

| TARGET CUSTOMER RESEARCH

In recent years, we can say that houses are more valuable than people, the house price go up but the salary does not, so renting houses become the most famous living style for people. For common people, it may be too difficult to make a lump-sum payment when buying a house, especially for some young people who just entered the workforce, it is such an extremely stressful and anxious time of their life

| MATERIAL RESEARCH

Material plays an important role in design. I would like to focus on the natural materials in my project, because natural materials have no extra artificial ingredients and processing, key features of them are harmless and non-toxic. Compared with the man-made materials, they have less impact on the environment. Mycelium, which is the vegetative growth part of a fungus, consisting of many branched hyphae. Although our knowledge of fungi is still limited, this new types of nature materials will have great potentialities and may totally contract all aspects of our life in the future.

