Designing homes with meanings:
Construction of a design tool based on human values

Graduation presentation
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“Attitudes can permit the expression of central values and beliefs and thereby communicate who we are”

(Branscombe)

“The residential environment is actively used in identity construction”

(Twigger-Ross, Uzzell)

Attitudes:
The evaluation of the world around you
Evaluations can be either positive, negative, or mixed (undesired state)

“Values are components in the guidance of anticipatory and goal-directed behaviour; but they are also backward-looking in their frequent service to justify or ‘explain’ past conduct”

(Rokeach)

Values are individual, cultural and cross-cultural -> Only the relative importance of values varies

Ten value domains (Schwartz):
Theory

- **Self-direction**
  Independent thought and action, choosing, creating, exploring

- **Stimulation**
  Excitement, novelty, and challenge in life

- **Hedonism**
  Pleasure and sensuous gratification for oneself

- **Achievement**
  Personal success through demonstrating competence according to social standards

- **Power**
  Social status and prestige, control or dominance over people and resources

- **Security**
  Safety, harmony, and stability of society, of relationships, and of self

- **Conformity**
  Restraint of actions, inclinations, and impulses likely to upset or harm others and violate social expectations or norms

- **Tradition**
  Respect, commitment, and acceptance of the customs and ideas that traditional culture or religion provide for the self

- **Benevolence**
  Preserving and enhancing the welfare of those with whom one is in frequent personal contact (the ‘in-group’)

- **Universalism**
  Understanding, appreciation, tolerance, and protection for the welfare of all people and for nature

openness to change

self-transcendence

self-enhancement

conservation
Theory

1. Minimum sizes as a basis for design - Neufert
certain activities require a minimum size to be possible

2. Patterns as a basis for design - Alexander
certain patterns lead to desired environments

3. Hierarchy of spaces give meaning - Hillier
certain connections lead to hierarchy in space
Culture is the most important when it comes to shaping the built environment

(Sanders; Rapoport)

Where do “I” fit in?
What does my home mean to me?
What do I need from my home?
“We are all individuals”

Values as:
1) beliefs
2) reference to desirable goals
3) transcending specific situations and actions
4) serving standards or criteria
5) ordered by importance
6) relative importance of multiple values that guide action

-> Behaviours & activities

-> Space
Activities

- Sleeping
- Storing things
- Working/studying
- Receiving guests
- Caring
- Eating
- Relaxing
- Cooking
- Celebrating

Tool
Hierarchy

- L Living room
- Cb childrens bedroom
- Pb parents’ bedroom
- B bathroom
- K kitchen
- S study
- G guest room
- D dining
- T toilet
- Storage space
“We are all individuals”

Urban plan

Fractals:

“a rough or fragmented geometric shape that can be split into parts, each of which is (at least approximately) a reduced-size copy of the whole”
“We are all individuals”

Urban plan
“We are all individuals”  
Urban plan
“We are all individuals”
“We are all individuals”
“We are all individuals”

To know what is yours, what is public, and what is private.

To understand where you are and what you are allowed to do.

To be individual and collective at the same time.
“We are all individuals”
**Example**

**Benevolence**
Preserving and enhancing the welfare of those with whom one is in frequent personal contact (the ’in-group’)

**Universalism**
Understanding, appreciation, tolerance, and protection for the welfare of all people and for nature

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**My Home**

- open
- ground-bound
- visible

- Living room

- Universalism + Benevolence
My Home
My Home

House 2

1:100

Stimulation & Self-direction
Universalism & Benevolence
Universalism & Self-direction
Benevolence & Conformity/Tradition

Power & Security
Hedonism & Stimulation
Power & Achievement
Climate My Home

There is a minimum of being comfortable -> beyond that there are personal comfort levels

- Floor-heating
- Passive solar heating

- Openable windows
- Heat-exchange

- Solar collectors
- Greywater system
Construction

Lenotec:

Computerised fabrication
Multi-directions span
Sustainable
Quick construction
Adjustable
Materialisation

My Home

plaster

wood

bricks

300 mm

N

D

A

B

C

1:5 Detail A

360 mm

IAmMyHome
Our Homes

Facades

West facade

North facade
Facades

South facade

East facade

Our Homes
Value-tool

I am my Home
Results

1) Houses designed with the value-tool are distinguishable from each other

2) Differences are clearer when values are more apart

3) Preference for a house can be explained by the values thought to be most important
I am my Home

The value-tool can:

1) Help the designer with identifying with the future resident

2) Exist alongside current design-methods, not jeopardising the ‘designer’s creativity’

3) Explain personal meanings of ‘home’ and how it adds to identity
I am my Home

Future research

1) More/other combinations of values
2) Associated values of furnishings, etc
3) Additional activities and spaces
4) Associations with values in other cultures
5) Use of the value-tool for other buildings
To my supervisors:
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Y. Cuperus
P. Hekkert

And
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G. Kachergis for showing that defining rules not necessarily means there will be an outcome;
My brother for still coping with my birds.

Thank you