

The Heart of Home

Building a Family Culture Through Everyday Rituals

1. Solution Direction

1.1. Overview

In modern Vietnamese family life, the model of multiple generations living under one roof is still very common. Grandparents, parents, and children share the same living space, daily routines, and family values. However, the way family members interact with one another has changed significantly.

Parents are often busy with work, financial pressure, and family responsibilities. Children grow up in a digital environment and are easily attracted to smartphones, tablets, and online entertainment. Meanwhile, grandparents often wish to have more time to talk, care for, and spend time with their children and grandchildren. Each generation has different needs, daily routines, and ways of expressing affection.

Therefore, the main issue in modern families is not a lack of love. The issue is that love does not always have the right space, time, and habits to be expressed naturally. Many families still live together in the same house, but each person gradually retreats into their own world. Being physically close does not always mean being emotionally connected.

From this reality, the solution “Nep Nha – The Heart of Home” is proposed with the aim of turning the house into more than just a place to live. It becomes a place where family culture is formed. The design does not only focus on function or aesthetics, but also on shaping everyday living behaviors. Through space, family members are given more reasons to meet, talk, do small activities together, and preserve shared memories.

1.2. Solution Objectives

The objective of this solution is to create a living environment that naturally encourages connection between generations. Instead of forcing family members to spend time together, the design creates gentle touchpoints that make people want to come to the shared space.

The solution focuses on three main objectives.

First, it creates an attractive shared center where every family member has a reason to visit every day. This is not just a living room or a garden, but the “heart” of the home, where family activities can happen naturally.

Second, it forms simple daily rituals that fit the real rhythm of family life. Small actions such as greeting each other when coming home, watering plants together, sharing a story after dinner, or keeping one photo every month may seem simple. However, when repeated regularly, they can become meaningful habits of connection.

Third, it helps IKI Village become more than a comfortable residential project. It becomes a living environment with emotional depth. The value of the home is not only found in materials, size, or appearance, but also in its ability to nurture memories, affection, and family identity.

1.3. Vision

“Nep Nha – The Heart of Home” aims to develop a living model for multi-generational families, where each member still has the privacy they need, while also having a shared center for meeting and connecting.

In this model, the home is seen as an environment that nurtures behavior. Every space can become an emotional touchpoint. Every daily activity can become a family ritual. Over time, these rituals form “Nep Nha” — a unique family culture built from the simplest moments of everyday life.

2. Context and Trend Analysis

2.1. Characteristics of Vietnamese Multi-Generational Family Life

Vietnamese families have long valued strong bonds between generations. Grandparents often represent tradition and memory. Parents balance work and family care. Children are the generation that grows up with social change and technology. Living together across generations creates many positive values, but it also brings challenges in modern life.

Grandparents want more chances to talk and stay close to their children and grandchildren, but they may find it difficult to keep up with the fast lifestyle and technology of younger generations. Parents want to spend time with their family, but after a long working day, they often lack the energy to create quality conversations. Children need to be listened to and to play with their family, but they are easily drawn into phones, social media, or their own private world.

These differences sometimes make the home become only a place where people return to rest, instead of a place where they truly connect. Therefore, design needs to create subtle opportunities for more interaction in everyday life.

2.2. Trends in Connected Living Spaces

In recent years, residential design has no longer focused only on beauty. It has placed more attention on quality of life, mental well-being, and human connection. Green spaces, natural light, open shared areas, and family activities are becoming more important.

Especially for families living in urban areas, people are often surrounded by work, digital screens, and a fast-paced lifestyle. As a result, the need to bring nature into the home has become clearer. A small garden, a central tree, a tea corner, or a memory wall can create a warm and familiar atmosphere, helping family members slow down and pay more attention to one another.

From a design perspective, a shared space should not only be a place for a sofa, television, or dining table. It should become a space with attraction, activities, and emotion. When the space feels warm and inviting, family members are more likely to step out of their private rooms and take part in family life.

2.3. Family Journey and Broken Touchpoints

Through the analysis of daily family behavior, the group found that the time from 6:30 PM to 9:00 PM is when most family members are usually at home. This should be an ideal time for family connection after a day of studying and working. However, in reality, this is also when broken touchpoints often appear.

When family members return home, each person carries a different emotional state. Parents may still bring home work stress. Children may continue using their phones. Grandparents may wait for a greeting or a conversation but do not know how to begin. Dinner may happen with everyone sitting together, but sometimes there is little real sharing. After dinner, each person may return to their own work, room, or device.

These broken moments may not seem serious at first. However, when they happen repeatedly over time, the emotional connection within the family becomes weaker. Therefore, the design opportunity lies in turning ordinary moments — such as coming home, eating dinner, drinking tea, caring for plants, or spending weekends together — into small but meaningful family rituals.

3. Consumer Understanding

3.1. Consumer Insight

Modern families do not lack love. What they lack is a warm and attractive space where family members naturally come together, meet, and create shared moments.

This insight shows that the home is not only a place for daily activities. It can also become an environment that nurtures emotions. If organized properly, every area in the home can become a touchpoint that connects generations.

3.2. Needs of Each Generation

For grandparents, the home needs a quiet space that feels close to nature and warm enough for them to feel that they are still an important part of family life. They need to be listened to, to have conversations, and to take part in gentle activities with their children and grandchildren.

For parents, the home needs to help them balance work and family life. After a busy day, they need a place to rest, but also a simple way to reconnect with their children and parents without feeling pressured.

For children, the home needs a space that is interesting enough for them to leave their digital devices and join family activities. This space should feel comfortable and natural, not forced, so children can play, share, and learn from other generations.

4. Design Opportunity

Based on the analysis above, the group identifies that the design opportunity does not lie in adding more functions to the house. Instead, it lies in designing living behaviors.

A space that only looks beautiful may not create real connection. However, a well-organized space can encourage family members to meet more often. When chairs are arranged in a circle, conversations become easier to start. When a tree is placed at the center, people have a reason to care for it together. When a memory wall appears in the shared space, the family has more opportunities to look back on meaningful moments.

From this, the group proposes the concept of “Nep Nha” — a system of spaces and activities that helps family members build habits of connection through small actions repeated every day.

5. Big Idea

Every Space Builds a Family Culture

A “family culture” does not appear by itself. It is created through small actions that are repeated in daily life.

When a family regularly eats dinner together, talks, takes care of plants, preserves memories, or organizes shared activities, these actions slowly become habits. Over time, habits become rituals. When these rituals are maintained long enough, they form the unique culture of each family.

With this direction, IKI Village is not only a place that provides living space. It also supports families in building a more connected, balanced, and emotional way of living.

6. Solution Concept

Family Garden Hub – The Heart of Home

Family Garden Hub is proposed as the “heart” of the home. It is a central garden that combines nature, shared living space, and family bonding activities.

This space is not only a relaxing area. It is also a place where every family member has a reason to visit every day. Grandparents can drink tea, care for plants, or sit and talk. Parents can rest after work, prepare dinner with their children, or share stories from the day. Children can read, play, water plants, or join simple family activities.

The key value of Family Garden Hub is that connection is not forced. Family members do not need to be told to “spend time with family.” The space itself creates reasons for them to come closer. A garden needs care. A seating area invites people to sit together. A memory wall needs to be filled with photos and messages. From these small reasons, family meetings can happen more naturally.

6.1. Main Components of the Family Garden Hub

Family Tree is the central tree of the space. It not only provides greenery and a feeling of closeness to nature, but also symbolizes the growth, strength, and bond of the family. Each year, the family can add a wish, a photo, or a small memory around this area.

Conversation Circle is a seating area arranged in a circle or semi-circle. This arrangement allows family members to see one another easily, start conversations more naturally, and feel equal in communication. This is where after-dinner talks, tea time, or daily reflections can take place.

Family Garden is a small area for growing plants, vegetables, or herbs. This space allows grandparents, parents, and children to take care of something together. Watering plants, removing dry leaves, harvesting vegetables, or planting a new pot may be simple activities, but they create a sense of companionship between generations.

Memory Wall is a place to keep photos, messages, words of gratitude, and meaningful family moments. Over time, this wall becomes a “living diary” that records the growth and connection of family members.

Celebration Corner is a flexible area for birthdays, Tet holidays, anniversaries, and other special occasions. This space helps family events become more than temporary celebrations. They become traditions with the family’s own identity.

Through these components, Family Garden Hub becomes the emotional center of the home. It is where generations can meet, do small activities together, share stories, and create shared memories.

7. Family Rituals System

To make Family Garden Hub more than just a beautiful space, the group proposes a system of Family Rituals. These are simple daily rituals that are easy to practice and suitable for the natural rhythm of family life.

These rituals do not need to be large or complicated. What matters is that they are repeated regularly, involve several family members, and create a sense of togetherness. From small actions such as putting phones away, telling a story, watering plants together, or keeping a photo, the family slowly builds habits of connection.

7.1. Daily Rhythm – Connecting Every Day

Daily Rhythm focuses on short and gentle activities that are repeated every day. This rhythm helps the family maintain regular connection, instead of waiting only for weekends or special occasions.

Garden Welcome happens when family members return home. Each person can spend a few minutes at the Family Garden Hub to place their phone into the “Family Basket,” water a plant, or sit down before moving on to other activities. A simple question such as “How was your day?” can open the first conversation of the evening. This activity helps family members shift from “work mode” or “study mode” into “home mode.”

Story Under the Tree takes place after dinner. Each member shares one memorable thing, one thing they are grateful for, or one new thing they learned during the day. No one is interrupted, and everyone listens. This is a simple way to build the habit of sharing, listening, and understanding.

Garden Time is a moment when the family drinks tea, takes care of plants, reads, or talks in the garden. This activity does not feel forced. It is more like a gentle break after a long day. Through this, generations can interact with one another more naturally.

The keyword of Daily Rhythm is **Connect Every Day** — building connection every day through the smallest moments.

7.2. Weekly Rhythm – Creating Shared Experiences Every Week

Weekly Rhythm is organized on weekends, when the family has more time to join shared activities. If Daily Rhythm helps maintain daily closeness, Weekly Rhythm creates more joyful and memorable experiences.

The family can prepare dinner together through **Family Cooking**, where each person takes on a task suitable for their age. Grandparents can teach a traditional recipe, parents can prepare ingredients, and children can help decorate the table or wash vegetables.

On relaxing evenings, the family can organize a **Garden Picnic** or a small **BBQ** in the garden. The familiar home space becomes a simple picnic setting, making everyone feel refreshed without needing to travel far.

Board Game Night helps increase laughter and interaction between generations. Simple games can pull people away from their phones and create chances for grandparents, parents, and children to participate together.

Movie Under the Sky is an activity where the family watches a movie using a mini projector in the garden space. Everyone can choose the movie together, prepare snacks, and sit close to one another. The important thing is not only the movie itself, but the feeling of sharing the same moment.

The key point of Weekly Rhythm is that every member has a role. The activity does not need to be big, but it should create the feeling of doing, enjoying, and remembering together.

The keyword of Weekly Rhythm is **Create Together** — creating shared experiences together.

7.3. Monthly Rhythm – Preserving Memories Every Month

Monthly Rhythm helps the family look back on the moments they have experienced during the month. This is a slower rhythm that focuses on preserving memories and emotions.

At the end of each month, the family can choose the most meaningful photo, write a few lines of reflection or gratitude, and place it on the Memory Wall. This activity helps memories exist not only inside phones, but also as a visible part of the living space.

In addition, family members can care for plants, harvest vegetables, or drink tea together while sharing about the past month. Each person can talk about their happiest moment, something they tried hard to do, or something they hope for in the next month.

Over time, the Memory Wall becomes a “living diary” of the family. It does not only keep photos, but also records the growth, changes, and connection of each member.

The keyword of Monthly Rhythm is **Remember Together** — remembering meaningful moments together.

7.4. Yearly Rhythm – Turning Celebrations into Traditions

Yearly Rhythm aims to turn special occasions throughout the year into family traditions with their own identity. A special occasion becomes more meaningful when it is not only a party, but also a ritual that the whole family looks forward to.

On birthdays, the family can cook a meal together instead of only ordering food or holding a party. Each person prepares a small part, creating the feeling of shared contribution.

During Tet, family members can decorate the garden together, hang wishes, and plant a new tree at the beginning of the year. The tree becomes a symbol of new beginnings, luck, and family growth.

On anniversaries, family members can write letters to one another and place them in a Time Capsule. These letters can be opened at the end of the year or on a meaningful future milestone.

On the last day of the year, the whole family can gather at the Family Garden Hub to open old messages, look back on the past year, and write wishes for the new year. This activity gives the family a moment to slow down, feel grateful, and prepare for the next journey.

The keyword of Yearly Rhythm is **Celebrate Together** — turning memories into family traditions.

8. Storytelling

A Day Returning to “Nep Nha”

After a long day, each family member returns home in a different state of mind. Parents still carry the tiredness of work. Children may still be holding their phones. Grandparents sit at home, waiting for a greeting, a conversation, or simply a moment when everyone is present together.



01. ARRIVAL SPACE – EMOTIONAL CHECK-IN

Design Purpose

To create a mindful transition between the outside world and home life. This space encourages family members to pause, disconnect from digital distractions, and acknowledge their emotions before interacting with one another.

Space Description

The entrance becomes the family's emotional transition point. Before entering the home, each family member places their phone in the Family Basket and selects an emotion on the Emotional Check-in Board. This simple ritual helps everyone understand each other's feelings before beginning the evening together. Warm timber finishes, soft lighting, and a direct visual connection to the Family Garden immediately create a calm and welcoming atmosphere.

02. MEMORY WALL – OUR STORY, OUR HOME



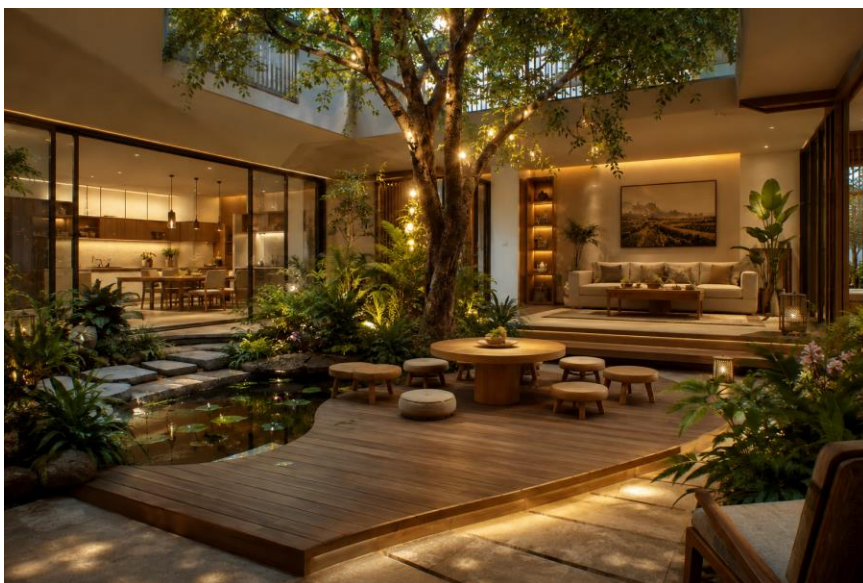
Design Purpose

To preserve family memories and strengthen emotional bonds by creating a shared storytelling space that evolves over time.

Space Description

The Memory Wall displays photographs, handwritten notes, children's drawings, and meaningful milestones collected over the years. Rather than functioning as decoration, it becomes a living gallery where every family member can contribute. Positioned along the main circulation path, it encourages daily reflection, conversation, and appreciation of shared experiences.

03. FAMILY GARDEN HUB – THE HEART OF THE HOME



Design Purpose

To establish a central gathering space that naturally encourages spontaneous interaction, relaxation, and everyday family rituals while reconnecting people with nature.

Space Description

The central courtyard is designed as the emotional heart of the house. A mature tree grows through an open skylight, surrounded by a timber deck, natural pond, lush tropical planting, and flexible seating. This shared outdoor living room supports casual conversations, reading, children's play, tea time, and quiet moments throughout the day. Every major space visually connects to this garden, reinforcing togetherness while maintaining openness and natural ventilation.

04. FAMILY KITCHEN – COOKING TOGETHER





Design Purpose

To transform meal preparation into a collaborative family activity that encourages communication, knowledge sharing, and healthy daily habits.

Space Description

The kitchen becomes a place for collaboration rather than individual tasks. A generous central island allows grandparents, parents, and children to prepare meals together while maintaining visual contact with the Family Garden. Fresh vegetables harvested from the home garden are washed and prepared here, turning cooking into a meaningful family ritual where every generation can participate naturally

05. FAMILY MOVIE TOGETHER – CINEMA UNDER THE TREE





Design Purpose

To create a weekly family tradition that brings every generation together through shared entertainment. The outdoor movie area transforms the central garden into a warm, interactive space where family members can relax, laugh, and create lasting memories away from individual screens.

Space Description

As evening falls, a retractable projector screen descends beside the Family Garden, transforming the courtyard into an intimate open-air cinema. Grandparents, parents, and children gather on soft floor cushions and solid oak seating arranged around a low wooden table. Warm string lights woven through the mature tree create a cozy atmosphere, while the gentle sounds of the pond and surrounding greenery enhance the experience. More than simply watching a movie, the space encourages conversation before and after the film, shared snacks, storytelling, and quality time that strengthens family relationships.

MOODBOARD

THE HEART OF HOME FAMILY GARDEN HUB

Building a Family Culture Through Everyday Rituals

“One garden. Many rituals. One family culture.”

01. MODERN FAMILY



- Busy parents, limited quality time
- Children drawn to digital devices
- Generation gaps reduce interaction
- Living together but lacking shared rituals

INSIGHT

Modern families do not lack love; they lack a compelling shared space where connection can happen naturally.

02. DESIGN INTENT

- Create a shared heart of the home
- Connect generations through space and ritual
- Encourage everyday interaction
- Reduce dependence on screens
- Transform habits into family culture

03. DAILY / WEEKLY RHYTHMS



04. PROJECT OVERVIEW

- Central indoor garden
- Connected to kitchen, dining, and living areas
- Open, light-filled, nature-integrated space
- Setting for everyday family rituals

FLOOR PLAN - GROUND LEVEL



SECTION A-A



Garden as the Heart



TECHNICAL STRATEGIES

- Skylight for natural daylight
- Sliding glass panels for indoor-outdoor connection
- Climate-appropriate indoor planting
- Warm natural materials: wood, stone, rattan
- Soft lighting for evening rituals
- Flexible furniture for changing activities

HUB FEATURES

- 1 Family Tree
A symbol of growth and belonging
- 2 Conversation Circle
A gathering place for connection
- 3 Story Table
For meals, sharing and memories
- 4 Pond & Garden Path
A calming journey through nature
- 5 Shared Living Edge
Soft boundary, open to all



A warm welcome that helps everyone pause, reset, and arrive as family.



Meals become rituals of care and gratitude, nourishing both body and bonds.



Stories on the big screen, laughter in the air—memories made together.



A living wall of moments, because memories deserve a home.



Family Garden Hub is the emotional heart of the home—where small repeated actions become rituals, memories, and a living family culture.

Designed for today.
Cherished for generations.



NẾP NHÀ - THE HEART OF HOME

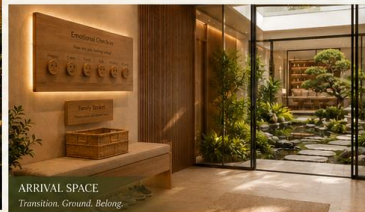
Building a Family Culture Through Everyday Rituals



FAMILY GARDEN HUB
The heart of connection & everyday life



MEMORY WALL
Cherishing moments, building our story



ARRIVAL SPACE
Transition. Ground. Belong.



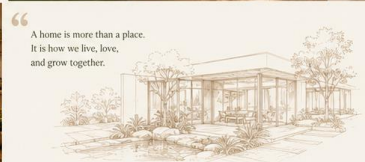
CONVERSATION CIRCLE
Slow talks, deep bonds



CELEBRATION CORNER
Stories, laughter, movie nights



SHARED KITCHEN
Cooking together, nourishing love



“A home is more than a place.
It is how we live, love,
and grow together.”

MATERIAL PALETTE



WARM OAK WOOD

BEIGE STONE TRAVERTINE

LINEN TEXTURE

SOFT GREENERY PLANTS

NATURAL RATTAN WOVEN

WARM LIGHTING AMBIENCE

COLOR PALETTE



FOREST GREEN

SAGE GREEN

SAND BEIGE

WARM WOOD

SOFT CREAM

ROOTED IN NATURE
BUILT FOR GENERATIONS
MADE FOR MEMORIES

Analysis: The Relationship Between Visualized Living Space, Signature Activities, Consumer Insight, and Brand Direction

In a design solution, the Visualized Living Space and Signature Activities are not only used to illustrate the concept. They must also prove that the concept can be applied to real family life. If the consumer insight shows that modern families do not lack love, but lack suitable spaces and moments for natural connection, then the design must answer these questions: where will family members meet, what will they do together, and how will they connect?

With the concept “Nep Nha – The Heart of Home”, the Family Garden Hub is developed as the central connection point of the house. Areas such as the Arrival Space, Conversation Circle, Memory Wall, Shared Kitchen, and Celebration Corner all respond to different gaps in family routines. The Arrival Space helps members shift from work mode to home mode. The Conversation Circle encourages people to sit together and talk. The Memory Wall preserves family memories, while the Shared Kitchen and Celebration Corner create opportunities for cooking, dining, and celebrating special moments together.

However, a beautiful space alone is not enough. Signature Activities such as Garden Welcome, Story Under the Tree, Family Cooking, Memory Harvest, and Home Reflection Night help the space become truly active in daily life. These activities turn small actions — greeting one another, sharing stories, caring for plants, cooking, or keeping photos — into family habits. When repeated regularly, these habits gradually form “Nep Nha”, the unique living culture of each family.

At the same time, the space and activities must clearly reflect IKI Village’s brand direction. With the spirit of “An Tru – Thinh Vuong”, IKI Village does not only provide a comfortable place to live. It also creates a living environment where people feel a sense of return, rest, and belonging. “An Tru” is expressed through green spaces, warm lighting, natural materials, and a peaceful feeling when coming home. “Thinh Vuong” is understood not only as material prosperity, but also as the sustainable growth of family bonds, memories, and culture across generations.

Therefore, the Visualized Living Space shows where the family connects, while the Signature Activities show how the family connects. When both elements come from the consumer insight and reflect the brand direction, “Nep Nha – The Heart of Home” becomes more than a beautiful design idea. It becomes a meaningful living experience that helps families build habits, memories, and their own identity over time

DESIGN SOLUTION EXPLANATION

Nếp Nhà – The Heart of Home

Building a Family Culture Through Everyday Rituals

In modern Vietnamese families, many households still have several generations living together under one roof. However, because of busy lifestyles, work, study, and the increasing use of technology, family members are spending less quality time with one another. Each person has their own schedule and habits, so even though they live in the same house, emotional connection is not always maintained in daily life.

From this reality, The Heart of Home is proposed as a solution that turns the house into more than just a place for living. It becomes a space that helps build family habits and nurture family culture. The project does not only focus on arranging functions in the house, but also looks at how space can create more chances for family members to meet, talk, and share everyday moments together.

The main idea of the project is shown through the message “Every Space Builds a Family Culture.” Each area in the house is designed to encourage a certain kind of connection. Simple actions such as eating together, taking care of plants, talking after a long day, or keeping family memories can become meaningful habits when they are repeated often. Over time, these habits create a unique way for the family to live, love, and stay connected.

The center of the solution is the Family Garden Hub – The Heart of Home, a shared garden located in the middle of the house. This space connects important areas such as the living room, kitchen, family area, and circulation paths. With a central tree, a small pond, wooden floor, natural light, and flexible seating, the garden becomes a place where family members can easily pass by and spend time every day. This space does not force people to interact, but creates natural reasons for them to meet, stop for a while, and start a conversation.

To strengthen family connection, the project also creates a system of Family Rituals. These are simple and familiar activities that can be maintained for a long time. The activities are arranged based on the rhythm of family life, including daily, weekly, monthly, and yearly routines.

In the **Daily Rhythm**, the activities are small but repeated every day. When family members come home, they can place their phones in the **Family Basket** to take a

short break from work and personal devices. After that, they can share their feelings through the **Emotional Check-in Board**. In the evening, the family can spend time together in the central garden by talking, taking care of plants, reading, or sharing small stories from the day. These activities are not complicated, but they help communication become a natural part of family life.

In the Weekly Rhythm, the rituals become shared activities between different generations. For example, **Family Cooking** turns the kitchen into a space where family members prepare meals together, share tasks, and talk while cooking. Movie Under the Sky uses the central garden as an outdoor movie space, giving the family a chance to gather instead of using separate screens. Other activities such as board games, small garden picnics, or weekend BBQ also create more chances for the family to relax and spend time together.

In the Monthly Rhythm, the family takes time to look back and keep meaningful memories from the month. Each month, family members can choose a photo, write a short message, or note something they are thankful for and place it on the Memory Wall. Over time, this wall becomes a place that keeps shared memories and shows the growth, changes, and connection of the whole family.

In the **Yearly Rhythm**, special occasions such as birthdays, Tet, anniversaries, or important milestones are turned into family traditions. Activities such as decorating the garden, planting a tree at the beginning of the year, writing letters to each other, or keeping meaningful objects in a **Time Capsule** help these events become memories that can be kept for many years.

All of these activities are connected through the **Family Connection Loop**:

Arrive → Share → Connect → Create → Remember → Celebrate

This loop shows how small everyday actions can be repeated naturally. Through these repeated moments, family members have more chances to care, listen, and share with each other. Step by step, these actions help form positive family habits and stronger emotional bonds.

The solution The Heart of Home fits well with the spirit of IKI Village, as it places people, daily living experiences, and family relationships at the center. The house

is not only a space that supports daily functions, but also a place that helps family members become closer. Through the central garden and the system of family rituals, the home becomes a place that creates a sense of belonging, sharing, and long-lasting family values.

Therefore, The Heart of Home is not only a spatial design solution. It is also a lifestyle proposal for modern Vietnamese families: to slow down, connect more, and build meaningful habits together inside their own home.