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3. TARGET AUDIENCE & INTERGENERATIONAL INSIGHTS

To design a home where three generations thrive, the specific psychology and routines of each user segment must be evaluated. The Baby Boomer Generation (60 to 75 years old) is driven by a need to feel useful and a desire to pass down traditional values. Their deepest fear is becoming a burden or getting left behind. They focus on quiet early routines like tending plants and require highly ventilated spaces. The Millennials Generation (30 to 45 years old) are heavily stressed breadwinners caught in a loop of caring for both parents and children. Suffocated by pressure, they work remotely and prefer functional, minimalist recovery spaces. The Gen Alpha Generation (under 12 years old) requires safe, tactile spaces to develop their core senses. Confinement inside closed rooms fuels their screen isolation and iPad overuse. They learn primarily by imitating the adults around them.

Domestic friction stems directly from a clash in biological rhythms rather than mutual dislike. Early evening is when grandparents need absolute quiet, while parents work late and kids need to play. Standard concrete walls turn rooms into closed boxes, forcing a choice between privacy and isolation. This design avoids forcing habit alterations, building smart architectural gradients that transition smoothly from private to communal to defuse scheduling conflicts within a single visual ecosystem.

4. BIG IDEA & KEY MESSAGE

The concept *The Living Thread*, under the message *A Home That Weaves Generations Together*, operates on two strategic levels. Architecturally, the thread serves as a continuous spatial axis that eliminates traditional isolating walls, linking the living room, kitchen, central garden, and skylight to keep air and sightlines flowing smoothly. Emotionally, the thread captures the flow of time and daily habits, quietly tying together the wisdom of grandparents, the care of parents, and the growth of children into a single family legacy.

5. MOODBOARD DIRECTION

A Togetherness direction mixed with a Modern Organic style creates a warm atmosphere that encourages interaction. Connection elements utilize a soft palette of creamy white,

light beige, and warm oak wood with rounded corners to ensure safe movement while guiding natural light inward. Warmth elements offer relaxation via terracotta accents, walnut brown, hand-woven rugs, natural plaster walls, and low-level artificial lighting (2700K - 3000K). Nature elements use olive green, moss green, and quartz stone gray, shifting sunlight to invite people out to breathe fresh air. Everyday Rituals elements incorporate polished concrete and handmade ceramic tiles, utilizing task lighting to turn ordinary chores into grounding family routines.

6. VISUALIZING CONCEPT

The functional layout implements a behavioral roadmap: *The Living Thread* -> *Create Natural Collisions* -> *Foster Voluntary Connections* -> *Accumulate Memories*. The rooms share curving silhouettes to remove psychological cues of separation.

- **Courtyard:** The central climate core funnels natural light through a wide skylight, removing dark, separated corridors. This directly solves elderly isolation by maintaining a continuous visual and acoustic link between grandparents drinking tea on the ground floor and grandchildren playing on the stairs.
- **Family Spine:** The staircase features landings expanded to 1.6 meters, integrating built-in bookshelves and comfortable bench seats. This breaks the steep, exhausting feel of townhouse stairs, creating an informal reading spot where family members naturally pause and converse.
- **Layered Garden:** Stepped balconies create a natural filter for noise and dust, acting as a soft acoustic buffer between private bedrooms and common zones so grandparents can meditate peacefully while children play.
- **Shared Kitchen:** Taking down walls connects the cooking area directly with the dining space. A 3.2-m kitchen island integrates a main 85-cm prep counter for parents and a lower 65-cm section for children and grandparents to sit, talk, and assist.
- **Flexible Living Room:** Ditching heavy sofas for a 15-cm raised platform with wool rugs and bean bags allows the space to change. Sliding Washi paper doors allow parents to close the room for remote work or open it to merge into the courtyard for shared relaxation.

7. STORY ASSETS & CONCLUSION

The core spatial value is verified through 5 specific daily, weekly, or monthly planned family rituals:

- **Breakfast Together (Daily):** From 6:30 AM to 7:15 AM, the family gathers in the kitchen. Grandparents brew tea, parents prepare food, and children grab cereal, establishing a shared morning rhythm.
- **Garden Care (Daily):** From 4:30 PM to 5:15 PM, grandparents and grandchildren step out to water and prune the herb planters, relieving late-afternoon elderly loneliness and teaching children about nature.
- **Family Movie Night (Weekly):** Every Friday from 8:00 PM to 10:00 PM, personal devices are disconnected for a collective movie on the living room platform, turning entertainment into an opportunity for conversation.
- **Sunday Cooking (Weekly):** From 10:00 AM to 1:00 PM, the grandmother and mother coordinate in the kitchen while the grandfather, father, and kids set the table, creating a collaborative ritual that celebrates heritage.
- **Family Camp (Monthly):** On the first Saturday evening, the family utilizes the open rooftop terrace under the stars for simple canvas tents and storytelling, reinforcing a deep sense of belonging.

Human-centered design proves that the true worth of a home lies in supporting the relationships inside rather than expensive materials. Thoughtful layout leads to natural encounters, regular encounters build shared habits, and habits turn into memories that successfully protect a multi-generational family from digital isolation.