

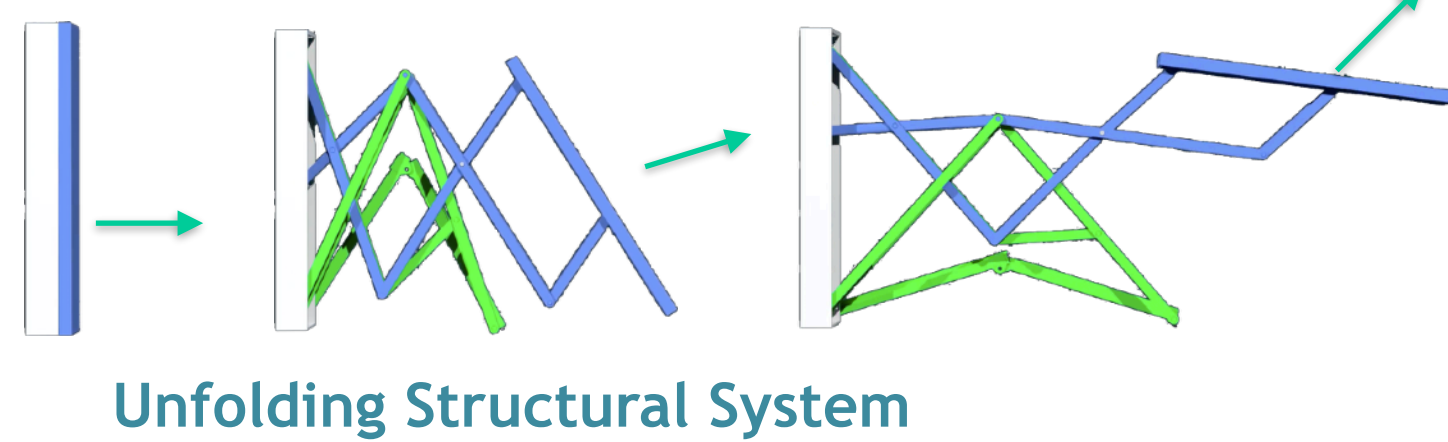


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POP-UP EXPERIENCES & UNFOLDING HOUSING

Pop-Up Experiences for Commercial Applications

UnFolding, Movable Residential Architecture



1. PROJECT INTRODUCTION

1.1. BACKGROUND

The un-folding design, efficient transportation methods, and rapid on site set up make this a perfect fit for any home owner, college campus job site operations, with housing needs, recreational market, community developers and even municipalities looking for meaningful alternatives to current housing options on the market.

During transport, the home is cleverly folded into that of a standard sized 53' semi, just like all of those huge tractor trailers you pass when driving down the highway. This standard shipping size allows the UnFOLD homes and structures to be delivered almost anywhere in the world over land or sea.

Versatile by its unique unfolding design, this nomadic, expanding modular, modern shelter system eliminates the feeling of a railroad apartment or bowling alley common with tiny homes. By unfolding a central living room and upwardly expanding a second story it looks and behaves more like the living spaces of up to 800 square feet that we have come to expect and love. The larger models expand to triple their original footprint (or even 5 times in size) to create the possibility of 1,350 square feet or up to 2,225 square feet

The UnFOLD homes and structures has been created as a response to the many unresolved, unsustainable and often inflated housing costs. Currently there is also a missed opportunity to better integrate technology into our homes, and events spaces. Unfolding architecture is a quest for a more expressive and honest architecture to transform the way we live and the way we activate the places and spaces that matter to us. The unlimited applications look to revolutionize the way we think about housing, architecture and the future of the human footprint on earth.

2. EDUCATIONAL OUTCOMES

INCREASED ENROLLMENT

"I would love to live at this school, I want to come to this school"
Graduate students with families will consider Schools more if housing is supportive for them.

GREATER ENGAGEMENT & RETENTION

"I love my living situation, my school is cool, I love this school"
Students that see Universities as innovative and educate through setting an example stand a better chance of retaining students.

IMPROVED REPUTATION CAPITAL

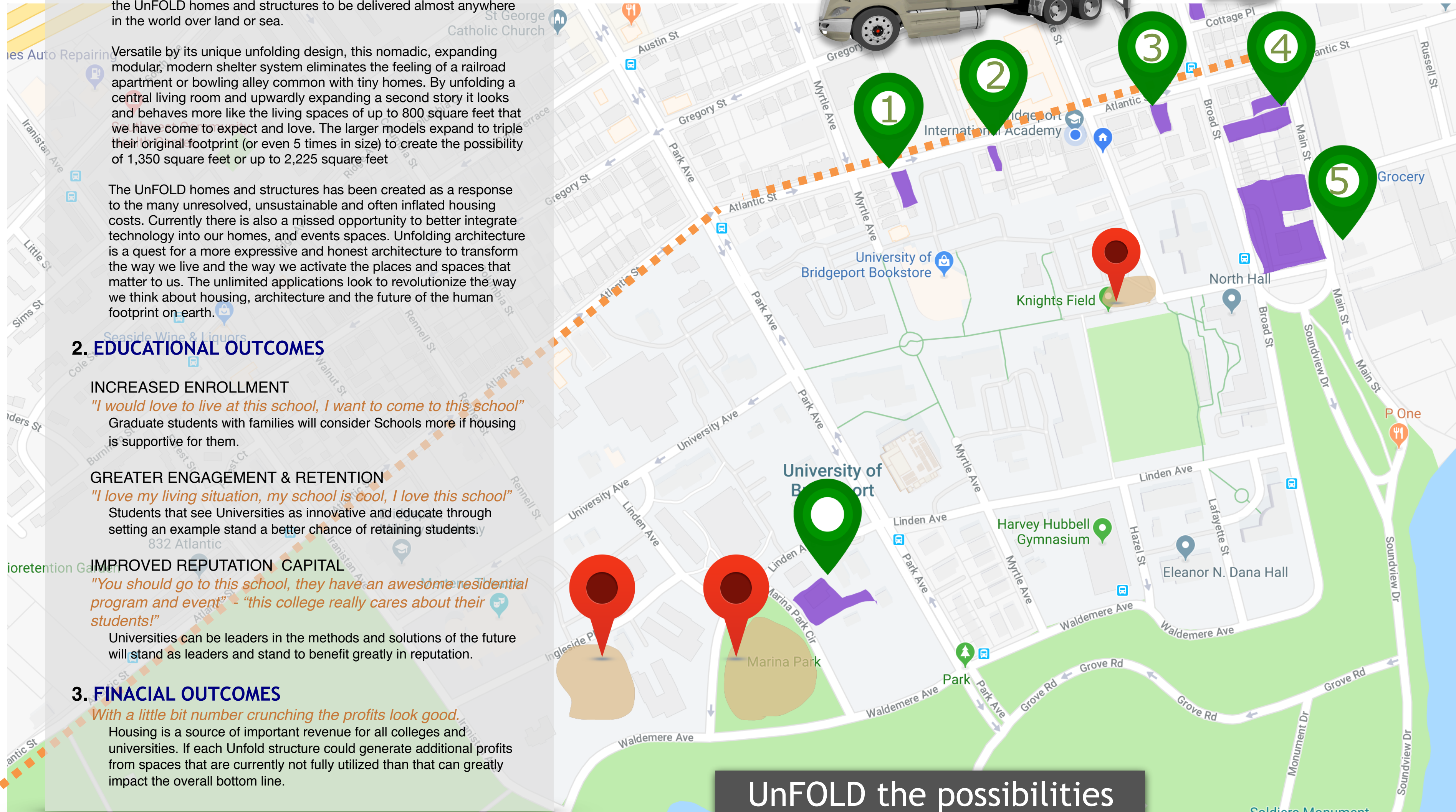
"You should go to this school, they have an awesome residential program and event" *"this college really cares about their students!"*
Universities can be leaders in the methods and solutions of the future will stand as leaders and stand to benefit greatly in reputation.

3. FINANCIAL OUTCOMES

With a little bit number crunching the profits look good.
Housing is a source of important revenue for all colleges and universities. If each Unfold structure could generate additional profits from spaces that are currently not fully utilized than that can greatly impact the overall bottom line.



Starts as a semi



UnFOLD the possibilities

