

Architecture Narrative

The architecture of the house is designed to be minimalist, this is to allow the homeowner the widest range of flexibility when decorating the home. By keeping both the interior and exterior very crisp and simple the team aimed to give a sense of how malleable the home's appearance can be. Even the plumbing/wiring are kept very minimalistic to allow for maximum flexibility.

The interior makes use of one large double sliding door, so the apparent size of the house can be maximized by keeping those doors open. This is intended to help alleviate any claustrophobic reactions some might have to such a tiny living space. Furthermore, the liberal use of windows allows natural light to provide all necessary illumination during the daytime, further relaxing the homeowners.

The compact, regular shape of the house means it can fit well into any region. It can blend in perfectly in a city or stand out in the countryside, all depending on the owner's preference. This is keeping with the team's goal of giving the homeowner as much flexibility as possible. To sum up the architecture philosophy, it is aiming to give the homeowner the ability to make their dream house exactly as they see fit.

Market Appeal Narrative

The main selling point of the house is its affordability, by keeping the costs down it can target a wide range of demographics. From a young startup family to a baby boomer couple to a retiree, any 2-4 family will find the house an affordable option. The extensive space saving furniture within allows the most amount of free space to enjoy, and the strategically placed lighting keeps target areas well illuminated.

The green energy is a big selling point as it reduces ongoing costs by virtually eliminating the electric bill. With its solar panel array and high efficiency appliances, the team aimed for a perfect mix of startup cost and ongoing cost. The houses low pitched roof is designed with New England climates in mind and is perfectly capable of holding up a heavy snowfall without damage. Despite this, the design is kept as simple as allowed to make construction smoother.

Finally, by keeping the house within the standard U.S. oversized shipping envelope, the house can be (relatively) cheaply transported anywhere the roads go. The team's emphasis on keeping the house affordable is what we expect to be the biggest appeal.

Engineering Narrative

From the engineering perspective, a lot of focus went into maintaining the energy balance of the home. Under typical year round sun exposure and typical household appliance use, the home should come out as net zero. This was achieved primarily by optimizing lighting and high efficiency ovens and dryers, as those appliances are the largest consumers of energy in the house. Additionally the house utilizes an inline water heater, minimizing heat lost to the surroundings in the pipes.

The HVAC system was also placed very strategically to maximize the efficiency of heating or cooling the house. Keeping it centrally located and in the largest open space may be a bit of an eyesore, but it ensures the whole house is kept at a comfortable temperature for its inhabitants.

Communications Narrative

The communications were mostly focused in the signage used to educate viewers on the nature of the project. The team felt that excessive electronic devices were unnecessary and they would just increase the load on the panels. Therefore all the signage used is non-digital for energy efficiency. Additionally the tours were designed to supplement the signage to provide a full comprehensive understanding of the project to all viewers.