

home2share

The future affordable housing

Master UPM/ETH in Collective Housing
24-28 February 2020

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Forget ~~car~~ home rental by the ~~day~~ month as you know it. ~~Carsharing~~ **home2share** is just like having your own ~~car~~ house in Madrid. Just grab a ~~car2go~~ **home2share**. All you need is one app. Find out what it means to be #proudtoshare in Madrid.¹

What is **home2share**?

home2share is the world's first home sharing service. Our Real Estate operates without fixed rental procedures. All you need is the app. Grab a **home2share** anywhere in a **home2share** location in Madrid and choose the home-elements you need. How big do you want your house to be at any moment of the day or the week? When you're done, return some or all of the elements back. For a low price per minute that includes everything from renting to cleaning. You can access to a large apartment only when you need it. You do not pay when you are not in the city. You can retain a minimum unit and expand it when necessary.

Why use **home2share** in Madrid?

From Chamberí to Gran Vía – you've never done home rental like this before. Homesharing with **home2share** is a new way of living in the city without owning a house. No more lack of space. No more extra space that you do not use. No more extra rooms to pay for sporadic use. No more problems of space when guests or family are coming. No more problems when organizing a big dinner or a party at home. Start using **home2share** in Madrid – all you need is the app. It's the future, only it's right now.

¹ www.car2go.com (12.02.2020)

TASK 1: HOME COMPONENTS ANALYSIS

The exercise will start with the analysis of the residential components. Analysis understood as distinction and separation of the parts of something to know its composition. The subsequent synthesis or recombination of these elements is the focus of this exercise.

Are these components related to activities (storage, sleep, eat, cook, meet, read, watch tv, exercise, work, dance, shower, toilet, specific hobbies...); to spatial qualities (size, height, proportion, flexibility...); to thermodynamic conditions (temperature, ventilation, light...); to social properties (private, introverted, public, connected...)...?

According to what considerations should we fragment the residential space in order to achieve a rich catalogue in which we can identify our desired spaces throughout the day and the seasons?

TASK 2: BUSSINESS MODEL

The goal of that research is to discover and visualize a collective housing building where residential units are not fix and conventional, but instead it is a constellation of spaces that can be rented according to changing desires and necessities.

TASK 3: PLOT SELECTION AND IMPLEMENTATION

Sites:

S1: Gran Vía	(Calle Gran Vía 32)
S2: Salamanca	(Calle Claudio Coello 53)
S3: Lavapiés	(Calle Argumosa 3)
S4: Chueca:	(Calle Gravina 5)
S5: Bravo Murillo	(Calle Bravo Murillo 109)
S6: Sanchinarro	(Calle Princesa de Eboli 17)

Building types:

BT 1: Tower	(15mx15m, H=33m)
BT 2: Cube	(20mx20m, H=20m)
BT 3: Plate	(50mx50m, H=1 floor)
BT 4: Thin slab	(6mx50m, H=25m)
BT 5: Slab	(15mx33m, H=15m)
BT 6: Fat slab	(25mx50m, H=2 floors)

Each team will be given a site and a building type to implement the business model. Each plot has an hypothetical built area of 2.500 sq.m and will host 100 inhabitants

TASK 4: WIN THE PITCH

The importance of pitching your idea to investors. The final presentation will be a fictive meeting with investors in the format of a real state pitch. In that session, the jury members will be the investors and the groups will compete for their confidence and support.

TIMETABLE

Monday 24th of February

9:30 – 14:30	Presentation of the workshop topic.	JvR (skype)+IB
14:30 – 15:30	Lunch	
15:30 – 20:30...	Work in groups (task 1+2)	

Tuesday 25th of February

9:30 – 10:30	Lecture on housing – Ignacio Borrego	IB
10:30 – 14:30	Desk crits	IB
14:30 – 15:30	Lunch	
15:30 – 20:30...	Work in groups Work in groups (tasks 1+2)	

Wednesday 26th of February

9:30 – 14:30	Work in groups (tasks 1+2+3)	
14:30 – 15:30	Lunch	
15:30 – 16:30	Lecture on housing – MVRDV. Jacob van Rijs.	JvR
17:00 – 20:30	Presentations	JvR + IB
19:00 – 20:30...	Work in groups (tasks 1+2+3)	

Thursday 27th of February

9:30 – 14:30	Desk Crits	JvR + IB
14:30 – 15:30	Lunch	
15:30 - 20:30...	Work in groups (tasks 1+2+3+4)	

Friday 28th of February

9:30	Results submission PDF	
10:00 – 14:30	Final Presentation: Real state pitch	JvR + IB
14:30 – ...	Lunch	