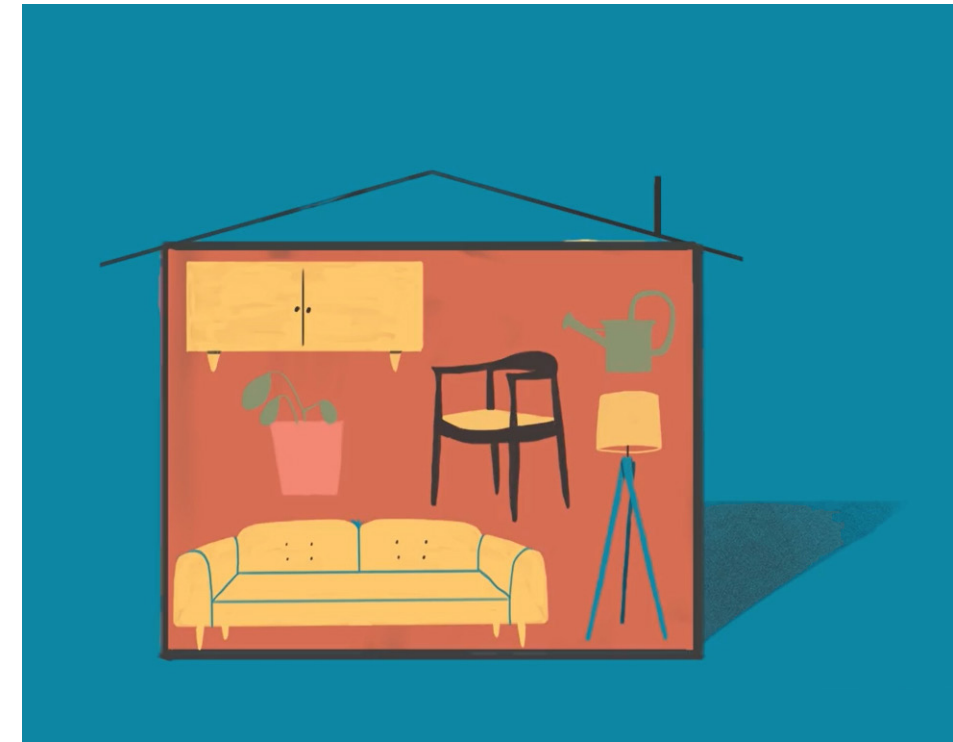




PERSONALISATION
OF HOME



“One of the most meaningful activities we are ever engaged in is the creation of a home.”

OIKOPOLIS 2.0

Faculty: Prof. Vishwanath Kashikar

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Presented by: Aakash Jain | UA0114



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Introduction

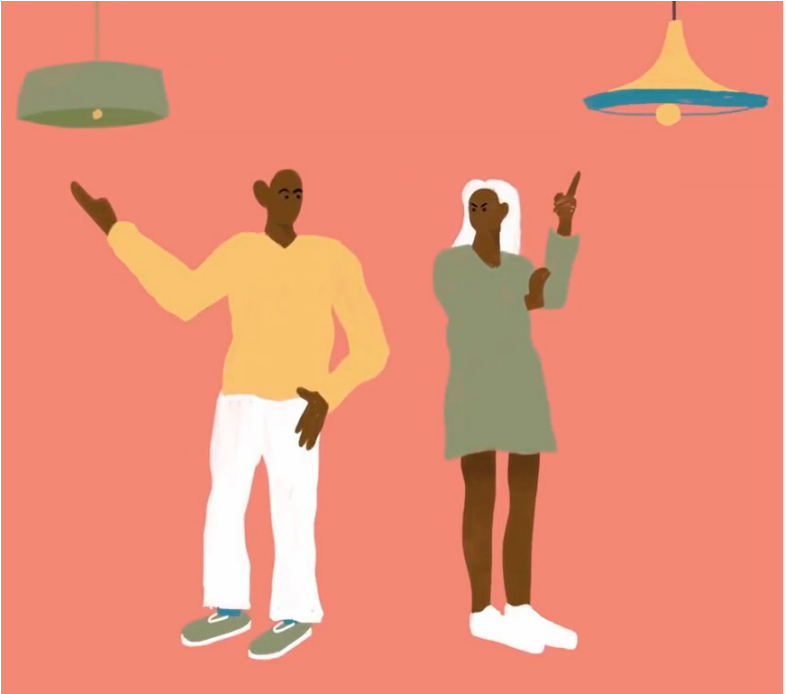
The current process of mass housing production is such that architects do not need to meet the end user throughout design stage of the project, creating “designer-user gaps”. Houses are often designed with the typical user, with typical abilities in mind, for the typical needs of today, without considering the individual needs of the user. The current state of housing is devoid of personal expressions, and it does not provide opportunities to user, in its design, to express themselves. Mismatch between the current house and the residents’ needs and preference may lead to an adjustment of aspirations of the user.

The study explores how people would want to make their home unique and how the architecture of the house allows\hinders in the process of personalization.

What is Personalization?

Kopec (2006) describes personalization as a physical marker as a sign of personal identity, to mark territories and hence regulate social interaction. Most people need to leave their stamp or mark or make their house unique and different than the rest (Marcus & Sarkissian, 1986). Abu-Ghazze (2000) defined personalization as a way people modify their environment to make it distinctly theirs.

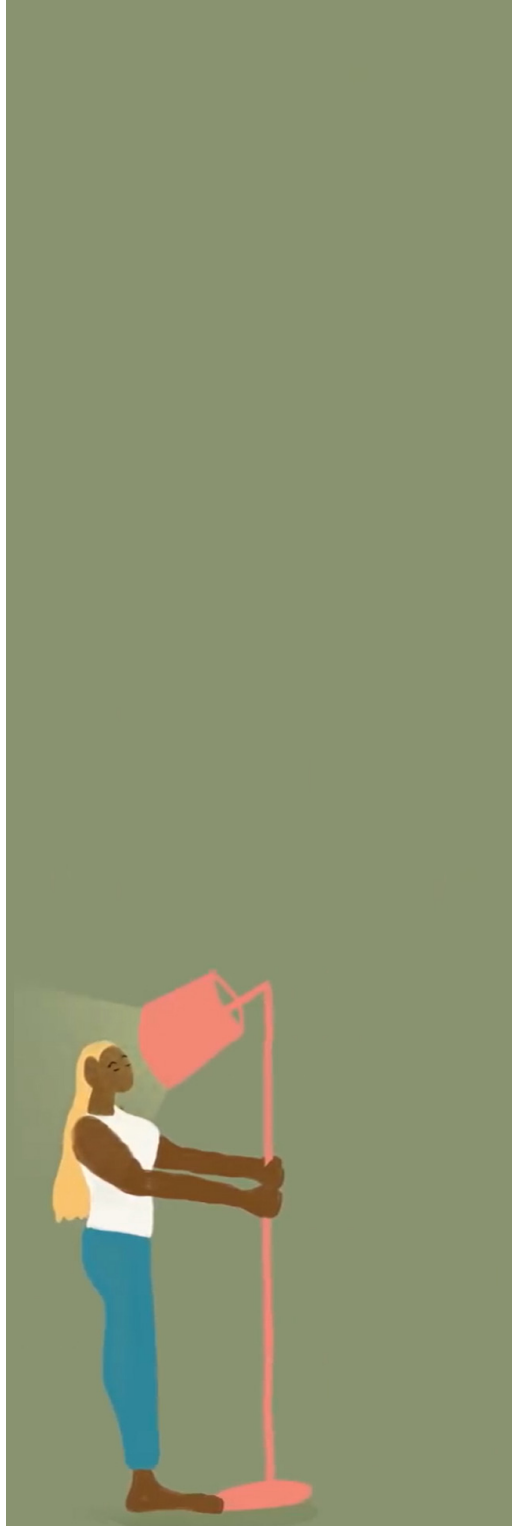
Home is a work in progress. Its like a project on which people are constantly adding upgrades and improvements and corrections as they themselves change and grow.



Why personalization?

The quest to build a home is connected with a need to stabilize and organize our complex selves. We need something tangible, material and sensuous to pin down the diverse and intermittent aspects of our identities. Home reminds us of we are. We need to get home to remember who we are and seek to be.

If the home doesn't perform this function, then we are lost somewhere in this dynamic and complex world of diversity and similarity. More and more constantly moving with the global world, people need to find themselves, find their own place which reflect their identity. People spend their whole lives taking pieces of many different places and putting them together in one whole container, to call it their home. (Wykes, 2018)

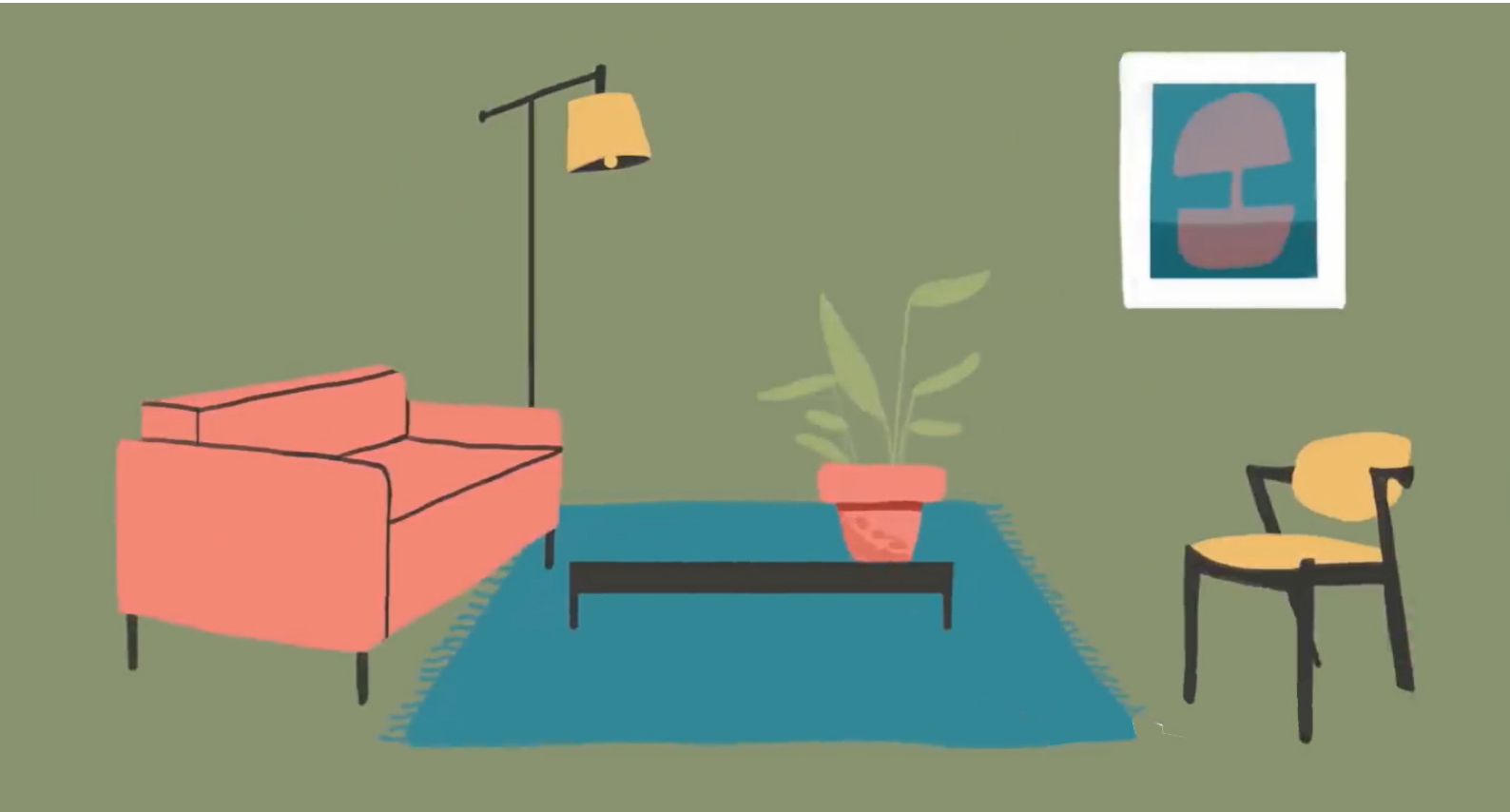


Means of personalization

Personalization can be divided into a few categories by means of achieving it. Most literature discussed on decoration, or modifications\additions to semi-fixed or loose fittings, as a method by which home can be personalized (Mohd Jusan 2007, Fernandez 2007). Other ways include modification of structural or fixed elements such as walls, columns and fenestrations (Fernandez 2007, Mohd Jusan 2007). Architects around the world have tried to achieve space for personalization through flexible designs, or by providing variations in the designs.

Marcus & Sarkissian (1986) suggested design guidelines which promotes and encourages residential personalization through [territorial expression](#), [added privacy](#), [articulated façade](#), [personal additions](#), [component replacement](#) and [entry personalization](#).

How much ever “uncontrolled” the act of personalization is, it can be predicted. For that reason, design of a home must be able to accommodate and encourage personalization to suit the resident’s expectation through architectural details and hints \ suggestions \ gestures in the design.



Case studies

Framework of Study
This booklet reports a study of the physical alterations, additions, modifications made by homeowners as an act of personalization. It includes observations of different homes in the same apartment block, and analysis of the differences in how different users occupy the same house plan and through that an attempt is made to identify the architectural elements that helped to achieve that act of personalization. The study includes both existing and hypothetical cases.

Analysis is done through following lenses:

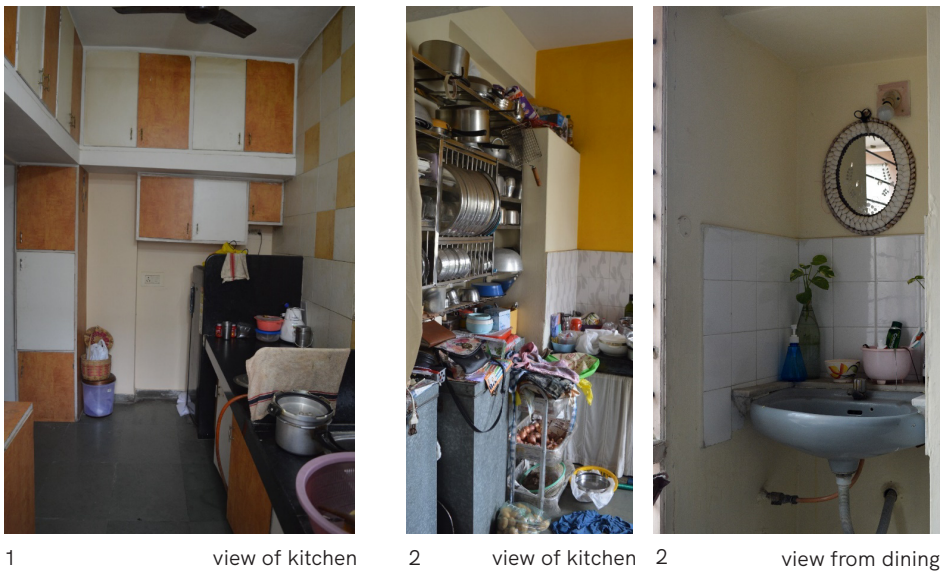
- . Plan modifications
- . Personal additions
- . Added privacy
- . Personalization through furniture layouts
- . Entry personalization
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Plan Modifications

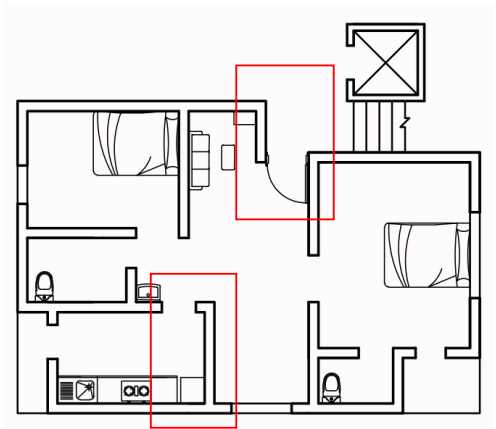
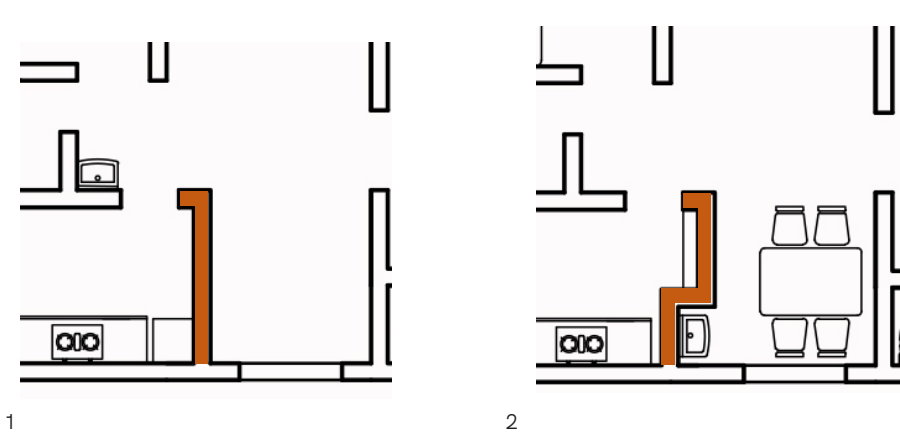
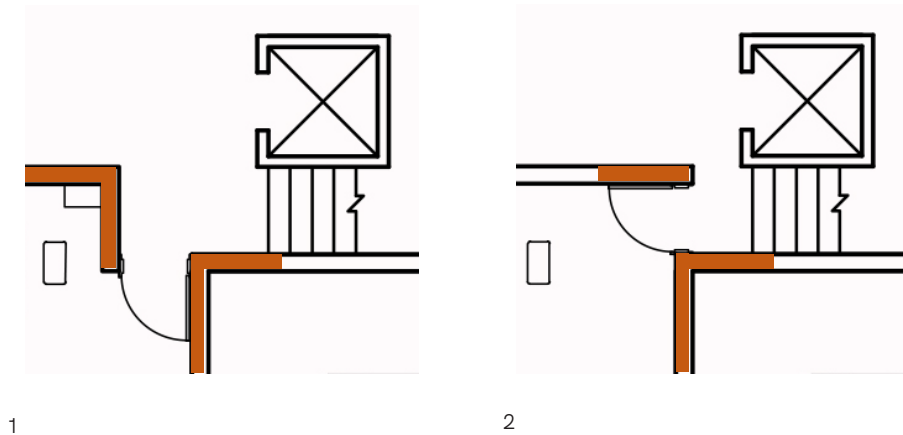


In the apartment on the right (2), the lift lobby area is taken in the house by altering the entrance door, in order to make the living room bigger. While in the apartment on the left (1), the entrance is kept as it is, which gives a buffer space in front of the house.



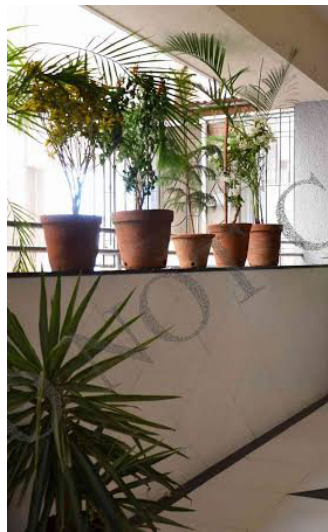
In the apartment on the left (1), the kitchen is altered by extending it to basin area and shifting the wash basin next to the bathroom, which leaves a very little area in front of bathroom and the bedroom, while in the apartment on the right (2), the basin was provided next to dining area, by making a niche in the kitchen.

The Design overlooks that possibility and ways of addressing it.



Unit plan
Riddham Apartments | Ahmedabad

Personal additions | Added privacy



1



2



3

In the apartment on the left (1), the Balcony is used as a recreational space by adding a few plants and some seating furniture, while in the apartment on the right (3), the balcony is used as a store room by adding windows. The apartment in the middle (2), is using the parapet to put oil lamps during a festival.

The provision of a parapet wall rather than a iron railing, allows for multiple possibilities.

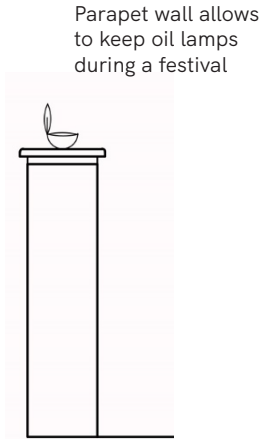
Personal additions



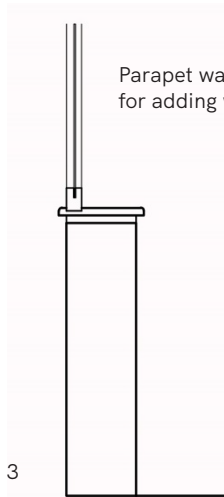
In a column beam framework in a home, whether the column is flushed along the wall, or is jutting out of the wall, can make a difference in how people personalize their space. Column jutting out, which form a niche in the wall, could provide user for more opportunities to personalize their spaces, as is seen in the picture on the left.



1



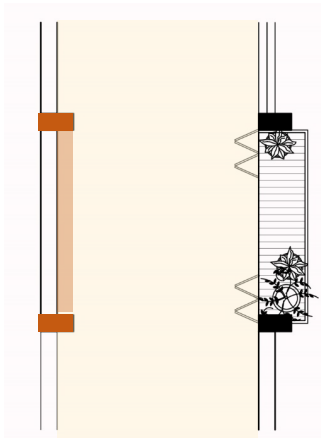
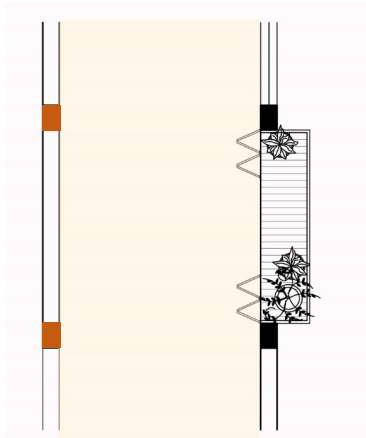
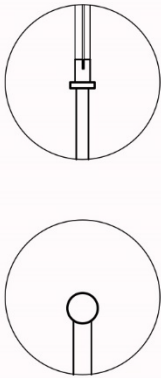
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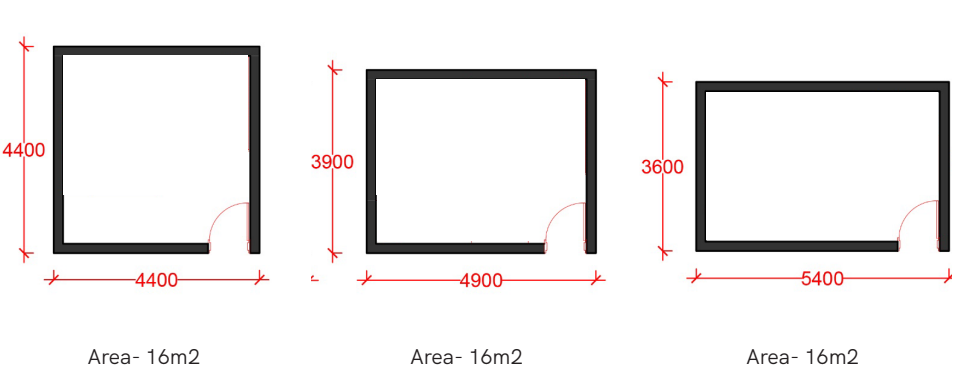
3

Box section rather than circular section for hand-rail provides more

Iron grill does not allow for these activities

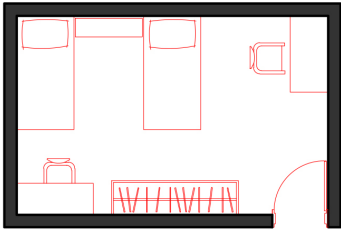
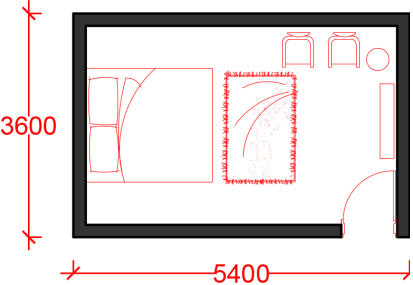
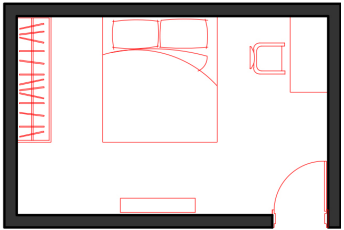
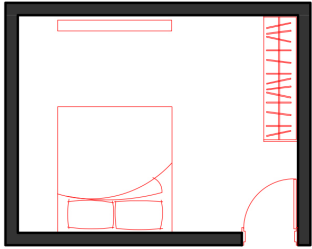
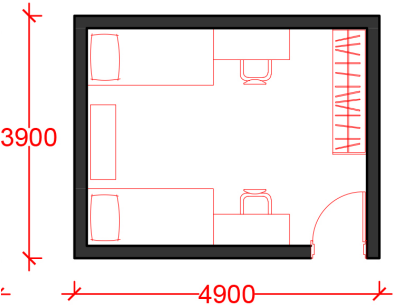
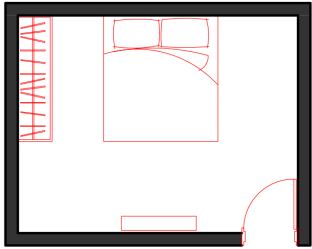
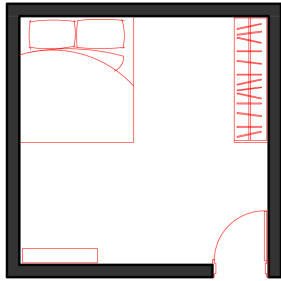
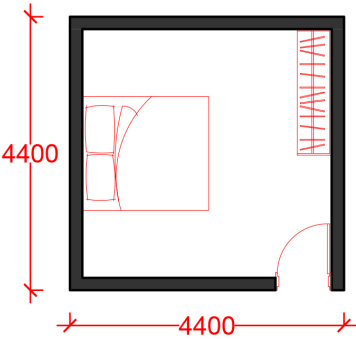
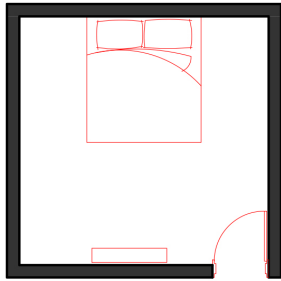
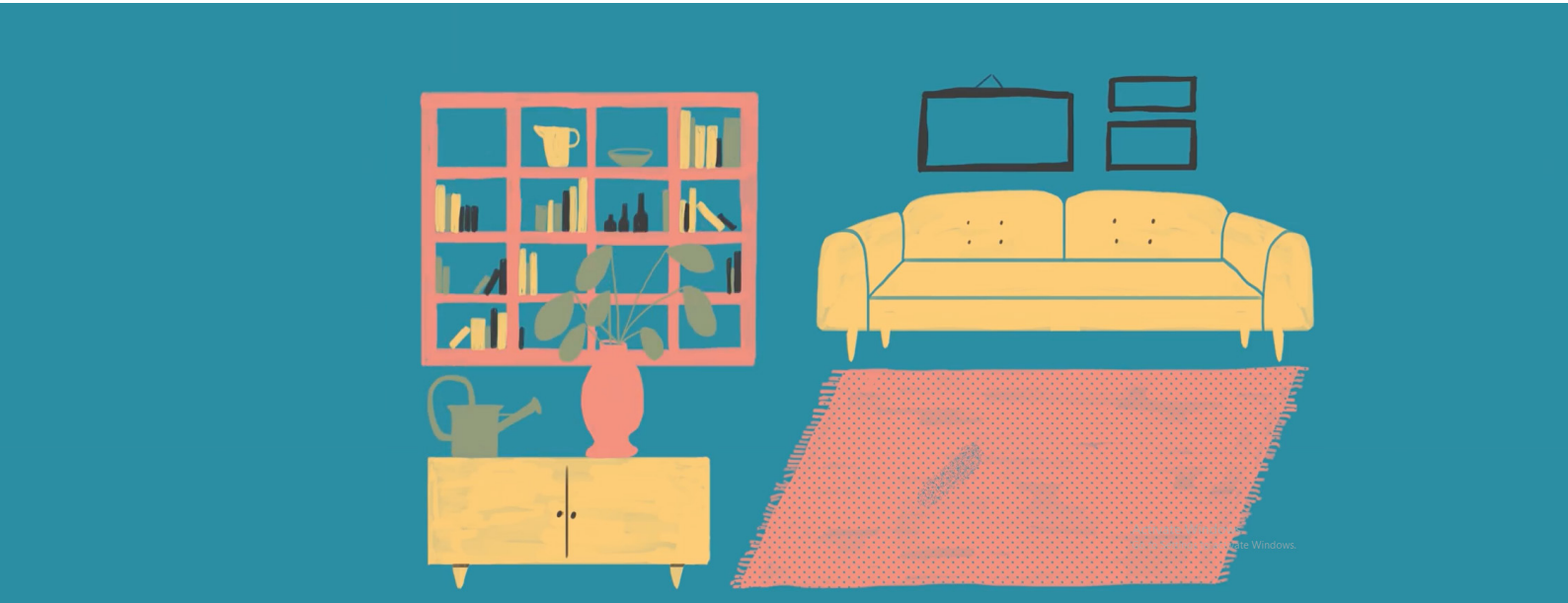


Personalization through furniture arrangement



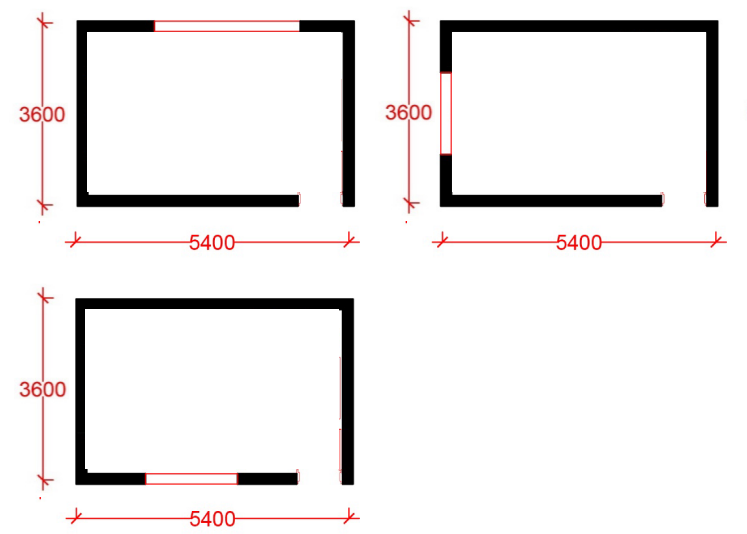
What dimensions of spaces allow for more flexible furniture layouts? A square room or a rectangle room allows for more flexibility? For a fixed area of Zm2, what should be the x and y such that it allows for maximum personalization

Where $X * Y = Z$



This dimension of the room allows for maximum variations.

Personalization through furniture arrangement

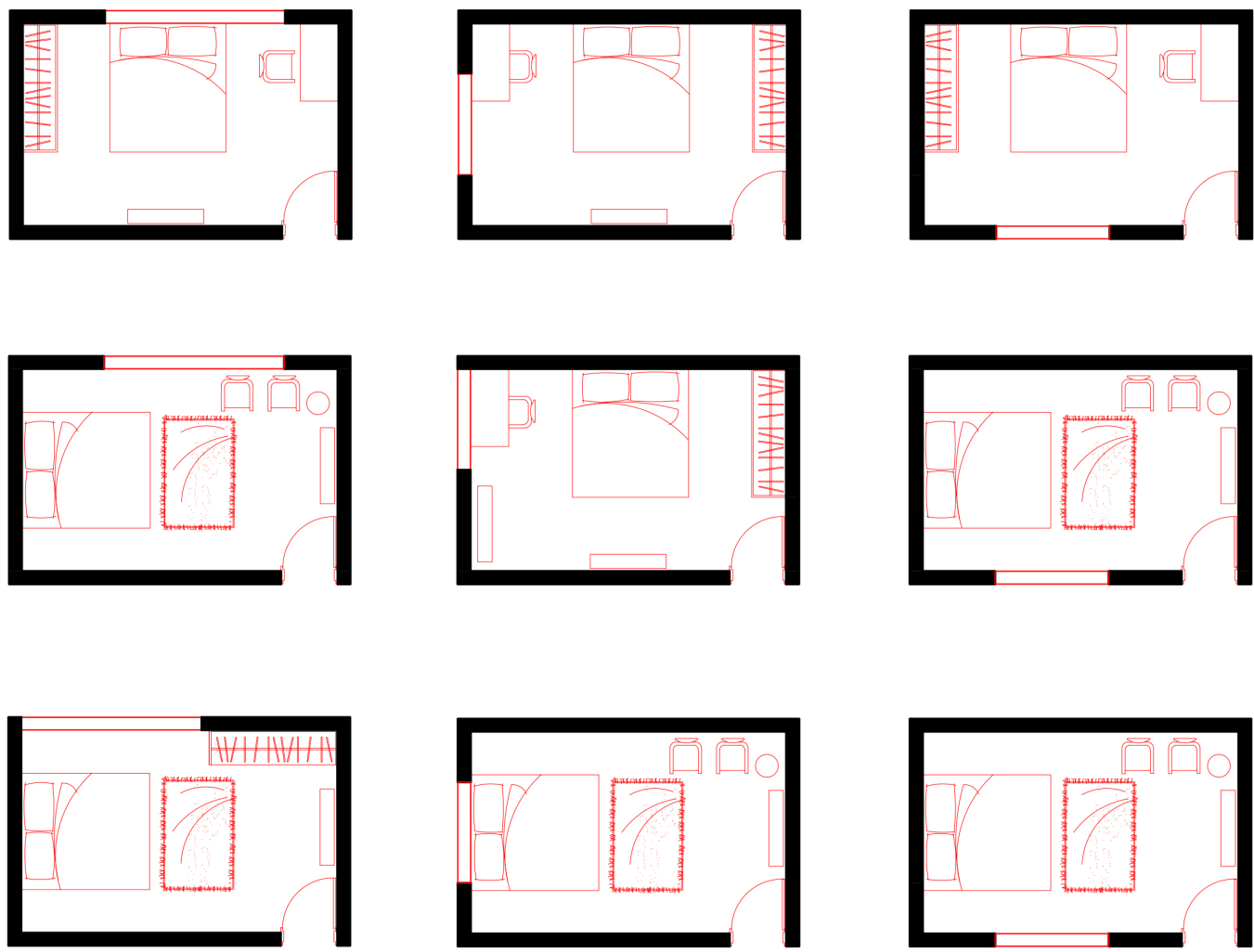


The positioning of the openings in the room determines the furniture layout to large extent. Therefore what is the appropriate position of openings that allows for maximum flexibility?

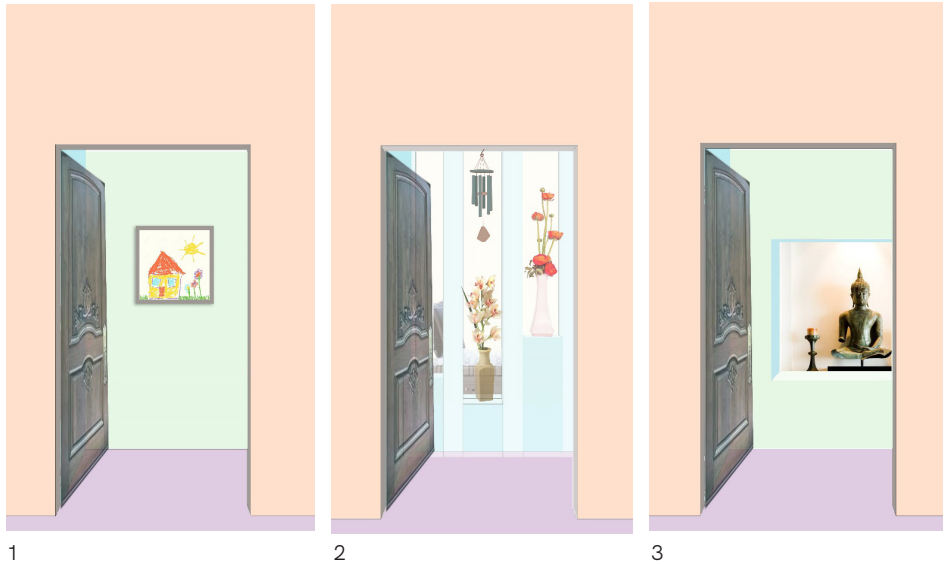
In the drawings on the right for a fixed opening in the plan, different layouts are tried, to find out which allows for maximum options.



Study of different orientations of openings in a space.

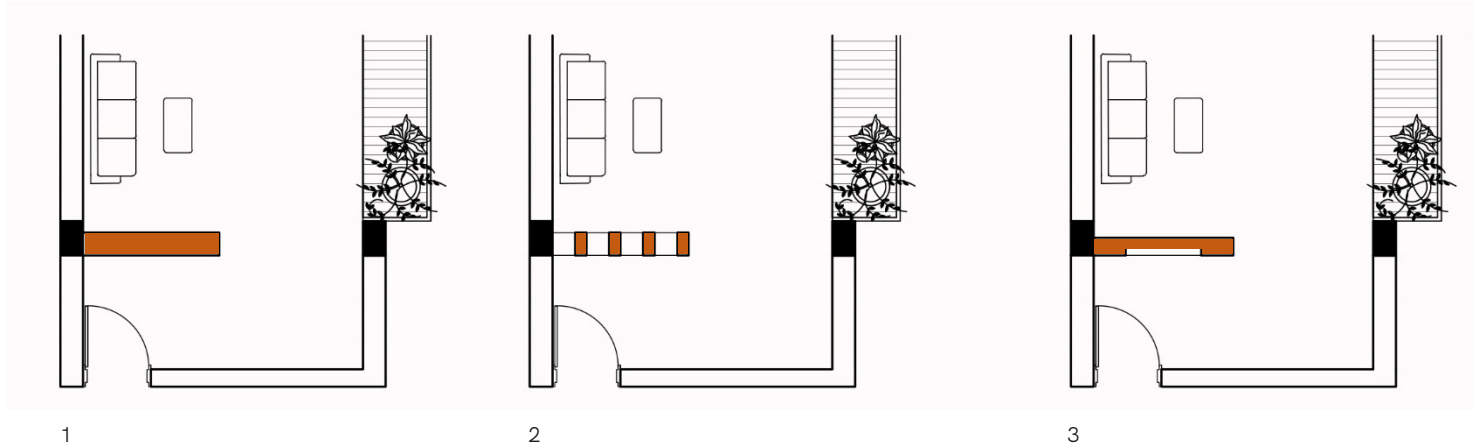


Entry personalization



A niche in the wall, or fins, rather than a flat wall facing the entrance, provides opportunities to user to put things such as a Buddha statue, an idol, a framed painting, a planter or any other object that they want to show to the person coming to their house.

A deep enough niche on the side wall to the entrance can also be converted in a seating space for visitors, for residents, or can be converted into a space for umbrellas or shoes.



Territorial expression



Personalization is an act of marking territories. Through architectural details one can encourage people to do that by providing opportunities, for example, for keeping planters, growing small trees even at upper floors, shape and sizes of lift lobby and common areas, allowing for ornamentation through articulation.

In the apartment on the left side, the parapet of the steps is also stepped, which, for example can allow to put oil lamps during any festival. The inbuilt planter and the articulation of it allows someone to plant their favorite tree outside their house, which is a favored element in the bungalow typology.

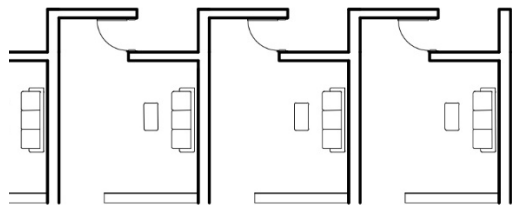


1

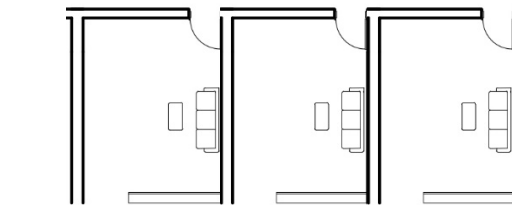


2

The layout of units even in a linear fashion, with some minor details, can allow people to extend the boundaries of home and personalize the spaces. In the collage on the top, the layout of external walls provide each unit an individual entrance space and hence encourages personalization, while in the collage on the bottom, the external wall is just a flat surface, and hence does not provide enough opportunities for personalization.



1



2



1



Gopinath residency | Ahmedabad

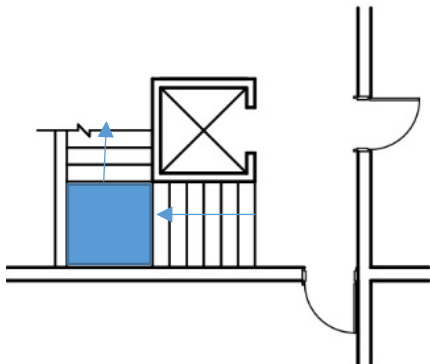


2 Riddham Apartments | Ahmedabad

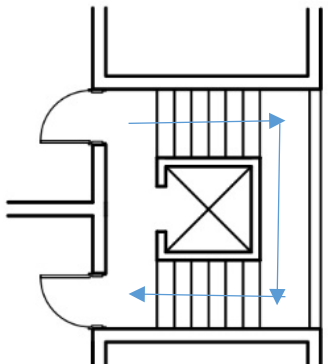
People tend to personalize their entrances and demarcating the external boundaries of home by means of planters, shoe stands, lamps or sculptures. But the outside space, if thought in the design, can be allowed extend much further. In the apartment on the left (1), by putting planters on the landing of the staircase, the house is extended till there. The design and the location of the staircase allows for the activity, while in the apartment on the right (2), the landing is narrow and linear and suggests continuous movement and hence does not encourage the user to personalize.

What are the boundaries of home?

Suggests pause point and hence allows to occupy the



1



2

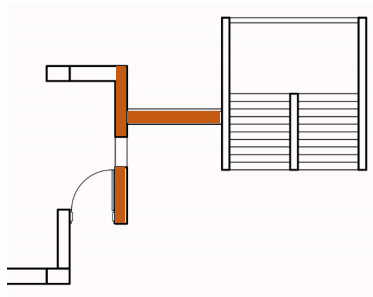
Suggests continuous movement

Territorial expression

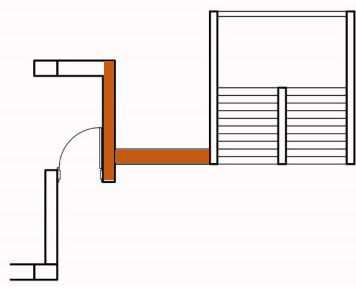


2

In the collage on the left (1), The parapet is shifted back so as to provide a niche, which can be used to for various purposes by the user and hence encourage personalization, while in the collage on the right (2), the wall is flushed with the main door, leaving no possibility of personalization.



1
The parapet is shifted back so as to provide a niche



2
The wall is flushed with the main door, leaving no niche

Articulated façade



Samay Apartments
Ahmedabad

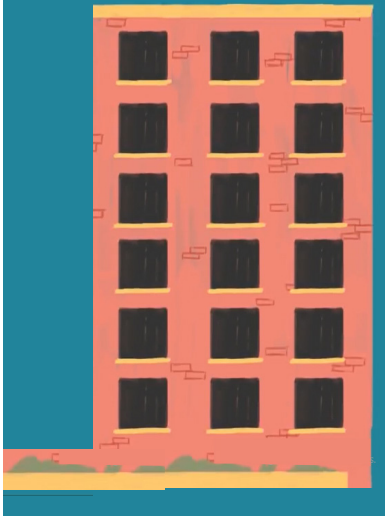


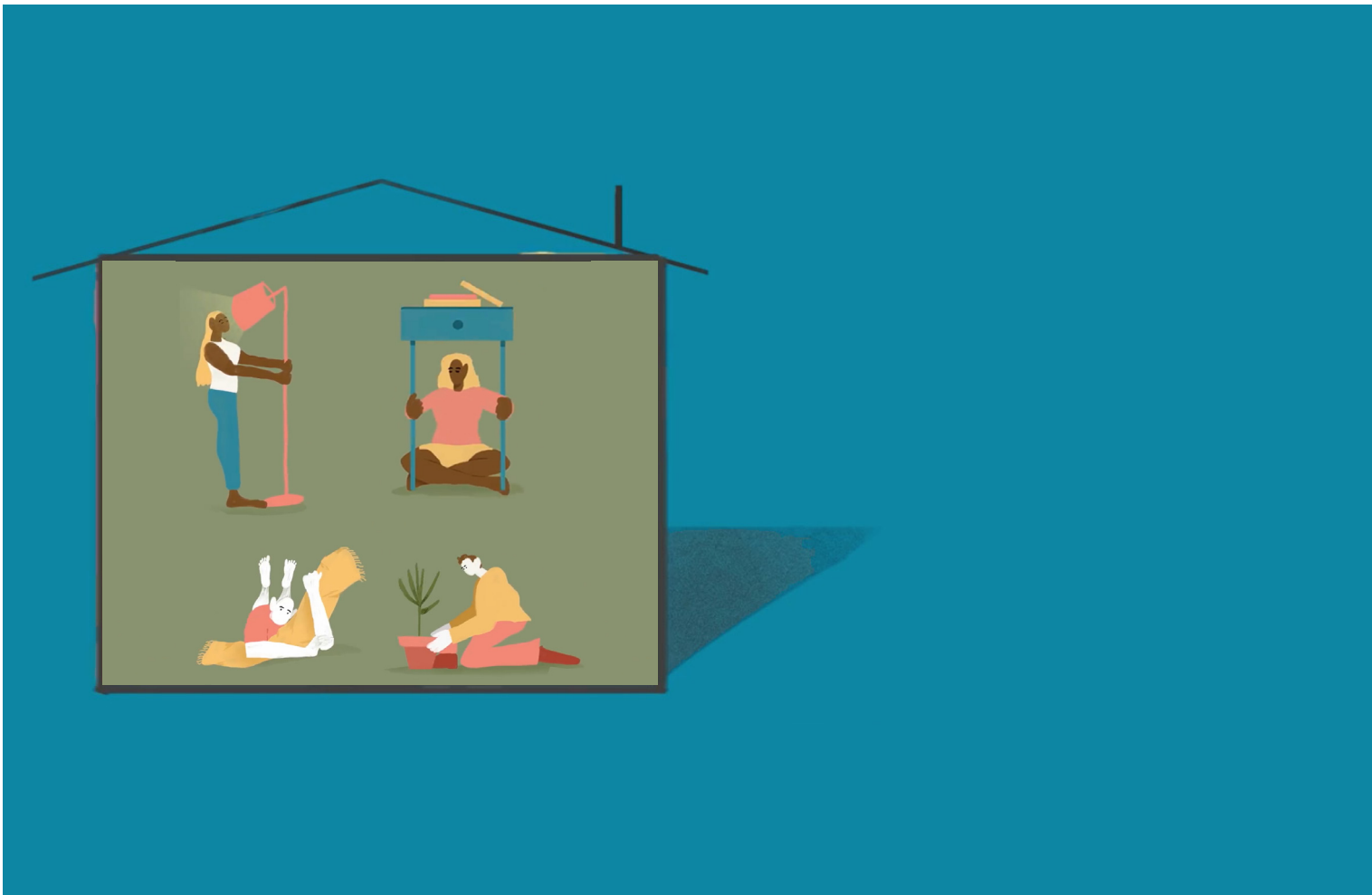
Hundertwasser house in
Vienna



Walden 7 | Ricardo Bofill

Being able to identify your home separately from others is an essential psychological need of people. In the apartment on the left there is an attempt to make individual unit look different from outside, give it its own identity, by means of play of façade, but essentially all the openings are of same size and fall in line and hence it becomes very superficial. While in the apartments in the middle and left, the unique identity of each unit is given through play in volumes, variations in openings, colors, change in material and shape and size of balcony.





Conclusion

Based on whether people are able to personalize their homes or not, they identify themselves with their homes in different manners. It affects their notions or aspirations of a home.

Personalizing a space gives a sense of control of the environment to the residents. Through personalization, residents are able to cope with the inadequacy of their home. Personal needs if overlooked in the original design of the house, it can be fulfilled through modification, and if that is not kept in mind while designing, then it might also lead to sometimes “reckless” modifications in the absence of any guidelines.

Therefore, flexibility and adaptability in design is important as it may accommodate the variety of residents and their needs. Essentially, personalization creates a dynamic and transformative house which can cope with any lifestyle changes of the resident over the different phases of his or her life.

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“We shape our dwellings and afterwards our dwellings shape us”

-Winston Churchill