



## Nomadic House Temporary living

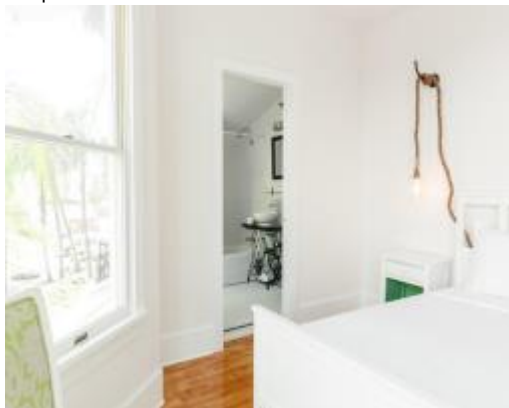
[...] *Moving should be less of a headache and more exciting.*  
(Sam Wrigley, Designer)

In world rendered increasingly **borderless** by technology, a new cross-generational class of people that has absorbed the modern concept of **fluidity** into their life-styles has begun to emerge. They are a “tribe” of urban nomads for whom the state of **transitoriness** and constant flux are the norm as regards many aspects of life: work, relationships, place of residence and, last but not least, the **home**.

Now, as never before, habitative spaces are increasingly being seen less in terms of “permanent” asset and “ownership” and more as **Increasingly flexible and temporary configurations** capable of changing suddenly in response to the requirements, needs, and life stages of people who feel equally at home in Milan and New York and who aspire to an increasingly driven mobility, both at home and away from it.

**Generation Rent** is one of the younger population brackets, mostly made up of students or young professionals constantly **on the move**, whose life is not concentrated in one single place, city or habitation, who are unused to ownership and given to easy swift displacements even when these involve moving house and who are thus interested in new, easily dismountable, moveable and reconfigurable types of accessories and furnishings.

This nomadic way of life has given rise to innovative ventures such as **Roam**, a network of shared habitations available for weeks, months or longer in various parts of the world. These are not “holiday” lets but an alternative mode of co-living for people who enjoy the nomadic way of life and are able to work remotely. Each resident has their own room and private bathroom, sharing a kitchen and living space with the other inhabitants – a dozen at the most – and has a **coworking** space at their disposal.



Founder **Bruno Haid** estimates that some one million two hundred thousand people are **location-independent**, not just young professional freelancers but also thirty-year-old couples who are trying out this way of life before having children, or couples whose children are at college and who want to travel the world for a few years. Spending a couple of weeks working in **San Francisco**, going on retreat to



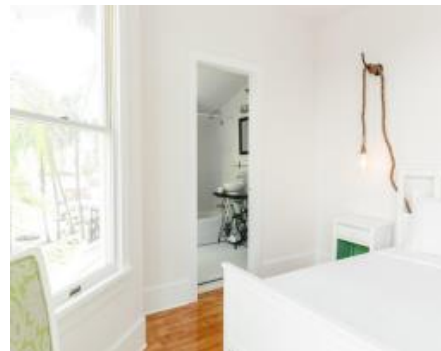
**Bali** to finish a book then immersing oneself in the lively cultural scene in **Oakland**, becomes as simple as a click.

Designers, such as Anikó Rácz founder of the Hungarian **Hannabi** brand, have taken on board the consumer desire for furnishings that are easily moved around and altered, even within the domestic space: adapting to changing needs, small spaces and/or frequent relocations.



The concept behind the **Urban Nomad Sofa** was informed directly by this need. This **unstructured sofa** consists of two large rectangular cushions and a pair of triangular supports that serve as backrests. The various components can be taken apart and used for different purposes: as a single seat, as two small lower mattresses or as a single bed. The lack of frame or feet means that the components are light and manageable as well as easily combined. Stability is assured by rubber joints and the inner wood frame and fabric cover were designed ad hoc to allow for a multitude of variations.

*"It is more and more important that a **living space** should **flexibly** serve the family at different stages of life," says János Kemtykó, CEO di Hannabi. "Since the sofa is the centre of the time that we spend together, new requirements were brought into this furniture."*



This macro-trend breaks down into two interesting **micro-trends** representative of its concrete manifestation in the habitative and design worlds: **Moving Interiors** and **Mobile Living**.

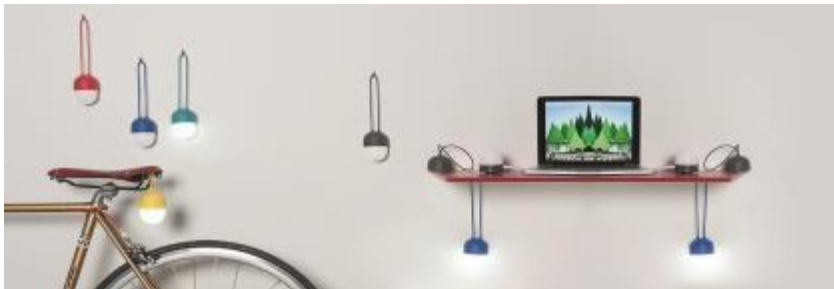
## 1. Moving Interiors

There is also clear evidence of **nomadism** inside the domestic environment. Rooms merge into each other, their functions and usage become hybridised and, consequently, furnishings and accessories migrate from one room to another, instantly conforming to the need of the moment, the desire for change or the shifting stages of life.

This means that furniture and objects are no longer necessarily confined to a specific physical space or to a particular room but are adaptable, moving around to suit an increasingly **flexible configuration** of spaces that is not ordained a priori once and for all. Living rooms can be temporarily turned into offices or bedrooms, the kitchen is populated at all hours of the day and even the confines of the bathroom, the room seen as the most intimate, are conforming to the rest of the house little by little.

This has driven the need for light, **portable** and easily moved furnishing elements that allow for flexibility and **freedom** of movement in living spaces that, moreover, are steadily shrinking.

Designed by France's **Ionna Vautrin** for **Lexon Design**, Clover is a contemporary take on a lantern. Basically it's a **portable**, USB-charged **lamp** that can be hung anywhere in the house.



Clover

Sito: <http://www.lexon-design.com/catalogsearch/result/?q=clover>

Paese: Francia

Settore: Lighting

The lamp has a four-hour life and has two different light settings; it is water-resistant and can be used alone or **in clusters**, to form a veritable chandelier. Its bright colours also make it suitable for a wide range of uses: as additional lighting, a reassuring presence in children's bedrooms or a light source in a shower cubicle.



That's not all, however, because Clover provides an ideal solution **outwith the domestic walls**, hung on the branches of garden trees, for example, or tied to a bike as an extra lamp, or to a handbag for use as a

torch. Its simple, playful design means that Clover plays to everyone's imaginations and needs, becoming a "piece" of home on the go.

Xtend  
 Website: <http://www.carina-deuschl.com/portfolio-item/xtend/>  
 Country: Germany  
 Section: Bathroom Furniture



**Keywords:** light on-the-go, moving lamp, play, imagination.

Of all home furnishings, the bathtub would appear to be the least mobile, yet German designer **Carina Deuschl** has unexpectedly turned its staticity on its head.

Xtend is a prototype **foldable and portable** bathtub that quite literally enables bath enthusiasts to take a bath wherever they like, at home or away. The black frame is made of carbon fibre and combines design, practicality and **comfort**; when folded it weighs seven kilogrammes and is only eight and a half millimetres wide. The interior is made of contrasting white fabric, and is **soft** yet highly durable as well as completely waterproof.



Xtend opens and closes intuitively and can be used and **connected** wherever there is running water, i.e. in any domestic space, or anywhere outside the home – from gardens to hotels – and is emptied by a pump system after use.

It is a **pop-up bath** solution, perhaps for use when the bathroom is occupied, or alongside a shower for people lacking a tub of their own, or even

for a relaxing soak while camping, for example.

**Keywords:** pop-up bath, collapsible bathtub, superflat, foldable furniture.

Chinese designer **Mario Tsai** – founder of the **ZZ Design Studio** – has come up with a set of coffee tables “predisposed” to be moved frequently. Lifting up a small table to move it from one place to another within the home can often prove difficult without first removing whatever is on top: cups, glasses, books etc.

Basket Tables were designed to be easily **portable** in complete safety, thanks to a slim rectangular frame that serves as a handle, enabling the tables to be picked up like a basket, with just one hand.

## Basket Table

Website:

<http://www.zzdesignstudio.com/basket.html>

Country: China

Section: Furniture



To this end, the tables consist of a **light**, minimalist **metal and wood structure**, which is perfectly stable when “at rest”. What’s more, the tabletops can easily be detached from the frame for use as practical **trays**.

The set is made up of coffee tables of different shapes (round and oval) and sizes which, thanks to the differences in height, can also be placed on top of each other to create more space.

**Keywords:** frequent move furniture, lightness, practicality, modularity.



diPende

Website:

<https://www.facebook.com/diPende.design/>

Country: Italy

Section: Furnishing Accessories



**diPende** is an original small design object that is light and extremely useful. Its constituent parts are extremely simple: a bamboo **bowl/container**, lacquered in various colours, a polystyrene cable and a pulley system that enables it to be hung anywhere in the house and at various heights.

diPende can be used as a **bedside table**, a catch-all tray, a toy box or as an **acrobatic** container for all those little everyday objects that clutter things up, specially in small spaces or where they have no particular place of their own. Furthermore, all the parts can be put together as desired, with **five** different **colourways** to choose from, and are suitable for all kinds of spaces.

The **Italian designers**, Lorenzo Dalla Benetta and Luca and Simone Giordani, describe it as a hanging space-saver, an **elevator** for free spirits, and it might best be described as a "camping-style" object.



**Keywords:** flying furniture, small & smart, playlife, freedom of movement.

## 2. Mobile Living

In a **dynamic and changing world**, people's movements through different experiential spaces and times are equally swift and frequent. The revival of certain typically nomadic traits, such as **displacement, change, seeking and finding**, is consistent



with the unstable and constantly changing societies in which people live, work and consume today.

Increasingly “fluctuating” people and **communities** that move from one district to another, from one city or one continent to another, from city to country life, need easily “packable” and **transportable**

solutions, ranging from **furnishings** to **whole houses**.

In this context, architects and interior designers push the boundaries between **transitoriness** and permanence, between **immobility** and mobility, designing structures and furniture that combine the inalienable demand for comfort with easy of assembly and disassembly and transportability, requiring a minimum of time and resources.

It is not simply the way in which we live our houses that has changed, but the very concept of residential construction. This has given rise to modular, portable housing units, that redraw the landscapes into which they are inserted, portable



and movable furnishings and interiors that respond to the need for displacement and change. Versatile and sustainable projects – often **low cost** – that leave a light footprint on their native planet.

*“Our philosophy is simple, we only make furniture that lasts. To that end, our parts need to be durable and **transportable**, because who knows where you are going to be five or ten years from now? It’s furniture that will stick with you, no matter where your **next adventure** takes you”.* This is one of the declarations of intent on the website of the new **Greycork** brand, which sets out to re-work the very concept of furnishing.

**Greycork**

**Website:**

<http://www.greycork.com/>

**Country:** USA

**Section:** Furniture



Kasita

Website: <http://kasita.com/>

Country: USA

Section: Architecture



The collection includes a sofa, a chaise-longue, a table, a bookcase and a coffee table, all made out of high quality materials durable enough to withstand multiple house moves. That's not all, however, because all the pieces in the collection are designed to be flat packed and assembled and disassembled in minutes, requiring **no tools** or special equipment.

The brand's desire to epitomise **next generation furnishing** is also reflected in its communication choices. In line with its philosophy, the brand is to open **show-rooms** set up as "actual" habitations for rent through **Airbnb**, providing an "immersive" experience of the product and the way in which it works.

**Keywords:** transportable furniture, easy packing, thoughtful design, innovation.

**Kasita** is a mobile housing solution developed by a company in **Austin** in response to the needs of students, young professionals and others, who struggle to pay large city rents and living costs. The concept consists of **single modules** that can be joined together and set atop each other to form a grid-like structure (which also helps with the channelling of utilities), up to a height of 10 floors.

Each module is a micro home measuring approximately 30 square metres, and consists of a **metal paralleliped** with a projecting glass cube. The internal walls are flexibly designed to accommodate shelving and storage, and each space comes fully furnished, from a double bed to a hyper-equipped kitchen, as well as all the smart next generation **technological devices**. These include intelligent Nest thermostats, a wireless **LED** lighting system and light-sensitive windows. All the utilities can be controlled from a smartphone **app**, including removals: a crane and a truck are all that's needed to move the entire capsule.

Founder **Jeff Wilson** firmly believes this could be a housing type of the future, combining the needs of people at different stages of life, with **optimal use of space** and **meticulous design**, to enable them to live in





their place or **district of choice**. The modules can be used as temporary homes wherever necessary, on land considered unsuitable for development or left empty between urban rehabilitation programmes.

**Keywords:** urban refuge, micro-home, on-demand living, urban re-significance

British designer **Sam Wrigley** has come up with a furnishing line that marries the concepts of **flat-pack** and **modularity**. CrissCross is a range of furniture that adapts to frequent demands for relocation, thus dispensing with all the inconvenience of having to be continually dismantled and reassembled.



The parts are designed to be put together using a **simple, durable system** that requires no tools and, once dismantled, take up minimal space. Metal brackets, hinges and locknuts slot into ready-made holes to hold the panels together. The wood comes from FSC-certified forests, treated with **natural finishes**.

**CrissCross**

**Website:**

<http://www.crisscrossfurniture.com/>

**Country:** UK

**Section:** Furniture



**Preuptial Housing**

**Website:**

<http://www.studio-oba.nl/projects/preuptialhousing.html>

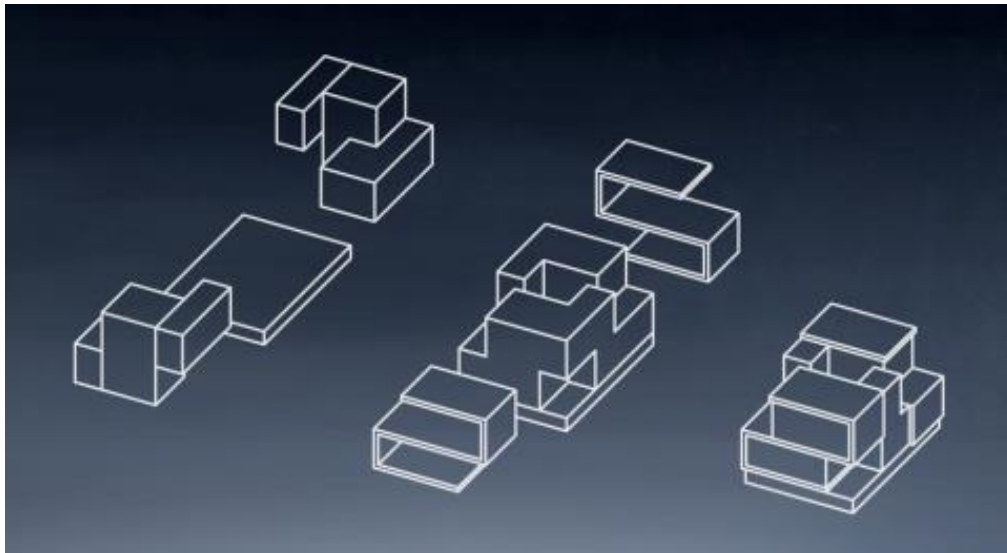
**Country:** Holland

**Section:** Architecture



This is a product that not only makes people's lives easier, but does so in a sustainable manner. "Our goal is to make furniture that fits people's lives perfectly – wherever they go", summarises Wrigley.

**Keywords:** instant furniture, low-tech, green vision



Amsterdam-based **Studio OBA** has come up with an innovative solution for the **impermanence** that characterises the life and relationships of an increasing number of people. In view of the rising divorce rate in Western society and in some European countries in particular, OBA has produced a prototype housing module comprised of two separate parts that can, if needed, be detached and "go solo".

The project was inspired by the many floating homes on Amsterdam's canals, which led to the idea of creating two **independent units** which slot together to form a home for a couple, with a **simple disconnection mechanism** that allows them to become **disengaged** and float apart should the relationship turn sour.

The **lightweight** structure is made of carbon fibre and wood, and the designers envisage that the individual modules could then be reconnected to others when a new relationship forms. The team plans to start taking orders in early 2017.

**Keywords:** fluid lifestyles, metaphor project, two in one, living apart together





All images are used for illustrative and explanatory purposes only, are protected by copyright law and are the property of Federlegno Arredo Eventi S.p.A. or those holding legal ownership rights.

Federlegno Arredo Eventi S.p.A. does not authorise the use of any of these images.

## Salone del Mobile.Milano Press Office

Laura Maini - [laura.maini@salonemilano.it](mailto:laura.maini@salonemilano.it) – tel. 02/80604656

Andrea Brega - [Andrea.brega@salonemilano.it](mailto:Andrea.brega@salonemilano.it) – tel. 02/80604629

Cristiano Fieramonti - [Cristiano.fieramonti@salonemilano.it](mailto:Cristiano.fieramonti@salonemilano.it) – tel. 02/80604449

Patrizia Malfatti - [patrizia.malfatti@salonemilano.it](mailto:patrizia.malfatti@salonemilano.it) – tel. 02/80604262

Marilena Sobacchi – [marilena.sobacchi@salonemilano.it](mailto:marilena.sobacchi@salonemilano.it) – tel. 02/80604319

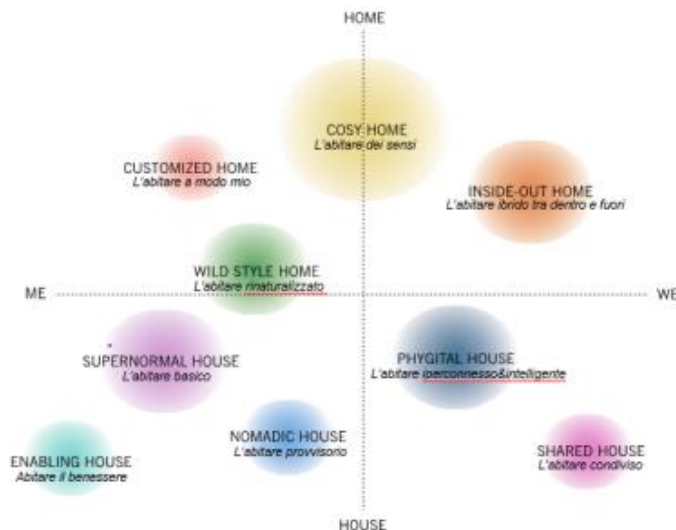
## The Megatrend Map

**InsideOut Home** is the megatrend explored by **LivingScapes**, the study carried out by the **Salone del Mobile.Milano Trend Lab** – the new research laboratory and *intelligence* centre of the **Salone del Mobile.Milano** – to pick up on the leading trends evidenced at international level in the world of design, furnishing and home living.

### Method

The *Salone del Mobile Trend Lab* employs an ethnographic and field based research methodology, combining onsite (a network of researchers/international anthropologists), desk and web sources, to monitor the socio-cultural changes and evolutions taking place and the way in which these translate and take shape, and are evidenced in the domestic space.

It also employs a panel of Opinion Leaders, both national and international, selected ad hoc for their knowledge of the research subjects (design, architecture, interior design, interior architecture) and for their ability to take a crosscutting look at the themes of design and creativity.





## Salone del Mobile.Milano

The scope of observation includes all the leading international markets (Europe, Russia, USA and Asia) with a focus on “developing” countries such as China.

- Cosy Home – Sensory living
- Customised Home – Living the way I like it
- Inside-Out Home – Hybrid living inside and out
- Wild Style Home – Back to nature living
- Supernormal House – Basic living
- Phygital House – Hyperconnected and intelligent living
- Nomadic House – Temporary living
- Enabling House – Wellness living
- Shared House – Shared living