

Welcome Hometta — Prospectus

Welcome Hometta

The “Welcome Hometta” show illustrates how subtle shifts in industry standards allow architects and designers to better participate in the mainstream housing market by providing more quality-driven modern house designs to the general public.

The design and production of today’s single-family house emerged from a dialog between machining, industrial fabrication and replication through standard practice. Consequently, the current residential landscape comprises tracts of mass-produced homes and the occasional high-end custom project. Intelligent, potentially market-responsive housing solutions have been relegated to the periphery, leaving the the diverse lifestyle needs and desires of many homeowners underrepresented and underserved.

Recently, an interest in prefabricated buildings and building products has produced a series of intriguing buildings, projects, and exhibits. Through construction of multiples, prefabrication allows architects and designers to successfully influence residential design; factory-made houses are broken into component parts and shipped to specific locations for assembly. However, the limitations of prefabrication are significant - cumbersome infrastructure, and high fuel and labor costs – and have prevented substantial or dramatic impact to the housing market.

Design Globally, Build Locally.

Hometta makes semi-custom home designs available to the general public and challenges the notion that housing has to be either custom or cattle call. Hometta innovates in its unique combination of design, distribution and consumer marketing. By restricting the designs to conventional house construction methodologies, Hometta eliminates much need for shipping and customization. Standardization is combined with access to a select group of international designers to provide a range of product offerings and insights.

“Welcome Hometta” illustrates how adjusting an existing business model - while providing designers with specific product-driven guidelines - can net a rich palette of well-designed responses. Hometta offers customers choice and diversity, but does not tether itself to custom fabrication or expensive delivery systems. Building a house customized to fit a homeowner’s lifestyle needs is an option available only to the elite few or the corporate giant. Through Hometta, homeowners have the ability to choose a semi-custom home design, constructed by local contractors, using local materials and trades. “Welcome Hometta” seeks to extend and advance the discourse surrounding residential design and construction practices.



Welcome Hometta — Participants

The Welcome Hometta exhibit will feature the following partner studios, whose work has appeared in publications both nationally and internationally, including *Architect*, *Architectural Record*, *Dwell*, *Esquire* Magazine Japan, *icon* Magazine, *I.D.* Magazine, *Metropolis*, *Metropolitan Home*, *Residential Architect*, *The Los Angeles Times*, *The New York Times*, *The Washington Post*, and *Wallpaper**.

Barry Price Architecture Woodstock, NY
Borden Partnership Los Angeles, CA
Brett Zamore Design Houston, TX
Collaborative Designworks Houston, TX
davidclovers Hong Kong
Dufner Heighes New York, NY
FAR frohn&rojas Los Angeles, CA / Cologne, Germany / Santiago, Chile
Garofalo Architects Chicago, IL
Guthrie+Buresh Architects Ann Arbor, MI
HouMinn Practice Houston, TX / Minneapolis, MN
Interloop—Architecture Houston, TX
Jones, Partners: Architecture El Segundo, CA
Karl Wallick Cincinnati, OH
Keith Krumwiede New York, NY / Los Angeles, CA
Kiel Moe Boston, MA
KRDB Austin, TX
MANIFOLD.ArchitectureStudio Brooklyn, NY / Mainz, Germany
Mike Jacobs Architecture Brooklyn, NY / Los Angeles, CA
Min | Day San Francisco, CA / Omaha, NE
over,under inc. Boston, MA
Project_ Brooklyn, NY
Roger Sherman Architecture Santa Monica, CA
Studio Terpeluk San Francisco, CA
WEATHERS Chicago, IL
Zoka Zola Chicago, IL



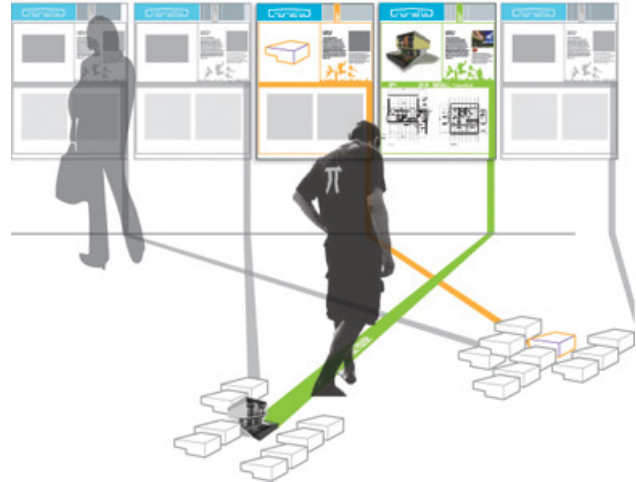
Welcome Hometta — Contents

25 modern house designs and their respective designers will be featured through the following content.

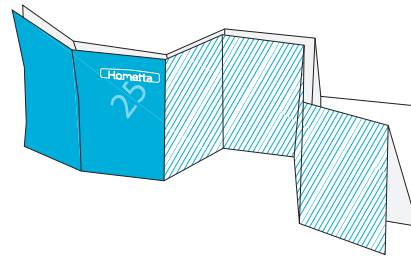
Design Boards

color plot — mounted on gator board

The set of house designs will be displayed (hung) in a tight sequence around the edge of the space, giving the appearance that each house design occupies a sheet in a book. These boards will contain floor plans, rendered images or photographs, and a design description (including information about lifestyle budget, materials, etc.). Each board will use a standard design template, presented as large format color plots mounted on 3/8" gator board. An introduction board and closer will serve to describe the mission of the organization, to introduce more quality-driven modern house designs into the mainstream housing market.



Above: preliminary schematic sketch of gallery exhibit showing design boards and 3d models. Below: takeaway foldout pamphlet/poster draft.



3D Printed Resin Models

approx. 1:10 scale

Each house design will be presented as a physical model in multiple. Models will be 3D printed (solid, massing) at 1:10 scale. Rather than focus on the individual designs, the models will be assembled as a collective, in multiple, forming a suggested “neighborhood” of modern house designs.



Takeaway

folded pamphlet/poster — one-color printing

A printed foldout pamphlet/poster will be available for visitors to take away. The pamphlet will contain diagrammatic floor plans of the featured houses, organized in a simple grid layout to allow for quick comparison of the Hometta house plan offerings.

