

Workshop „Future Housing“

Background

With markets having shifted from a supply to a demand orientation, it no longer suffices to offer flats and offices as empty shells. Individual user needs are growing in importance. Apart from traditional parameters such as location, fixtures and size, so-called “soft-issues” and services geared towards particular user groups are gaining significance. Housing estate projects require their own dramaturgy, meeting the needs of specific target groups in order to survive market competition. What is asked for are ideas and concepts that help actors in the building and housing industry position themselves strategically, to foster long-term relationships with their clients and to create new impulses in the design of housing estate projects.

An examination of Future Housing trends needs to be taken as the basis of such a task:

Which factors will influence future housing?
What are the characteristics of future housing?
Which trends will dominate?
Which actors in the housing and building industry play which roles?
How will customer needs change?

Aim

A clear positioning of housing estate projects through a theoretical and practical examination of the most important trends in relation to future housing:

Housing as technology interface – eLiving & Smart Homes
Housing as service provision – online Homeservices
Housing as sensual experience – Sensual Living
Housing as community experience – Social Cohousing

Realisation

The workshop takes place as a one-day in-house seminar. A presentation of various trends in the area of housing including practical case studies is followed by a discussion on the relevance of these developments for the enterprise.

The Programme:

9.00-9.30	The role of future studies and market research in the building and housing industry
9.30-11.00	Future Housing trends: eLiving
11.00- 11.15	Break
11.15-12.45	Future Housing trends: housing as sensual experience
12.45-13.45	Lunch Break
13.45- 15.15	Future Housing trends: Housing as service provision. online Homeservices
15.15-15:30	Coffee Break
15:30-17:00	Future Housing trends: Housing as community experience.
17:00-18:00	Conclusion: What does this imply for the enterprise? Potentials? Risks? Measures?

Costs

For a one-day seminar (in the client's premises): 3 400,- €

This includes overhead costs, briefing, preparation, and evaluation but excludes any additional expenses (travel costs etc.) and VAT.