

HO CHI MINH CITY UNIVERSITY OF ECONOMICS AND FINANCE



INDIVIDUAL ASSIGNMENT

LIVING ROOM SPACE DESIGN FOR 5 DAILY RITUALS (FAMILY RITUALS)

Course: Multimedia Communication Technology

Class: B01E

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I sincerely thank you!

1. Brand Understanding

1.1 Brand Direction

IKI Co-Creation is an open platform initiated in early 2026 by An Khai Hung Investment Joint Stock Company and Flamingo Digital Media Corporation, inspired by the balanced living space project IKI Village. IKI always carries the mission to redefine living spaces in the context of modern urban areas, aiming to thoroughly solve a painful paradox: people are living closer to each other in physical space but further apart in emotions. The brand believes that living space does not stop at a simple problem of utility, but must be a delicate balance between individuals and families, between private needs and the spirit of connection. Acting as a catalyst, IKI Co-Creation seeks smart, flexible design solutions to transform quiet physical spaces in the house into highly interactive "Creative Hubs". In this way, the brand encourages family members to jointly participate in the process of building, decorating, and experiencing. From there, IKI cleverly transforms emotional "gaps" as well as different fragments regarding age, habits, and biological rhythms of members into precious materials, creating complete daily "living rituals" and blurring the generation gap.

1.2 Brand Position

IKI Co-Creation is not purely a design studio, a mass commercial interior brand or a conventional architectural firm. The core essence of IKI lies in the spirit of "Co-creation" and applied art thinking deeply imbued with personal identity. In this project to solve a social problem, IKI Co-Creation plays the role of a space and lifestyle solution creator (Space & Lifestyle Solution) by introducing 3 core categories which are Landscape Design, Family Rituals and Living OS.

2. Market Analysis

2.1. Modern Urban Context

The rapid development of major urban areas in Vietnam is inadvertently creating a big paradox in living spaces. People tend to move into high-rise apartments or townhouses with increasingly shrinking areas, leading to the fact that they live closer to each other physically but gradually further apart emotionally. For the model of a 3-generation family living together under one roof, the pressure from the hustle and bustle of life outside makes invisible "gaps" even more apparent. The massive difference in generations entails a serious "mismatch" in lifestyle:

Grandparent generation: Have an early waking biological rhythm, a nostalgic tendency and need a quiet, peaceful space to relax and socialize.

Parent generation (Millennials): Bear heavy economic and work pressures, frequently return home in a state of depleted energy and need optimal convenience and technology to relieve stress.

Child generation (Gen Z): Born in the digital era, tech-savvy, dynamic and have a great need for exploration, learning and expressing personal identity.

2.2. Living Room Challenges

From the past until now, the living room has always been considered the "center" of the house, where common activities take place. However, in the current context, this space is being designed according to a pure functional rut and framed around the TV. This quiet layout inadvertently pushes members away from each other: grandparents watch traditional television, parents surf their phones while children are immersed in their own phones or iPads. Everyday moments pass by in a tedious, isolated way instead of becoming meaningful memories..

2.3. Competitors

To clearly define its direction, IKI does not compare itself with conventional commercial interior brands but sets its vision against major design models/solutions in the world with similar approaches. Thereby, highlighting the core outstanding points of the project.

Representative brand: **Muji Renovation**

Muji Renovation restructures housing through the Muji Infill+ solution by removing fixed room partitions to co-create a flexible floor plan with customers. The traditional brick wall system is completely replaced by a system of sliding partitions and mobile cabinets, helping to transform the house into an open space capable of customizing and shifting according to each developmental stage of the family.

The limitation of Muji lies in approaching space from a purely material and functional perspective when only focusing on physical minimalism or solving the problem of storage and neat arrangement of furniture. Meanwhile, IKI space possesses an outstanding advantage thanks to an approach based on behavior and psychological empathy. The architecture of IKI is not born to serve objects but acts as a catalyst to adjust behavior, break isolation and encourage generations to actively interact and connect deeply with each other.

3. Target Audience

The project focuses on intensive research into a typical extended family consisting of 3 target groups (representing different ages and generations) living together under one roof in a major urban area.

Group 1: Grandparents

Characteristics & Behaviors: Belonging to the older generation, having an early waking biological rhythm, slow living habits, and a tendency towards nostalgia. They spend most of their time at home, having high demands for quietness, physical safety, and respect from their children and grandchildren.

Core psychological needs: Fearing the feeling of being abandoned or becoming a "redundant person" in the digital age. Grandparents always yearn to pass down family values, share life experiences, and witness the growth and gathering of their children and grandchildren every day.

Group 2: Parents (Family Pillars)

Characteristics & Behaviors: Belonging to the Millennials generation (28 – 45 years old), being the main workforce and economic pillars in the house. They are highly educated, have refined aesthetic taste, and love contemporary artistic values as well as convenience. At the same time, they carry a "dual responsibility" on their shoulders: both caring for elderly parents and guiding their children, bearing deep filial piety and the consciousness of preserving traditional family ethics.

Core psychological needs: Bearing extremely large work and social pressures, frequently facing burnout syndrome. They fall into a state of conflict: on one hand, demanding absolute quiet space to regenerate labor capacity, on the other hand, always worrying and searching for solutions to connect members and keep the fire burning for the home.

Group 3: Children belonging to the Gen Z generation

Characteristics & Behaviors: Being university students, representing a sharp and dynamic young generation. Daily life is constantly surrounded by deadlines, data searching, filming and taking photos through digital device screens.

Core psychological needs: Suffering from cognitive overload and visual fatigue due to digital stimuli (screen fatigue). Having an extremely urgent need to "disconnect virtually" when returning home to "recharge" energy through realistic physical interactions, seeking understanding from parents and listening to ancient stories told by grandparents.

Insight: "I want to care for my elderly parents and raise my children in a creative, dynamic space. I need a living room that is not only beautiful for receiving guests, but must be a cord that pulls everyone away from phone screens to sit back together every day."

4. Creative Idea

"Shared Space Shared Hearts" was born as a philosophy of operating the living room space to heal and deeply connect three generations in the urban context of 2026. By restructuring the current living room from a passive TV watching place into a flexible interactive platform, the project proactively dispels the fear of being abandoned of grandparents by honoring their role in preserving family ethics, soothes the burnout syndrome of parents by helping them fulfill the "responsibility" of keeping the home fire burning and simultaneously creates an ideal for children (Gen Z) to voluntarily leave technology screens to relieve deadline pressure. When three generations with different biological rhythms and pressures step into the common space every day, all generation barriers will be blurred, giving way to empathy and harmonizing on the same emotional frequency.

5. Moodboard



Figure 5.1 Living Room Moodboard

6. Concept

Based on the idea “**Shared Space Shared Hearts**”, the living room space will be designed using standards of color, light and sound to eliminate the coldness of technology screens and simultaneously recharge energy for the 3 generations during the course of 5 connecting activities.



Figure 6.1 Living room overview



Figure 6.2 Living room table decoration

6.3. Dominant color tone

The color palette is selected to create a harmonious transition between nostalgia to please the eyes of grandparents and sophisticated elegance to suit the taste of parents and Gen Z children:

- 60% Dominant tone: Creamy White / Sand Beige

Meaning: Occupying the vast majority of visual space. The warm creamy white shade helps immediately relieve cognitive overload and visual fatigue (screen fatigue) of Gen Z and parents as soon as they step home.

- 30% Secondary tone: Muted Oak / Earthy Brown

Meaning: Representing stability, peace and nostalgia. This color tone brings a sense of familiarity and psychological safety for grandparents, while creating a feeling of "being close to the ground" for parents to relieve stress.

- 10% Accent tone: Terracotta / Orange

Meaning: This is a color tone that stimulates positive energy, awakens the creative spirit and pulls members closer together during interactive hours.

6.4. Natural light

Light does not stand still but changes in intensity and color temperature, varying according to the biological rhythm of the 5 daily activities:

- Morning Vibe (06:00 - 08:00): Gentle natural white light creates a sense of clarity and freshness for grandparents and grandchildren to enjoy tea and start a new day.
- Sunset Vibe (18:30 - 21:30): The entire living room space shifts to a soft indirect lighting tone, with a deep warm yellow color. This light does not cause glare for the elderly and simultaneously stimulates the brain to secrete Melatonin to soothe the exhaustion of parents.

6.5. Ambient Soundscape

Each activity will be enveloped by its own sound layer (Soundscape) to guide emotions:

The gentle sound of boiling water beside the teapot in the morning.

Low-frequency instrumental Lo-fi music for the family to gather together.

Acoustic sounds or soothing nature sounds (rain sounds, wave sounds) in the evening help the whole family completely let go of pressure and deadlines.

7. Story Assets

To realize the above concept, the following will be the integrated design solution proposal for the sole living room space to fully serve 5 activities stretching from morning to night:

Activity 1: Enjoying breakfast & Conversing at the beginning of the day

(6:30 - 7:30 AM)

The whole family sits gathering opposite each other instead of looking in one direction. They exchange schedules for the new day, grandparents give advice to young grandchildren and parents wish grandparents a day of good health, creating positive energy at the beginning of the day.

Activity 2: Cleaning the living room

(9:00 - 11:30 AM)

5 members divide the work to clean and wipe the living room on the weekend.

Activity 3: Playing Games & Light exercise

(6:30 - 7:30 PM)

After eating, three generations sit flat on the floor carpet together to participate in collective games (for example: Ludo or UNO,...). This activity creates crunchy laughter and warm physical touches.

Activity 4: Generational storytelling & Preserving memories

(8:00 - 9:00 PM)

After entertaining together, grandparents take out old albums or keepsakes to tell grandchildren about roots and about the mischievous childhood of parents in the old days. This activity helps cultivate gratitude and understand more about the roots for the generation of children and grandchildren in the most natural way.

Activity 5: Watching a family movie to relax at the end of the day

(9:30 - 10:30 PM)

The whole family watches a meaningful television series or a gentle documentary film together. Children sit watching the movie near grandparents, and parents lean their heads against each other to relax. The living room space at this time brings a sense of absolute peace and safety before going to bed.



Figure 7.1 Storyboard illustrating 5 activities of the day