



ESR14

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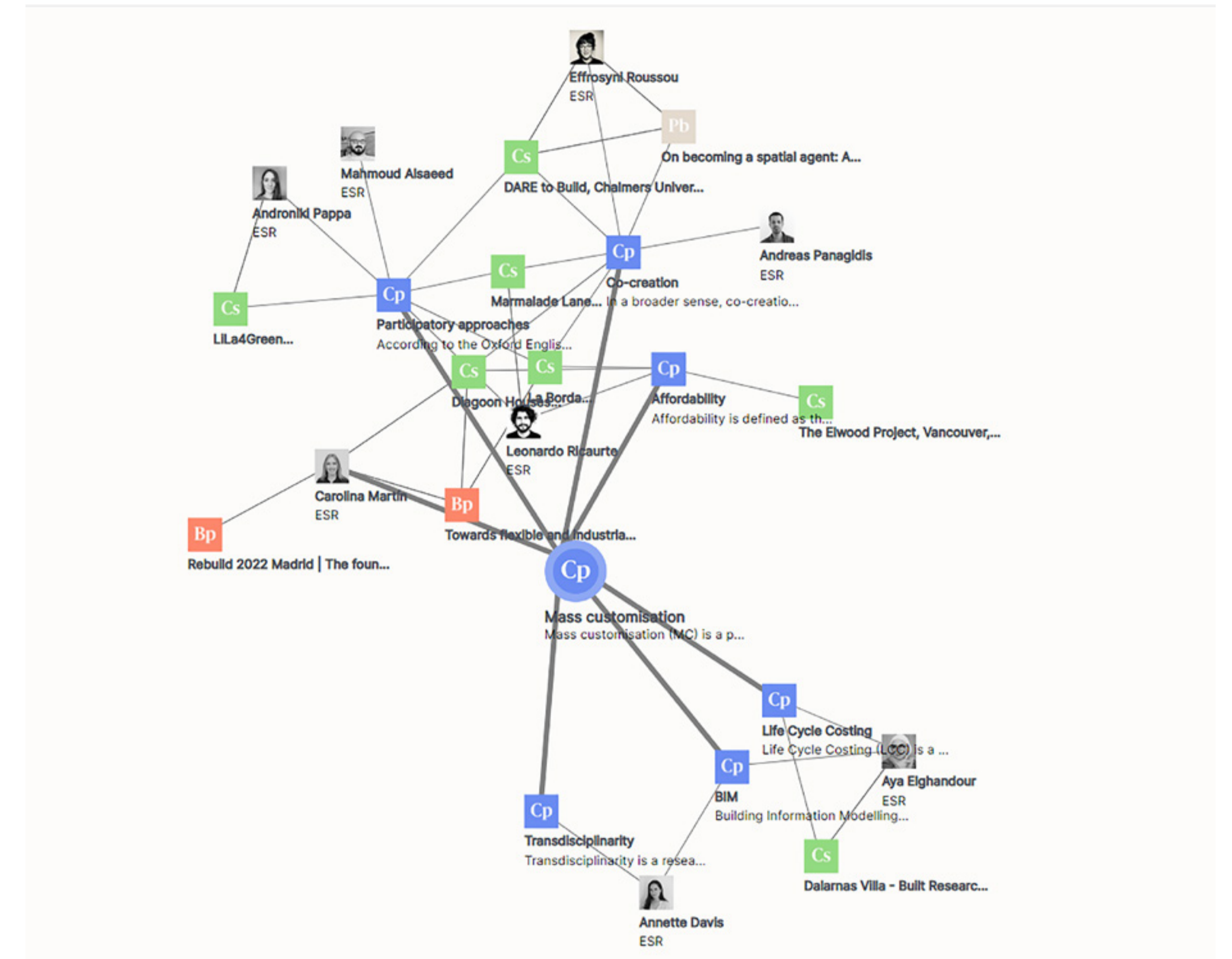
Vocabulary

Mass Customisation

Research area: Design, planning and building

Mass customisation (MC) is a process by which a company approaches its production in a customer-centric manner, developing products and services according to the needs and requirements of each individual customer, while keeping costs near to mass production. While a traditional customizer produces unique products and processes, a mass customizer uses stable processes to provide a high range of variety among their products and services. Products or services that are co-designed by the customer may provide social benefits, resulting in tailor-made, better-fitting, and more resilient outcomes.

The incorporation of MC into the homebuilding industry, through supporting, guiding, and informing the user via interactive interfaces, can contribute to a democratisation of housing design, allowing for an empowering, social, and cultural enrichment of our built environment. Implementing MC in the housing industry could address the diverse consumer needs in an affordable and effective way, by creating stable solution spaces that could make good quality housing accessible to more dwellers.



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“Housing is not only shelter for people but an asset for investors, an object of desire for them. This gives rise to speculative market which makes it difficult for the population to have a home. On the other hand, housing related expenditures have been increasing in all countries in Europe, in some cases over 40% of the household income.”

Montserrat-Pareja Eastaway, keynote speech at the RE-DWELL Zagreb Workshop, 30 March 2023

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Blog

Network members activities



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In a rapidly changing world where the world's urban population is increasing by 200,000 people per da...

Author: C.Martín (ESR14)

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“Builders want repetition, developers want flexibility, the users want economic opportunity within the space under their control, and they want social opportunity. Satisfying the user’s needs creates communities that have greater resilience and longevity.”

Chris D. French, Founder of District Homes LLC, Lecture during the conference “Beyond Single Use: Open Building, Architecture and Urban Design”, April 2022



“In order to offer customisable dwellings using industrialised construction, you have to think which are the building elements that benefit from economies of scale and the building elements that really benefit from the local”.

Chris D. French, Founder of District Homes LLC, Lecture during the conference “Beyond Single Use: Open Building, Architecture and Urban Design”, April 2022



ESR15

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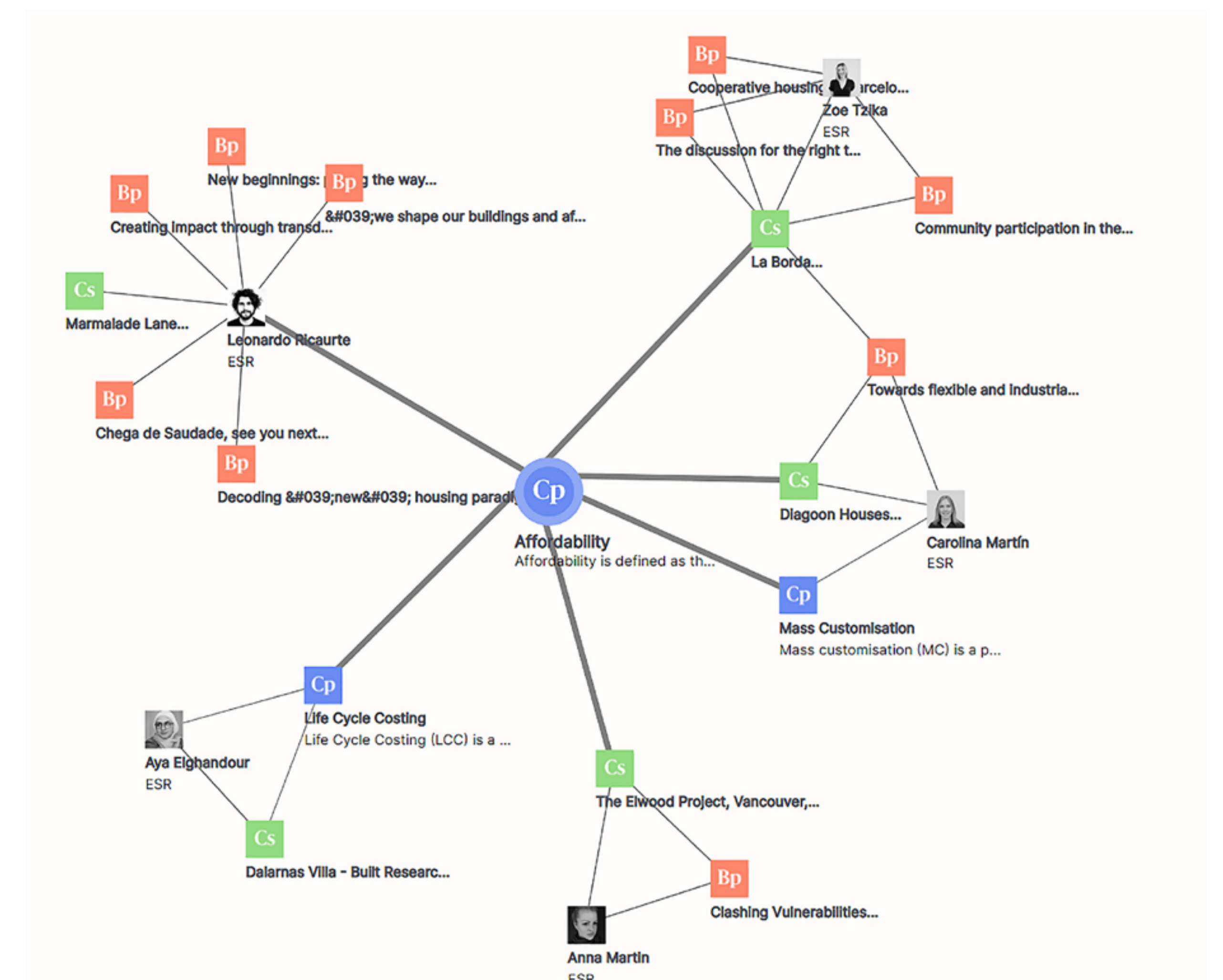
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Vocabulary

Affordability

Research area: Design, planning and building

Housing affordability has become a prominent issue in free-market economies, especially in large cities, due to rising property prices. The concept of affordability varies depending on context and approach, making it challenging to apply in practice. One widely referenced definition sees affordability as securing housing at a price that does not impose an unreasonable burden on household incomes, with a maximum of 30% of income spent on housing. However, measuring affordability requires a multidimensional perspective, that takes into account variables beyond income ratios, such as residual income for other household needs. Factors affecting housing affordability include land costs, construction costs, regulations, subsidies, and approval procedures; as well as energy performance and other operational costs. Rising demand, low supply and stagnating incomes further exacerbate the affordability problem. Housing affordability requires a comprehensive assessment as it impacts the quality of life, and well-being of residents and exacerbates urban inequalities. Innovative solutions include strategic design decisions, public-private partnerships, alternative and self-organised housing models (e.g. co-housing, housing cooperatives), efficient interior design and collaboration between stakeholders such as developers, policymakers and local governments. Addressing housing affordability from a design perspective can unlock new approaches in which architects and designers can play a significant role.

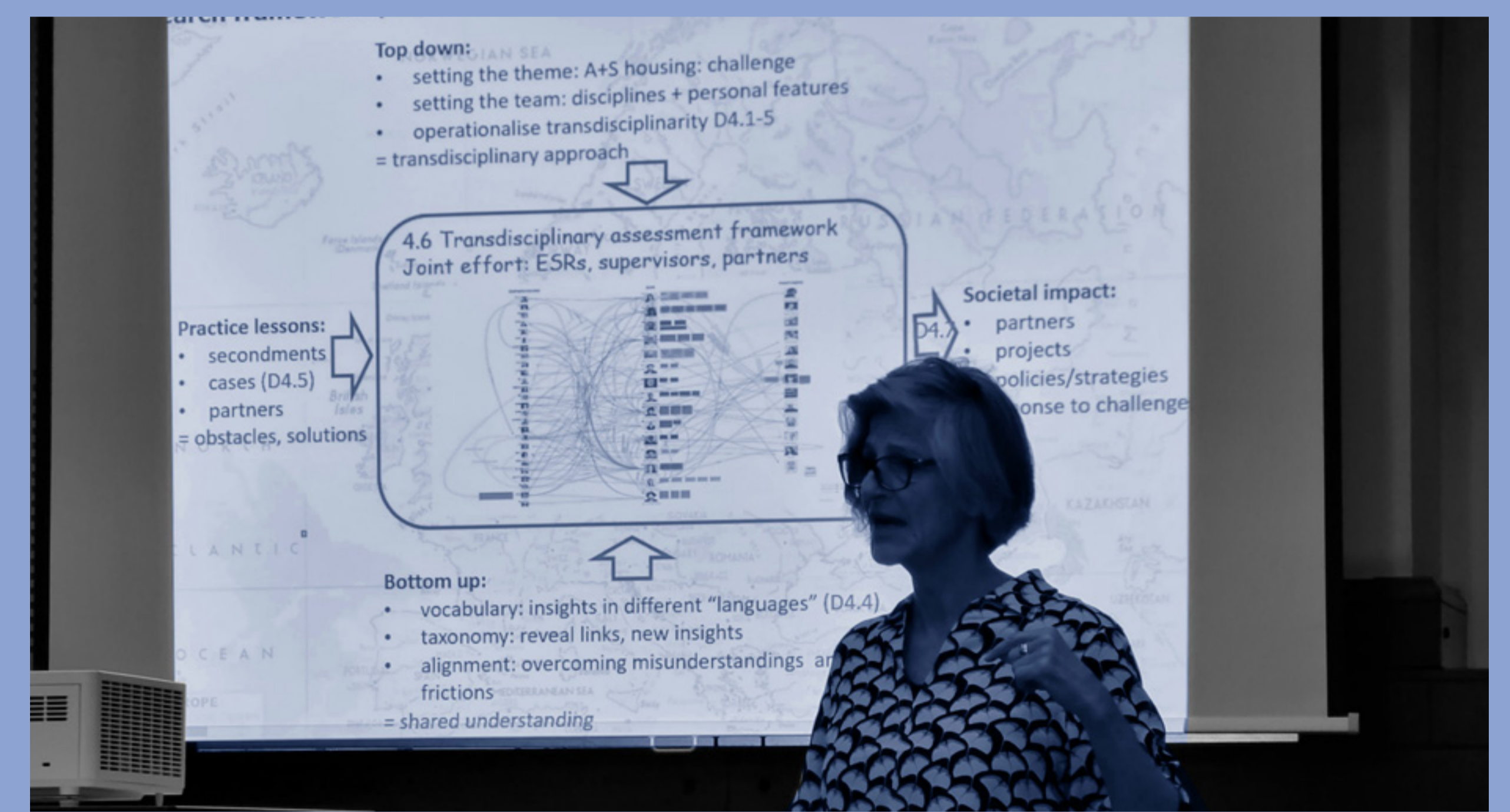


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“The public sector alone cannot address the housing problem; we can no longer rely on housing policies alone to provide housing for all. Although there are more actors involved, local governments will remain the most important actor and will have to increase their responsibility for housing provision”.

Montserrat Pareja-Eastaway, keynote speech at the RE-DWELL Zagreb Workshop, 30 March 2023



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“I’ve never really wanted to write about or research housing. I have no idea what a good planning policy would be. I’m just someone who thought as a child they would grow up and live in a nice house. I feel lied to in a way, as I expect many other people my age do, when we were told that ‘hard work pays off’ at school. Actually, it just goes towards landlords..”

Gill, C. (2021, April 16). I love my new flat. But I’m also sick of moving. We renters need a Greta Thunberg of the housing. (<https://conservativehome.com/>)



“The conclusion – that what matters in housing is what it does for people rather than what it is – leads to the principle of self-governing in housing . Only when housing is determined by households and local institutions and the enterprises that they control, can the requisite variety in dwelling environments be achieved. Only then can supply and demand be properly matched and consequently satisfied. And only then will people invest their own relatively plentiful and generally renewable resources.”

Turner, J. F. C. (1977). *Housing By People: Towards Autonomy in Building Environments*. Marion Boyars Publishers Ltd.