

YourStudio

Feeling At Home

In this bite-sized report, Senior Creative Strategist Debbie, based in our Amsterdam studio, explores the concept of home for a disrupted generation.

Nearly a Third of Gen Z is living at home and plan to stay there. Among those who moved out of their childhood bedroom, a third are spending about half of their monthly income on rent or mortgages. With living at home becoming a viable permanent solution their notion of home is changing.

‘For the next generation, home is not just a place; it's a feeling. It's a sense of safety, acceptance and belonging within our physical and digital worlds.’

— Debbie Vesey

‘We are at the beginning of a transformative decade — one where, for many, the home will be the most important place in the world.

The absolute number of people living in slums or informal settlements has grown to over one billion; an estimated three billion people will require adequate and affordable housing by 2030.

Home seems ever more difficult to attain, so it is important to create a sense of home in other ways.’

— Helen Job, Insights Director, SPACE10

For the generation now coming of age,
definitions of home are shifting

Y **73%**

Almost three quarters of 18 to 24 year olds view more than one place as home, with 73% responding this way.

*Five ways retail can maximise the metaverse,
Kathryn Bishop, LS:N. 2021*

50%

50% of 18 to 24 year olds think of home as a feeling – over three times as many as the 13% who described it as a physical space.

State of the Connected Customer, Salesforce 2020

75%

Close relationships are three times as important to 18 to 24 year olds as their careers, with 75% saying they were a top priority.

Daniella Loftus, Red DAO, 2021

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“Home is four walls, but it’s also the communities Gen Z belong to and the planet they share. For many young people home used to be a dwelling – a physical space filled with objects that provided some form of security and attachment. Today, home is a much more fluid concept.”

— Helen Job, Insights Director, SPACE10

How will our relationship with home change the future of brand experiences?

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As physical space becomes more limited and inaccessible for young people, the concept of home has evolved into something more transient and intangible. It has become a question of identity of fully realised selfhood.

Key drivers

BELONGING

COLLECTIVE
CHAOS

As young people navigate collective global chaos, they have lost their fundamental right to put down roots - causing them seek a new sense of belonging through objects that signify home.

SAFTEY

SHARED
LIVING

Traditional definitions of home revolve around structures of residence and spaces of shelter. But as we find ourselves unsettled. Community will become an extension of home as more spaces are designed for shared living.

CONNECTIVITY

BLURRED
BOUNDARIES

More connected than ever and the loneliest they've ever been. The smartphone is no longer just a phone, it's become the place where we live. Youth today are nowhere in particular and everywhere all at once.

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Collective Chaos

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"Today's youth has decided they may as well embrace mess and chaos, injecting a dose of playful whimsy in the spaces they do have some control over."

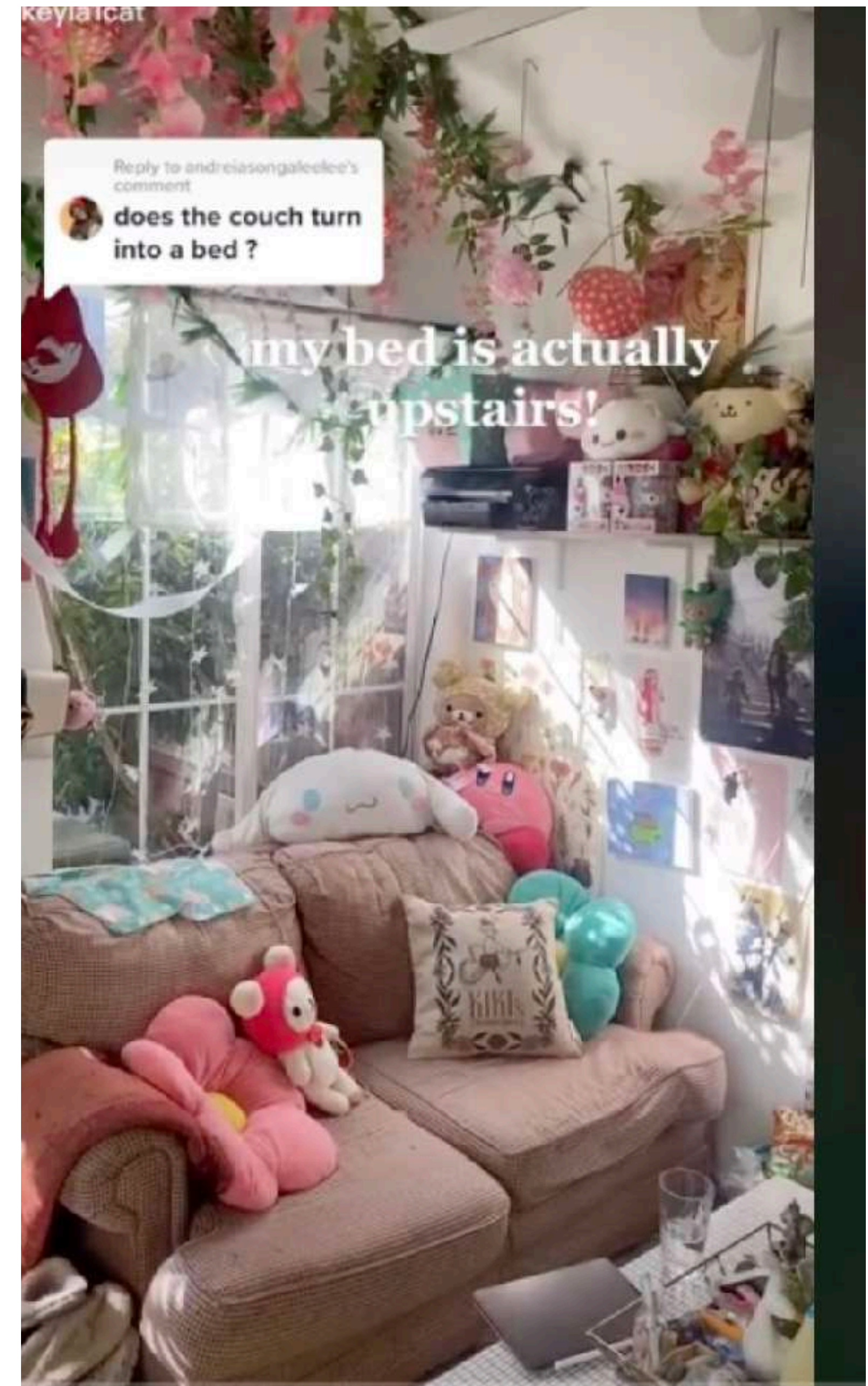
Cluttercore
is on the rise
as youth
embrace
Y life's mess.



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#cluttercore 2M

Videos hashtagged
#cluttercore on TikTok
have almost 2M views.



5000%

Increase in searches for *maximalist interior design* on Google in the last year.



maximalist interior design



Q All Images Shopping Videos News More

Tools

Collections SafeSearch



bohemian



living room



eclectic



colorful



minimalist



bedroom



trend



Maximalist? Interior Designers Explain ...
vogue.com



Maximalist Interior Design Ideas - Best ...
elledecor.com



Maximalism in interior design explained ...
livingetc.com

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“The pandemic has forced us to reevaluate what we have, make better use of objects and space ... and also see their value, often for the first time.”



— Helen Job, Insights Director, SPACE10

How might a
preference for
the real, raw
and messy
shape the
future of
the store?

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Vrienden operates as a social design network, positioning strangers' living rooms as showrooms where people can buy furniture while making social connections.

Those who help to build a national network by offering their homes as private viewing spaces are posited as Friends and customers must make an appointment with such hosts before they visit.

If they buy an item from the homeware collection, the hospitable Friend earns a cut of the sale.





Shared Living

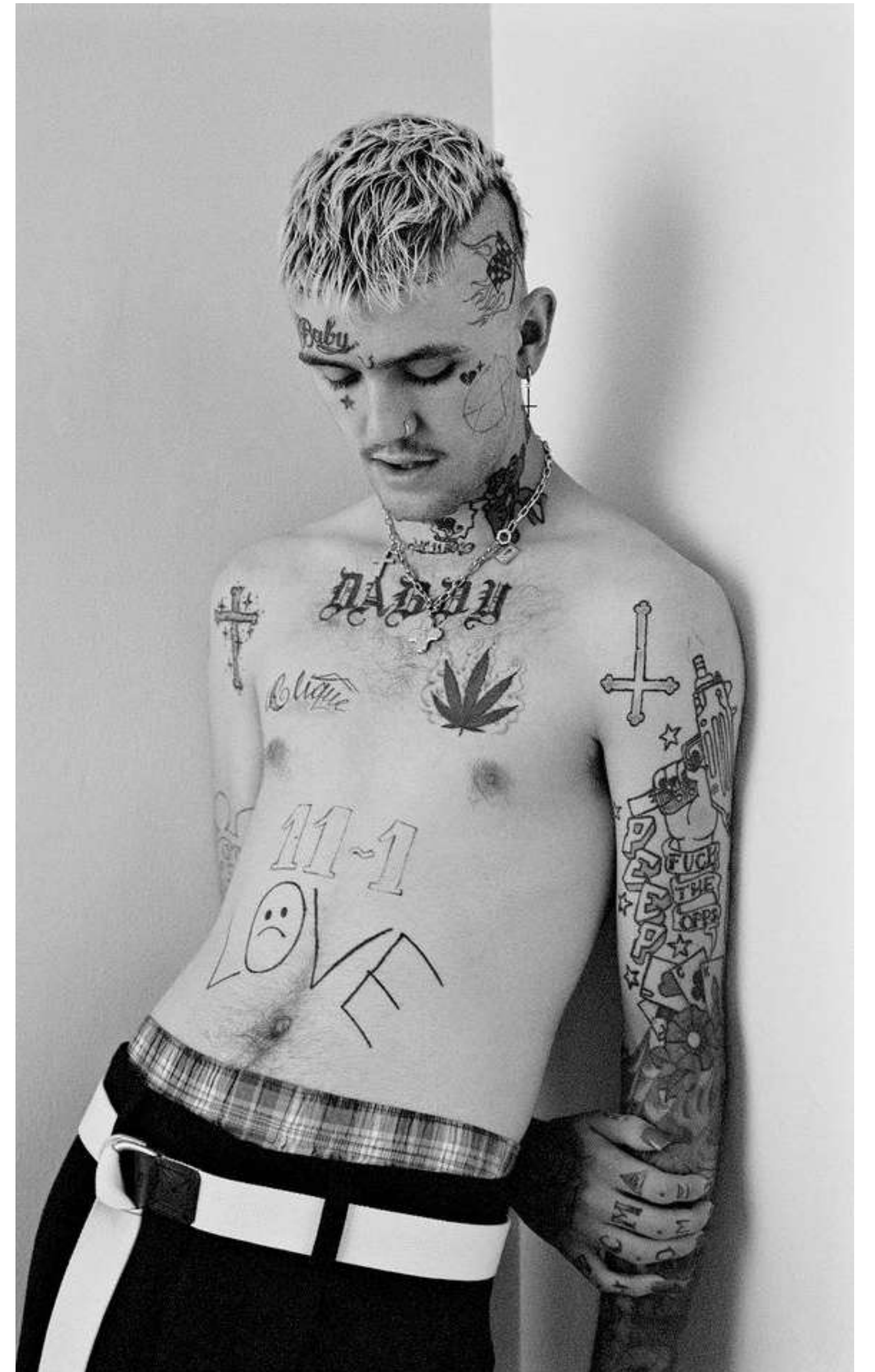
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‘A place where I can
securely get naked both
physically and mentally.’

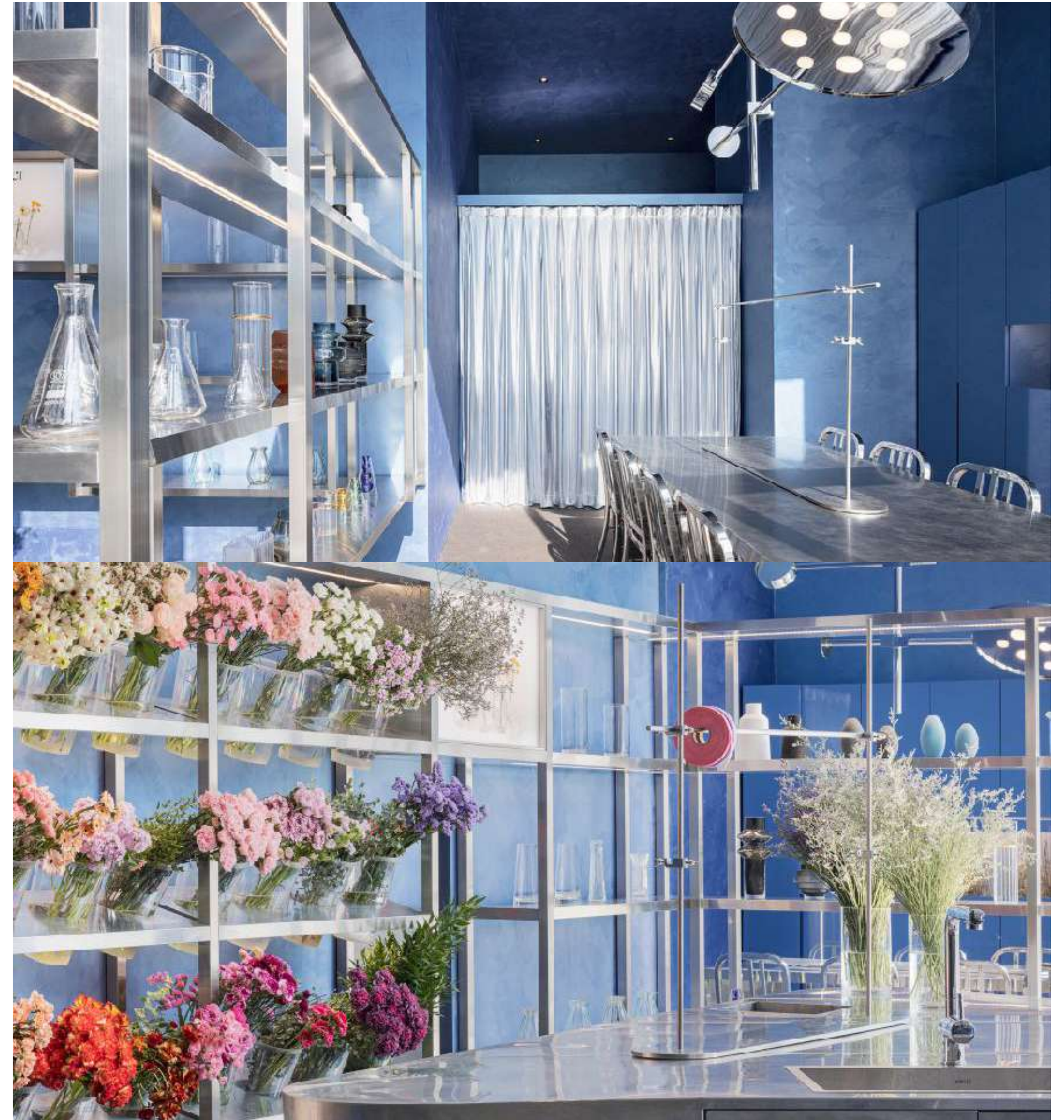
— Male, 19, Thailand



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How might
the need for
an emotional
home shift
the role of the
customer?

The South Korean Flower shop, O'flower, doubles as a DIY lab to actively engage consumers, personalising the florist experience by allowing customers to directly participate in the construction of their flower bouquets.

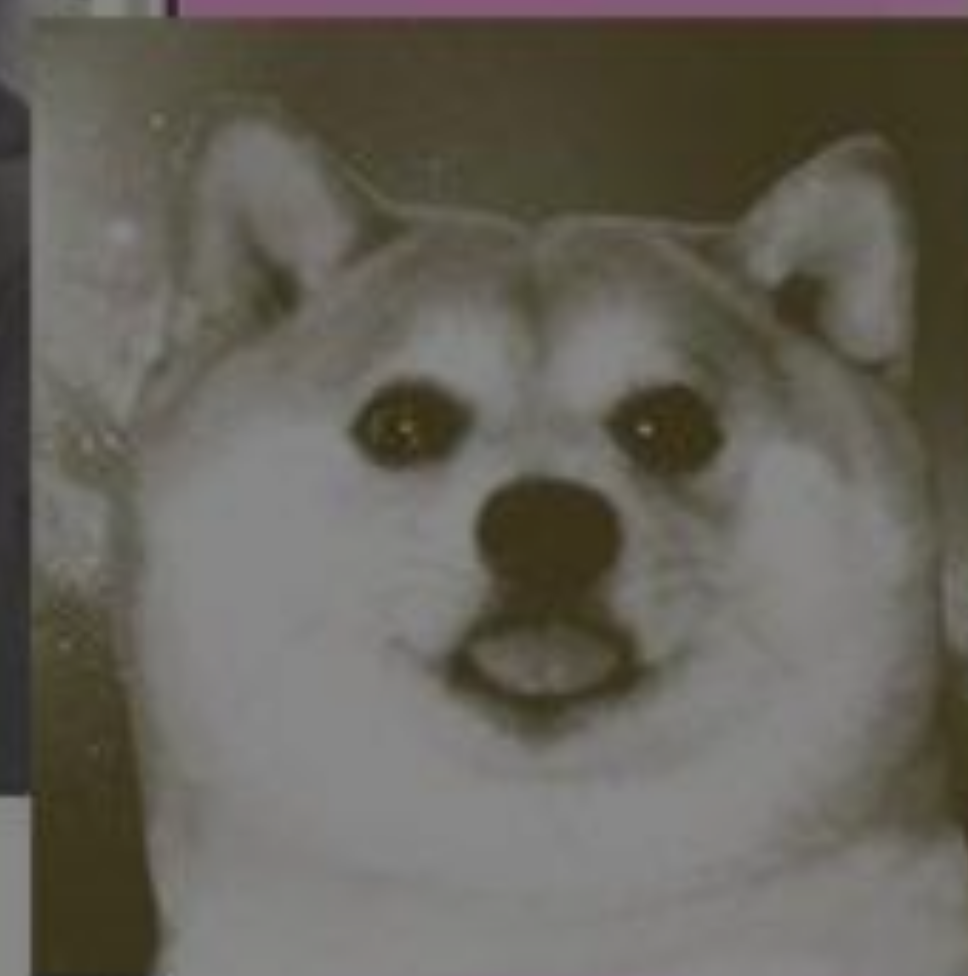


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Blurred Boundaries



“The future of the web may lie in online communities which directly fuel offline, IRL communities, empowering people to create more meaningful spaces of belonging in their immediate environments”.

‘My place in the world. The nest that welcomes me. The fortress in which I take refuge. (also the presentation or front page – home – of my website)’

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— Male, 22, South America



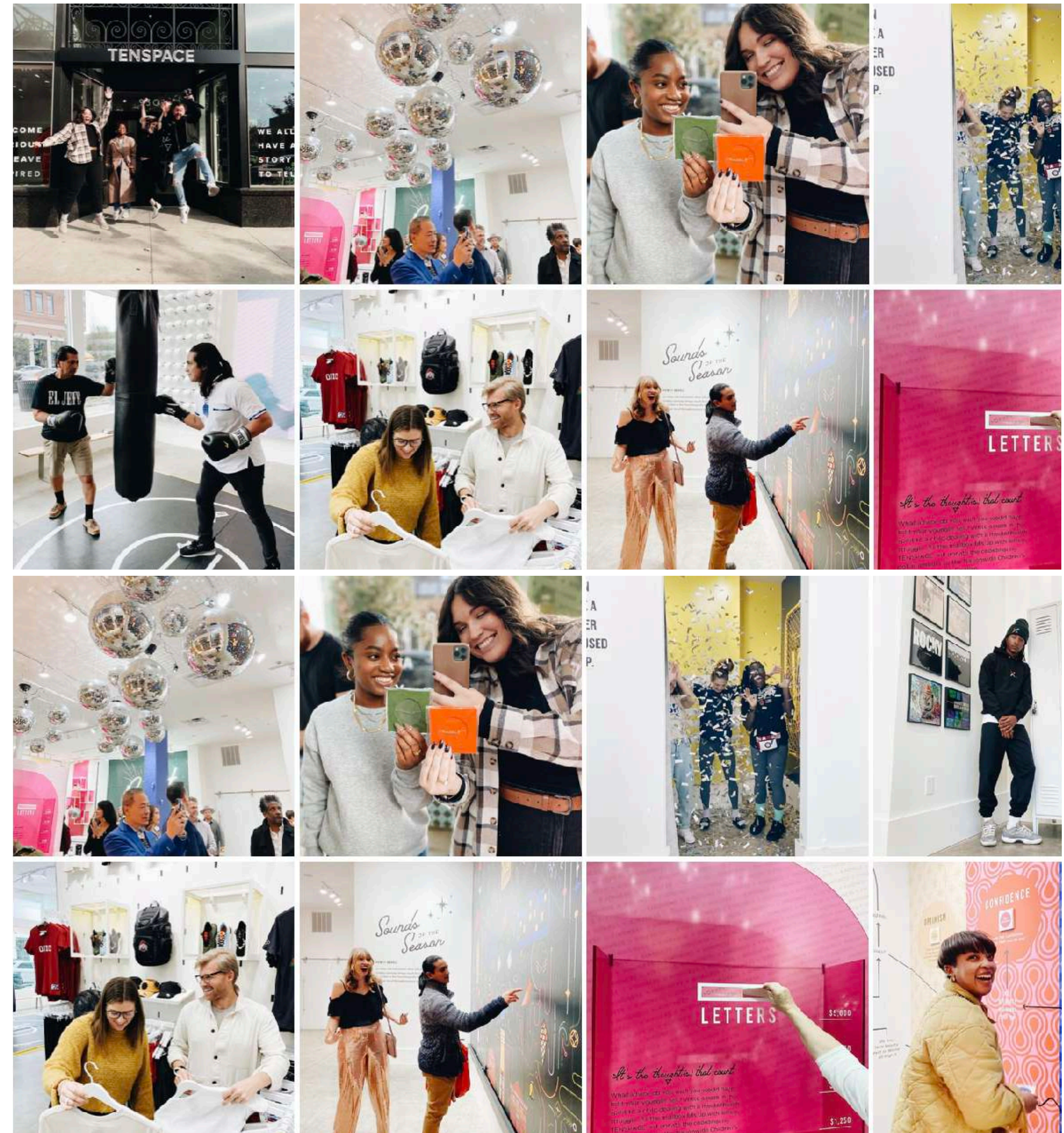
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How might
shared
experiences
encourage us
to undress from
the stress of
daily life?

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Every 8 weeks, TENSSPACE opens a free, unticketed, and immersive experience where you can get to know an online-based brand in real life. An ever-changing space for stories, where an online brand opens a dedicated, one-time, in-real-life experience every eight weeks.



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y In a post pandemic world,
brands are placing unity and
connection at the heart of
the experience. Creating new
ways to unify communities
and unite local people,
places and stories. s



YourStudio

YourStudio create environments and experiences
that inspire human connection

If you would like to hear more, contact: howard@weareyourstudio.com