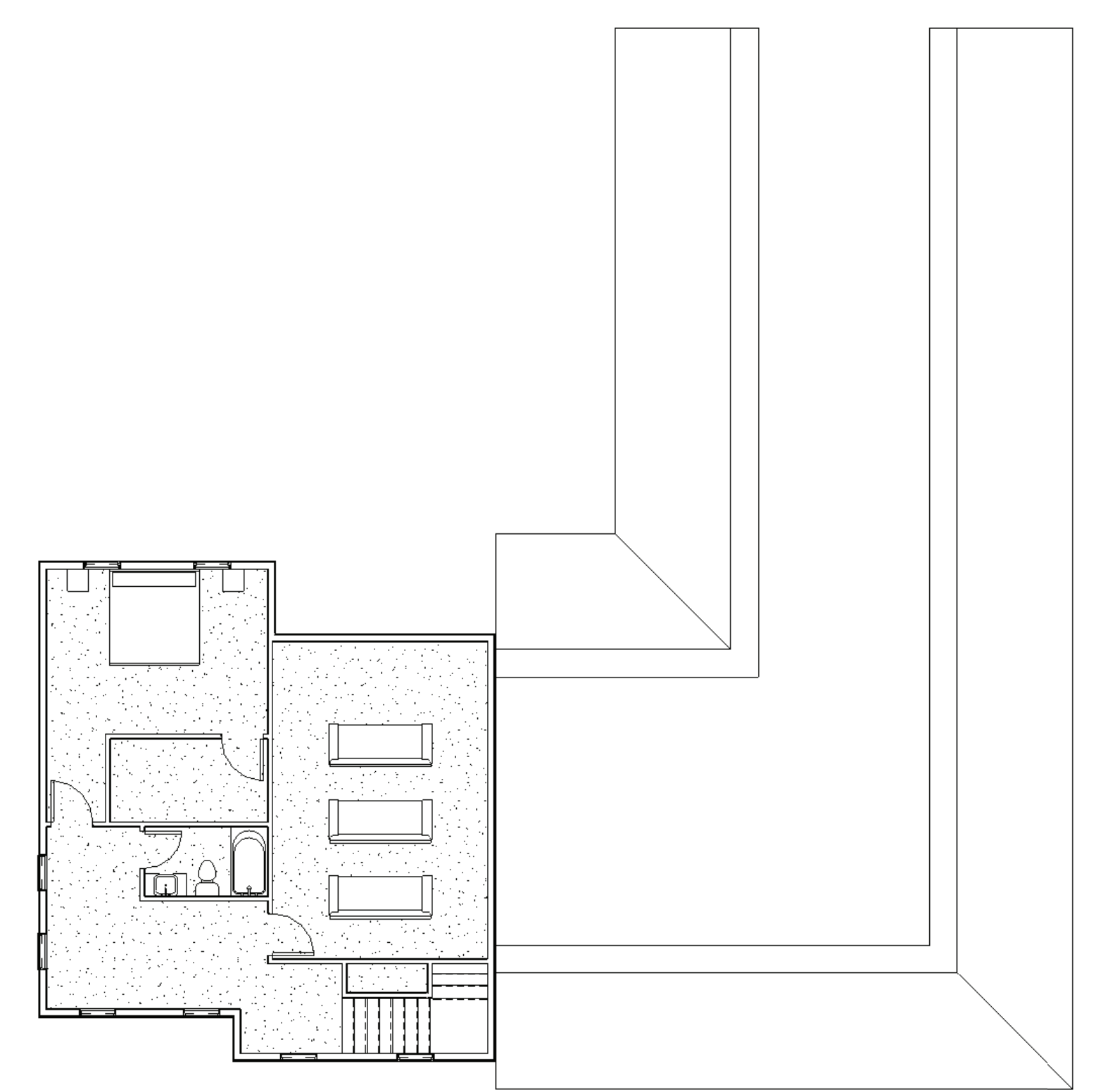
FRONT ELEVATION - HOUSE 4



FRONT ELEVATION - HOUSE 5



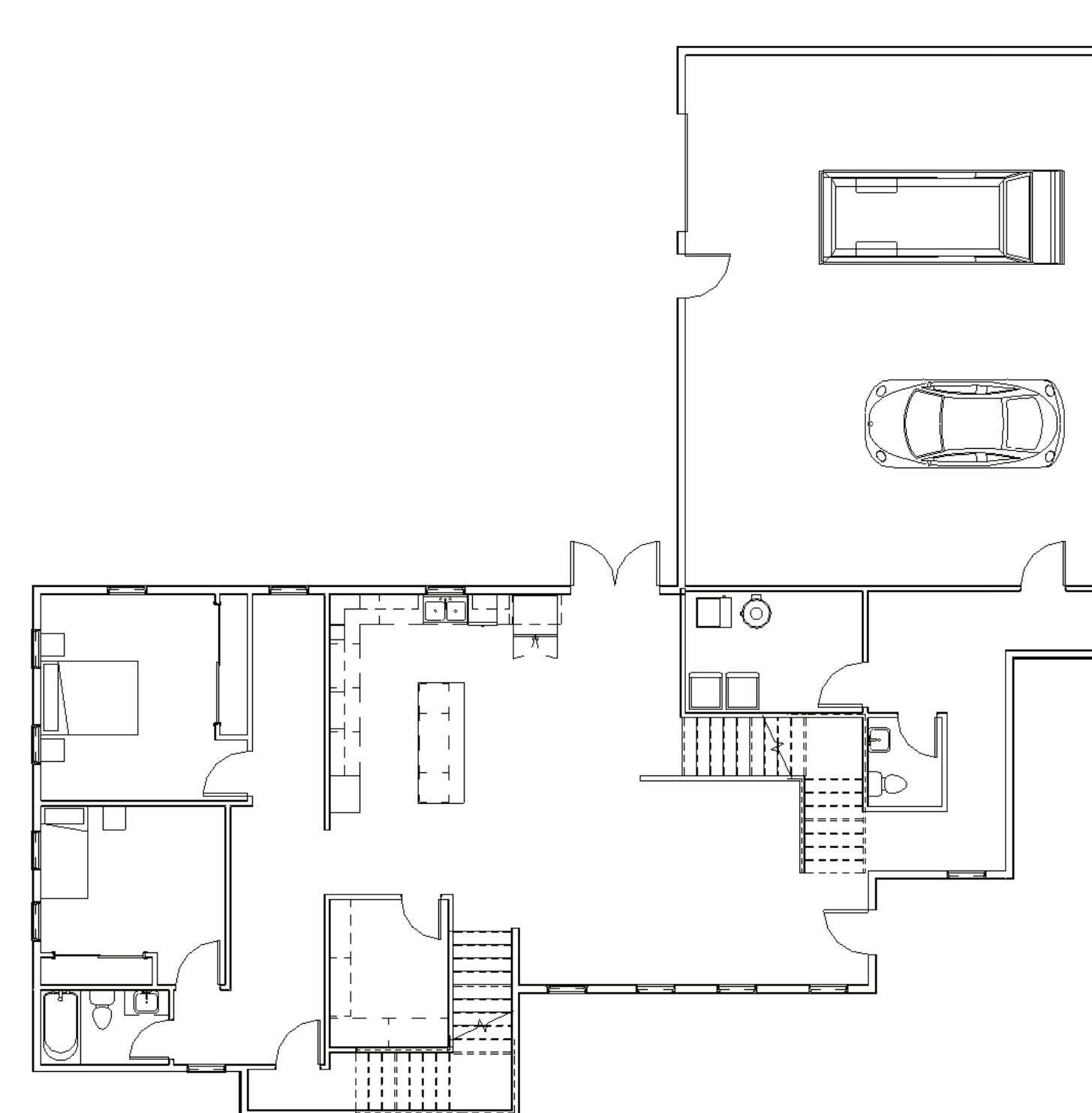
FRONT ELEVATION - HOUSE 5



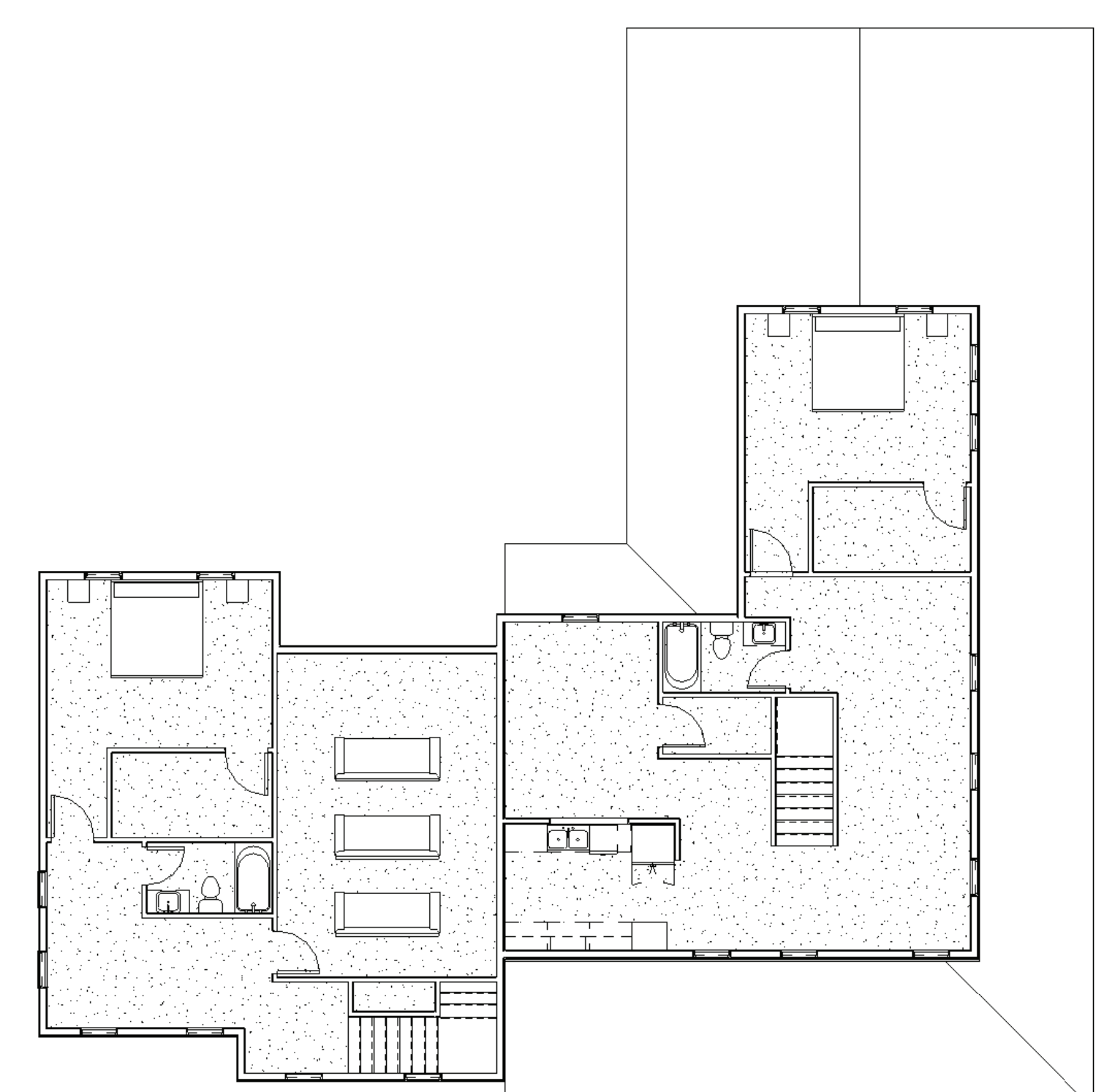
FRONT ELEVATION - HOUSE 5



FRONT ELEVATION - HOUSE 5 ADDITION



FRONT ELEVATION - HOUSE 5 ADDITION



FRONT ELEVATION - HOUSE 5 ADDITION

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