

WORKSHOP 2:
House Beyond the Boundaries

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bticino

DA
Domus Academy

room to grow



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Living Trend

multigenerational household



Living Trend

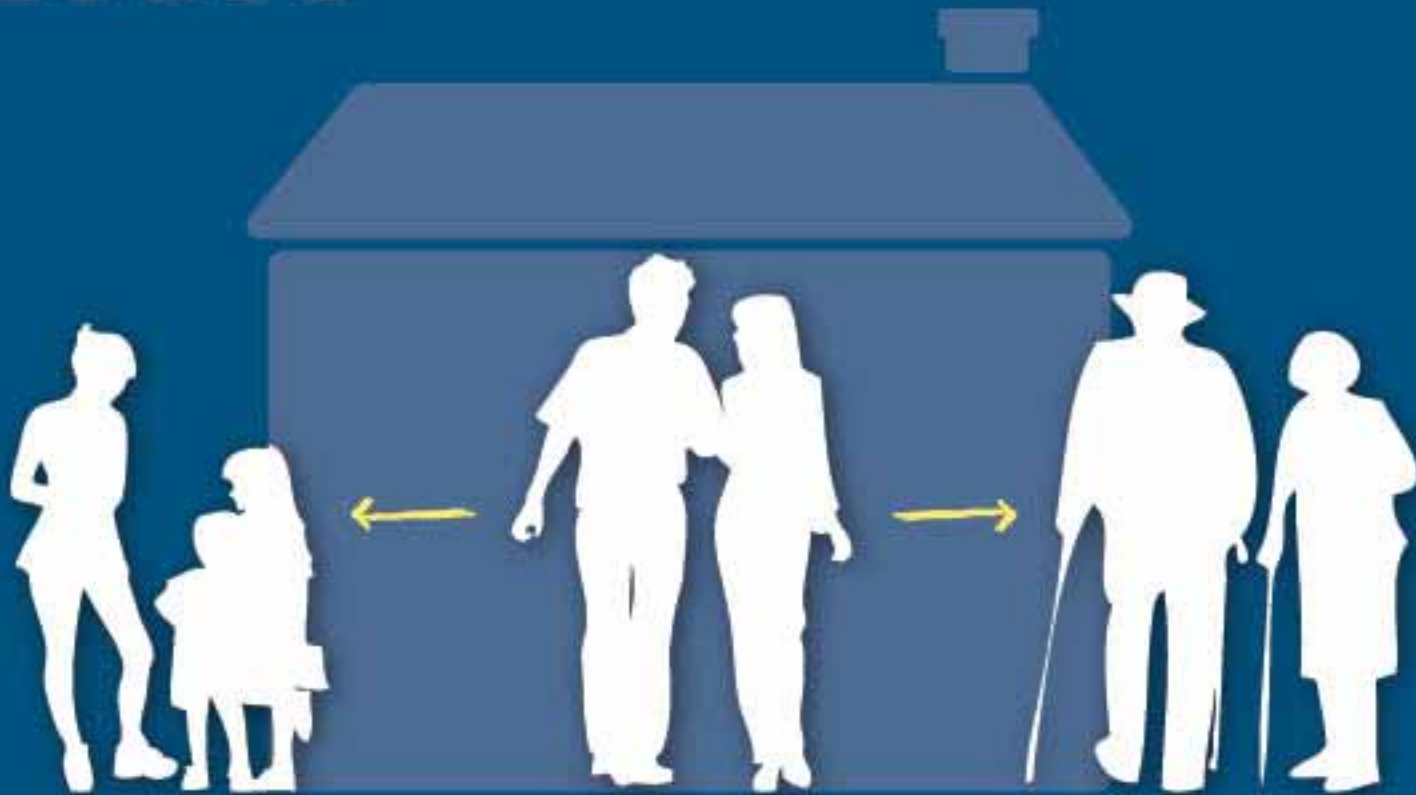
multigenerational household



- rising unemployment,
- increased living expenses,
- an aging baby-boomer population who may require in-home care,
- and the benefit of intergenerational family support and childcare.



Issues



- varying physical & technological abilities
- conflicting schedules
- lack of communication
- feelings of detachment



Concept



By finding the right balance between independence and interdependence, we will design an experience that encourages family members to interact **playfully** and **inter-generationally**, enables **shared** learning experiences and **communication** and increases the **safety** and **comfort** of the home for all ability levels.



Concept



Our goal is to continue the BTicino mission to provide a system that enables safety, comfort, communication and usability inside the home.



Environment of Application



Environment of Application



Technology

Holographic Laser Projection (HLP)

- transforms any flat surface into a touch screen through multi-touch technology and infrared sensors
- creates bright, high-quality video images
- changes the way people interact with the built environment



Our Proposal

Room to Grow is a system of HLP projectors for the kitchen. It enables wireless **communication**, increases **safety**, facilitates space **personalization** and incorporates **easy-to-use, multi-generational** technology into the home.



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Room to Grow is a system of HLP projectors for the kitchen. It enables wireless **communication**, increases **safety**, facilitates space **personalization** and incorporates **easy-to-use, multi-generational** technology into the home.

Room to Grow will fit seamlessly into the existing BTicino system and interface taking the home's level of **adaptability**, personalization and **comfort** to the next level.



Scenarios

1 communication







New Message!

From: Luca

Gram I'm bringing a friend home for dinner. Can you add an extra plate?

[Reply](#)







Scenarijos

2 safety













Scenarios

3 personal time













4:05

THRU X

ab

A glowing yellow digital display on the countertop. It features a black digital clock showing '4:05', a red circular button, a black triangle pointing left, and a white box containing the letters 'ab' with a red 'X' to its right and a blue 'THRU' label above it.



At the age of thirty-one, I am returning to school and have to think of myself as what my French textbook calls "a true beginner." After paying my tuition, I was issued a student ID, which allows me a discounted entry for all movie theaters, puppet shows, and Broadway, a five-year contract with the advertiser with billboards picking a random magazine using it a card and eating what appears to be a ham sandwich.

I've moved to Paris with hopes of learning the language. My school is an early apartment with five my apartment, and at the first day of class I arrived early, walking in to meeting students greet one another in the school lobby. Vacations were postponed, and numbers were used connecting mutual friends with names like



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4:05

TERRA X

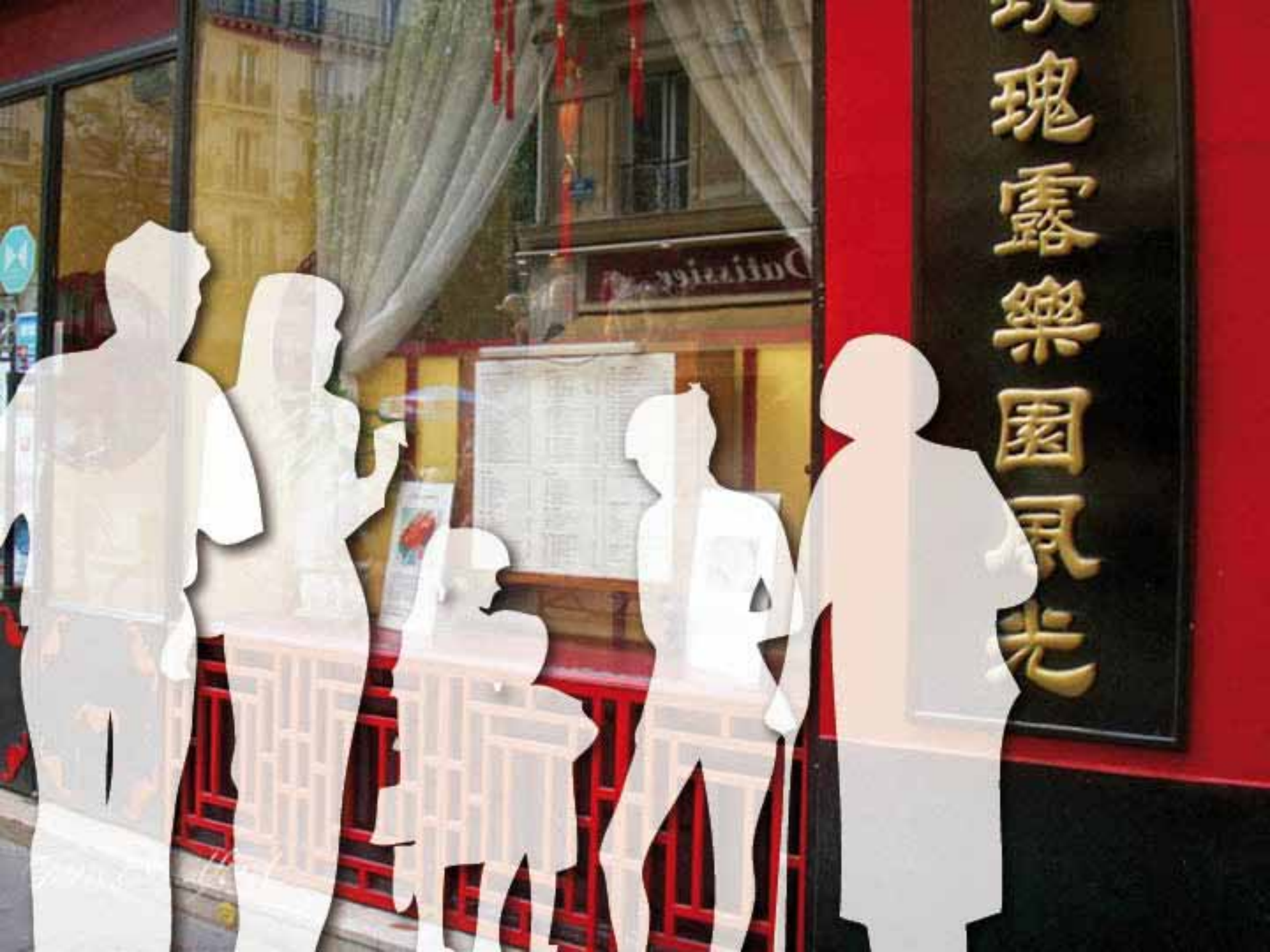
ab

Scenarios

4 shared experience



玫瑰露樂園風光















進寶

如意

喜樂

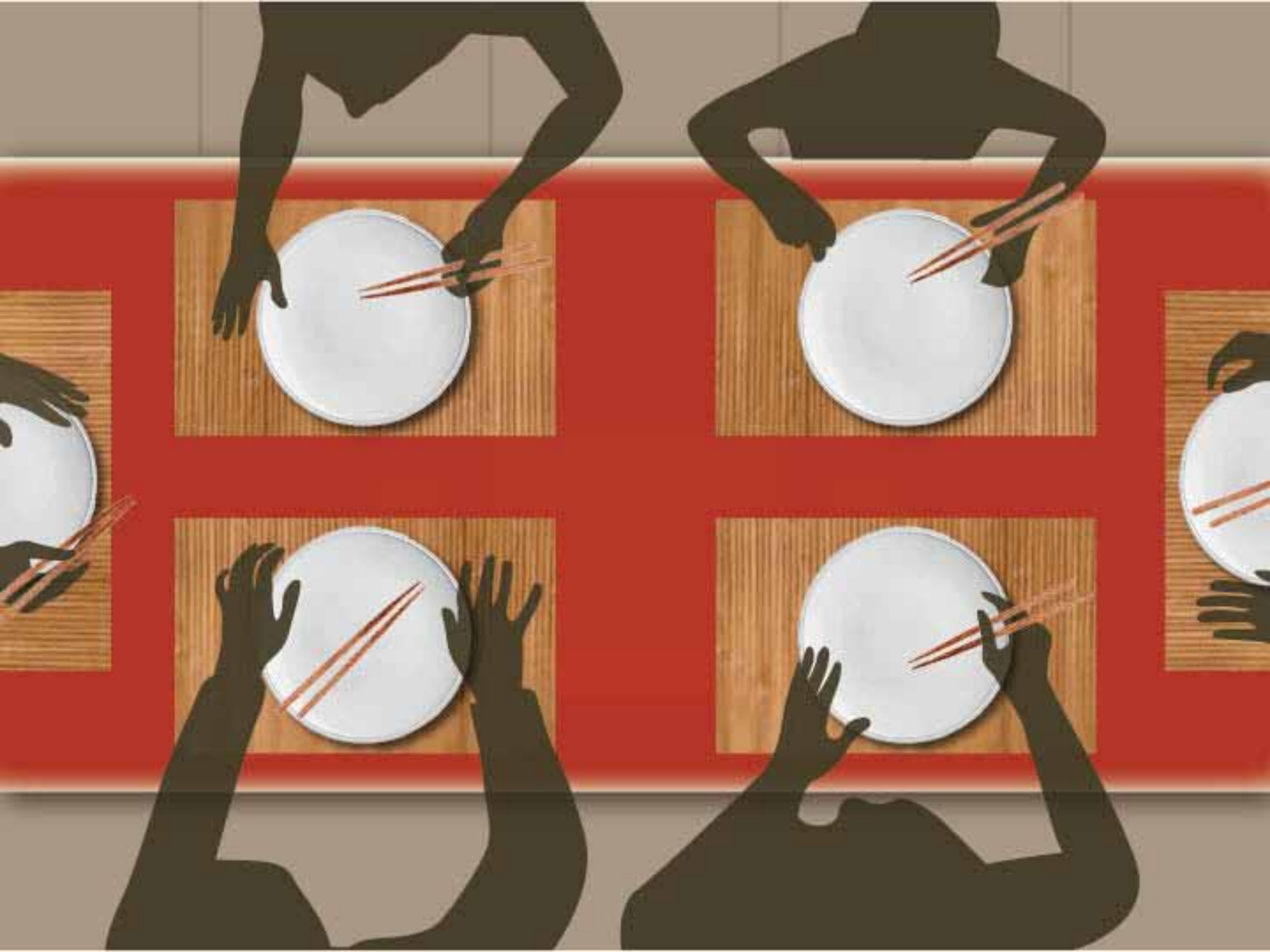


進寶

如意

喜樂

北極迎喜
金三...





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Project Summary

Through these scenarios we explore the creative and spontaneous space of the kitchen and along with BTicino technology, **design experiences** that enable **inter-generational communication**, increase safety and comfort, and ultimately encourage **family well-being**.



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Through these scenarios we explore the creative and spontaneous space of the kitchen and along with BTicino technology, **design experiences** that enable **inter-generational communication**, increase safety and comfort, and ultimately encourage **family well-being**.

By incorporating *Room to Grow* within BTicino's existing interface, we aim to expand services for existing customers, and also **expand BTicino's customer base** to reach multi-generational households.



Business Plan: short term



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*Professional
Catalog*

working with interior designers to create Themes that customers can download on Blicino website.

Themes



decorative items:
painting, plate mat



ambient lighting



ambient sound



additional services:
GPS searching, help from chef



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additional services:
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working with **technology providers** to provide technology and services that link with Bticino functions.

Communication



hand writing, typing, speaking

Safety



temperature indicator
warning system by sound, pictograph

Additional Features



distance device controller
kitchen timer



Business Plan: short term



*Personalized
Media*

Visual image



hand drawing
typing

Creative sound



record
save to catalog

Additional effects



shade & shadow



Business Plan: long term



Work with **interface designers & programmers** to provide additional services that customers can download from Bticino website and add to their personal catalog.



Work with **decorative retailers** to provide in-home “trial” for interior designs and decorations with the possibility of buying actual products linked to from Bticino website.



thank you!

