



HOUSING TOUR JAPAN

life in Japanese homes
through the eyes of an architect

a project by Leonardo Di Chiara



Housing Tour Japan

life in Japanese homes
through the eyes of an architect

Our contemporary society is going through a major housing crisis. Overpopulation in urban areas, depopulation of the countryside, housing shortage affecting the young generation, uncontrolled increase of the renting prices, single-person units and isolation: these are only some of the issues we are all facing now as residents in our European countries. If there is a solution, this will need to be found very far from the traditional housing strategies which are currently engaged. What can inspire new design concepts to meet the most urgent needs of the contemporary society?

Breaking and reinventing existing models requires research, awareness and creativity. "Housing Tour Japan" was conceived to stimulate this process through an itinerary residency experienced hand-first on the opposite side of the world. The project is based on a one-month series of daily life adventures called "test-living": sleeping, cooking and working inside traditional or contemporary designed homes in Japan. The real experiences will be photographed and collected for public divulgation and further cultural and commercial studies.

The project was conceived by Leonardo Di Chiara, a young Italian architect and engineer specialised in house design and with a great passion for real-life research missions. Acting as the protagonist of the Tour, he will adopt the scientific attitude of a researcher, the communicative approach of a reporter and the open-mindedness curiosity of a traveller.

objectives

research, culture, network



Leonardo Di Chiara and the Tiny House "aVOID" supporting group including representative from technical sponsors, institutional partners and volunteers.

- build a knowledge basis about traditional and innovative living solutions in Japan and bring the experience back to Europe to inspire further applications in our built environments;
- bring to Japan examples among the most important cultural, commercial and strategic projects about innovative living solution developed in Europe with a specific focus on Italy and Germany;
- Create a connection and establish a solid network between the two countries involving professionals, professors, students, companies, artisans, politicians which are working in the field of architecture and design related to the topic of housing;
- create basis for cultural and commercial exchange between the two countries;
- offer a different interpretation of the Japanese culture through an analysis of their housing typologies and design solutions for daily life activities.



phases

planning, visiting, sharing, hosting

The project is carried on in four consequential phases:

- 1) 01/06/19 – 31/10/19 | planning: definition of a detailed programme of the trip including test-livings experiences, meetings, company visits, etc. – building of relationships with local figures: home owners, institutions, companies, etc. – creating a supporting group for the project including institutional partners and sponsors – organisation of events (talks, seminar, exhibitions, press conferences ...) to promote a public communication of the project before and after “phase 2”;
- 2) 01/11/19 – 30/11/19 | visiting: Leonardo Di Chiara research mission to Japan including test-living experiences, talks, seminars, company visits, communication activities, etc.;
- 3) 01/12/19 – 29/02/20 | sharing: creating a database for all the collected materials and contacts during the “phase 2” – participating in events to promote a public communication of the projects – sharing results with the supporting group and the press – building chances for future research trips to Europe by Japanese professionals, companies, students, etc. in the field of housing;
- 4) 01/03/19 - .../.../... | hosting: advising and supporting the organisation of research trips to Europe (focus on Italy and Germany) by Japanese professionals, companies, students, etc. in the field of housing.

programme of the tour

test-living, talks, meetings



Leonardo Di Chiara presenting the Tiny House aVOID at Bauhaus-Archiv in Berlin [september 2017] and at the press conference in Pesaro [august 2017].

The traveling phase of the “Housing Tour Japan” will be carried out by Leonardo Di Chiara in November 2019 following an itinerary from north to south. The programme of the tour, which is now being defined, will include the following activities:

- test-living experiences in Japanese homes (see following chapter for more details);
- talks, conferences, workshops to local Institutions (cultural institutes, schools, universities, associations, etc.) and participation to organised events. In these context Leonardo will share the results of his research activity around the Tiny House “aVOID” project and other experiences with the Tinyhouse University in Germany;
- meetings and company visits to learn local businesses involved in the field of residential architecture, home design and real estate.

programme of the tour

test-living, talks, meetings



Yoshino Cedar House in Yoshino



Nakagin Capsule Tower in Tokyo



Tiny House Japan by Haruhiko Tagami



There is no better way to understand a house and its functions than living in it for some days. This was the consideration behind the “test-living” programme created by Leonardo Di Chiara around his project Tiny House “aVOID”. During a period of two years he invited around 40 “testers” from different ages and social backgrounds to experience the life inside his mobile home. He was asking in return a report about the result of the testing which was considered concluded only if all the domestic activities were experienced: sleeping, cooking, cleaning, working, etc. The longest staying was carried out directly by himself: he has been living for more than one year in his Tiny House moving from big cities like Berlin or Rome to isolated natural spots like the beautiful hills in Tuscany.

“Test-living” is applied by Leonardo as a real research method. In the last year he carried out temporary residencies at CPH Village in Copenhagen, at MLOVE Campus in Hamburg and at Weißenhofsiedlung in Stuttgart. Next destination will be Japan and its traditional and most innovative dwellings such as:

- ququri micro-apartment (9 sqm) in Osaka by Spilytus;
- Standardized Muji “Wood House” in Tokyo
- Yoshino Cedar House in Yoshino by airbnb;
- Yokohama Apartment for artists by Ondesign partners;
- Love House in Tokyo by Hosaka Architects;
- Nakagin capsule tower apartment in Tokyo;
- Tiny House Japan by Haruhiko Tagami in Oita;
- Tiny Campervan by Daihatsu in the countryside;
- “Nine-hours” capsule hotel room in Tokyo;
- Tinys Yokohama village by Tinyhouse Orchestra



Instagram

@leonardo.di.chiara
2261 followers



Facebook

/avoidtinyhouse
2826 followers



Website

leonardodichiara.it
600 visits/day

communication

social media, website, events

The whole project will be reported both through online platforms and participation to events. Instagram, Facebook and website blog will be used daily by Leonardo to share the on-going experience to bring the audience at direct contact with the test-livings and the people met during the travel.

The results will be shared with the press and all the partners of the project which will make their own publication through their channels. At the end of the experience Leonardo will communicate the results participating and organizing events such as talks and exhibitions.



get involved

why and how you should support

Do you believe that the “Housing Tour Japan” project could have a positive impact? You can get involved as a sponsor, a partner institution, an hosting home owner, a media partner, etc. Learn more why and how you can give your support.

Some reasons why you should support the “Housing Tour Japan” project:

- you are interested about the results of the experiment for your market survey or any other research;
- you want to present your products or your company through Leonardo’s activity as an architect in Japan (or back in Europe);
- you want to enlarge your network in Japan (or back in Europe);
- you are interested about the cultural experiment and the divulgation of its results;
- you are interested in strengthening the international relationships between Japan and Europe (focus on Italy and Germany);
- you own a house in Japan and you want to host Leonardo to know his thoughts about its design and functionality for future improvements;
- you want to host Leonardo in Japan to get to know his works, his design strategies, his vision and to share it with the audience through interviews, talks, workshops, ...



What you could offer to support the “Housing Tour Japan” project:

- Sponsoring part of the travel expenses (flight ticket, train ticket, accommodation, etc.);
- Opening your house or organizing with your contacts a Test-Living experience in a Japanese home for Leonardo during his staying in November;
- Inviting Leonardo for a talk/event/workshop in Japan to share his experience as an architect especially with the Tiny House “aVOID” project;
- Organizing an event after the trip to share the result of the project in Italy or Germany;
- Share the results of the experience on your channels (newspaper, magazine, social media, blog, ...) and through your contacts (mailing list, newsletter, messages, ...);
- Inviting to Europe an expert from Japan which Leonardo met during the travel for further exchange.

Leonardo Di Chiara

exploring solutions to contemporary housing issues



Leonardo Di Chiara during the "aVOID on Tour" at Goethe-Institut in Rome (may 2018).



Leonardo Di Chiara living inside his tiny house "aVOID" at Bauhaus-Archiv Berlin (october 2017).

Leonardo Di Chiara is a 28-year-old Italian architect and engineer. He focuses his research and professional practice in the field of housing and mobile architecture, exploring new possible developments within the existing urban structure. By invitation from Van Bo Le-Mentzel, he became joined the Tinyhouse University in Berlin as a member of the Board of Directors. In 2017 he designed and built the Tiny House "aVOID", gathering together a team of 9 institutional partners and more than 40 technical sponsors among some of the most influential Italian and German companies. The Tiny House was protagonist of a one-year Tour being exhibited at some of the most important design museums in Italy, Germany and Switzerland. For the social value of his works, he was awarded the "Premio Berlino 2017", a prestigious prize given by the Italian Ministry of Culture and Ministry of Foreign Affairs to young and talented Italian architects.