

## Aarhus School of Architecture // Design School Kolding // Royal Danish Academy

### Making home where you are

Borup Hansen, Aviaja

*Publication date:*  
2008

*Document Version:*  
Publisher's PDF, also known as Version of record

[Link to publication](#)

*Citation for published version (APA):*  
Borup Hansen, A. (2008). *Making home where you are*. UXTV.

#### General rights

Copyright and moral rights for the publications made accessible in the public portal are retained by the authors and/or other copyright owners and it is a condition of accessing publications that users recognise and abide by the legal requirements associated with these rights.

- Users may download and print one copy of any publication from the public portal for the purpose of private study or research.
- You may not further distribute the material or use it for any profit-making activity or commercial gain
- You may freely distribute the URL identifying the publication in the public portal ?

#### Take down policy

If you believe that this document breaches copyright please contact us providing details, and we will remove access to the work immediately and investigate your claim.

# Making home where you are

Aviaja Borup

PhD student Bang & Olufsen

Peter Bangs vej 15

7600 Struer

Denmark

ABH@bang-olufsen.dk

## ABSTRACT

In this paper, I will position my doctorate about home and mobility in the field of iTV. With setoff from ethnographical studies different concepts are developed as a way of doing research-through-design. A concept of social television is one solution that we are currently pursuing and the work poses many questions of what direction to go to for the future homes of the modern nomads.

## Keywords

Home, mobility, modern nomads, interaction design, interactive television, social television.

## 1. INTRODUCTION

As globalization grows people are getting more and more mobile. Many people travel around the world and have several houses or stay at hotels on a frequent basis. We call these people modern nomads.

Research by anthropologist Ida Winther indicates that people are not place-less nomads [1] but rather that people make home locally through different tactics to establish comfort and develop 'homing strategies' in the middle of changeability. Inspired by this perspective, the challenge of the increasing mobilization and globalization is to develop strategies for making home not physically attached to the primary home.

These findings call for new inventions in e.g. the area of connecting homes, making home in a remote place from the primary home, sharing media with the primary home and bringing experiences from the world to the home. The Mobile Home Center (MHC) project focuses on these issues and will develop concepts of products, services and home solutions that will attempt to meet the new needs of modern nomads.

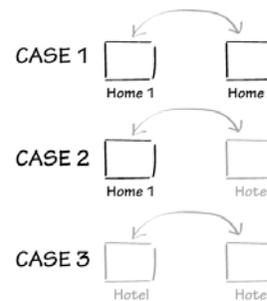
## 2. RESEARCH SUMMARY

The Ph.D. has the title "On the move –creating domesticity through experience design". It runs from April 2008 to April 2011 and it is an industrial Ph.D. in cooperation between the high-end a/v company Bang & Olufsen and Aarhus school of Architecture. My professional background lies within interaction and industrial design.

The project scope aims to investigate domesticity for the modern nomads, being people with several homes or frequent travelers. With offset from user studies and ethnographical work we will create concepts and prototypes to investigate how to create a sense of domesticity while being away from the primary home.

The doctorate is placed in the field of research-through-design[2], as we will build prototypes and demos for testing the concepts and theories about domesticity and mobility for today's global experience society. It is founded on People Centered Innovation[3], and I will therefore conduct various user studies throughout the project with both inspirational approaches and more engaging approaches such as participatory design.

The project is split into three cases/milestones. First year we will focus on people with two or more homes, where they have full control of both places. Second year of the project period will be concerning people who travel frequently and often staying at hotels. We will design for the hotel situation where there is not the same level of control as when you are home. Third year is primarily concerning the travel situation and developing concepts for the frequent travelers.



**Figure 1 Illustration of the three case studies. Black=places where the modern nomad have full control and ownership over the media and environment.**

We started out with anthropological studies of people with several homes, conducted by the anthropologist Ida Winther. This was done to learn about the experienced long distance commuters and mapping their tactics for home making. The participants in the studies varied from the child of divorced parents living part time with each parent, to the commuter between the capital of Denmark on weekdays and a small Island during the weekends and the steward staying on UK time while being in the US and others.

Geographical studies of the super-rich imply that most of them have multiple residences around the world [4] and we therefore decided to do supplementing studies of this group. The affluent consumers (called super-rich by Beaverstock et al. [4]) often live the global life with work and meetings around the world. They can afford to be first movers on trying new technology solutions, which will become more common household items over time when the technology has matured. This makes it possible for us to think out of the box of economical constraints, which is very

useful in the design process as the basic rule for brainstorming is open-endedness. The results from these studies and idea development will then inform all three cases. User studies of this group are therefore being conducted during this first year of work.

The studies of the affluent consumers are then juxtaposed with Ida's work and the basis for idea generation and concept development. My research is running on the first half year and I am halfway through my background user studies of the affluent consumers concurrently with building first demo prototypes and brainstorming on new concepts and ideas.

### 3. WORK-IN-PROGRESS

#### 3.1 1<sup>st</sup> year milestone

The doctorate is a part of a larger interdisciplinary project with representatives from the field of design, computer science and business management. The project runs for three years and each year ends up with a milestone with demos and ideas for future work. The first milestone is in October 2008. One of the concepts we will present is the Ambient Shared Live Media concept, which is highly relevant seen from the perspective of iTV. The concept lies in the field of social television[5][5][7][8]. We pose the question of how media usage (watch television, listen to music, play computer games etc.) can become a facilitator for socializing between distinct places?

We aim to build a concept that supports various kinds of communication levels in this concept. Based on Ludvigsen's scale of social interaction [2] we seek to support a smooth transition between the different levels, moving from peripheral awareness to more direct communication and even to the most engaging type of interaction –shared activity. All of course for people in remote locations.

The concept is about connecting two homes with sharing media experiences as the facilitator. We work with applying media usage as ambient awareness between related homes and as a facilitator for socializing. This is then done through scaling up and down between shared media experience and conversation going from silent to voice through speakers and picture on television, with several steps in between. This scaling has an important role for the experience of the concept and we will work intensely through experience prototypes to develop this into a strong interaction solution. We wish to make the experience different from video conferencing so that it integrates with the home feeling and becomes a natural way of connecting in everyday life.

#### 3.2 Methodology

The project is a doctorate in the field of research-through-design. This means that I will initiate new solution proposals and experiments [9] to understand the potentials in future designs. At the same time these design iterations are used to better understand the notion of home making for the modern nomads. The terminology about the feeling of home is founded on earlier research done by Ida Winther[1]. Her doctorate is about 'Home' and is processed and categorized in four themes:

- Home (as an idea)
- The home (as a place)
- To feel at home (ambiance)
- Homing (tactics)

What I find interesting in her studies are mostly concerned with the last two themes as they can also be taking place outside the primary home. To 'feel at home' is an ambiance or an atmosphere that is not bound to a specific place[1]. The Chinese geographer Yi-Fu Tuan [10] works with the idea of space and place. Space is the unknown and place is the security and known. When being away from the primary home it is often perceived as space but can over time be transformed into place. This is done through the last category of home: to be homing. Homing is an action that is performed and the result is the feeling of home. Homing is Ida Winther's invention and it comes from Deleuze's [11] verbalizing nouns so that they transform into something taking place. Homing is a verbalization of home, so instead of being a place it becomes something taking place. It is the things we do to transform space into place.

A challenging issue for me is concerned the question of *how ethnographic work can become design and how can design become research?*

### 4. iTV

The doctorate is focused on a larger area than iTV, being several solutions within medias used in homes and while travelling. The contributions will range from software services to mobile devices and new home integration solutions and concepts. As the core products from B&O are centered around speakers and television, these devices will certainly be a part of the solution area, which is already seen in the first demo prototype being built in this writing minute. It seems inevitable that television will go into the direction of interactive television where the users can put a higher impact on the content than what is the case today. I see some themes that I find important to investigate through design, and that is the following:

- *How will the future television develop in a social perspective?*
- *How do we get inspired for watching content, when zapping disappears?*
- *How do we want to interact with electronic devices in domestic settings?*
- *How should future electronic devices develop to fit into domestic settings?*

Our studies in the MHC group will be a suggestion of answers, trying them out in real life through mock-ups, demos and user studies.

### 5. FUTURE WORK

The demos will be experienced and tested in various ways to find the potentials and the failures for future development of social television across physical togetherness. This will take place in parallel with new concept developments with offset from plural user studies. Next year's user studies and research will be more towards the hotel situation and the last year will be focused on the travel situation in particular.

### 6. ACKNOWLEDGMENTS

I would like to acknowledge my co-workers at Bang & Olufsen, Interactive Spaces and Alexandra Institute as well as the inspiring

work with Ida Winther and the people participating in interviews and observations.

## 7. REFERENCES

- [1] Winther, I. 2006. Hjemlighed. (Homeliness) Danish Paedagogical University Press.
- [2] Ludvigsen, M. 2007. Designing for Social Interaction. Doctoral thesis. Aarhus School of Architecture.
- [3] Global Watch Mission Report, Innovation through People Centered Design - lessons from the USA, University of Surrey, 2004
- [4] Beaverstock, J.V., Hubbard, P. & Short, J.R. 2004. Getting away with it? Exposing geographies of the super-rich. *Geoforum* 35(4), pp. 401-407
- [5] Hemmeryckx-Deleersnijder, B. & Thorne, J. M. 2008. Awareness and conversational context-sharing to enrich TV-based communication. *Computers in Entertainment (CIE)*, Volume 6 Issue 1 2008
- [6] Cesar, P., Chorianopoulos, K., Jensen, J. F. 2008. Social television and user interaction. *Computers in Entertainment (CIE)*, Volume 6 Issue 1 2008.
- [7] Shamma, D. A., Bastea-Forte, M., Joubert, N. & Liu, Y. 2008. Enhancing online personal connections through the synchronized sharing of online video. CHI 2008
- [8] Harboe, G., Metcalf, C. J., Bentley, F. , Tullio, J., Massey, N. & Romano, G. 2008. Ambient social tv: drawing people into a shared experience CHI 2008
- [9] Brandt, E. & Binder, T. 2007. Experimental Design Research: Genealogy intervention –argument. International Association of Societies of Design Research, Hong Kong 2007.
- [10] Tuan, Yi-Fu, 1977. *Space and place: the perspectives of experience*, University of Minnesota Press
- [11] Deleuze, G. & Guattari, F. 1987. *A Thousand Plateaus: Capitalism and Schizophrenia*. University of Minnesota Press