

IKI FAMILY RITUALS

- DESIGNING FAMILY RITUALS & LIFESTYLES

Category 1

1. Creative Idea

Big idea: Living Room of Memories

The living room is transformed into the emotional heart of the home, where everyday family rituals create opportunities for connection, communication, and memory-making.

In many modern families, the living room is one of the few spaces where different generations naturally come together. However, despite sharing the same space, meaningful interactions do not always take place. Family members may be physically present, but are often occupied by work, study, or digital devices.

To address this challenge, the concept "Living Room of Memories" reimagines the living room as more than a space for entertainment or daily activities. Instead, it becomes the emotional heart of the home, where family members can connect through simple yet meaningful rituals.

By encouraging regular moments of sharing, communication, and participation, the living room becomes a space that strengthens relationships and creates lasting memories. Through these everyday experiences, family members are given more opportunities to engage with one another and build stronger emotional bonds over time.

Key Message: *A space where families connect and create meaningful memories together.*

2. Moodboard

The moodboard is inspired by the concept "**Living Room of Memories**", which aims to transform the living room into the emotional center of the home. Rather than functioning solely as a space for relaxation or entertainment, the living room is reimagined as a place where family members can gather, interact, and create meaningful memories together.

The overall visual direction focuses on warmth, comfort, and togetherness. Soft neutral tones, natural materials, and abundant natural light are used to create a

welcoming atmosphere that encourages family interaction. The space is designed to feel open, inviting, and accessible to all generations, from grandparents to children.

The moodboard also reflects the values of IKI Village by emphasizing meaningful living and family connection. Every design element is intended to support everyday rituals, making it easier for family members to spend quality time together and strengthen their relationships through shared experiences.

Ultimately, the moodboard seeks to create a living environment that not only feels warm and inviting, but also inspires stronger relationships and meaningful family connections.

The visual language also emphasizes authenticity and emotional warmth. Instead of creating a luxurious or highly stylized environment, the design focuses on creating a realistic and comfortable atmosphere where meaningful family interactions can naturally occur.

3. Concept

Building upon the moodboard direction, the concept design translates the idea of **"Living Room of Memories"** into a functional and interactive living space. The living room is designed as the central gathering area of the home, where family members from different generations can naturally come together and participate in meaningful activities.

The layout prioritizes openness and accessibility, allowing family members to move comfortably and engage with one another. Instead of centering the space around television viewing, the design encourages face-to-face interaction through flexible seating arrangements and activity-focused zones.

Warm color tones, natural materials, and comfortable furnishings are incorporated to create a welcoming atmosphere that supports communication and togetherness. Personal elements such as family photographs, memory displays, and shared activity corners further reinforce the emotional value of the space.

More importantly, the living room is designed to support a series of family rituals that encourage storytelling, sharing, learning, and bonding. By integrating these activities into everyday life, the space becomes more than just a common area; it becomes a place where relationships are strengthened and memories are continuously created.

Through this concept, the living room serves as the emotional heart of the home, reflecting IKI Village's vision of meaningful living and stronger family connections.

4. Story Assets

The concept of "Living Room of Memories" comes to life through a series of family rituals designed to encourage communication, participation, and emotional connection. The following story illustrates how a multi-generational family experiences the space and creates meaningful memories together through everyday interactions.

It is a Saturday evening. After a busy week of work and school, family members gradually gather in the living room. The space feels warm and welcoming, with comfortable seating, soft lighting, and personal touches that reflect the family's memories and identity.

The evening begins with **Storytelling Time**, where grandparents share childhood memories and life experiences with the younger generation. This creates an opportunity for family members to learn from one another and strengthen intergenerational connections.

Next, the family enjoys **Board Game Night**. Through laughter, teamwork, and friendly competition, the living room becomes an active space for interaction rather than passive entertainment. The activity encourages communication and creates joyful moments shared by all generations.

Later in the evening, the family gathers for **Family Movie Night**. Sitting together in a comfortable environment, they watch a film and share emotions throughout the experience. The movie becomes more than entertainment; it becomes a shared moment that brings family members closer together.

After the movie, the family spends time at the **Memory Sharing Corner**, where old photographs and memorable family moments are revisited. Through storytelling and reflection, family members reconnect with meaningful experiences and strengthen their sense of belonging.

Before ending the evening, everyone participates in **Weekly Family Planning**. Family members discuss upcoming schedules, personal goals, and activities they would like to do together in the following week. This simple ritual ensures that every member feels heard and involved in family life.

Through these five family rituals, the living room becomes more than a shared space. It becomes a place where stories are passed down, relationships are strengthened, and meaningful memories are continuously created. This experience reflects the essence of "**Living Room of Memories**" and supports IKI Village's vision of meaningful living and stronger family connections.

