

BLAI HOUSE

A New Concept of Co-living in Barcelona

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ABSTRACT

In the past decade, there has been an explosion of coliving spaces on a global scale. The idea of sharing common necessities has always existed and as the world tended towards individualism at one point and for a while, it began to tilt again towards sharing and this ever-growing tendency is here to stay. Younger generations crave freedom, flexibility, and self-realization. In a time when travel is easy, where companies increasingly support remote working, rent is constantly increasing, loneliness and isolation levels are high, the environment is struggling, and cities get denser, the modern coliving movement is disrupting today's traditional rental and homeownership standards and revolutionizing how people in the 21st century aspire to live (Coliving, 2020).

Barcelona, however, is late in adopting the trend. Some facilities and real estate projects have marketed themselves as coliving, but they fail to implement the true essence of the modern coliving movement, which is to develop the design, both physical and operational, that in turn creates a true sense of community of like-minded individuals. In Barcelona, these offers are few and wrongly executed, tainting the concept in the city for both tenants and regulation officials, before it even got a chance to settle.

After looking upon the history of coliving and global trends, it was not only clear to see that there is an ever-growing need for coliving products to be developed across the globe, but that Barcelona is an ideal place to design a unique working model. Having identified millennials as first adopters of this product, this group was studied upon, both through research and in the field. Results show that Barcelona youth is highly imported both from other parts of the country as well as internationally, that an extremely high percentage suffers risk of mental health, due mostly to stress, and that like other millennials across the globe, they are open, willing and interested in coliving.

The special unique concern relating to the risk of mental in Barcelona youth led to further research and consequent conclusion that the coliving concept designed here would be state of the art for it would provide the chance of a unique service design that:

- Truly focuses on community – namely freelancers and entrepreneurial-minded
- Is the first coliving globally with a focus on mental healing using biophilic design
- Provides the best value-for-money proposition for residents
- Is easily scalable through the concept design of pod or capsule
- Is realistic and implementable

The conclusion is that the coliving design true to the community necessities of a specific target group, namely freelancers and entrepreneurial-minded millennials without children and between the ages of 25 and 34, it is possible to prove that this scalable concept can be replicated in different locations within the city and later across Europe to tend to the necessities and market trends in the world we live in today to improve quality of living and collaborate to more sustainable living standards.

INTRODUCTION

Contemporary coliving is a new take on an old idea. It consists of a modern type of residence where those that inhabit it share certain living spaces and a set of interests, values and intentions. It has been developed by millennials as the first adopters, a generation that values collaboration, social networking, openness, sustainability, and a sharing economy.

The best descriptive definition encompassing multiple coliving facets can be found at ‘Urban Dictionary’; a crowd-sourced online dictionary that aims to describe newly emerging language trends authored by and for millennials (Damaso & Cotter, 2007). Urban Dictionary defines coliving as “A movement in shared living where people adapt a more flexible leasing structure and practice increased engagement with the household in order to form more meaningful connections with housemates and the general community—regardless of the duration of stay. Co-living can take many forms, from shared apartment buildings to shared houses or individual apartments, and it’s particularly gaining traction in areas with a high cost of living... Because the rentals can be short- or long-term, it’s increasingly common among younger demographics seeking more meaningful, interconnected lifestyles or travelers who want to immerse themselves in a new city or culture” (Urban Dictionary, 2016).

This definition resumes some important aspects of coliving:

1. Coliving is striving to create a community
2. These communities exist mostly within the traditional ‘rental’ structure of apartments or shared houses
3. The incidence of these communities is highest in dense urban areas
4. These communities are generally made up of young adults, who may stay for shorter times or may be in a transition time in their lives

The craze first caught on in Berlin and Denmark, and it spread globally shortly thereafter. In 2015, Common launched in NYC and had 6 properties by 2020 across other cities in the USA (Coliving, 2020). In 2016, The Collective Old Oak opened in London with 547 units and in 2019 launched its second property, The Collective Canary Wharf, the biggest coliving facility in the world today with 706 units (Paynter 2019). In 2017 Quarters opened with 92 properties across Berlin and NYC. Before any of this, there were already some well-established concepts worldwide, which could be considered to be the predecessors to the coliving movement; namely the concepts of coworking, cohousing, and student and elderly residences.

Coworking was an unknown concept to most a decade ago. In this model, businesses, entrepreneurs, freelancers and start-ups share ideas and a space to work, network, and participate in their local business community, transforming the way the modern worker interacts with the business world today. The idea has proven successful because it provides more flexibility, freedom, cost-efficiency, productivity, network opportunities, and access to a vaster variety of work areas, whilst enhancing discipline, boosting creativity, and decreasing workspace loneliness.

Cohousing is another long-existing model, quite popular, yet perhaps less so by its name, which is still slowly acquiring popularity. It consists of a set of fully self-contained family homes clustered around shared common spaces. These often include outside spaces, parking, playgrounds, swimming pools and/or gardens, but it may also include large communal kitchens, recreational spaces, laundry and more. Often cooperatives or homeowners’

associations gather to form and develop a community around a set of necessities. This concept is especially popular with families and older adults.

Student and elderly residences also represent a type of coliving that has also always existed and thrived everywhere, but neither thought of or labelled as such. Students have a need for intense socializing and extremely affordable living and the elderly have the need for company, adapt facilities, custom entertainment and care readily onsite.

The coliving concept is the most modern of all these non-family living-together-ways and it shares similarities and differences with each of these. Shared intentions are the epicentre of all these concepts and the differences lie specifically within what these intentions actually are. Each set of intentions defines certain demographics and not the other way around. The property or communal of properties are designed to fulfil that set of intentions corresponding to such demographics. The modern coliving concept has been created and growing in popularity to meet the market need of adults, mostly in their late 20's to late 30's, single or with partners and without children. The designed product is thus a residence, apartment, house or building in which residents have their own bedroom and sometimes bathroom and share all other common areas including kitchen, dining, working, socializing, entertaining, laundry and outdoor areas. Post student life, adults have always often gotten together under these schemes of home-sharing, but their only option was to go through the search process and long-term commitment with the appropriate living partners and place, as well as the responsibility for setting and furnishing the place, and cohabitation rules, as well as all other associated expenses including utilities. Under modern coliving schemes, the properties and communities are fully designed and for a flat fee, where residents get everything set up hassle-free and matched with the ones that share the same intentions.

Coliving first caught on with certain groups of millennials, namely digital nomads, young professionals, and small niches of those who consider it very important to live and connect with people like themselves in their own chosen criteria. The chosen criteria, and therefore coliving schemes are numerous and go from either religious or sexual orientation, to their current situation, such as professionals in creative industries or those freshly divorced for example, to gender or work style, such as entrepreneurs for example. People often have a way in which they identify themselves and the same person could identify him or herself in a number of different identities or a set thereof. Observing history, one thing seems certain, people have always like to flock with those that share the identity they have chosen for themselves.

In Barcelona specifically, there is no coliving concept yet, as described above, and misnamed coliving offers in the market will be described later. The local council has conducted extensive research through interviews to a significant portion of the youth population and results are astonishing. Barcelona youth is struggling to find suitable housing options and they suffer risk of mental illness caused by stress, especially related to living conditions. My own research from conducted interviews has shown similar results and reveals how their needs can be achieved. The result of this paper therefore, aims first to analyse this situation and needs of this affected youth group precisely, and secondly as a result, to propose a new and ideal coliving service design as a model to resolve this problem for a particular selected niche within this group. The result is a coliving building especially devised for a mid-term residence time-period where young professionals of entrepreneurial mindset to easily access, cohabit, and nurture ideas with similar interest individuals in an inspiring environment which alleviates stress and prevent this imminent risk of mental illness.

Co-living

(noun) κου'λιβ.ιη

The practice of living with other people in a group of homes that include some shared facilities, areas, rooms, equipment, or services for particular activities.

KEY WORDS

Millennials, coliving, mental health,
international community, sharing economy,
entrepreneurial mindset, Biophilic Design.

METHODOLOGY

The idea of building a **coliving community for the Barcelona international and entrepreneurial-minded millennials** came upon from a variety of different, and somewhat unrelated inputs, which seamlessly fit well together around the object of design. These are:

1. My own market observation (specifically millennials general dissatisfaction with work and housing)
2. Coworking and coliving worldwide rising trends
3. My own interest and understanding of entrepreneurial-minded individuals (drives, fears, frustrations, necessities, etc.)
4. My own participation and observation of communities or members' clubs with shared interests (namely Soho House and Club Med)
5. Friend's recommendation research upon Biophilic design's impact to mental health

How these inputs gave rise to a definite design idea has been a process of almost two decades of observation at an international level, coupled with market study and research. And, though the original interest on the topic came from personal experience as part of the observed group, other inputs fell nicely into place as market study, recommendations and deepened research progressed.

The research methodology begins with coliving history and evolution. Specifically, it looks upon how it all began, tracing its development until today's modern concept. It looks upon related concepts, such as cohousing, coworking, fab labs and hacker spaces that share similarities and identifies its unique difference: like-mindedness.

An idea must be flexible, adapt to new inputs and research results as well as lead to a hypothesis worth pursuing. The work that follows deepens the input points named above and the methodology starts with the definition of the ideal target market. Coliving in its own right is suitable to most youths, but a specific design, must be for a specific community and its interests. The methodology defines therefore, how the idea came to define the users of this design as international and entrepreneurial minded millennials.

The next step in the methodology is to deepen the research. Two very relevant trends for this research paper and consecutive design, have been identified amongst the top 10 trends in early 2018, namely that of adaptive entrepreneurs and the rise of coliving solutions. Adaptive entrepreneurs are those that see "flexibility in their lifestyles, and are prepared to take risks. Millennials especially have an entrepreneurial nature, shifting away from the traditional 9-to-5 career towards one that affords more freedom...The Co-Living trend has blossomed amongst millennials...in the residential space...The trend stems from hyper-urban hubs that have embraced the sharing economy as lifestyle choice." (Angus, 2018).

Within the research section, this paper will explore the coliving trend and why "co-living is a trend that is here to stay" (Mindset, 2022). It will explore the definition, the pros and cons as well as existing offer types worldwide. Barcelona will then be looked upon in more detail. Currently Barcelona has no real coliving options. It does have however some approaches, which this research will discard as appropriate coliving concepts according to the hereby definition. The research will also expose the most important findings about Barcelona youth, namely and most importantly those which result from a General Health Questionnaire (GHQ-12) conducted by the Barcelona Council and which most interestingly expose that about **40% of Barcelona youth is in risk of mental health suffering from a variety of conditions including**

stress and depression, as well as inability to sleep or concentrate well, and incapable of overcoming difficulties. The result of this research, is what led to the idea of implementing elements of biophilic design onto the project design. The follow-up research will explain biophilic design and how it affects mental health positively, making it a must to incorporate in a design where users are known to suffer the conditions it helps to heal.

Three study cases have been carefully selected to touch three of the most relevant aspects of this paper. The first one is that of The Collective Old Oak, a successful coliving case study. The second is Club Med, an all-inclusive holiday resort which masters the ability to immediately create social community groups and sense of belonging amongst guests unlike any other. The third is 1 Hotel Toronto, an urban hotel that has put Biophilic Design at the epicenter.

The case study of La Borda has been considered and discarded. Worth mentioning, La Borda is a successful and prized cohousing project in Barcelona. It has been discarded as a contributing case study for this project, however, for its lack commonalities with the main concept of this design idea. Despite the apparent proximity between cohousing and coliving, the concepts are quite different. In a cohousing project, a community with named members must be defined first and the object later. In cohousing people often own, they already live in the chosen neighborhood, they are often already neighbors, they are often older and many times with children, they are often local, they do not share specific similarities in professional aspirations or even interests necessarily, and the object in a cohousing project consists of entire residences with shared spaces as opposed to minimal private space with shared everything-else, as a coliving concept implies. The lack of similarities to extract useful benchmarking has led cohousing and coworking out from the carefully-selected case studies. Yet, the concepts will be analyzed in the research section since they have been historical influences of the concept at hand.

The methodology will lead to the projects own market study, which consists of 100 personal interviews made specifically to the target market group. This section will include an explanation as to why this number of interviews is considered appropriate to take conclusions upon it. It will also make connections and correlations with the youth questionnaire conducted by the Barcelona council, and especially where it pertains to the correlation with the general health questionnaire section with a corresponding analysis.

This will lead nicely upon the design itself. Within this section, the place of choice will be defined along the reasons for why it has been selected. Important to note is that extensive market research has been made to avoid hypothetical and idealistic designs, which would only be useful for an academic paper. In this case, a real and available building will be presented. As author of this paper, but also a business entrepreneur, the realistic feasibility of the design implementation and project have been considered as an important aspect and prospect for a posterior business plan. The building itself will be shown in a before and after approach and exposed with floor plans and 3D models for illustrative purposes only. Appropriate architectural plans are considered inadequate for this service design. Upon presenting the place, the object of design will be concluded with its operations. These will include branding, working members, services, coliving times, community definition, cohabitational rules, legalities when relevant, and more.

To conclude, an analysis as to why Barcelona would benefit from such a project design proposal, the needs it resolves and its growth and expansion potential.

COLIVING HISTORY AND EVOLUTION

Modern coliving comes from a recurring human trend. Simply put, it is the act of communally sharing space and resources and benefiting from a supportive community. Therefore, it is in fact something which has been seen time and time again throughout history. The reasons for which a coliving arises are completely different each time, and this is because social, economic, spiritual and technological shifts impact our lifestyle choices and redefine the ideal home.

Today's coliving movement surges from the concept of shared economy. The Internet has facilitated the exchange of items directly from one another. There has been a growing trend towards peer-to-peer and away from consumerism. "Contemporary coliving communities, therefore, are a manifestation of a renewed cultural movement towards resource-sharing." (Coliving, Inc., 2020). The term 'coliving' first began appearing in news articles in 2011-2012 and can be traced to the rise of Silicon Valley and the need for housing for tech workers (Widdicombe, 2016).

So how did it all began? A long time ago, hunter-gatherers were nomads living in mobile camps together and relied on each other for everything from food to protection to child and sick and elderly care. Around 10,000BC, the agricultural movement made it possible for humans to settle, and innovation gave rise to civilizations. At this point, communities stopped relying so much on each other for survival, but still chose to live together in collaborative communities. We humans are intrinsically social creatures and according to Ph.D., Science Director of the Greater Good Science Center at The University of California, Emiliana Simon-Thomas, our bodies literally work better when we are not isolated (DiGiulio, 2018). In essence, we are hard wired to remain in clusters, with all the associated downsides such as competition, mate struggles, and disease amongst others. Yet the benefits of pooled resources, shared information, protection and connections outweighed the disadvantages, and they still do so today (Buildner, 2020).

In the Middle Ages, 12thCentury homes were some of the earliest monogamous couples living as a family in recorded history. Nevertheless, those people shared communal spaces with neighbors. It was not until the Industrial Revolution in the 1800s that we began to see a shift away from communal living and towards a social divide, since it disrupted the need for large groups of people to live together close to their agricultural crops. This rural exodus, changed the landscape of medieval cities and agricultural communities as it created a demand for houses close to where people worked, giving rise to social classes that began to determine how people lived (School History, 2022).

The nuclear two-parent plus children household began to rise in popularity as the economic booms sparked higher wages. Couples could afford their own homes, healthcare and life expectancy consequently improved, and the middle class was born. The industrial revolution had changed the work sharing roles men and women had held in agriculture, as men then had to do strenuous work in factories while women were relegated to domestic work. These roles are still somewhat imbued in societal expectations today, despite its constant rapid decline.

Today, people, namely millennials, begin to choose experiences over ownership, the newest trend, and placing a higher value on realizing who they are and what they want in life as opposed to intrinsically accepting societal expectations of the previous generation (Coliving, 2020).

Some of the most relevant coliving examples include Utopian Phalansteries of the 19th Century, to central kitchen buildings in Denmark, boarding homes in the USA, Kibbutz in Israel, flat-shares across different parts of Europe, hippie communes across many parts of the world in the 60's, cohousing projects in the 70's, to hacker houses in the 2000's.

But before moving on to coliving today, it is worth going into other aspects beyond communities living together throughout history and our intrinsic need to socialize. Namely, there are four interesting concepts based on the idea of community: cohousing, based on the idea of mutual decisions, coworking, on mutual work, fab labs on mutual interests, hackerspaces on mutual passions, to finally coliving, which is based on mutual living.

Cohousing is about creating and using common spaces as a result of an idea by a group of people without any particular ideology. In cohousing, residents usually have fully self-contained residences. The community shares additional spaces such as garden, children play areas, extra-large communal kitchens and dining areas, social gathering places, etc. All members share the management and vote on decisions which are always made jointly. Neighbors relate in a collaborative way, as opposed to a competitive way and this results in a community of friends and allies that work together (Cohousing, 2020).

Coworking is instead based on joint work, where several people, often freelancers work together in a rented room, frequently a coworking office. They share the same idea of community but ignore the concept of joint decision making. The motivation is based on the idea that working in a common space has a positive impact on work and gives an atmosphere of freedom as opposed to discipline (Cohousing, 2020). It also stirs away from competition, this time towards cooperation with informal relationships.

Fabrication Laboratories or fab labs, also follow the concept of community and cooperation. Creative people, often without adequate education to work in the field of digital production can use fab labs to consult qualified mentors and other members of the fab lab community as well as access laboratories equipped with interest-appropriate digital devices.

Hacker spaces take place mostly in the form of lectures or workshops by communities with a shared interest and knowledge in the fields of technology, electronics and computer science. These are more informal and accessible than fab labs.

All these initiatives are based on the idea of community, maintaining relationships with other community members. The phenomenon of coliving, also based on the same idea, brings many economic, social and possibly professional advantages for its participants. Coliving is a form of common residence aimed at young people aged 20-35 in which tenants share space, interests and values (Stępnicka, 2020). It ties together with aspects of these initiatives nicely.

Coliving is a combination of private space with the concept of community and services. It is a relatively new phenomenon with a new look at the idea of sharing, paying particular attention to the interactions between participants and their shared interests, valuing openness, cooperation and partnership. **Like-mindedness** is at the core of the coliving concept. It provides a sense of community, security and it is a driving force particularly attractive, but not exclusively, to freelancers and entrepreneurs. It is a concept aimed at open people, who find themselves in different situations and are looking for challenges and acquaintances. Coliving spaces aim to foster creativity and collaboration while providing the economic value of saving time, time to research and book appointments to visit properties, time to pack and transport and unpack, time to settle and decorate, time to figure out where and which are the relevant

services needed, time to setup utilities and other accounts and accepting that this entire process may fail because neighbors and all that is around may turn out to be incompatible. It is a phenomenon in its early stages of development but in the next few years, it will play a significant role in the real estate market around the world.

The incidence of delayed adulthood among the Millennial generation, the desire for community, and the lack of affordable housing are but some of the reasons for the growing coliving trend. Additional cited reasons include the 'sharing culture' trend, as well as the reduction in the cost of world travel, which when coupled with the increase of remote work, make the flexibility of this model attractive (Grozdanic, 2016).

In the past few years, Google Trends has shown the term 'coliving' rise in popularity by 300% (Google Trends, 2022). At the end of 2016, there were more than 60 colivings in the world, by the end of 2018, there were more than 200 and by the end of 2019 this number doubled to 400 (Kumar & Hatti, 2019). The German property firms Medici Living Group and Corestate Capital Holding declared in 2018 they planned to invest 1Billion euros in developing coliving facilities across Europe, focusing most of this effort in Austria, Switzerland, Spain and Poland (Reuters, 2018). A Global Coliving Report from 2020, stated the coliving industry worldwide is worth ~USD7.95Billion with an approximate 3.35Million people living in colivings around the world (Kumar & Hatti, 2020). This number excludes short-term accommodations of days or weeks, those without services or community, sublets dwellings, and paying guest accommodations such as guest houses, hostels, etc.

The term coliving has been brought to light in recent years to formalize a new type of living which goes beyond simply living together. It must foster a community setting for like-minded individuals and this process must be clear in the operations of the establishment beyond a statement on a website. The coliving hype has led many types of space-sharing dwellings and businesses, including even hostels and other paying guest accommodations, to rename and rebrand as coliving in an effort to become trendier and therefore, more attractive and increase sales, without changing operations in fact. I will refer to these businesses as **wannabe-colivings** in this paper and will focus on describing the few that have done so in Barcelona, as this is the market of interest in this project.

BARCELONA YOUTH

In order to understand Barcelona youth, the local council conducted 1,407 hour-long face-to-face interviews with young residents between 15 and 34 years old living in the city living in Barcelona for a minimum of 6 months. From the census published the same year of the interviews, this age group represents approximately a quarter of the city's population.

BARCELONA YOUTH SURVEY (ENCUESTA A LA JUVENTUT)

Barcelona youth survey 2020 aims to contribute knowledge about the living conditions, habits and values of young people in Barcelona with ages between 15 and 34. It also aims to make a general profile of the social, economic and demographic characteristics of young people and make an exhaustive portrait of the various areas that make up the youth reality.

BARCELONA POPULATION 15-34 YEAR BY YEAR WITH AND WITHOUT CHILDREN

According to the data published by the Barcelona council in 2020, the target market size of this study consists of about 200K. To be precise, in 2020, there were **204.110 adults between the ages of 25-34 without children**. Below is the calculated information from the data retrieved (Ajuntament Barcelona, 2020).

Number of people of each age year by year (data: 1 January 2020)											
Barcelona Population											
Years of Age	15	16	17	18	19	20	21	22	23	24	Total 15-24yrs.old
Number of People	14.001	13.890	13.703	13.909	15.166	15.547	15.709	17.070	17.936	19.585	156.516
Years of Age	25	26	27	28	29	30	31	32	33	34	Total 25-34yrs.old
Number of People	21.329	23.331	25.039	25.104	25.832	25.681	25.679	25.143	25.225	25.049	247.412
Percentage with children	13%	13%	13%	13%	13%	22%	22%	22%	22%	22%	Total 25-34 years old without children
Number of People w/o children	18.492	20.228	21.709	21.765	22.396	20.160	20.158	19.737	19.802	19.663	204.110

https://ajuntament.barcelona.cat/estadistica/castella/Estadistiques_per_temes/Poblacio_i_demografia/Poblacio/Xifres_oficials_poblacio/a2020/edat/edata01.htm

The council chose to apply the General Health Questionnaire, or GHQ-12, in order to better assess the mental health of Barcelona youth with a proven well-known method.

GENERAL HEALTH QUESTIONNAIRE GHQ-12

“Screening Psychological Distress Helps Early Detection for People at Risk of Mental Illness. The General Health Questionnaire (Ghq) Created by Goldberg in 1972 Is a Tool Which Has Been Widely Used to Assess Such Distress. The Ghq-12 Comprises 12 Questions Regarding the General Level of Happiness, the Experience of Depressive and Anxiety Symptoms, Perceived Stress, and Sleep Disturbance over the Previous 4 Weeks. Each Item Has a 4-Point Response Scale. In most studies, the GHQ-12 has been used as a unidimensional measure. Some factor analysis studies found that GHQ-12 measures three domains including social dysfunction, anxiety, and loss of confidence” (Montazeri, 2003).

“The GHQ-12 shows adequate reliability and validity in the Spanish population. Therefore, the GHQ-12 can be used with efficacy to assess people's overall psychological well-being and to detect non-psychotic psychiatric problems. Additionally, our results confirm that the GHQ-12 can best be thought of as a multidimensional scale that assesses several distinct aspects of distress, rather than just a unitary screening measure” (Sanchez-López, 2008).

The Barcelona Council has pin pointed the worrisome high percentages to questions 1,2,3,7&10 and marked them in red as shown below. They have taken the average of these figures and published that **39.1% of young people are at risk of poor mental health.**

Because this data pertains to an ampler group than the target market, 4 of these key questions have been selected to make an overall assessment of the target market mental state. The choice not to make all GHQ-12 questions was to keep the respondent survey short enough to keep respondents engaged. Furthermore, cross-referencing 4 questions is deemed to be enough to foresee a trend in the difference between the two groups. The target group is on average 10% worse off than that of the entire youth group surveyed by the Barcelona council. The exact results were as follows:

GHQ-12 Questions		Barcelona Council Survey Results	Project Survey Results
1	Lost much sleep over worry (frequently or always)	48%	58%
2	Felt constantly under strain (frequently or always)	55%	64%
3	Been able to concentrate on what you're doing (Sometimes or never)	34%	44%
4	Felt you were playing a useful part in things (Sometimes or never)	19%	30%
5	Felt capable of making decisions about things (Sometimes or never)	8%	N/A
6	Been able to enjoy normal your day to day activities (Sometimes or never)	22%	N/A
7	Been able to face up to your problems (Sometimes or never)	34%	N/A
8	Been feeling reasonably happy, all things considered (Sometimes or never)	10%	N/A
9	Felt you couldn't overcome your difficulties (Sometimes or never)	12%	N/A
10	Been feeling unhappy and depressed (frequently or always)	32%	N/A
11	Been loosing confidence in yourself (frequently or always)	17%	N/A
12	Been thinking of yourself as a worthless person (frequently or always)	10%	N/A
	Percentage Risk of Poor Mental Health	39,10%	49%

Having established almost half of Barcelona millennials suffer from poor mental health, was one of the reasons to select such a group since it could benefit greatly from helpful initiatives. But other reasons support this selection further and farther define it.

TARGET MARKET AND LOCATION: BARCELONA MILLENNIALS

MILLENNIALS IN BARCELONA

Having settled that coliving, as a modern concept, arose from the millennials need as the early adopters, it is worth looking at this group in more detail, and this is where personal market observation comes to play. Gallup defines millennials as people born between 1980 and 1996 (Clifton, 2017). Born in December 1979, I have been the earliest member following its development throughout. Having lived in 8 cities across 3 continents, including trend-setting metropolis such as Berlin, London, Boston, Miami, Buenos Aires, and now Barcelona for several years, I can say my observation and participation within this group of millennials throughout the years can be considered vast and varied. Barcelona is a very interesting place to apply my varied observational knowledge for several reasons. It is a very large market of 204.110 adults without children between the ages of 25 and 34 of age. Also, 58% of its youth population comes from outside the city, and 35.6% from the total comes from other countries (Enquesta a la Joventut, 2021). Clearly being present here for several years and being able to study the market and place of design first hand, coupled with my own ambition to carry this through in real life, makes the project more realistic.

Having set upon Barcelona and millennials facilitated narrowing it down further. The methodology in this case has been one of discarding. Considering a coliving community with an avant-garde proposition, students have been discarded as this market has several well-settled and diverse student community coliving propositions. People with children have also been discarded, not only because they are less willing to live with children having only a room private to themselves, but also because they already benefit from the relevant communities naturally setup by all the children-related activities and institutions. As a mother of four children, I can also attest to that. So, methodically we have arrived at youth post student life, prior having kids, living in Barcelona. This is also the most popular market, according to research for such a proposal. The next step is finding an interest in common and again it falls upon my own experience.

FOCUS ON ENTREPRENEURIAL-MINDED MILLENNIALS

Being a millennial with a university degree in International Management and Entrepreneurship, I have spent over two decades surrounded by like-minded individuals across several international cities such as and including Barcelona. I understand and relate with the international entrepreneurial mindset, and as a result, find this market definition beyond place and demographics to be the final definition in this methodology.

85% of full-time workers worldwide are unhappy with their jobs. Millennials place their jobs equally or even ahead of family as their dream. Because their life is more focused on work, they need to draw more from their work environment. They often have their best friends at work or even as clients or providers. They require their work to be meaningful and to stay in an organization if it helps them grow and develop. They do not necessarily hate the companies or organizations they work for as much as they hate their bosses. (Clifton, 2017). Many of these people are creative, open-minded, spirited, courageous, and talented.

On the other hand, measurements of a life well lived have been changing over time. There is a spirit of reinvention. Being better off today is not so much about earning more, having a

stable job that pays a stable salary at the end of the month or buying a big house to settle in. In the US alone, it is estimated that around half of the working population work as freelancers and that being better off is becoming a spirit of community and creativity (Martin, 2016). Living and working together not only reduces loneliness and increases creativity through communities of similar interests, but it inspires creativity and gives power to entrepreneurial ideas to materialize (Bodekaer, 2013).

MILLENNIALS' ACCOMMODATION TRENDS

The key to happiness and health are social connections. Social connections are 'really good' for you. Waldinger said the first lesson you can take is that "social connections are really good for us and that loneliness kills. "It turns out that people who are more socially connected to family, to friends, to community are happier, they're physically healthier and they live longer than people who are less well connected," he said. On the contrary, keeping to yourself and experiencing loneliness is toxic. "People who are more isolated than they want to be from others find that they are less happy, their health declines earlier in midlife, their brain functioning declines sooner and they live shorter lives than people who are not lonely," Waldinger explained (Mejia, 2018). Yet, relationships are a matter of chance rather than design and this what my design aims to change.

What is it like to most people finding a place to live? We often begin our search online typing a price bracket and location or filling out a bunch of forms with estate agents. We try to fit in viewings of the places that fit these basic descriptions and when we finally find a place we like, and that is if we manage to fulfill all the million usual requisites, we actually do not know what it is like to live there or who our neighbors are. We pay a huge deposit, we pack our million boxes and spent days, weeks or months unpacking them and settling in. We are excited. We have to figure out where to do the shopping, setup all the utilities and services and wait for them to finally work, again for several weeks or months. We figure out where the doctor, school or restaurant is. By the time we are done, the process has changed from exciting to frustrating and painful. And, if our circumstances change, we have to start all over again from scratch.

The burdened process of traditional living is only part of the reason so many alternative accommodation types have been rising and growing for the past few decades. Another is relevant to all types of accommodation, including temporary holidays or standard living. This trend is due to a change of goals and perception in life. Today, millennials have become highly experiential and social, as well as big participants of sharing economy. "The primary stakeholder of this eco-system is the tenant... TheHouseMonk had observed in a survey conducted last year, that tenants are open to bigger and more vibrant common spaces, even if that means compromising on personally used spaces. This expectation is perhaps the biggest to have changed" (Kumar & Hatti, 2020).

In other words, they want to share more, live more, experiment more, and own less. We want more social space, giving less importance to private space. Ownership means attachment and commitment and this is unsuitable to most millennials. The result has translated to the types of accommodation they choose to live and travel, sharing similar characteristics, which can be clearly seen in accommodation trends over the past decade.

Many hotels have been refurbishing to create more appealing and welcoming social areas. New hotel types such as Pod or Capsule hotels have been built increasingly all over the world. Hostels are being upgraded to provide quality, but the essence of sociability, and still grow more than traditional hotels every year. Colivings also pop up in ever-increasing rates and hybrids between colivings, hostels and poshtels such as Pod Colivings came to play in the most innovative cities in recent years. The trend is clear and cannot be ignored.

HOSTELS

It is interesting to look at hostels as a whole for a number of reasons. Firstly, because they target the same coliving market, millennials. Secondly, because even though stays are on average shorter in hostels than in colivings, millennials look for similar things when they look for a place to stay when they travel as they do when they look for a place to live. When young people travel alone, they often prefer to stay in hostels. In fact, “More than 70% of hostel guests are millennials” (Little Hotelier, 2022). According to Kaeli Conforti from Forbes, people prefer hostels because “it’s super easy to meet people” (Conforti, 2019).

“[W]hile staying in a hostel, the Millennials want to: meet people, engage in activities and events, have local experiences, feel comfortable/at home, get good value for money and enjoy the convenience. In return, hostels play an important role in hospitality industry by pleasing the Millennials, by offering: central location, an interactive atmosphere, functional facilities, well-planned design and decoration, a set of activities and events and personal treatment...Millennials are now spending more of their income on ‘experiences’” (Verissimo, 2018).

“[P]osh hostels” (posh hostels) are also a major ever-growing trend for the market who can afford more than the typical hostel bed and yet appreciates the sociability and culture of hostels. Poshtels feature a “chic, modern design resembling a boutique hotel” (Conforti, 2019). This shows that there is a growing market for people that may prefer to pay a bit more for a beautiful and more comfortable bed, and yet not sacrifice on the sociability and sharing economy benefit of hostels.

CAPSULE OR POD HOTELS

“With consumers actively looking for ways to make accommodation budgets go further, capsule hotels and hostels are becoming an increasingly popular option” (Love, 2020). The global capsule hotel market size was valued at 202.3 million USD in 2019, and is projected to reach 276 million USD by 2028. Capsule hotels are also known as pod hotels or sleeping cabin hotels. Travelers occupy a capsule, which is essentially a bed-sized pod, which can be closed with a curtain or door. They are arranged in rows, often piled up vertically as well, in which case they can be reached with vertical stairs, and are equipped with wi-fi, locker, sockets and often other amenities. At present these hotels can be found in Japan, India, Singapore, UK, North America and even South America. Europe serves as a lucrative market as well, and is expected to grow considerably (Allied Market Research, 2021).

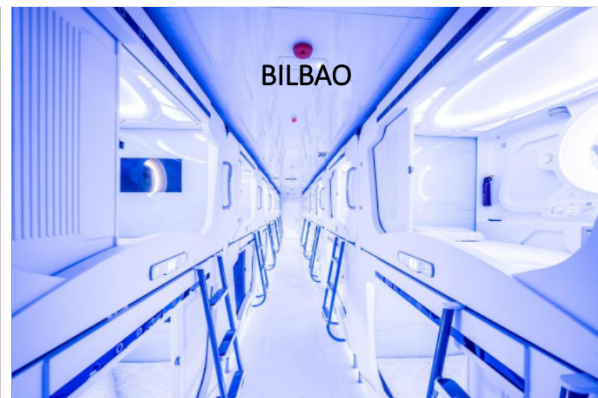
“There is some variation in what is considered to be capsule or pod accommodation. Some options have a fully enclosed room with an en-suite bathroom, whereas others consist of what is effectively a bunk bed with a privacy curtain in a multi-bed dormitory and facilities shared with other guests” (Love, 2020).

So, why are hotels with rooms no bigger than a bed with little to no privacy becoming so popular? It is essentially because “the experience economy continues to drive consumer choice, travelers are less interested in full-service flights and glitzy hotels – they prefer to spend their funds on visiting attractions, eating out and exploring the culture of their destinations” (Love, 2020). They are more dazzled by amazing social areas than having a larger sleeping area.

Below are some examples of pods or capsules. Note that this very popular Japanese invention can be now found all over the world, including Barcelona and other parts of Spain.



<https://www.agoda.com/capsule-hotel-hakodate/hotel/hakodate-jp.html?cid=1844104>



<https://planetofhotels.com/en/spain/bilbao/optimi-rooms>



<https://www.flughafen-zuerich.ch/en/passengers/shopping-and-enjoy/services/all-services/capsule-hotel>



<https://www.hosteltur.com/185190-hoteles-capsula-llegan-barcelona.html>

COLIVINGS

“Coliving in Society... is most popular with young and unmarried millennials” (Kumar & Hatti, 2019). Coliving spaces provide smaller private accommodations supplemented with larger shared amenities. The spaces are furnished and the operators of the community provide services in the form of community management and housekeeping. One of the strategies that coliving facilities use to encourage community is to reduce the amount of private space for residents and to provide increased space for shared amenities (Cox, 2016; Kadet, 2017). Shared spaces generally include kitchens or kitchenets, lounge and work spaces, and utility spaces such as laundry.

The incidence of these spaces outside the small private space automatically create more opportunities for spontaneous interaction than if they were provided within the private space. This in turns enhances familiarity among residents (McAlone, 2016). The fact that both the private and shared spaces within these communities are furnished, makes it easier for residents to have flexible and/or short stays. It also decreases the costs for residents. Moving to a fully furnished community frees up resources, time and money, of residents to do other things (O’Brien, 2016). Additionally, these communities offer aesthetically pleasing, often carefully customer-centered design and often higher quality furnishings than can traditionally be afforded on one’s own (Widdicombe, 2016; Miller, 2017; Velsey, 2017; Kadet, 2017).

Colivings may be either small, medium, or large. Based on research, small colivings are considered to be those hosting between 8-15 members. The clear advantage to small communities is the lesser hands-on management, whilst the disadvantage is the higher need of resident compatibility, resulting often in a less diverse community (McCamant & Durret, 2011). Small communities may result in small disagreements resulting in members having to leave the community, and there is also an expected feeling of lack of privacy, which could lead to withdrawal from social interaction. Medium colivings are those hosting between 16-25 members. This is considered an ideal size for coliving communities (McCamant & Durret, 2011). Large colivings are those accommodating more than 26 members, typically between 26-35. They allow for greater diversity and more flexibility. The downside is they may require subdivisions to keep groups small enough to be familiar and encourage social interaction (Williams, 2005). A typical challenge is they are also more difficult to manage and residents are less likely to engage with the community due to increased anonymity (Williams, 2005).

ADULT BUNKBED COLIVINGS

One merely needs to look at the picture of some of the pod colivings that have popped up in recent years to understand it is a hybrid between a coliving and poshtel. There are no actual capsule pods found in colivings yet. These are still only found in hotels. Interestingly, there is an ever-growing number of colivings offering communal rooms full of adult bunk beds. Some look like hostels, others like poshtels and others nicer than both of these. Some of these bunkbeds are named 'pods' but are not capsules per say.

"Brownstone Shared Housing is [one of many] co-living ... offering a new stackable sleeping pod design that allows 14 people to share a typical three-bedroom, two-bathroom, single-family house." (Reuter, 2022)



www.businessinsider.com/photos-inside-compact-sleep-pod-in-co-living-house-2022

Calling it "a social network with an address", Los Angeles entrepreneur Elvina Beck created PodShare, a coliving experiment where dozens of "Pedestrians"- travelers, mobile workers or

new arrivals to the city- share a communal space filled with sleeping pods or “bunk beds for adults” (Dirksen, 2017). People spend 50USD per day, 280USD per week or 1000USD per month to access an adult bunkbed with no privacy. “Over the past month, the average rent for a studio in Los Angeles increased by 2% to \$1,725” (Zumper, 2022). Podshare launched its first location in 2012 in LA, California. It has now successfully expanded with a 94% occupancy rate to 7 locations across California. “[I]n recent years her business, which was once 80% short-term, is now growing more evenly split between those who breeze in and out and those who stay for some time” (Lelyveld, 2019).

This goes to show that there is an ever-increasing number of people looking to actually live this way, as opposed to merely travelers. It goes in conjunction with the rest of the research to show that young professionals are feeling lonelier, value social aspects and community facilitators and are less and less interested in owning and being stuck, and instead value greatly flexibility and experiences with less dependence. Nita from the Los Angeles Times visits one of these adult bunk bed colivings in 2019 and comments: “Each diminutive bedroom with its private bathroom: four to six adults in small, stacked rectangular spaces called “pods” just wide enough for a mattress and high enough to sit but not stand on top of it” (Lelyveld, 2019). Upon a visit to another one, called PodShare, she notes “they’re generally all located in one big co-ed room, in plain sight of each other, without even curtains to shield them from view” (Lelyveld, 2019).

In her research, Nita set out to seek out those who were choosing to settle into the pod or adult bunkbed route. “[She] wanted them to tell [her] why. In a lot of cases, the decision to go pod wasn’t strictly about price” (Lelyveld, 2019). The main reasons instead included ‘the chance to be part of a creative community,’ ‘a groovy setting,’ avoiding requisites such as ‘proof of income’ which is hard for self-employed workers, ‘group outings and on-site activities,’ or simply ‘the idea of just having people around, coming home and finding like-minded people to talk to’ to avoid ‘urban isolation and loneliness’. “There’s also a more pricey evolution of the form that features tiny private rooms rather than pods” (Lelyveld, 2019).

DIFFERENCE BETWEEN COLIVINGS AND POSHTELS

Now that both pod coliving and poshtels have been looked, it is important to establish the differences. In order to do that, let’s first summarize the similarities. In both, people are sharing a vital space. Both offer services that will allow for a social experience in many ways. Generally the space is reduced, yet intelligently distributed. Both share the same target market, millennials. Both foment the importance of experiences and learning, directly related to the little importance given to material possessions.

Having established the many similarities, let’s take a look at the major differences, which all relate somewhat to one major tagline, which is the length of stay. A hostel, posh or not, is a service to tourists that need an option for a few days, while a coliving, pod or standard, offers services for longer periods, because it is often directed to workers or creatives that look for motivation and inspiration. There is also often a difference in the services offered, since a coliver will need optimal conditions to realize his or her work alongside other colivers, special concentration zones and zones to clear their minds, as young entrepreneurs. The ambiance provided in a coliving is proactive and entrepreneurial. Colivers expect to share ideas with other colivers and to feed theirs with their own experiences, while in a hostel there is a creative yet experiential ambiance, with little attention to work development. In hostels, interactions

are brief and enriching, while in colivings they are equal or more enriching, but prolonged and progressive. Entertainment is another key difference to consider since whilst both can offer recreative options, coliving will offer them very often with the same group of people, for a prolonged period, while a hostel will do so with random people within shorter periods of time. And lastly, a hostel offers a service which may be used each time it is needed, while coliving represents a lifestyle choice, relationship with other people with common objectives permitting and experiential and enriching personal interchange.

ASPECTS TO CONSIDER WHEN DESIGNING A COLIVING

When looking upon Coliving design, there is not a perfect formula of one size fits all. There are certainly common aspects, which fit the definition of coliving per se. Having said that, each specific target market will define the specific space and service design to fit specifically selected people. Certainly aspects to look and define move in the realms of space, density, proximity, communal and social aspects, as well how they are operated.

SPACE, DENSITY, PROXIMITY, COMMUNAL SPACE & SOCIAL ASPECTS

Communities can be evaluated based on their density, or area per resident. High density communities often feel challenged with reduced interactions and residents' withdrawal from the community due to a loss of feeling of control and privacy (Williams, 2005).

Residents tend to interact more with those they have a close proximity to. This may be due to the incidence of semi-private spaces adjacent to their private spaces, or shared pathways between adjacent their private spaces, which increase the opportunities for spontaneous interaction (Williams, 2005). The transition spaces located within a community create an intermediary zone between the public and private spaces and this helps the increased feelings of privacy and security within the private spaces (McCamant & Durrett, 2011).

Communal spaces provide a location for interaction, especially if they are centrally located, good quality, appropriate for their designed use and flexible. Less private spaces result in more social activity within communities (Williams, 2005), and they tend to be more successful when located along shared pathways. For example, a private kitchenette will inevitably decrease the time a resident spends in a communal kitchen, same as a private washing machine will decrease the time a resident spends in a communal laundry room, thus decreasing the possibilities of potential spontaneous members' interaction.

There are also social and personal aspects to reflect upon. This means that beyond space, density, community management and proximity factors, there are personality traits and interpersonal dynamics to consider. These include informal factors such as available time to socialize from work or other personal commitments outside the community, as well as relationship statuses. There are also more formal factors such as the frequency and type of events, both planned as well as spontaneous, inclusion of residents in planning such events and the information dissemination capability and methodology. Notably, a positive attitude towards socializing is typically present in members choosing to live in coliving arrangements.

OPERATIONS

Colivings require more effort than standard apartment, largely due to their unique community services' aspect. In addition to providing furnishings, operations typically provide housekeeping services for the public spaces, generally weekly, but sometimes more frequently (Velsey, 2017; Sisson, 2016). This is not merely a financial value-for-money strategy, but to align with the community strategy in the means of controlling predictable roommate arguments that could arise (Widdicombe, 2016). Some communities also provide housekeeping services and fresh bedding for the private spaces on a weekly basis as well as providing cleaning supplies and laundry detergent (Widdicombe, 2016; Kadet, 2017).

WeLive “WeLive [a coliving facility in Manhattan] feels like a temporary stop for many, a place to go when you first move to a city and are looking to meet new people. There isn’t much room to personalize an already furnished space” (Huet, 2017). Common, a coliving provider in Brooklyn, NY, has combatted this issue in new projects by reducing the amount of décor in the private spaces at the request of residents (Widdicombe, 2016).

The game changer in coliving proposals and indispensable for the success of these propositions is their ability to create community among a transient population, which perhaps would not traditionally foster connection. “It’s unclear to have a development whose brand is a sense of place and community and rootedness when it is targeted to people who will be there temporarily” (Glass, 2017). The holiday all-inclusive resort Club Med is the absolute expert on this topic and their mechanism for fostering community in a transient crowd of guests will be discussed in detail as one of the case studies in this paper. Coliving facilities staff their properties with highly involved ‘community managers,’ individuals responsible for scheduling events and encouraging resident participation (Semuels, 2015). These events are a critical strategy for communities to break the current residents with the new residents separation that would often otherwise be organically created (McAlone, 2016; Miller, 2017). Additionally, these communities often use a tech interface, such as ‘Slack’ or ‘Whatsapp,’ or a privately developed app that can be accessed on cell phones and are used as way for residents to communicate (Mairs, 2016; Widdicombe, 2016; Semuels, 2015). Specifically regarding colivings, WeLive as an example attempted to create community by offering discounts on rent to a group of ‘WeLive Ambassadors,’ who are in turn expected to host events and be a friendly resource for residents (Huet, 2017).

BIOPHILIC DESIGN

The Marketing Manager & Sustainability of Interface, Robert Lepori, granted an introductory informational interview on the topic of Biophilic Design. Interface is a global manufacturer of carpet tiles, and a strong advocate of sustainable manufacturing as well as of Biophilic Design.

The meeting was to learn how Biophilic Design helps people mental health as well as many other attributes. Robert provided several studies and articles Interface conducted on Biophilic Design, and also recommended a deeper look upon Biophilic Design architect and ambassador, Oliver Heath.



<https://www.oliverheath.com/case-studies/interface-show-room/>

“Since 2014 Oliver and the team at Oliver Heath Design have supported the international sustainable flooring brand Interface, Inc. in their ambition to become thought leaders in the subject of Human Centred and Biophilic Design. As a brand ambassador, Oliver has collaborated with Interface, Inc to develop a range of activities to engage architects, interior designers and building stakeholders with the previously little known ethos of Biophilic Design and wellbeing in the built environment. The uptake has been nothing short of phenomenal” (Oliver Heath Design, 2022).

DEFINITION

Biophilic design is a method of designing the places in which we live and work in such a way that satisfies our deep and fundamental need to be connected with nature (Kellert 2011).

Ultimately, biophilic design is the theory, science and practice of creating buildings inspired by nature, with the aim to continue the individual's connection with nature in the environments in which we live and work every day. In today's contemporary built environment, people are increasingly isolated from the beneficial experience of natural systems and processes. Yet it is so often natural settings that people find particularly appealing and aesthetically pleasing. So, by mimicking these natural environments within homes and workspaces, we can recreate positive emotional experiences. It is often the case that we do not take enough time to immerse ourselves in nature or appreciate the living systems that exist around us, making it vital for us to incorporate nature in our da-to-day environments to benefit from it and increase our general well being (Interface 2015).

GLOBAL TRENDS & THE INCREASED IMPORTANCE OF BIOPHILIC DESIGN

Globally, it is clear that people are increasingly moving to urban environments. The United Nations in fact, predicts that 60% of the world's population will live in cities and towns by 2030 (Heath 2018). Ever more often, this means we are increasingly and often surrounded by blank walls, rectangular forms and artificial light, very different to the natural environments we once thrived in. From an evolutionary perspective, our senses developed and evolved in rich and diverse natural landscapes to support our human survival.

Visually, our ancestors dealt with constant textural variation. Our eyes evolved to become observant of visual markers for navigation, as well as for spotting threats. Nowadays, we can easily navigate our cities with our heads in our phones, so we do not use our sight and we often do not take in our surroundings as we once used to. Our other senses were all as well equally and usefully vigilant and active. Sounds of nature such as the snap of a twig or the calming sound of unaltered flowing water immediately and naturally set us to action or relaxation. We evolved touching natural surfaces and our bare feet were key monitors as well. Olfactory is one of our stronger senses and it links to the memory and emotional functions of the brain. We are often now exposed to such harsh smells of fuel, cleaning products, gassing materials, that we have learned to appreciate artificial smells that neutralize those, such as coffee, strong perfumes or a barbecue, as examples. We are barely any longer able to smell the subtle smells of nature which once protected and inspired us to safety or even attraction and love. Our gustatory abilities might also be falling short in making the most of our taste buds when considering we went from picking berries, nuts and leaves from their natural habitat, to the processed, plastic-wrapped on-the-go meals of nowadays.

But despite our ever increasingly move to urban areas, our human inherent needs go deep in our DNA and evolution, and the benefits of natural environments to our health as opposed to built ones is evident and inarguably a human preference (Kaplan 1993).

Whilst we have learned to adapt to the hustle and bustle of the built environment, there is a rise in stress, anxiety, depression and burnout (Väänänen 2014). We have learned from the council research and personally conducted interview results explained earlier, that stress, anxiety and burnout specifically related to the focused target market are crucial markers to pay attention to and thus play an important role in the inclusion of aspects from biophilic design to some extent. Research suggests that 'higher degrees of connectedness to nature were [found to be] associated with greater well-being and greater mindfulness' (Howell 2011). A key factor in maintaining positive well-being is reducing levels of stress. Research has

identified that visible connections to nature can have a positive effect on individual's reported stress levels.

Wilson's (1984) Biophilia Hypothesis predicted that people's psychological health is associated with their relationship to nature. It is almost four decades ago that Wilson wrote *Biophilia*, in which he argued for an evolved inclination among humans to affiliate with nature. Substantial research concerning biophilia and consequently biophilic design has accrued over the years. It is now common knowledge that nature is good for everyone's health and well-being. In my own personally conducted interviews, 77 percent of those interviewed stated they prefer biophilic design to standard design. But the truth is cities are not about to stop existing and neither are people ever growingly moving out to natural environments. Population grows and space becomes scarcer.

Introducing biophilic design into work and living spaces seems to be the only feasible and positive solution to increase wellbeing, happiness, creativity and inspiration in life and work. From a psychological perspective, a person can be restored from stress by being exposed to nature (Hidalgo 2014). The capacity of people to recover their health status from illness or stress in urban environments is related to a successful achievement of well-being and the main concern of biophilic design.

PRODUCTIVITY

In searching for the principles of biophilic design, Benyus (2008) denotes elements inspired in nature including organic form and structure, daylight, natural ventilation, natural sounds and a natural colour palette mimicking landscapes and bio-inspired gardens. Research in the US has shown people who had a window that afforded a view of a nature scene recovered from low-level stress at a much quicker rather than those who only had a view of a blank wall. Furthermore, the longer participants spent looking out the window, the more rapidly their heart rate tended to decrease (Brown 2013). It has also been shown that it is a view with the greatest variety and randomness that produces the greatest amount of activity in the brain and therefore, the greatest pleasure for the viewer (Interface 2015). This highlights the simple effect of nature on a human's physiological response to stress and how nature can help people to be less negatively affected by daily pressure at work and home. It also gives us the insight that since it is variety and randomness our brains look for; we can search to recreate this in the indoor environment where a window or a view onto nature is not feasible.

REAL VS. SIMULATED NATURE

A number of studies in hospitals have found that showing pictures of pleasing landscapes to patients just before or after surgery resulted in lower stress levels and better recovery rates. Also, wall-mounted video screens showing images or videos of natural scenes resulted in lower stress rates in windowless environments. In a study at the University of Washington, participants were subjected to stressful experience and given one of three different recovery period conditions: facing a grey curtained wall, facing a grey curtained wall with one segment open to reveal a window with a view to a water feature and some trees, and finally facing a grey curtained wall with one segment open to reveal a simulated window with a high-definition flat-screen TV of the same dimensions and imagery to the aforementioned window. The recovery response with just the grey curtains was extremely slow, with the video was better psychologically (perceived recovery) and physiologically, and finally with the real window had

a similar psychological response to the simulated window, but a significantly better physiological response.19,26,27

COLORS

Our deep appeal of color comes from our adaptive response to the natural world through evolution, as it helped in the location of food and water. Whilst it is true that several colors hold different connotations in different cultures, there is evidence that some colors engender deeper universal physiological and psychological responses, such as how medium greens and blue enhance creativity, dark greens calm or reds support mental engagement, for example.

Dr. Stephen Kellert, professor of Social Ecology and Senior Research Scholar at the Yale University School of Forestry and Environmental Studies, and author of the book *Biophilic Design*, comments: “The biophilic application of color should favor muted “earth” tones characteristic of soil, rock and plants. The use of bright colors should be cautiously applied, emphasizing hues found in appealing environmental forms, such as flowers, sunsets, rainbows, and certain plants and animals” (Kellert 2011).

This is in essence the Savanna Hypothesis. There is a clear preference for blue water, greens, tawny golds, tans, browns, and earth colors found on the African savannas. Since humans are intrinsically attuned to seeking out colors indicative of flowers and fruits, a carefully measured and well placed use of bright colors will help liken a space. The theory has been that colors found in nature that portray the sensation of resources or conditions supportive of survival, elicit positive responses. There is also Palmer and Schloss’ “ecological valence theory”, blue is frequently the color of water, medium and darker greens are indicators of the presence of water and healthy vegetation, red is common fruit color, while yellowed or brown vegetation is frequently a sign of drying or dying vegetation (Palmer & Schloss, 2010). There is a clear preference for trees that have dark green, medium green and bright red colors (Kaufman & Lohr, 2004). Seeing these color varieties in different plants of the same species can produce different responses: dark green-relaxation, green yellow excitement and red-high concentration (Sadek & Sayaki, 2013). The color red is associated with an increased performance on tasks requiring cognitive focus and color blue is linked with increased creativity (Hatta, Yoshida 2002; Mehta & Zhu 2009). Medium green may also support enhanced creativity (Litchenfeld 2012-38). From a physiological perspective, red may result in slightly increased muscular strength and increased heart rate (Elliot & Aarts, 2011; Harkonen 2012).

CREATIVITY & BIOPHILIC DESIGN CONCLUSION

It may seem obvious that poorly-lit environments that lack color and nature elements dampen creativity, but it is surprising how little people analyze or think about this fact, and make easy changes to boost creativity in offices and homes. According to the global data sample analysis, environments that incorporate natural elements, such as natural light and plants, reported 15% higher levels of creativity than those that work in environments that do not (Interface 2015).

There are non-visual connections with nature that meet biophilic needs as well. If a space is fresh and balanced, it could offer the complexity and variability to feel both familiar and comfortable. This could be achieved by providing sounds, aromas and textures that are reminiscent of being outdoors and thus able to provide a symbolic connection with nature. Nature sounds may in fact accelerate psychological restoration by up to 37% (Alvarsson, 2010).

Despite the science supporting biophilic design being relatively new, this field of study is really just a re-emergence of what people have already known for centuries. Humans have an innate affinity for and a deep connection with the natural environment. Thus, incorporating elements of biophilic design into this co-living project proposal is considered of outmost necessity to provide residents and co-workers with an environment that they are comfortable, happy, inspired, calm, and with an overall sense of well-being.

DESIGN HYPOTHESIS

If Barcelona millennials, particularly those with an international and entrepreneurial mindset, can colive, and possibly work, in a desirable location that encompasses their needs for freedom, flexibility, and sociability while generating a sense of belonging, together with like-minded individuals, they will flourish. Therefore, three pieces of the puzzle for this working hypothesis must be further defined.

One objective must be to find a real and ideal location, where single millennials between 25-34 without children will be thrilled to reside in.

The second objective is to portray how the place should be, taking into account millennial trends of increased quality of social space at the expense of personal space as well ideas for interior design that include not only the right distribution, but also aspects of Biophilic Design to improve their mental health, resulting overall in an inspiring home.

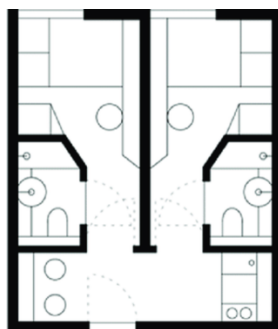
The third and last objective, equally important, is ensure service operations and management decisions will captivate residents every step of the way.

CASE STUDIES TO SUPPORT HYPOTHESIS

THE COLLECTIVE OLD OAK: A LARGE SUCCESSFUL COLIVING

With 550 rooms, The Collective Old Oak was the largest coliving in the world when it launched in 2016 (Taylor, 2016). The idea was and is still today that a single bill gives residents not only a place to live, but access to beautifully designed communal areas, such as themed dining rooms, library, spa, games room, roof terrace, bar, restaurant, gym, cinema, launderette and coworking. It is located in London, and it spreads over 11 floors with over 52 thousand square feet (Groom, 2017).

Most of the building is comprised of 'twodios,' which share a bathroom and kitchenette, but the building also offers some studio with both of these private. They are small, and the purpose is precisely to make communal life that much more attractive. "In theory you wouldn't have to leave the building if you didn't want to, because you have everything at your fingertips," said Reza Merchant, CEO of the company behind the development (Mairs, 2016).



According to Mr. Merchant of The Collective, these communities are not meant to house individuals for the long term, "This is a transitional product -- it's not somewhere you're going to live for the rest of your life," he says. (Davies, 2015).

Like most coliving schemes, The Collective Old Oak is targeted at single professionals aged between 21 and 35 and rent starts at £225 per week (Mairs, 2016), the equivalent of 1.127EUR per month,¹ and about half the average Londoner's take home pay (Elledge, 2016). This figure covers utility bills, wifi, concierge, cleaning, security and linen changes. Each floor features one larger kitchen with dining table, which is shared between 30-70 residents and themed communal living spaces. There is also a restaurant and co-working spaces located in the lower floors of the building. As a successful coliving venture, community management is at the core of its success. Three full-time community managers prepare the event programs and communal living spaces, which are also bookable for private events and parties (Mairs, 2016).

The Collective states "the existing 'property' sector is outdated and out of touch, and that there is a vital role for companies like [themselves] in challenging the status quo and giving people more from their homes." As opposed to 'more from their homes,' the interpretation is more suitable homes to today's changed needs. Rather than focusing

¹ 260EUR per week times 52 weeks per year divided by 12 months per year. Conversion Retrieved from: <https://www.xe.com/es/currencyconverter/convert/?Amount=225&From=GBP&To=EUR>

on space and ownership, the focus is on community and flexibility. More private space used to be more some time ago, yet today, more is considered to be more flexibility and communal living for an ever-growing number of young professionals.

The Collective is a particularly interesting case study as it was the largest in the world when it launched with its Old Oak location and remained so when it its newest location comprising of 705 rooms in Canary Wharf's London financial district (Paynter, 2019). The bet was so high on this trend back in 2010 when it launched, that a property of such scale was launched. London may perhaps only be compared to New York, where rent and space have always been hardest to access and the young population quite trendsetting. This explains why such large colivings work, whilst in other cosmopolitan cities, coliving ventures are much smaller. Yet the essence remains, which is that small private spaces with a good offer of communal spaces otherwise unaffordable, topped with good community management and ample flexibility are successfully being implemented and carried out.

CLUB MED: RESORT EXPERT IN CREATING SOCIAL COMMUNITIES FAST

Club Med, founded in 1950 and previously known as Club Méditerranée, is a French travel and tourism operator specializing in all-inclusive holidays, headquartered in Paris, yet primarily owned by the Chinese conglomerate Fosun since 2013. It currently wholly owns and operates nearly 80 all-inclusive resort villages in holiday locations, mostly exotic, around the world (Wikipedia 2013).

The original idea and implementation of 'all-inclusive' holidays could not be further away than the definition we have today. When Club Med started, it did not have running water, electricity or private rooms. Guests slept in tents on the beach, played sports together, shared food under trees and sang songs around campfires. This was in 1950 when Gérard Blitz dreamed of creating a utopian bubble where different nationalities could come together and forget the recent divisions of war (Harris, 2014).

It was originally a non-for-profit organization based on the irresistible philosophy that **"[t]he aim in life is to be happy. The place to be happy is here. And the time to be happy is now"** (Mengya, 2022). The concept was well timed as rationing had just been lifted in France and much like what we felt recently after the COVID pandemic, there was a thirst for simple pleasures, social interactions, and travel. During the first summer, Club Med had to refuse 10K requests to stay at their camp in Majorca and in subsequent years villages sprung across the Mediterranean, tenants replaced by huts, and a prevailing concept that managed its very own language, songs, rituals and currency.



Postal Card from 1961. Retrieved from: <http://www.1-jour.fr/27-avril-1950-creation-du-premier-club-med/>

The villages were and still are managed by charismatic hosts known as Chefs de Village, or Village Chiefs. There were no clocks, no locks on doors, no televisions, no phones, no cars and most importantly, no money. GMs, Gentils Membres, guests, were given strings of beads to use in exchange for drinks at the bar. The press found this idea revolutionary in 1965. Paris Match exclaimed, “In these villages, money has no value. We are all billionaires? We live in a perfectly socialist economy, where everything is free for everyone” (Harris, 2014). GOs, Gentils Organisateurs, lived and still live alongside the GMs, sharing the gigantic top-quality buffets, involving everyone in the sports and games that take place constantly, and providing as well as sharing evening entertainment. Every evening Club Med gets ‘possessed’ in vibrant unison as the entire village throws their hands up in animated easy and traditional choreographies. Club Med has employees called GEs, Gentils Employés, which refers to the staff in uniforms behind the scenes, cooking, cleaning, serving after both GMs and GOs alike. This is the most interesting community concept failing in other all-inclusive resorts that have tried to copy Club Med unable to replicate its essence, the GO team, and the reason for selecting Club Med case study as unique, efficient, and successful short-term achievable community management.

“The reason people become infatuated with Club Med,” says Jean-Baptiste Bacheron, the founder of Club Med fan website, macase.net, “is the sense of belonging. Everyone is welcomed like one of the family, and you share the experience with people from all over the world” (Harris, 2014).

The key to all this is the GO team. GOs have areas of work, some may lead the bar, others the different sport activities including all sorts of water and land sports, others animation overall, games and constant fun, others fitness, and others the typical hospitality and office jobs including reception, guest relations, chefs of cuisine, human resources, etc. These appointed

tasks have specific hours and responsibilities. Having said that, the GO essence is far from these appointed jobs. GOs are fun, charismatic, enthusiastic, open, spirited, inclusive and most importantly always set amongst the guests at all other times when they are not performing their specific job. It creates an inevitable and immediate feeling of goodwill and affection towards the GOs, which explains how beloved are the amateur aspects of the entertainment as you find your sail instructor or coffee barista later on stage dressed as a girl on an uncoordinated choreography while the GMs applaud like parents at a school play. GOs are meant to be the funniest members of the family that everyone wants to hang around with. Beyond their assigned area of responsibility, the idea is that they are completely amateur, as it keeps them closer to GMs in a more relaxed and unconstrained environment where they feel encouraged to join and participate in the fun. They hang around animating and mingling and uniting guests with chat, dance and games. It is absolutely common to arrive at Club Med and make a dozen new friends on day 2, that will become inseparable the rest of the holiday as if they had known each other forever. This happens through and most importantly, due to the GO team.

The first time I have been to Club Med, I was 6 years old in 1986. This was at the idyllic island of Itaparica in Bahia, Brazil, where a set of rustic bungalows set on stilts within a river that connected to the ocean in perfect harmony.



At this time, Club Med was still using the system of bead strings, still had no phones, no TV's, no locks, and no cars. Consequently, I have been several more times as a child and adolescent on family holidays to this same location. We had fallen in love with the concept and these were our favorite holidays. We went for one week; all made the very best of friends and always left crying for the separation from this formed community which felt like they had been your best friends for life. I admired and dreamed of becoming a GO, a dream my children share today as well. During my university first summer holidays in 2000, I lived my dream of working as a temporary GO. A season is 6 months, at which point GOs relocate to other villages around the globe. During high season, temporary GOs are hired to better serve the fuller villages and this

was my chance. I had been slightly afraid before taking the job about the authenticity of overwhelming happiness of GOs. I wondered if it could all be a show put up for the GMs, but I trusted my instincts that good community management was what made GOs happy intrinsically and that they really loved their jobs.

Yes, it is absolutely exhausting to be a GO, and therefore a job well suited to energetic youngsters in their 20's. GOs 'work' their entire awake time 6 days a week. Yet, the job of partying, playing, dancing, mingling and connecting with others is exhausting, but pleasurable. GOs eat, drink and dance freely like and with guests, but more energetically. GOs are free to mingle, flirt and get involved with GMs and GOs as well. This freedom and partaking is key to the happiness and therefore success within the job. Week-long romances are typical. During meals, large tables of 8 are set throughout the buffet restaurant and GMs and GOs eat together.

Being a GO was exactly what I had envisioned a GO life would be when I had observed it as a GM. This has perhaps enhanced my loyalty as a GM in subsequent years, as it attested to the authenticity of the entire experience. Meanwhile, I have visited 15 resorts, for both winter ski and summer beach-type holidays across France, Italy, Portugal, Switzerland, Morocco, Brazil, Dominican Republic, Mexico, USA, and Mauritius.

Club Med has evolved overtime to suit changing trends. The lower end resorts have been shutting either forever or temporarily to be upgraded onto 4 and 5 trident (stars equivalent) quality, with the successful aim of attracting wealthy families from around the globe. The response from loyal GMs was hysterical. Petitions were signed to keep clubs as they were as "Club Med had become a national icon, like the French football team" (Harris, 2014). Nostalgic GMs feared the soul of the club would be lost, traditions disappear and that they would no longer be able to share childhood memories with their own families. It seemed an obvious path since communal dancing, tables of 8 and 'all you can eat' buffets could hardly become chic or exclusive. But luckily, they need not have worried because "if any nationality could make it happen, the French would" (Harris, 2014). Nowadays, the buffet experience is more like helping yourself from the kitchens of a nice French restaurant. Chefs in perfect beautiful uniforms sear slabs of foie gras in front of you, butchers sharpen knives to serve perfect slices of tender beef, gorgeous and varied cheese platters are custom-made on demand at the cheese station, all wine types are offered and served upon seating, pâtissiers prepare delicate plates to select at leisure and a Boulanger still takes care of the essential supply of baguette and croissants. The cuisines adapted to the local area, but a French touch always remains.

In conclusion, Club Med still remains a highly successful enterprise and amongst the best and most successful all-inclusive resort chains globally. It has enjoyed a consistent five percent year-on-year growth and a steady 1.4million guests pre-pandemic, bringing them a total of 1.7 billion Euros in volume in 2019. Occupancy rates across the globe also reflect this success with pre-pandemic averages above 75 percent (Hospitalitynet, 2021).

The key differentiator is the GO team. This is what makes Club Med guests loyal to the concept. All-inclusive resort chains offer nice family holidays with child entertainment, adult entertainment, numerous included activities, food, drink and lodging. Much like with hotels, the variation comes from location and quality of installations. Club Med fought over the years to stay on top of all these aspects and offer a competitive offer when this is the criteria. But what makes guests come back and be loyal to Club Med is undoubtedly the concept of GOs. No other resort or community has so far shown the ability to be able to create friendship and

family in such record timing of just a couple of days, and much less with the strength it manages to do so. For this reason, the community management concept of the GOs will be considered and adapted as the best-founded sample case for this design project.

1 HOTEL TORONTO: A BIOPHILIC HOTEL IN THE CITY

Biophilic Design is growing in popularity along with the evidence of its benefits to mental health, healing, and overall well-being. “The challenge for designers is to incorporate these theories and evidence into spaces where people live” (Hidalgo, 2014). Today’s top organizations are embracing biophilic design in their workspaces. Giants like Google, Microsoft, Apple and Amazon are but a few examples of those that have made this leap. “As scientific evidence mounts indicating the advantages of incorporating biophilic elements, more employers are leaning in to biophilia in the workplace” (Coallesse).

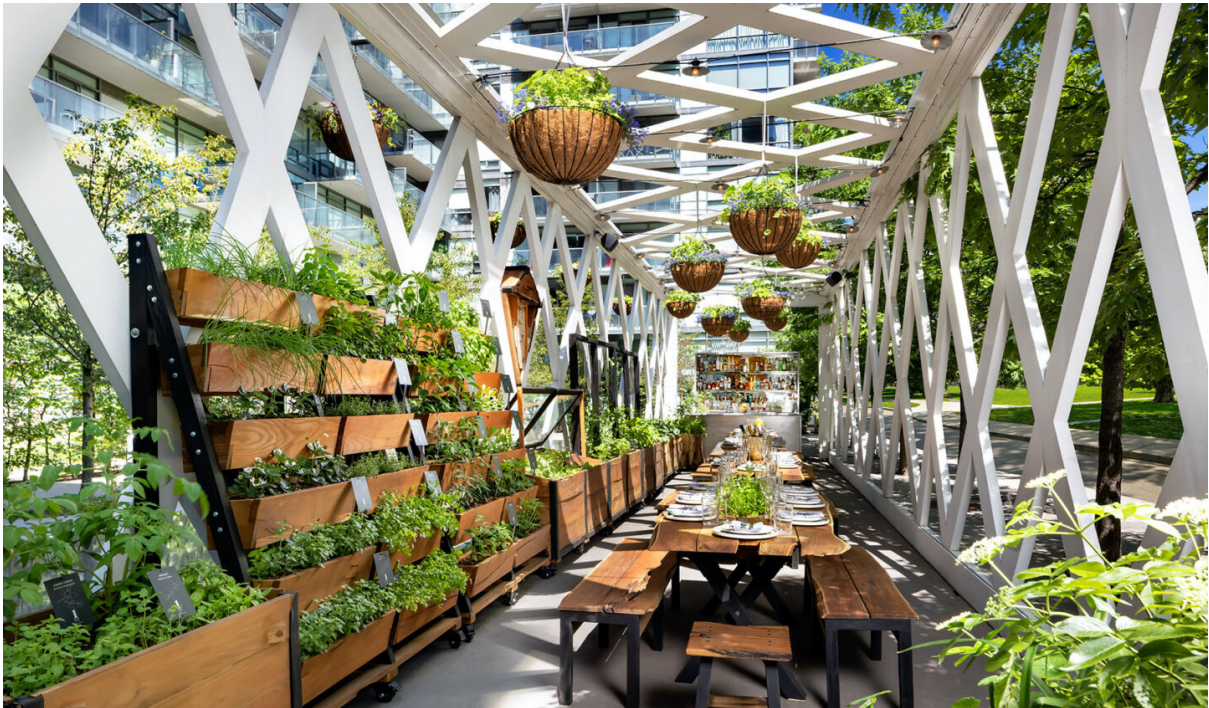
Biophilic design is also becoming more common in hospitality and for a good reason. As Lorraine Francis of Gensler reflects, “A cost-effective way to enhance the guest experience, it can bolster feelings of community, while improving well-being and health” (Francis, 2015). The bottom line is that guests are spending more time and money in hospitality spaces that leverage biophilic design.

Many hotels are implementing biophilic design, but 1 Hotel has been selected for this case study for the extent to which it does and the fact that it is an urban city center property, like the one aspired in this project. 1 Hotel in Toronto was designed by leading New York architecture and design studio The Rockwell Group. The concept of this hotel is to turn urbanism inside out by creating an oasis in the heart of the city. “Clever use of reclaimed timber, native plants, board-formed concrete, and local marble all add to the biophilic credentials of 1 hotel” (Design Sheppard, 2022). “[T]he entrance to the hotel features a mix of granite and limestone boulders, maple trees, local plants, warm wood, and a trailing green canopy, all reminiscent of Canada’s natural landscape” (Design Sheppard, 2022).



<https://www.thedesignsheppard.com/places/hotels/1-hotel-toronto-a-biophilic-hotel-in-the-city>

The entire hotel is a vivid perfect example of biophilic design throughout. Perhaps outstanding is the Garden pavilion, which provides partitioned outdoor seating with a graphic pergola structure with hanging greenery and flanked with wooden boxes full of fresh herbs.



<https://www.thedesignsheppard.com/places/hotels/1-hotel-toronto-a-biophilic-hotel-in-the-city>

In conclusion, incorporating many aspects of Biophilic Design enhances guest experience, which in turn increases the value associated with the room cost, making it beneficial for both the hotel and guests.

COLIVINGS IN BARCELONA-DO THEY REALLY EXIST?

Barcelona has some real estate initiatives marketed under the concept of coliving. Considering the hype and growth of coliving across the globe this past decade together with the strength of the real estate market in Spain, these easy first endeavors were to be expected. They serve to show that there is an aim to catch up with the craze and bring the concept to Barcelona. Yet, there is not a single project of coliving that has been developed properly. In essence, they have rented apartments from landlords, decorated and furnished them and put the rooms for rent at high prices that cover utilities. They promise a community with similar interests and mindset with ample spaces including coworking, yet the reality or execution is somewhat different.

These companies marketing themselves as colivings, do not even aim to hide that they actually associate themselves with the proprietors and investors to achieve the best returns by offering an alternative rental model to the traditional residential real estate deals (Aticco Living, 2022). What these offers propose is an alternative way to rent traditional apartments more successfully. They make a deal with the landlords, they furnish them, rent the rooms individually to any tenant, raise the corresponding price considerably to be then able to offer flat fares that include all costs, limiting residing time to under a year to be easily able to expel residents if need be, and offer some activities common to all their tenants throughout their managed apartments in order to be able to call the concept coliving.

Basically, anyone, without proper profiling, can rent a room in a furnished apartment. There is a published consistency in the type of tenants renting these apartments, but profiling is not made by the coliving companies. There is not a single coliving building where more than 10 residents colive. The existing offers consist of normal apartments spread through all parts of the city and beyond and the only community feeling is the form of some get togethers organized by the company once a week. Unable to live together with more than a handful of people in the largest options, coupled with simply meeting others perhaps once a week, is clearly not a modern coliving experience, but simply a flatshare experience with some perks, namely the ease to move in. These *wannabe-colivings* are Enso Co-living, Atico Coliving and Compact Coliving.

ENSO CO-LIVING

Enso Co-living, goes under the slogan “you do the living, leave the rest to us,” and it seems to be a proper example of the modern coliving movement, at first, upon browsing through their website (Enso Co-living, 2022). They market a range of 3 to 5 bedrooms fully furnished apartments, and the price encompasses wifi, utilities, cleaning once a week and ‘supposedly’ weekly community events. They claim to match users to the right roommates, yet the database shows multiple apartments to choose from, as opposed to communities with a concept. Many of them are displayed with all rooms available within them, as one would find on any estate agent website, and no information on existing roommates or roommate types. They claim to have managers organizing weekly events in the nature of sports, business, entrepreneurship and sustainability, yet investigating a bit farther on the ‘latest’ events section, one can see that the last published events took place months ago. This makes the promise of weekly events quite unbelievable considering the past months have been graced with all sorts of liberties to make events, as well as with good weather.

Within the landlords' section of the website, where they promote their brand in the hopes to get more apartments to furnish and promote at a premium price, they market tenants of very attractive characteristics. These are supposedly expats or young entrepreneurs with medium to high income that look for a social, all-inclusive and stress-free coliving experience, with an average age between 30 and 35, often renting between 9-14 months. And yet, there is no process to profile such characteristics. To the possible future residents, the process is as follows:

The user can browse through the apartments and rooms available like one would for any flatshare. Upon selecting one, the user is prompted to a 10-questions' application including name, email, nationality, age, residence city of choice (BCN or Madrid), phone number, move-in date, selected apartment, corresponding room price, and compliance agreement. There are not any questions regarding affinities, interests, employment, work, orientation, gender or any other profiling what so ever (See [Exhibit 1](#)). Therefore, it may be concluded that if users end up being in fact like-minded, this is not Enso's doing, but a natural occurrence. Beyond this, rooms can be booked for as little as one week. It seems quite unrealistic that there would be profile matching and community management on week-long accommodations, or any sense of community for that matter. Instead of a modern coliving living concept, the conclusion is that Enso Co-living is a mixture between a flat-share and guest accommodations, such as Airbnb, marketed under the umbrella of co-living in concept, but not in action.

ATICCO LIVING

Aticco Living, goes under the slogan "live together, enjoy together," and it also seems to be a proper example of the modern coliving movement at first (Aticco Living, 2022). Upon browsing through their website though, they market a range of 1 to 8 bedrooms fully furnished apartments, and the price encompasses WIFI, utilities, cleaning once a week and 'supposedly' weekly community events. It is not possible to prove whether this actually takes place since the events that will take place or have taken place are unpublished. They claim to match users to the right roommates, yet the database shows multiple apartments to choose from, as opposed to communities with a concept. Many of them are displayed with all rooms available within them, as one would find on any estate agent website, and no information on existing roommates or roommate types. Some apartments are actually individual. Therefore, the entire concept of coliving becomes obsolete altogether.

Aticco Living also has a business of Aticco Working, a coworking option. People can rent hot desks or permanent ones from 200-350 Euros per month. This service is completely independent from Aticco living, so no co-working is offered to those living in Aticco apartments. This is simply a different independent entity under the same umbrella.

They promote their brand with the strategy to get more apartments to furnish and promote at a premium price. They describe their tenants as millennials or generation Z between the ages of 22 and 38, professional and with an international profile, digital nomads, freelancers, startups' employees, or employees from the tech world. They describe their tenant base from a whopping 26 nationalities of origin, choosing to let their rooms from a couple of months to a year. And yet, there is no process to profile such characteristics. To the possible future residents, the process is as follows:

Just like with Enso Co-living, the user can browse through the apartments and rooms available like one would for any flatshare. Upon selecting one, the user is prompted to an 11-questions' application including a language choice between Spanish or English, then name, email, phone number, required move-in date, desired neighbourhood, preferred length of stay starting at 3 months, privacy policy acceptance, a choice between student and employee, and a space to write what the tenant would contribute to the community. There are not any specific profiling questions regarding affinities, interests, orientation, gender, etc., but it is a higher quality questionnaire for modern coliving than the one of Enso Co-living, for it at least asks about work and it does give the option to include what the tenant would contribute to the community (See [Exhibit 2](#)).

Following the process as potential interested tenant, the experience is better than that of Enso Co-living. A first personal reply via email is almost immediate and a follow-up conversation continues on whats-app. Rooms to a house in a different neighborhood than that shown of interest in the questionnaire are proposed. No pictures are provided, but floorplans and a promise of good new design. The location offered is far from centric, at Horta-Guinardó. After follow-up conversation with the agent, it became clear that profiling of tenants beyond the basic form is not done. They

Therefore, it may be concluded that if users end up being in fact like-minded, this is not Aticco's doing, but a natural occurrence, just like with Enso. A slight advantage of Aticco Living is that rooms rent for a minimum of 3 months, as opposed to the single week offering at Enso. This does provide a better chance of community building. Yet, there are no community managers on site to facilitate, so the experience is similar to that of renting a flat with unknown roommates. Instead of a modern coliving living concept, the conclusion is that Aticco Living is also a mixture between a flat-share and guest accommodations, such as Airbnb, marketed under the umbrella of co-living in concept, but not in action.

COIMPACT COLIVING

ColImpact Coliving, goes under the slogan "comunidad de impacto," and it does not even manage to fool as a coliving upon browsing through the website, beyond its brand. It is clearly a hostel. It rents bunk beds in dormitories weekly and the nightly rate for a bed is just under 18 Euros. They offer lockers to store personal materials and have deals with bike rental shops (ColImpact Coliving, 2022). It is a hostel like any other and the beds can be rented in hostel websites, such as Hostel World (See [Exhibit 4](#)). It is yet another example, though this time much farther from being a coliving than Enso or Aticco, which serves to prove the hype of the modern coliving concept.

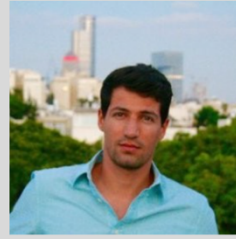
NIMBLE HOUSE

Nimble House is an upcoming coliving concept that will go under the slogan of "flexibility, accessibility, community." Information is not public and has been found through personal contacts and private sources, which led to and personal interviews with one of the founding members and access to the investor's deck. Nimble promises to be the first proper coliving to launch in Barcelona and according to the founding members below, the project is due to launch in two-months' time.



Krista Victorio

10 + years experience in Private Equity, Real Estate. MBA from IESE Business School



Guy Nachum

10 + years experience in construction and operations MBA from IESE Business School



Fernando de Delas

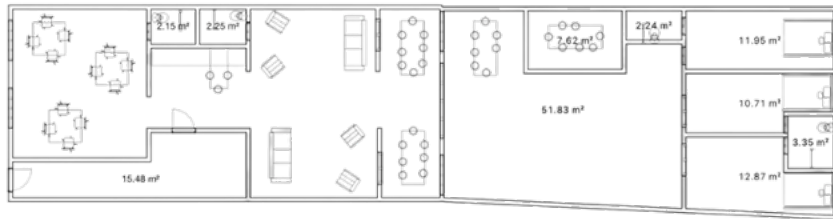
10 + years experience in design and hospitality
MBA from IESE Business School



Guillermo Quintero

10 + years experience in Marketing & Hospitality at IHG and Accor. MBA from ESADE.

It will be the first coliving building with 3-storeys and 14 rooms in Calle Burgos 57, in the centre of Sants-Montjuïc neighborhood. Unfortunately, operations and community management information have not been revealed at this state, but interestingly, they also believe a modern coliving is not a coliving if it possesses less than 10 bedrooms. They also found it fundamental to launch a building to provide a proper coliving and coworking experience.



1st & 2nd floor

Renders:



This project, which managed to secure investment and is about to launch as the first coliving building in Barcelona end of 2023, goes to show that the trend is coming and that Barcelona needs such projects. No further comparisons or conclusions may be drawn with the information found at this point.

CONCLUSION ON EXISTING BARCELONA COLIVINGS

As the Coliving trend continues to grow worldwide, some existing businesses in Barcelona decided to rebrand in an attempt to catch those that search for colivings. These businesses were either real estate initiatives based on dealing with apartment owners and redecorating standard flats with few rooms to virtually anyone interested, under a fixed price including fees. This is certainly one step closer than traditional apartments. Yet, it does not fulfill the requisites of coliving of profiling, length of stay, community management and minimum community size. Others simply rebrand hostels without any change to operations. Clearly the market moves slower in Barcelona, but these examples go to prove the market is there and ready for a real coliving design proposition. In order to further prove this point, the research goes on to researching and analyzing the target market in Barcelona.

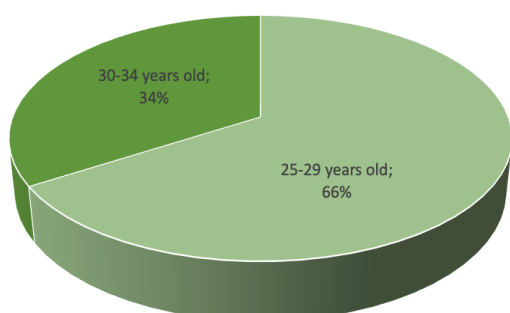
RESEARCH AND ANALYSIS FROM PERSONALLY-CONDUCTED INTERVIEWS

Before moving on to the design and to further prove the Barcelona market is ready for a coliving service proposition, 104 personal interviews were conducted across Barcelona to the preselected market requisite fulfilling the following criteria:

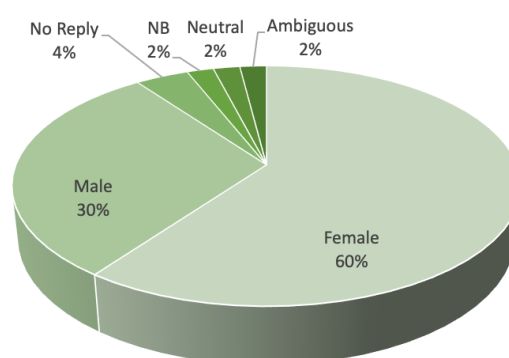
- Age between 25 and 34 years
- Residing in Barcelona for at least 6 months
- Having no children

The interviews were created in Google forms but were executed in person to ensure the quality of each response in every case, and therefore of the statistical results. Most of the respondents were female and within the younger target market age bracket of 25-29 years of age. The majority were single, but also a good percentage in partnerships, and living within the areas of L'Eixample and Sants Montjuïc, though most neighbourhoods were represented in smaller amounts. Please see below:

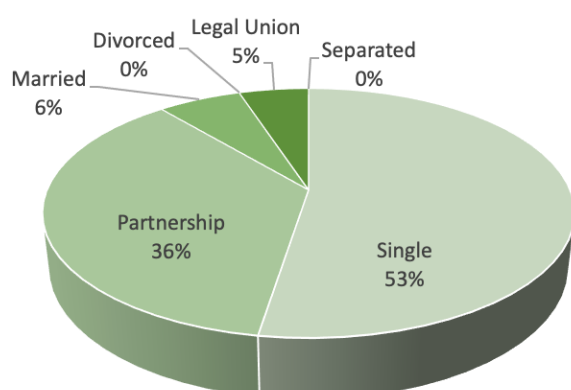
Age group:



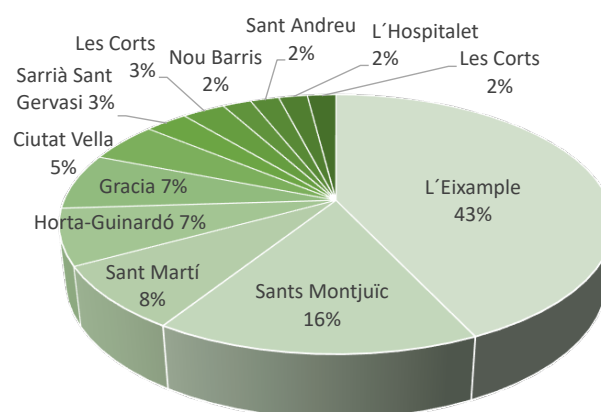
Gender:



State:



Residential Neighbourhood:



Below the following conclusions, numbered figures show the exact results from which they are derived. Firstly, it is interesting to note that despite 80% of those interviewed being quite happy with whom they live, 40% feel they do not quite belong where they live (See Figure 1). Yet in choosing their ideal homes, 30% find it hard to socialize there and hardly comfortable

(See Figure 1). In choosing their ideal places more than 85% find it important to be able to relax and work at home as well as to be happy with the people they live with (See Figure 2). This shows a high emphasis must be placed upon matching residents and the quality of the common and co-working areas. Social areas, overall comfort, flexibility to join and to leave, as well as sense of belonging also score highly on desire demands with percentages close to or over 75% (See Figure 2). As expected, it is important to make the process accessible. Rentals nowadays are so complicated, impossible to many, especially entrepreneurs and free lancers. People must feel super comfortable both in their private and common spaces and the community management along with appropriate profiling will provide for high sense of belonging.

As one would expect, the vast majority are unhappy with the requisites of entering a property rental contract unreasonable or very difficult, with about half of them finding the documentation required, the economic investment in the forms of deposits, down payments and upfront rent, as well as requisites such as indefinite contracts amongst others (See Figure 2).

Evidently, quite a bit of profiling has already been placed simply in selecting the target market, which is in turn the interviewed group. Therefore, it is not surprising that more than 70% put little to no interest in the origin, regional culture, gender, sexual orientation, religion or even religious affinity (See Figure 4). Most people with the basic profiling prove to be open-minded individuals, therefore. This is an expected, yet very positive discovery. Yet more than 80% of respondents give at least medium to extremely important that colivers share similar styles of living, mentality, affinities, interests or hobbies and life situation (See Figure 4).

Another interesting analysis is the importance of a home to most. However adequate or inadequate their living conditions, more than 85% of respondents claim to spend between 5-12 awake-hours at home on average every day (See Figure 5). Interestingly, they would not spend more hours at home if it were ideal, which means being home is considered a necessity for them (See Figure 7). They would however be more satisfied and happier.

Close to 70% of respondents claim to somewhat or fully understand the concept of coliving (See Figure 8) and of those, only 3% claim not like it while 30% to like it. The majority or respondents lie somewhere in between, with 23% betting on sharing spaces being sustainable, 15% thinking it is the future, and 10% thinking it is more convenient to live with people which are alike (See Figure 9).

Next respondents were asked about their willingness to share certain spaces. The results will not be taken so literally upon the design projection because it is deemed of outmost importance to be presented with real-life examples of a particular place to obtain accuracy in responses. In other words, a person may be very unwilling to share a standard toilet with a roommate and yet in a very nicely decorated ample bathroom with individual toilet units that provide privacy, this same person may be very willing. Having said this, in general terms there is an expected higher willingness to share common areas. And, surprisingly even without being presented with a very attractive coliving prototype, nor being spoken about one, more than 75% stated they are very to extremely willing or depending on the space willing to share sports areas, outdoor space, utilities, laundry room, services such as internet and Netflix, dining area, TV zone, kitchen, relaxing and entertainment areas, as well as work areas. Also, surprisingly more than 40% are willing to share toilet and shower. Expectedly, only 10% are willing to share their bedrooms (See Figure 10). Interestingly, even with such a low percentage, hostel-like pod

colivings are extremely successful, which goes to prove that if the space, location, vibe and community are really nice, all these percentages go up considerably.

In order to better assess the value-added activities to offer upon planning the coliving service, respondents were asked to imagine the hypothetical situation where they would be living within a community of people like themselves. They were then asked to place value upon some examples. More than half of respondents valued highly to very highly all given examples, yet they valued them mostly in the following order: Cultural events, grocery shopping advantages, leisure activities, team sports' gatherings, directed movement classes, dance groups and health insurance benefits (See Figure 11).

When asked the question of whether they preferred "Biophilic Design" versus "Standard Design" using both terminology as well as presenting two pictures of a similar bedroom with biophilic design versus a standard one without, 75% stated they prefer the biophilic designed one. This asserts the biophilic design research section that it would be beneficial to include biophilic design aspects in the image space design proposal.

Figure 1.

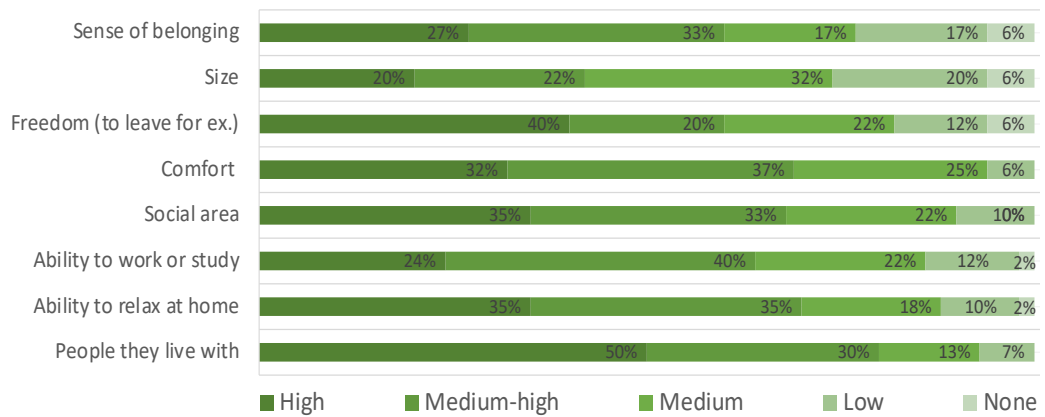


Figure 2.

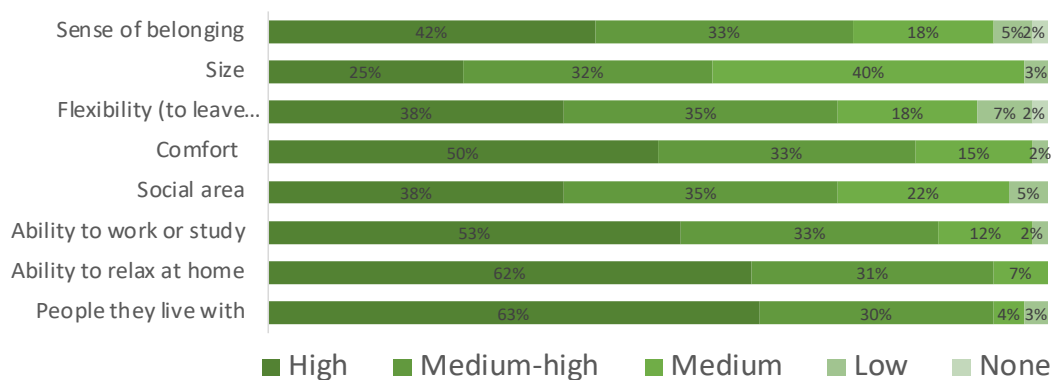


Figure 3.

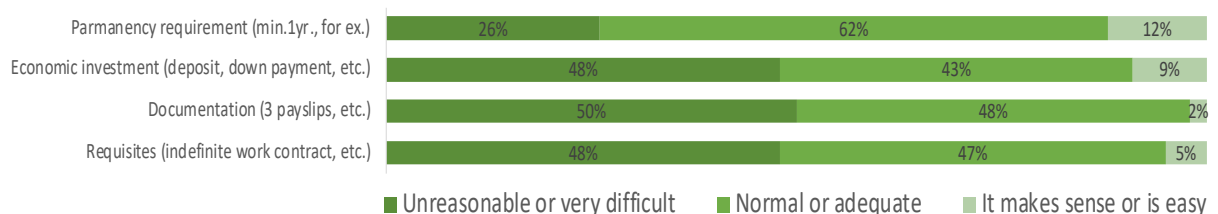


Figure 4:

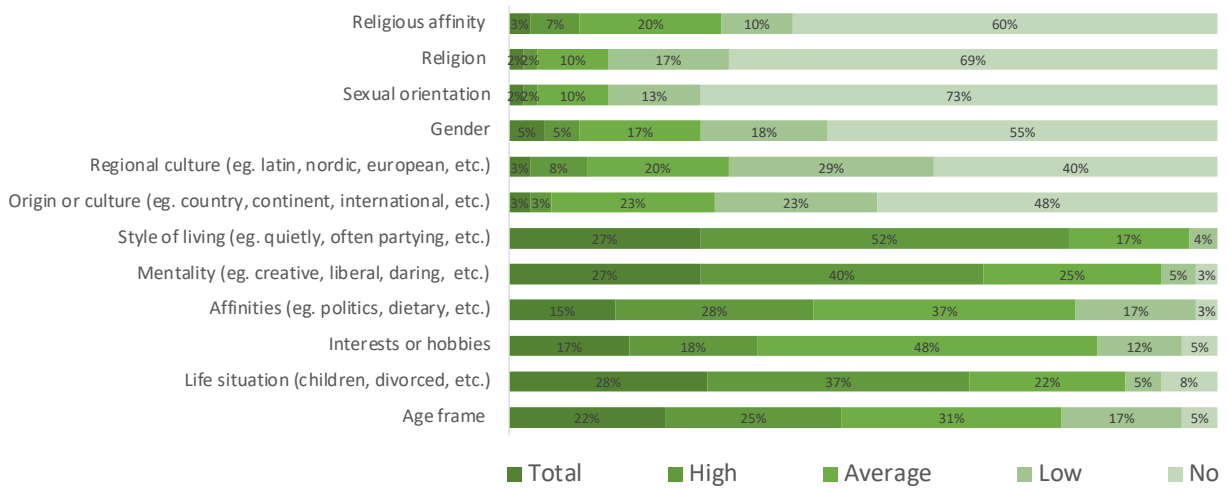


Figure 5- Awake hours spent at home per day on average at the moment:

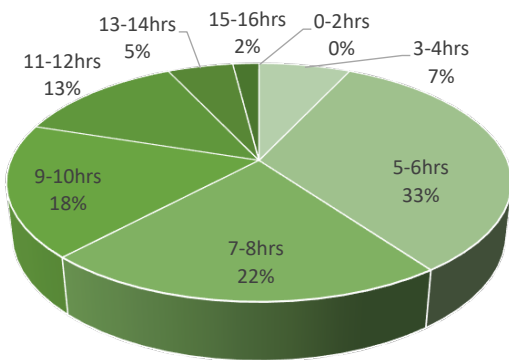


Figure 6- Spent working or studying:

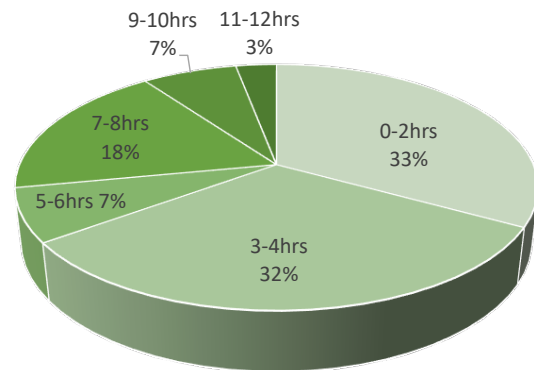


Figure 7- Awake hours they would stay home were it to be ideal to live and work or study:

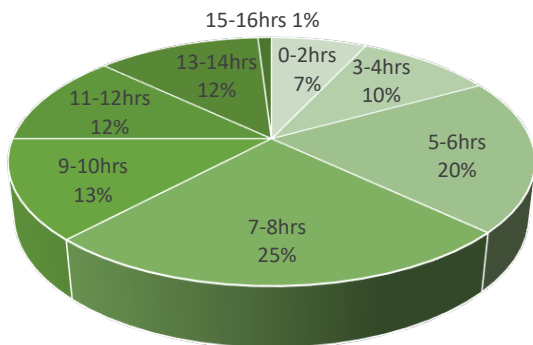


Figure 8- Understand the concept of Co-living:

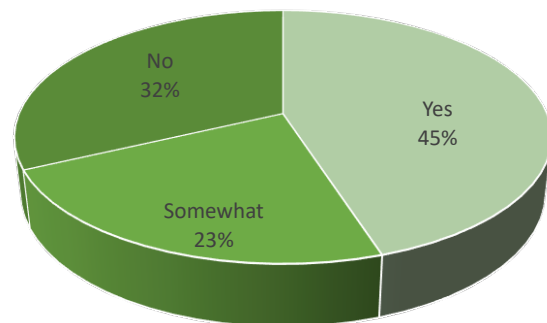


Figure 9:

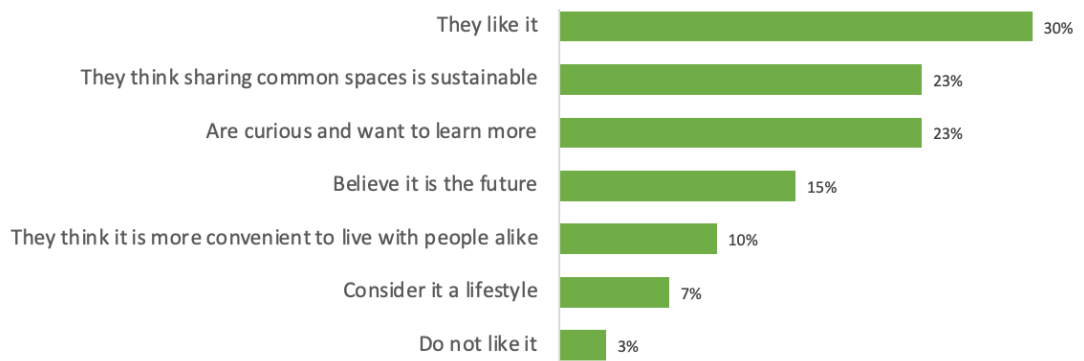


Figure 10:

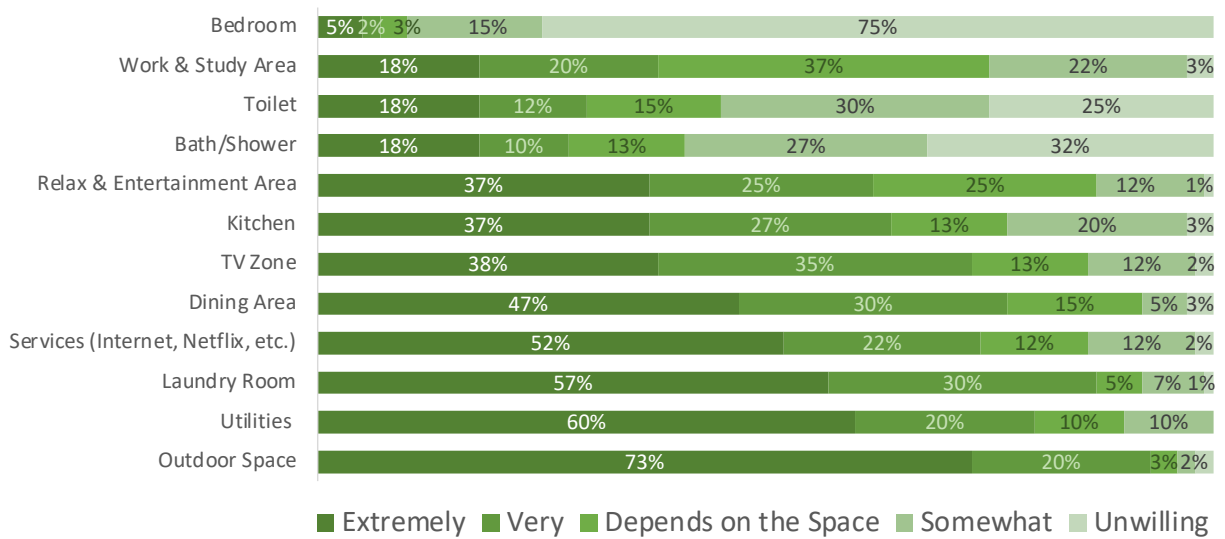


Figure 11:

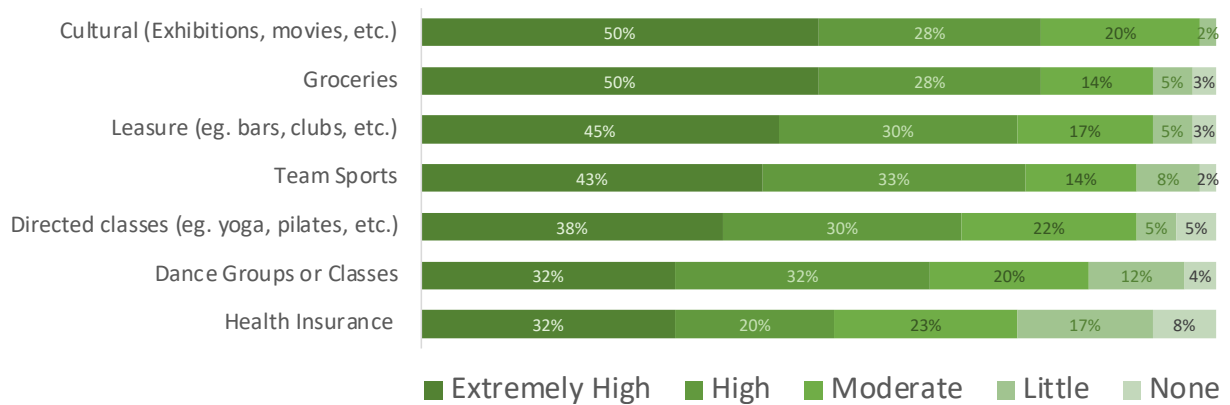
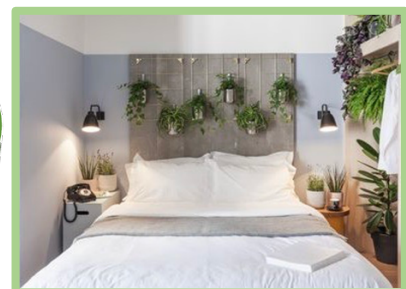
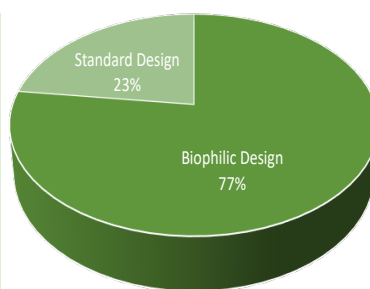
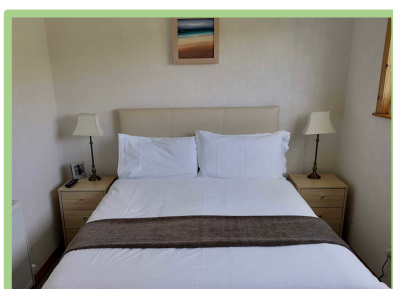


Figure 12:



DESIGN PROPOSAL: LOCATION

The final design is thought to provide a combination of many requisites studied in this paper, with the objective of providing a space thought for, both physically and administratively with the purpose of fulfilling Barcelona international and entrepreneurial-minded millennials today. The Design and venture will be called Blai House.

LOCATION

Blai House will be built in Carrer de Blai, in the Poble Sec neighbourhood of the Montjüic district. 15 years ago, Poble Sec was a humble neighbourhood that split Barcelona city centre from the Montjüic mountain. It was known for its tranquil small-town life, its multicultural identity and good location. Still relatively unknown to tourists, it has become one of the three most upcoming neighbourhoods in Barcelona, together with Poblenou and Sant Antoni. City guides define it as *chic and cheap*. Its comfortable and tranquil, yet fun and alternative, cultural but decadent, isolated yet centric, modern but traditional (Cantón, 2020).

The neighbourhoods' law (Ley de Barrios) approved in 2004 changed completely Poble Secs panorama (BOE Legislación Consolidada, 2004). The pedestrianization of Street Blai became the inflexion point, turning it into a small Rambla in one of the coolest neighbourhoods in the city (Cantón, 2020).

The site is a mere 3-min walk to the Metro Station in one of the major avenues in Barcelona, the Avinguda Paral·lel. Street Blai extends for about 500 meters of tapas and pinchos bars and it is also known as 'La Petite Rambla del Poble Sec'. It has a large range of bars and restaurants, most of them with outdoor terraces. It is in fact the street with the most amount of tapas bar per square meter in Barcelona (Barcelona Molona, 2015).

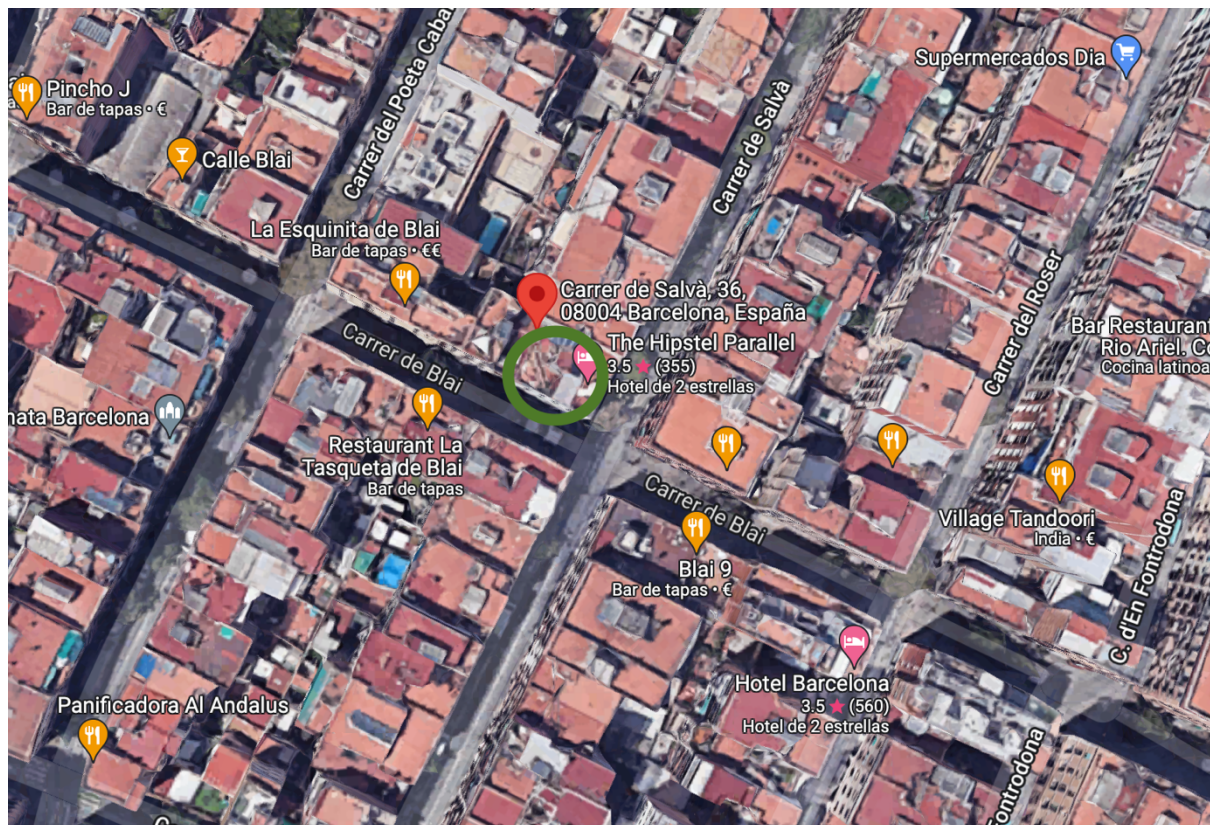


(Martinez, 2022)

Despite the fact that it is not far from the most touristic areas such as the Ramblas, it is slightly off the beaten track of the most usual tourist visits. This makes it very popular with local residents, both native as well as international settlers. During the week the atmosphere is quieter, mostly with locals. From Thursdays and onto the weekend, the atmosphere is quite lively with many visitors from other neighbourhoods and the pedestrian street full of socializing youth. This combination makes it ideal for millennials coliving.

There is therefore no better location to design the first Barcelona co-living residence than at Street Blai, and the chosen building presents the perfect setup to develop this project.

SITE MAP WITH CHOSEN LOCATION FOR DESIGN CONCEPT:



The site address is Carrer de Salvà, 36. It currently operates as a hostel with 84% occupancy. The entire building belongs to one owner and there are two available licenses for the two properties which include the hostel as well as the tapas bar that can be found on the ground floor façade of Blai Street. The first and second floors currently host the bedrooms, common areas and bathrooms and there is a rooftop terrace. The building also hosts an elevator. The building counts with 450m2 and surpasses its tourist licence for 650 thousand Euros. The monthly rent is 8 thousand Euros. Having met the owner of the license on several occasions to discuss this coliving idea, there is also a clear possibility for an arrangement for joint collaboration.

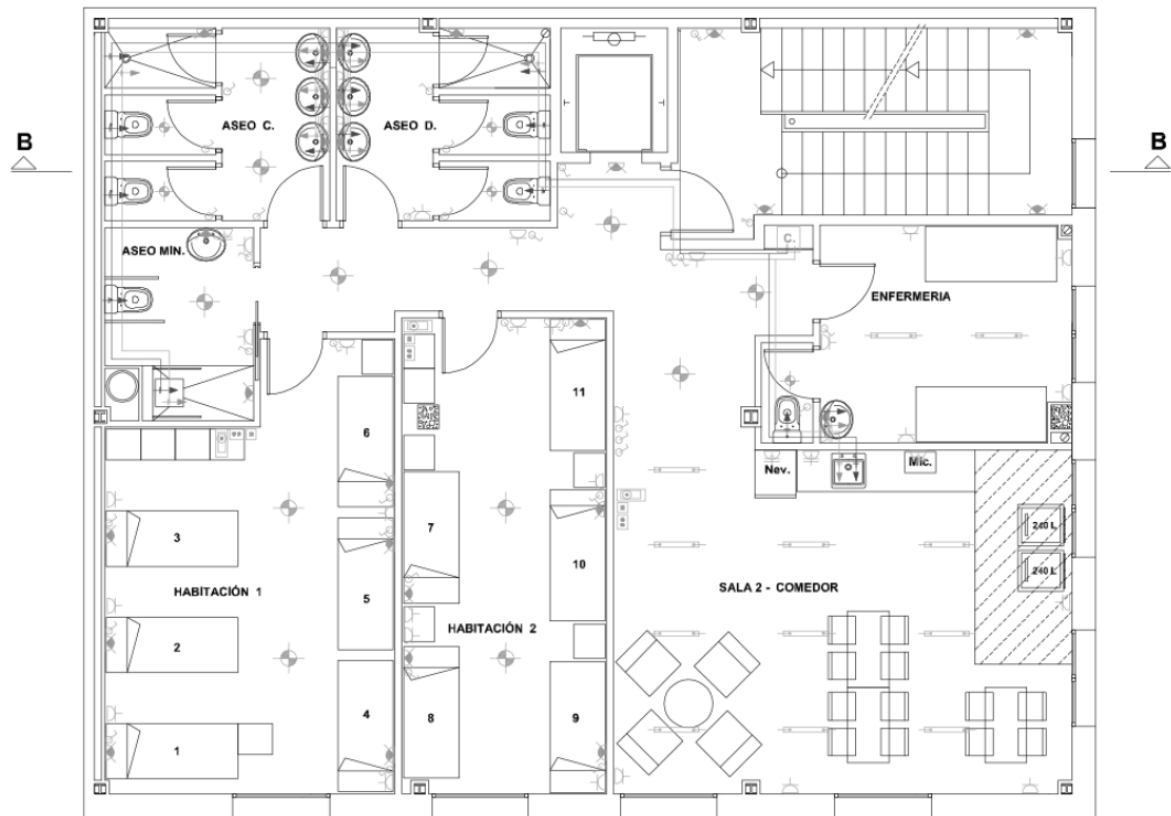
This is very important and a precious finding for three reasons. One is that it is practically impossible to get a new tourist license today in Barcelona, which makes for new co-living concepts to have to abide to residential construction and operation regulations, which are in turn unattractive. Two, a co-living space could host short-term stays with such a license. Three, the residential construction regulations are considerably stricter than those for hospitality,

which means that converting a normal building or large apartment onto a co-living residence would not allow for an attractive and profitable co-living design.

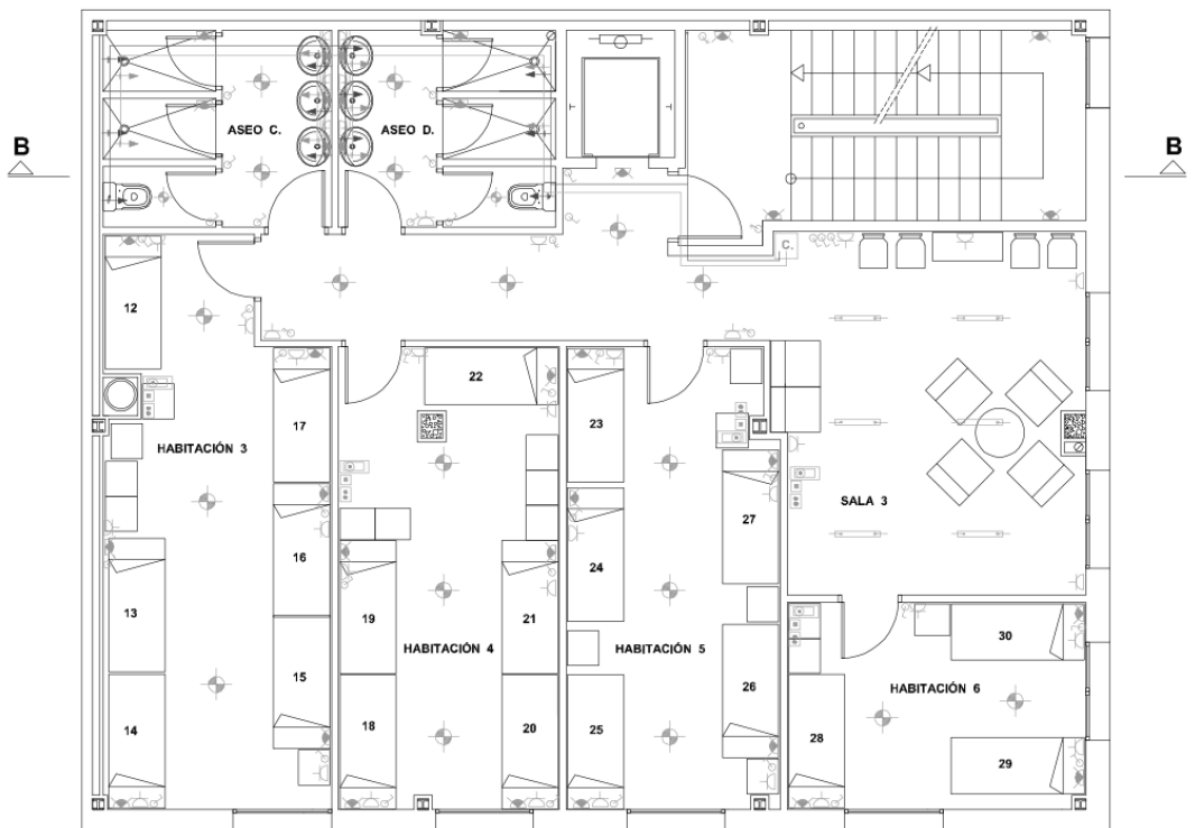
PICTURE OF BUILDING IN CURRENT STATE



PLANS OF 1ST FLOOR UNDER CURRENT DISTRIBUTION



PLANS OF 2ND FLOOR UNDER CURRENT DISTRIBUTION



DESIGN PROPOSAL: SPACE

The space design is an adapted living concept to the new generations and to the lifestyle of liquid societies. The concept offers a flexible solution that allows for living in a good urban zone a feasible price in spaces designed for maximum flexibility with a large focus on social shared spaces to increase the quality of people's lives.

The spaces are designed to facilitate social interactions and the flow of ideas freely. Biophilic Design is incorporated throughout. The objective is to generate an ambience that potentiates creativity and wellbeing.

INDIVIDUAL PODS

The individual pods are key to imagine to revolutionary and most modern concept of pod coliving. Residents will not live in adult bunk beds without privacy or simply a curtain to achieve some privacy. They will not simply get a locker either. They will get all the enhanced common spaces typical of pod colivings but their private space will feature a full-size double bed with a high quality mattress. The pods will be constructed on site with natural pine wood to give a cozy feeling and to be loyal to Biophilic Design. They follow soft curves appealing to the eye. Ventilation is achieved through a roof opening that can be seen on the top view of Figure 1. The sanded poly glass featured at the front is also perforated for ventilation and so is the sand poly door. Visual privacy is not however sacrificed. Storage space is maximized through the elevated bed. A large pull out and lockable drawer-type closet is shown on figure 2. It is able to fit two large suitcases and there is still room for more.

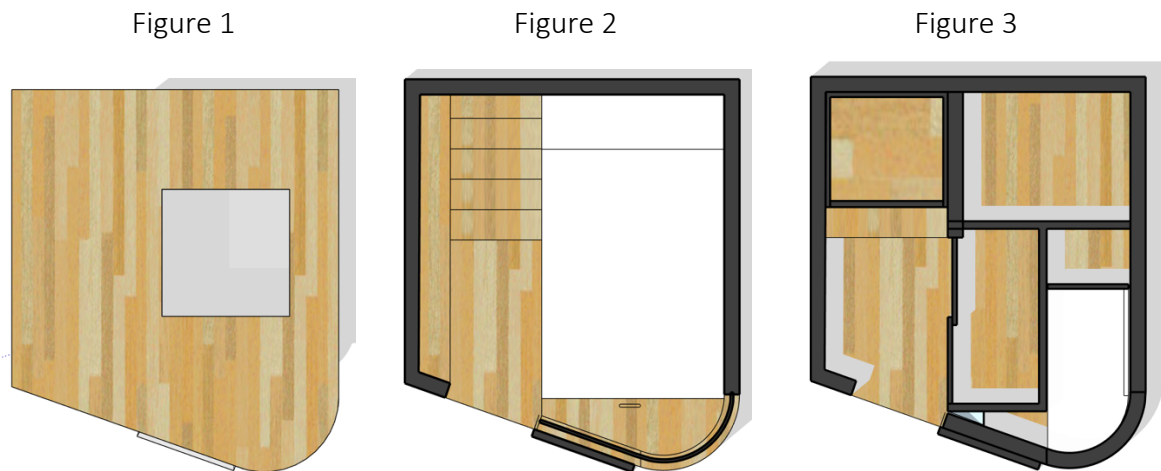


Figure 1 shows the top view. Figure 2 shows the top cut view of the bed and stairs. Here one can also appreciate the 5 steps to reach the bed, each featuring a pull-out drawer with storage. To the left 1 of two storage shelves for personal items is also perceived. At the foot of the bed is another storage cabinet with a pull up top. Figure 3 shows the top cut view underneath the bed where the large hanging closet can be seen under the left side of the bed. The pull-out drawer closet mentioned earlier under the right part of the bed can be seen pulled out on figures 4 and 5 below. Figures 6&7 show the drawers and inside full size closet.

Figure 4

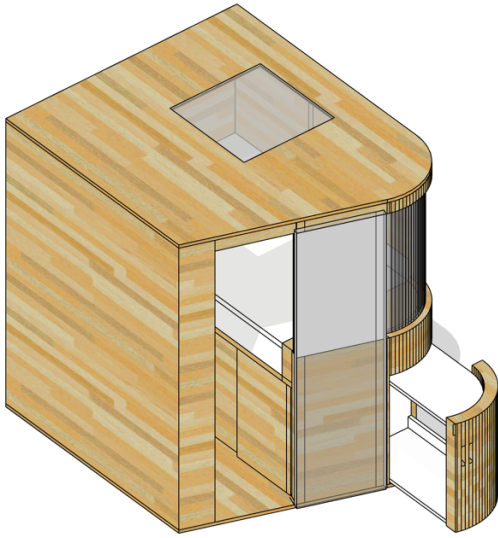


Figure 5



Figure 6

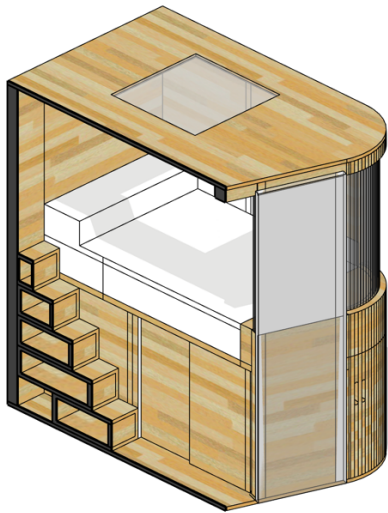


Figure 7

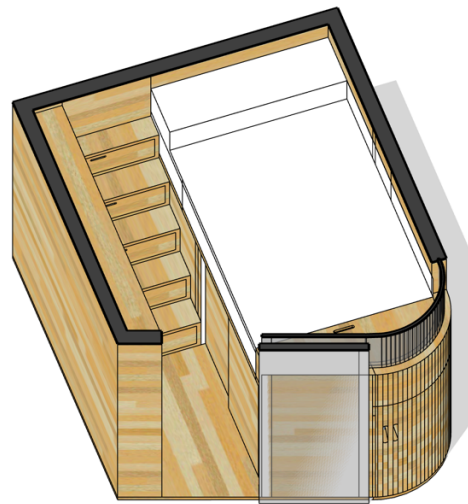
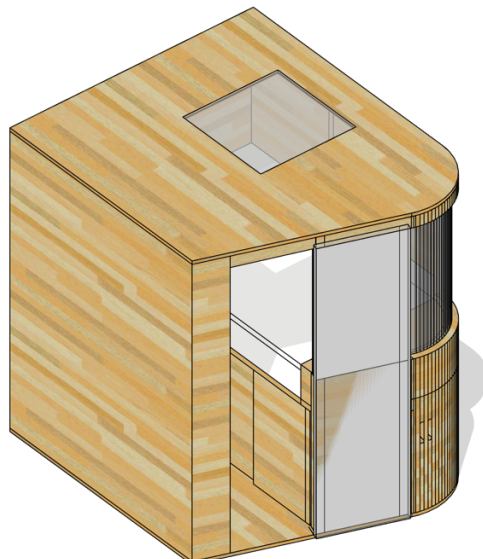
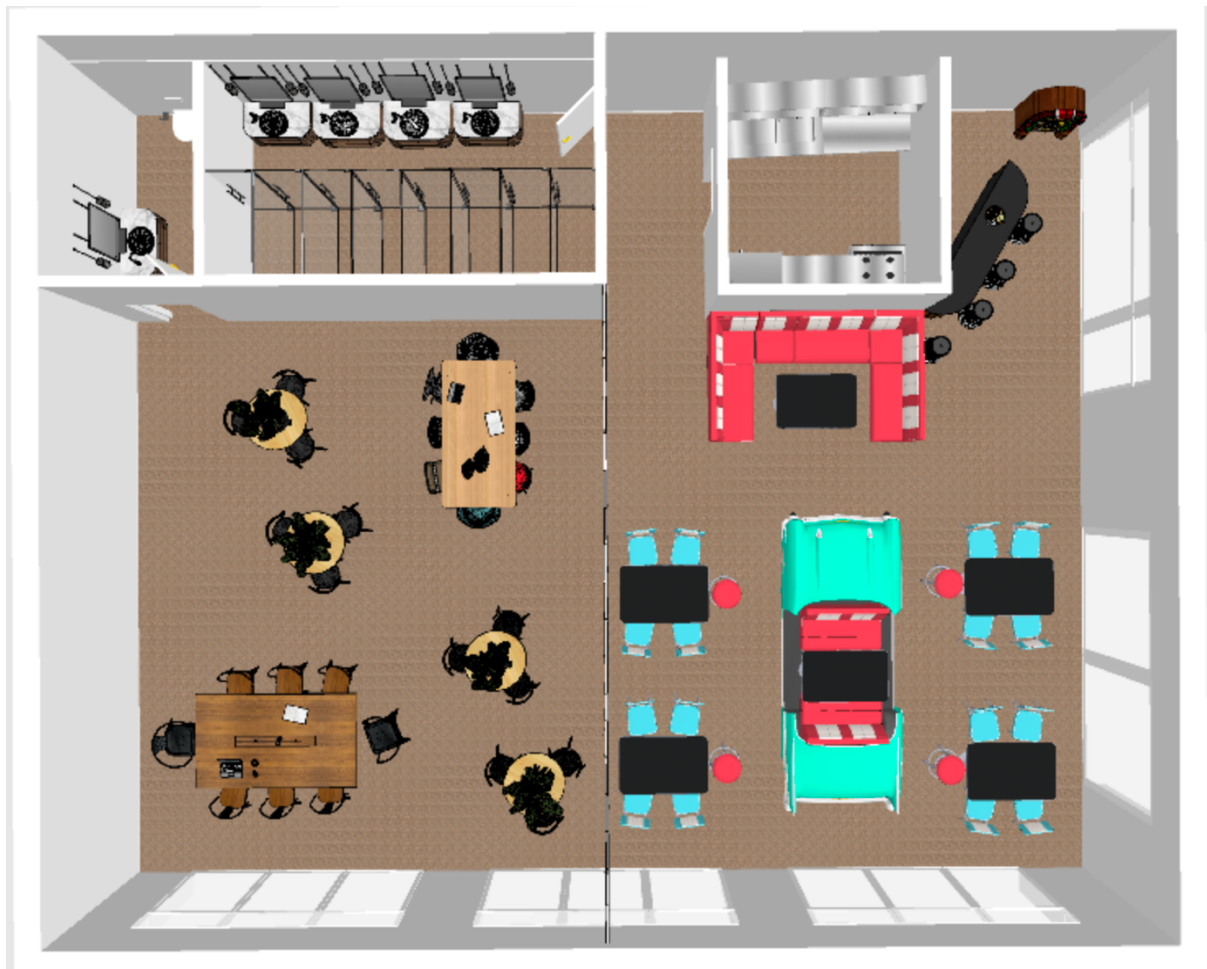


Figure 8



The pod will allow for privacy through the sliding door, which can be locked. The pull-out storage reached from the outside of the pod may also be locked separately. Inside the pod will be equipped with sockets and USB connections as well as ambient led lights that can be regulated according to the mood. Both the curved polyglass as well as the polyglass door will have internal sliding black out curtains. People can stand fully inside the pod and sit comfortably on their beds as well.

GROUND FLOOR



The ground floor will host a co-working area free for Blai House residents and paid for by visiting guests. There will be a handicap accessible bathroom to serve all of Blai House and further co-ed bathrooms including 8 toilet booths and 4 vanity units. To the right, there will be an American style diner to serve creative diner-style food. The idea is to offer a 'cool' young alternative to the overflowing Spanish pinchos found throughout. The restaurant will aim to participate in the route with a creative diner-style pincho, but it will stand out in décor and culinary to attract international millennials. To the back is an industrial kitchen and to the right of it a bar with a traditional jukebox. The diner boasts 32 seats inside and an additional 20 seats outside on Blai Street. Blai House residents will receive a 20% discount at the restaurant and their guests eating with them will receive 10% discount. This will be one of the incentives to attracting and creating a community.



There will be access keys for all residents in the form of bracelets. They will be programmed to access the building, co-working, either female or male toilets and individually for own pod unit.

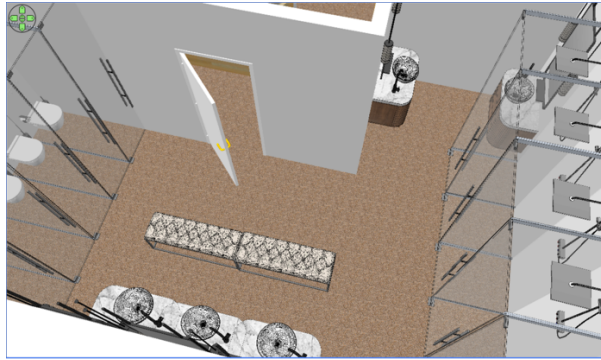
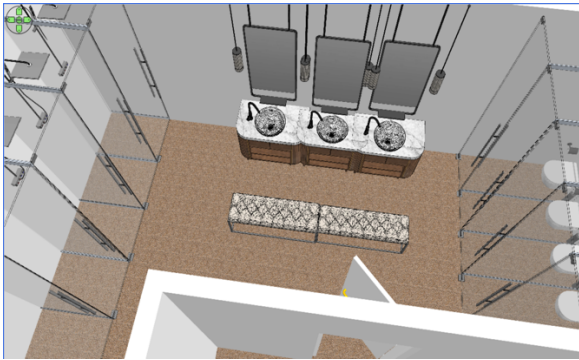


1ST FLOOR



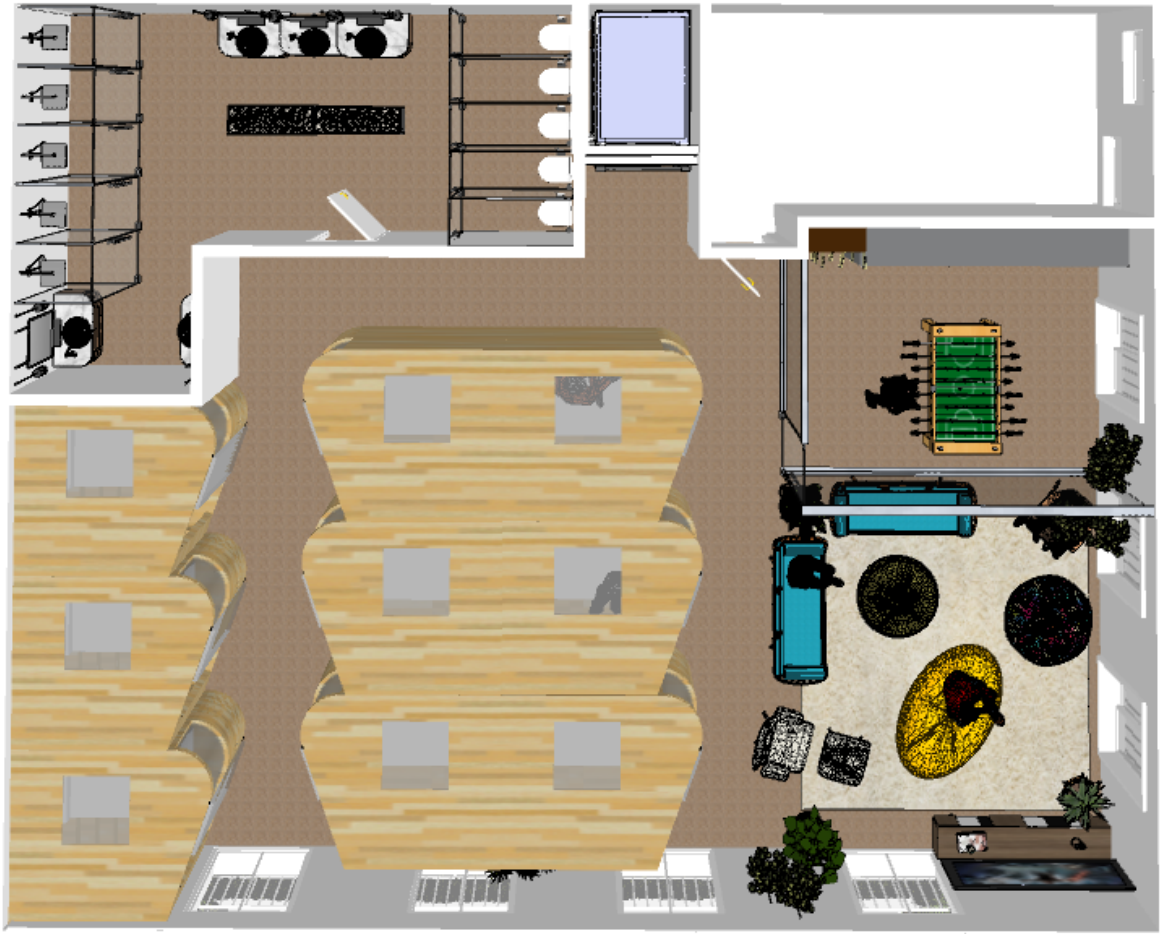
The 1st floor will feature a lounge hangout area and a large open plan kitchen diner that sits 9 people at any given time. 9 female pods are located on this floor as well as the female-exclusive bathrooms featuring 5 private toilet booths, 5 private shower booths, 5 vanity units equipped with straightening iron, blow dryer and free toiletries, as well as 9 lockable locker units for personal beauty products.





2ND FLOOR

The 2nd floor has the same number of pod units and distribution of the 1st floor. This one is reserved for male residents. The bathroom is also as on the floor below. The common space consists of a TV surround sound lounge area with comfortable puffs and sofas to sit up to 13 people at any given time. On this floor is also the laundry room with 6 washing and 6 drying units as well as 18 lockable locker units for individual storing of detergent, conditioner and other clothing related products. This room will also host table football for entertainment. Biophilic elements are cared for in every aspect from the shape of the puffs simulating nature, natural plants throughout, the carpet design simulating nature lines, aromas of nature through and perfumed releasing units.



ROOFTOP TERRACE

The rooftop terrace will be covered with natural grass and large potted palm trees from Barcelona to mirror the local nature. There will be dip pool to freshen up and several sunbathing loungers and shade huts. There will be coed bathrooms with 8 toilet units. The walls will be covered with natural ivy.



BUILDING VIEW



The building will also be reformed with biophilic elements with hanging plants from every window and ivy growing on walls to eventually cover them in nature and give an entire oasis feel.

DESIGN PROPOSAL: OPERATIONS

First and foremost, it is key to unite the set of like-minded individuals. The group will be relatively small, 18 residents including the Blai Community Manager.

COMMUNITY MANAGER

The community manager will be a resident. Much like in the case of GOs previously mentioned in the Club Med case study, it is deemed of outmost importance that the community manager is not simply an employee, but a live member of the community it manages. The community manager will be responsible to create and potentiate an enriching ecosystem that foments innovation, collaboration and diversity, positively impacting people's lives through new disruptive tendencies.

The community manager will be hired for a period of 6 months, at which point a new community manager will be appointed. This will be the expected rotation of residents at Blai House and community managers should join, grow and progress along with it. It is also deemed important for the community manager to fit the target market. Therefore, international background, multiple languages and an age range between 25-34 will be essential. Blai House will not offer merely a job, but a life experience. The community manager, or CM will need to possess all the qualities to serve the residents and must be welcoming, cheerful, available, professional, talented and naturally attentive to the residents' needs, as well as love to surprise them with new and exciting activities. The CM will be available throughout their entire stay, helping residents get settled and organizing all events, finding solutions to any problems they or the property might have, with the autonomy and power to act and react accordingly. Entertainment includes events and activities that may be centered around sports, gastronomy, music, tailored business opportunities, or local culture.

The community manager will live onsite. Free room and use of all facilities with the same rights as other residents is one of the key incentives in the recruiting package.

The community manager will organize a whatsapp group with residents and actively manage the Coliving App.

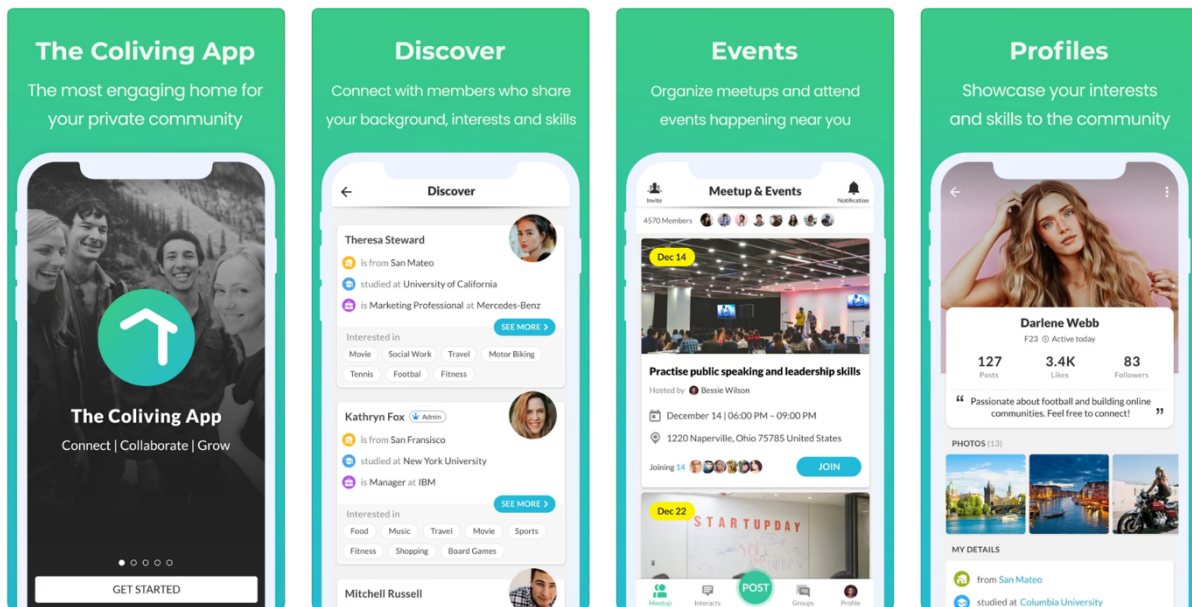
COLIVING APP

The Coliving app is a private community app for coliving spaces. Blai House would run a white-labeled version with it's brand customization. Only pre-authenticated members or ones with invite links can join the community. Through the app, Blai House will build its coliving community and create unforgettable experiences for its members. Members will be able to discuss ideas, ask questions, post events, and meetups. The community manager will own an official section of events organized by the house. Members will be able to enjoy a comfortable stay and leverage the power of a truly connected community.

Members will be able to:

- Ask questions
- Post status updates, share photos, ask for suggestions, start discussions, create polls
- Send and receive private group messages from fellow members.

- See the latest important updates from the community manager on the announcements' tab
- @Mention fellow members in posts and comments
- View invoices and pay dues
- Check availability and book common facilities



Retrieved from: <https://apps.apple.com/es/app/the-coliving-app/id1505503799>

REGISTRATION, SCREENING & MATCH-MAKING

Blai House will be promoted on social media and the press as the first proper avantgarde coliving in Barcelona. Interested Blai Members will be able to book a visit and request an interview with the Coliving and Community Manager. Only 18 members will live in the house, of which one will be the community manager. Upon receipt of applications, the interested members will be categorized by similarities. In the surveys, respondents felt it important to be placed together with people of similar styles of living, mentality, affinities, interests or hobbies and life situation. Upon receiving the first 10-20 applications, a trend will be established as to the type of people most interested in living at Blai House and new applicants will be chosen based on the criteria set by the majority of applicants themselves.

The majority of applicants could end up having computer programming ventures as a repetitive connection, or mindfulness and yoga free-lance instructors, or perhaps they share the dream of opening a new company together and want to meet others with the same dream in order to share ideas. The idea is to find commonly repeated similarities of any sort and create the perfect fitting community of 17+1.

HOUSEKEEPING

Blai House will be cleaned daily in all common areas. Private rooms will be cleaned once a week and bed sheets will be switched every other week.

MAINTENANCE & SECURITY

Blai House will hire Grupo Eulen to maintain the facilities in great shape at all times. Their services include cleaning, general maintenance, carpets, glass and screens. Cleaning and restoration of facades. Supply of material. Hygienic cleaning and environmental control. It also includes the maintenance and replacement of interior plants. They look after building hygiene, taking care of audits, environmental surveillance, radiation and water controls. They issue certifications including pest control.

Security service includes access control, surveillance and installation and maintenance of security systems, fire protection, and building emergency plan. Installation and maintenance of perimeter detection systems.

Cleaning of outdoor areas. Collection of urban solid waste. Cleaning of sanitation networks. TV inspection and leak detection.

Services in customer areas will also include cleaning of rooms and common areas. Deratization, pest prevention.

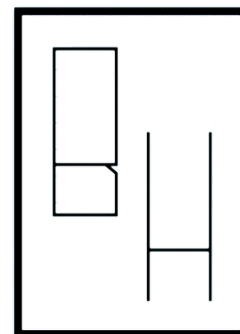
Maintenance of air conditioning and sanitary water installations. Plumbing, carpentry, locksmith.

Audit: compliance with legislation. Supervision of working conditions. Resource and waste management monitoring.

BRAND

It feels good to say: "I live in Blai House." It was the essence in coming up with the name. The inspiration came from member's club Soho House, which in turn got its name from being a corner building where members gathered in the neighbourhood of Soho, London. As a member of Soho House and having come up with this coliving venture and visiting the property for the first time, the name just popped up immediately: BLAI HOUSE. The logo followed quickly. It had to be Simple, clean, beautiful, and could never include an explanation of what it stands for because it will not need to.

BLAI HOUSE



CONCLUSION

Blai House is the result of long and arduous research, which began with the personal wish of doing something to help the international-minded millennials living in Barcelona. It was interesting to find out early in the research that millennials are not doing well mentally, suffering from stress, low self-esteem, anxiety and sleep deprivation. It was also interesting to discover the benefits of Biophilic Design in helping these conditions.

Market trends and current living conditions made it clear that a well-proposed coliving in Barcelona would be the perfect design solution for this target market. One of the first challenges was finding the right property. After much study upon residential options and studying the norms, it became clear that the best solution would be to turn a property currently in possession of a hospitality license, since new licenses are not given out in Barcelona anymore.

Blai House would have to be able to host guests for 1 month to 6 months. It also needed a spot large enough to host attractive coworking and other common areas, and more than 10 private living pods. This brought on the next discovery and challenge. The new trend of coliving pods, after years of capsule and pod hotels success was already beginning in LA, California. But Blai House had to be better. The pods could not be simply capsules in the shape of coffins and they would also not be simply adult bunk beds. Blai House pods would be a cross between a pod and private room. They would have enough storage space to live comfortably for 6 months, with drawers, space for suitcases, space for hanging clothes and a large full size bed with the highest quality finishes to provide the most comfortable feel. Privacy needed to be maximum. Unlike standard pods, Blai pods have a sliding door and ventilation is guaranteed through mini holes in the poly glass as well as the roof top opening. The choice of keeping the door open for further ventilation and sociability still remains. Blai pods can be built on site and fit alongside and across from each other beautifully in zig zag paths that simulate uneven paths in nature with curved finishes.


The building distribution provide the perfect setting to imagine a design where public bar and members co-working areas and reception are set on the ground floor, 1st floor with 9 blai pods for female residents, a living/relaxing area and a large open plan kitchen/dining area. It also hosts large restrooms with 5 individual shower units, 5 individual toilet units and 5 vanity units, as well as lockers for toiletries for each of the 9 members. The 2nd floor with 9 Blai pods for male residents, a living/relaxing TV area, a large entertainment laundry room with 6 washing machines, 6 dryers and football table. It also has a large bathroom mirroring the one on the 1st floor. The cherry on the ice cream is the rooftop terrace with dipping pool, lounge chairs, female and male toilets and palm trees to represent Barcelona as well as give this holiday relaxing feel. The design on every floor has many characteristics of Biophilic Design to inspire and relax its residents.

But the true package could only be completed with the community manager selected and trained like a Club Med GO to ensure a true sense of community is created within a couple of days of each resident's arrival and kept throughout.

Blai house is a design venture. It is not an architectural design. It is not a hospitality design. It is not an interior design. It is not categorized design. Blai House is a service design proposition sought to touch and inspire in aspects of service, interior design, sourcing, architecture, and yes, business, with well-rounded creativity. This is the result of my design venture, Blai House.

EXHIBITS

Exhibit 1




Welcome to Enso Co-living's Waiting List!

If you are interested in living with Enso Co-living, join our waiting list where we will be able to take a look at your preferences and match you with the perfect space for you.

The only way to be part of our community is to fill out this form.

As soon as we find something that could match your personal needs and desires we will contact you via WhatsApp.

press Enter ↵




2 → What's your email address? *

We will need that to get in touch with you!

magaportena@gmail.com


✓ press Enter ↵



4 → How old are you? *

40

✓ press Enter ↵




6 → Could you facilitate us your phone number? *

We need it get in touch as quickly as possible with you and perhaps conduct a small interview to see if there is a mutual fit.

628608124

✓ press Enter ↵




1 → What's your name? *

Please help us to remember you!

Magali Gonzalez


✓ press Enter ↵



3 → Which nationality are you? *

Argentine, Brazilian, British

✓ press Enter ↵




5 → In which city do you wish to move? *

Currently we are live only in Barcelona and Madrid

Barcelona

✓ press Enter ↵



7 → From which date are you looking to move in? *

Please use the format yyyy-mm-gg

2022-06-01

✓ press Enter ↵

8 → Thanks a lot Magali Gonzalez! In which space are you interested? *

Please let us know the name of the apartment, exactly as you saw it in the website, we will add you to the correspondent waiting list or send you something similar if that is not available.

Coliving Roger de Lluria 126, Barcelona

press Enter ↵

10 → User agreement and GDPR compliancy *

Completing this electronic survey from ENSO Spaces S.L., does mean you give consensus and permission to treat your data, and use them for communications, functionalities, products, related to the aims of ENSO Spaces S.L.
You will be able to unsubscribe from the email list if you do not find our communications relevant.

9 → Which is the price of the room you saw? *

We need it in order to identify the room, and eventually send you some information about rooms in a similar price range.

850

Shift ⌘ + Enter ↵ to make a line break

press Enter ↵

Thanks a lot for your time Magali Gonzalez!

We will get back to you as soon as possible.
In the meanwhile, we recommend you to [follow us on Instagram @enso_coliving](#)

press Enter ↵

Exhibit 2

ÁTICCO LIVING
Welcome home!

🇬🇧 Fill in the contact form below so we can get back to you!

🇪🇸 Rellena el formulario a continuación para que podamos contactar contigo.

pulsar Enter ↵

● Dura 3 minutos

1 → 🇪🇸 En qué idioma quieres responder el formulario?

🇬🇧 In which language do you want to answer this form? *

2 → 🇬🇧 Hello, welcome to Aticco Living!
What is your name? *

First name, please :)

Magali Gonzalez

pulsar Enter ↵

3 → Great!
👉 What is your surname?

Gonzalez

pulsar Enter ↵

4 → Nice to meet you!
🇪🇸 What is your e-mail? *

magaportena@gmail.com

5 → 📞 And your phone number? *

We take the Data Protection Act very seriously. We will only use it to call you in order to give you further information as well as to start the reservation process in case you are interested.

🇪🇸 628 60 81 24

pulsar Enter ↵

6 → When are you planning to move in? *

7 → 🏡 Right now we have coliving spaces in Barcelona city. Which area are you interested?

You can choose several options

- A Sant Gervasi / Bonanova
- B Eixample Dreta
- C Eixample Esquerra
- D Sagrada Familia
- E Gràcia
- F Sants
- G Poblenou
- H Horta
- I Otros

Aceptar ✓

8 → How long would you like to stay? *

- A Less than 3 months
- B From 3 to 6 months
- C From 6 to 12 months
- D Do I have to leave?
- E I'm not sure at all 😊

Aceptar ✓

9 → By answering the form, you agree we can communicate with you about your query by email and / or phone call. For further information read our [Privacy Policy](#) and our [Legal Notice](#). *

- A Acepto
- B No acepto

11 → The Aticco community is made up of people who share the same interests and lifestyle and are looking to grow personal and professionally.

How do you think you can contribute by joining the community 🚀
🔗

I'm a designer and entrepreneur with many ideas.

Pulsa Shift + Enter para añadir un párrafo

Aceptar ✓ pulsa Enter ↵

🎉 **Thanks for completing the form!** 🎉

We are glad you are considering joining our community.

If you'd like to schedule a call today, click the button below.
Otherwise, we'll get in touch with you as soon as possible.



Home / Spain Hostels / Catalonia Hostels / Barcelona Hostels / Colmpact Coliving

COLMPACT COLIVING

📍 Calle Bruc 123, Barcelona, Spain

LOCATION

Colmpact Coliving, Barcelona, Spain

CHECK IN

31 May 2022

CHECK OUT

03 Jun 2022

GUESTS

2 Guests

Search



FREE CANCELLATION

Book more than 6 days in advance for Free Cancellation.

9.3

Superb

299 Total Reviews



Perfect Location



Superb Staff



Fantastic Cleanliness

[Read all reviews](#)

Property Description

Colmpact Coliving is an innovative proposal created for entrepreneurs, digital nomads, and university students who are looking for a living and working space in which to continue growing personally and professionally. This is your ideal space to live in harmony and connection with people and professionals like you. Sharing new experiences and creating memories that will accompany you throughout your life.

Located in the Eixample neighborhood, the house has authentic modernist architecture, a symbol of Barcelona. Shared bedrooms for 4 and 6 people, equipped with the best bunk beds on the market and high-quality mattresses to ensure you have a pleasant rest. Fully equipped kitchen, dining room, living room, balconies, and an exclusive content creation room for residents.

Amenities:

[show more](#)



Check Availability

CHECK IN

31 May 2022








CHECK OUT

03 Jun 2022

GUESTS

2 Guests

Search

 <p>ainsllemilley9872 Canada, Female, 18-24 Novice Nomad 3 reviews</p> <p>6.6 Good 27 Dec 2019</p> <p>This hostel would be so perfect if it weren't for one thing: all the bedrooms are directly open onto either the kitchen and dining room or the living room. Because they aren't on another floor or down a hallway, it is noisy all the time. And some of the doors have glass panes in them so it's never actually dark when you are trying to sleep because light shines in from the bathroom area. It's a great location but wouldn't stay again.</p>	 <p>Anonymous USA, Female, 25-30 Novice Nomad 1 review</p> <p>5.7 Rating 26 Oct 2021</p> <p>Certainly not worth the price tag per night considering the kitchen and bathroom were consistently filthy, no hot water for a few nights I was there, housekeeping rarely made an appearance, very unclear as to who was staff and to that end, the staff was constantly complaining about having to clean up after guests...that comes with the responsibilities of working in a hostel? Great and quiet work environment but that's about it. Not as advertised in terms of facilities though.</p>
 <p>rmondsix4216 South Korea, Male, 31-40 Novice Nomad 7 reviews</p> <p>10.0 Superb 29 Oct 2019</p> <p>This is one of the best hostels ever! Staff is so nice and friendly and the entire atmosphere is very cozy and comfy. And the manager is a sooooo nice guy!!! It's a little small hostel but everything is so convenient. 3 bathrooms + 2 toilets, 2 separated common area, smoking area with a nice street view and free wifi is reasonably fast enough! I stayed here for 3 days in a low season so there weren't many people which made my stay more comfortable. It is on the first floor without a lift.</p>	 <p>lettalison3790 Scotland, Female, 41+ Novice Nomad 1 review</p> <p>10.0 Superb 07 May 2022</p> <p>This hostel didn't disappoint, we spent 5 nights and could not fault anything about the place. Staff were friendly. The beds were comfy and everything was spotless.. It was great to have a reading light and your own electric socket and a curtain added to the privacy. A great hostel for lone female travellers and Certainly not geared up for party goers, but do have a nice community with outings going on where you can join in. Would definitely recommend.</p>
 <p>msrissaxo USA, Female, 31-40 Novice Nomad 4 reviews</p> <p>6.3 Good 10 Jul 2019</p> <p>I wasn't too happy with this hostel. The rooms aren't really private and the room didn't have a window and was quite stuffy. I had to keep reminding the staff to turn on our ac. The common area was right outside my room and it got quite loud with people playing games. The bathrooms are nice. The staff was helpful in providing everything I needed. I tried to rent a bike but that had some issues as I couldn't unlock it with the key I was given. Hostel was also quite hard to find. Don't recommend</p>	 <p>Anonymous Australia, Female, 25-30 Globetrotter 22 reviews</p> <p>9.7 Superb 16 Dec 2019</p> <p>Very nice hostel, shared bathrooms beautifully clean. Guests keep mostly to themselves.</p>  <p>Anonymous Venezuela, Male, 25-30 Novice Nomad 5 reviews</p> <p>8.0 Fabulous 14 Jan 2022</p> <p>Esta muy bien ubicado , el staff es muy amable pero no tiene espacios adecuados para trabajar (te toca trabajar en el comedor o buscar algún sofá) , las habitaciones son bastante pequeñas para la cantidad de gente que alojan.</p>

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