



 *Holley Pokora*
INTERIOR DESIGN

- PLAN REVIEWS
- EXTERIOR AND INTERIOR MATERIAL SPECIFICATIONS
- DESIGN SELECTIONS ON TREND AND TARGETED TO YOUR MARKET
- FULL SERVICE DESIGN PLANNING AND FURNISHING
- SPEC HOMES, MODEL HOMES, CLUBHOUSE, ACTIVE ADULT, LOBBIES, PUBLIC SPACES, LIGHT CORPORATE



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***Has COVID-19
Affected The Future of***

New Home Design?

Our objective is to analyze COVID's affect on how we live and how we work. Are these permanent changes that will shape the future of home design and development?



TOPICS WE'LL COVER:

- OPEN PLAN LIVING - IS IT DEAD?
- ADAPTABLE LAYOUTS & FLEX SPACES
- THE GREAT OUTDOORS IS EVEN GREATER
- THE NEW 'SMART HOME' REQUIREMENTS



Let's talk 2020

- our lives were turned inside out and upside down overnight
- gloves, masks and hand sanitizer became our new vernacular
- scrambling to find toilet paper became the new family activity!
- moms and dads working from home while trying out home schooling for the first time
- jigsaw puzzles were sold out



- pent up demand for construction due to shut downs
- massive price increases across the board and shortages worldwide
- epic delays on raw materials, parts, lumber, appliances, furniture
- illness, fear of going out, deaths

The Questions Were Endless:

- How do we sell real estate in a pandemic?
Is this the next collapse?
- How do we have open houses?
- How do we socially distance on a job site?
- How do we protect our employees?





- Zoom Meetings all day
- Gyms closed
- Kids home and miserable
- technology problems
- no extracurricular activities
- no parties, no movies, no dinners out
- no travel or family connection
- food delivery and on line shopping

For many people, the pandemic meant immediate unemployment. For many others, it led to more disposable income because their jobs were insulated from the worst of it. While they struggled with working from home and dealing with kids and aging parents whom they could not visit, they were also accumulating income and...

**looking around at their living situation
with a new set of eyes.**



Our spaces have taken on more purpose...

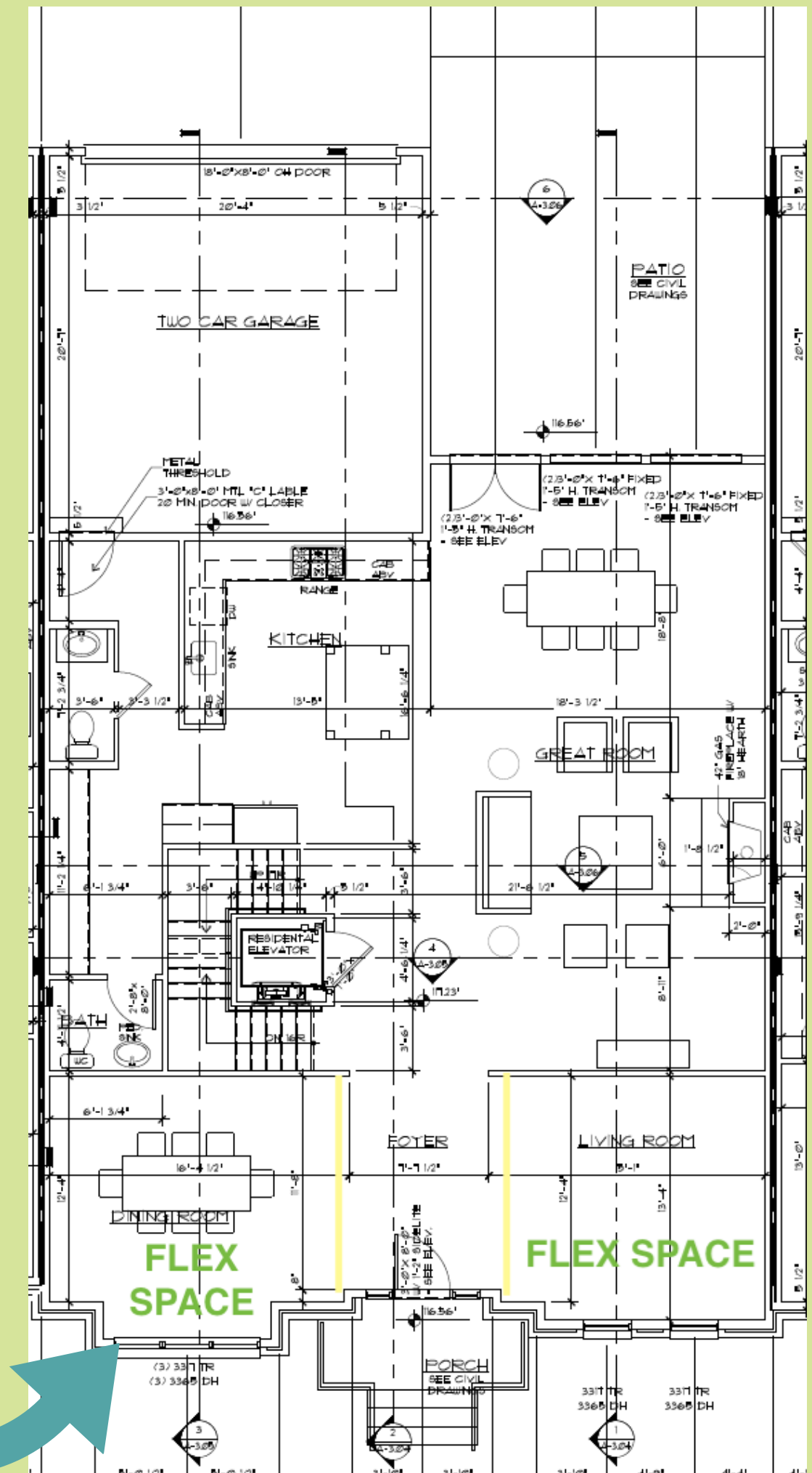
- we need multi-use living and working spaces
- we want a healthier living environment
- we've had time to reflect on what works and what doesn't work with multiple people in the home all day
- families using every room of the house which led, in part, to the housing boom... in search of a more functional home for their individual needs
- acoustical issues have come to the forefront that were never considered before
- we need opportunities for privacy and alone time



Adaptable Layouts & Flex Spaces

- The pandemic has put a heavy focus on finding comfortable and inspiring home working spaces - working from home may be here to stay for a large portion of our economy
- Steve Sweet, Director of Sales at WB Homes is looking at layouts that have not one but perhaps two flex spaces. Sunrooms of the past have become home offices or homework rooms. That executive home office of the past may need to be turned into a bedroom because formerly employed adult kids are back home
- *"Buyers are more willing to pay more to customize the layout so that it reflects their individual family needs. We at WB are challenged with how to streamline that process of customization."*
- ***"We'll do a two story foyer or a two story family room, but not both. We as builders and developers need to think more about creating private spaces."***
- Home Gyms, Yoga Retreats, 'Create' Rooms, Peloton Room with sound proofing...
- I personally know 3 friends whose adult children are working out of their parent's basement!

Flexible Use Spaces are a critical new feature for home design



Is it a home office?

Is it a den?

Could it be a
bedroom?

Or a home gym?



Multi Family and Covid

...a conversation with John Westrum

- Look to **carve out more workspaces** in buildings. Dead corners that can be converted into small, rentable offices
- Buyers are now asking about **soundproofing** in buildings - we can no longer assume that the building empties out during the day
- Investing in the best **Wi-Fi** networking will be even more important as Zoom calls will continue to be an important element for Family and Work



- Continue to invest in amenity spaces - they're not going away!
- rooftop pools, firepits, movie lounges
- Consider ways to create **personal amenity spaces** so that people can work outdoors

"The Great Outdoors" takes on more Meaning



- The pandemic has only increased our appreciation for outdoor and nature
- When there was nothing else to do, we took a walk!
- Parks, nature trails & outdoor living room rooms will continue to be even more important features for builders and developers when considering sites for urban and suburban planning
- ***But, What Else?***

Carve Out smaller, private porches and balconies



- Create spots where your buyer could ***sit outside and work*** while on Wi-Fi
- Design ***balconies deep enough*** for comfortable seating
- Create ***Micro Backyards*** for city dwellers and high rises with small seating groups
- Contemplative Spaces: Zen gardens, ponds, water features with ***pocket experiences***



Q: What's a 'Smart Home' Now?

A: A home that fits our new way of life

- We're Shopping from home more: Provide a "**Costco Closet**" - bigger pantries as homeowners have gotten used to Instacart and PeaPod food delivery.
- **Hands-Free Appliances** and "Proximity Sensing" faucets are more popular than ever since we've become so highly aware of spreading germs. These could be offered as standard in appliance packages
- Focusing on **clean air systems and superior ventilation** is a way to differentiate your development
- **Superior Soundproofing** for multi family projects
- Designing in "**Amazon Lockers**" to new construction - a locked space that is accessible for delivery people with a changeable code system
- The pandemic increased pet ownership dramatically! **Designing in pet-specific features**, like this dog washing station, can become THE reason someone buys your home or condo.

In Conclusion, as
Greta Garbo said....

"I Want To Be Alone!"

In this almost post-pandemic
world:

- carve out personal spaces to
work and think
- create outdoor experiences
on a smaller scale
- focus on new home design
that allows for work at home
and healthy living products
and systems

