

IMPERMACULTURE
Youth and the Future of Living

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IMPERMACULTURE **Youth and the Future of Living**

A comprehensive report on home and its meaning to 18–24 year olds.

For the generation now coming of age, definitions of home are shifting. This report explores what those definitions look like for young people across the world, and why.

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EXECUTIVE SUMMARY & METHODOLOGY

*Summary
Home Truths
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SUMMARY



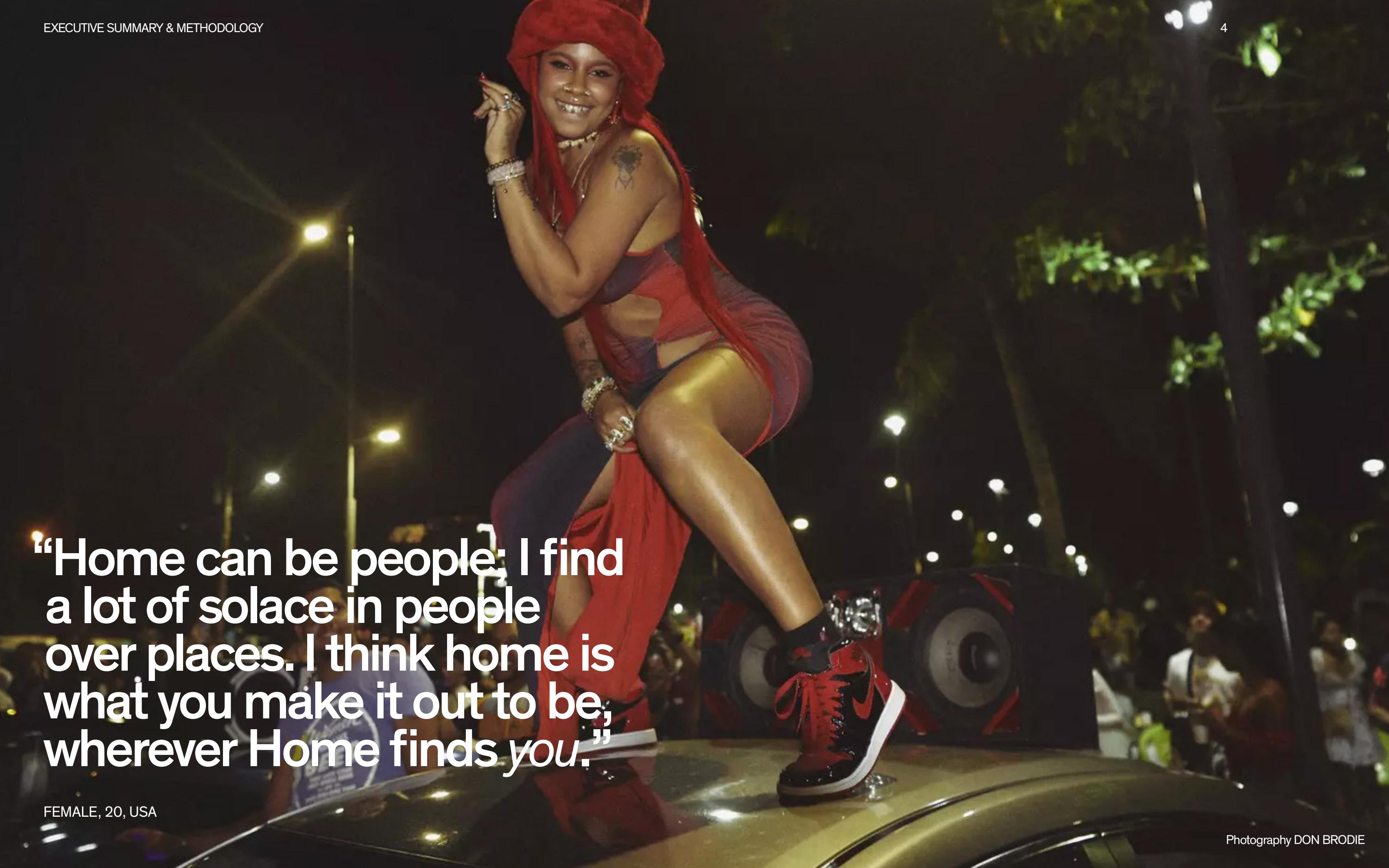
Home isn't just a place. Home can be people – the friends, family and communities that nurture and sustain you. It can be a state of being; a feeling of safety; the sense of fitting just right, of complete belonging.

Across the globe, living conditions vary wildly, and the concept of Home shifts with them. Yet, we have found that, when it comes to young people, there are striking similarities in the ways 18 to 24 year olds understand the concept of Home. While living worlds apart, many voice the same fears, anxieties, hopes and aspirations.

This research offers a snapshot of global Gen Z – their differences, but also the connections between them. It's time for some home truths.

"HOME CAN BE PEOPLE; I FIND A LOT OF SOLACE IN PEOPLE OVER PLACES. I THINK HOME IS WHAT YOU MAKE IT OUT TO BE, WHEREVER HOME FINDS YOU."

FEMALE, 20, UNITED STATES



“Home can be people; I find a lot of solace in people over places. I think home is what you make it out to be, wherever Home finds you.”

FEMALE, 20, USA

Photography DON BRODIE

HOME TRUTHS

**1.
HOME IS DESCRIBED AS A FEELING MORE THAN A PHYSICAL SPACE.**

Nearly half of 18 to 24 year olds think of home as a **feeling** – over **three times** as many as the **13%** who described it as a **physical space**.

People are crucial to Gen Z's understanding of home, with **21%** describing the concept this way.



**4.
HOME IS TRANSIENT AND TEMPORARY FOR YOUNG PEOPLE.**

Almost **three quarters** of 18 to 24 year olds view more than one place as home, with **73%** responding this way.

**2.
HOME IS EXTREMELY IMPORTANT TO YOUNG PEOPLE AND CLOSELY TIED TO THEIR IDENTITY.**

An **overwhelming majority** of 18 to 24 year olds see home as **extremely important** – **86%** in total.

Almost **a third** say that, when it comes to home, **self-expression** is a top priority and **15%** described home as a **sense of self**.



**5.
COMFORT AND SAFETY ARE THE MOST IMPORTANT THINGS FOR GEN Z.**

Over half of Gen Z see comfort as the most fundamental element of home and **44%** said safety was the top priority.



**3.
HOME OWNERSHIP IS DESIRED BY GEN Z, BUT NOT SEEN AS REALISTIC.**

Only **3%** of young people say they do not want to own a home.

However, while **40%** might see home ownership as **achievable**, the same amount see it as totally **unachievable**.



**6.
GEN Z'S RELATIONSHIP WITH THEIR COMMUNITIES ARE A TOP PRIORITY.**

Close relationships are **three times** as important to 18 to 24 year olds as their careers, with **75%** saying they were a top priority.

Personal fulfilment comes second, with **half** saying their creative interests were most important and only **46%** choosing mental health.



NOTE ON DEMOGRAPHICS

When studying the attitudes and aspirations of today's youth, demographic analysis comes into play. Who are today's youth? What is 'Generation Z' exactly?

As the Pew Research Center states, setting the bounds of generations "is a process that may be informed by a range of factors including demographics, attitudes, historical events, popular culture, and prevailing consensus among researchers. As a result, the lines that define the generations are useful tools for analysis, but they should be thought of as guidelines, rather than hard-and-fast distinctions."

Jack Self, director of REAL Foundation and Editor-in-Chief of Real Review, agrees that the way we think about 'generations' may need to change. "At the moment we are using generations as a way to group together demographics in order to ascribe to them particular characteristics, which we can then use to sell them stuff," Self says. "We may need to think beyond the idea of a generation as being defined by an age group," he continues. As the world shifts, perhaps we might need to begin to think of generations as having other types of cultural properties which cannot be defined by age.



METHODOLOGY

Born from months of in-depth research, extensive interviews with the global Gen Z Dazed audience, and consultations with a panel of six expert voices from the worlds of art, architecture, design and media, IMPERMACULTURE presents the stark realities of our present and imagines what the future may hold...

A pandemic. War. Climate breakdown. By asking how young people imagined home, we inevitably found ourselves asking how they imagined their place in the world. Their answers make for difficult, urgent and profoundly necessary reading.

In the pages ahead, we explore how political, environmental and cultural upheavals are changing the next generation's ideas about identity, community, technology, safety, and, ultimately how to live.



Photography KATSU NAITO, Styling ZARA MIRKIN, Dazed Autumn 2021

SURVEY

1,182

**Global
Respondents**

18-24

Age Range

AUDIENCE VOICES

6

**Interviews with Global
Gen Z audience**

EXPERT VOICES

6

**In-depth
consultations with a
panel of experts**

DESK RESEARCH

**Broad contextual
and insights-driven
research**

GLOBAL EXPERTS



JACK SELF

Architect and writer based in London. He is Director of the REAL foundation and Editor-in-Chief of the Real Review.



KWAME LOWE

Co-founder of Kin Structures, Member of Design Council's network of experts and Associate Lecturer at Central Saint Martins.



MICHELE GORMAN

Assistant Professor of Interiors, Objects, and Technology at Parsons School of Design.



JULIANKNXX

Poet, visual artist and filmmaker who explores themes of inheritance, loss and belonging.



JOHANNA TAGADA-HOFFBECK

Painter and trans-disciplinary art practitioner. Born in Strasbourg, France. Based in rural Oxfordshire, England.



HELEN JOB

Insights Director at SPACE10, and visiting lecturer at the University of Westminster, UAL, Royal College of Art and Hyper Island in London and Stockholm.

GLOBAL AUDIENCE VOICES



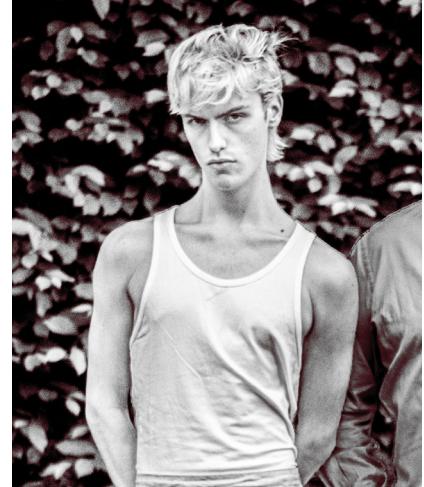
ARANZA

Mexico City, Mexico



HEART

London, UK



JACK

London, UK



ARTEM

Ukraine & Mexico



TIARA

Calgary, Canada

THE AUDIENCE

THEY SPEND THE MOST TIME...

- 1. At university**
- 2. Online**
- 3. In their shared house**
- 4. In their parents' house**
- 5. At work**



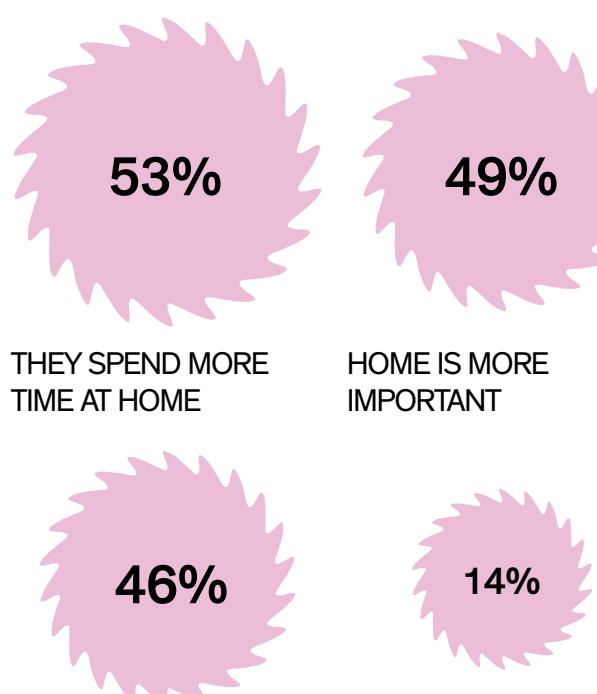
THEY LIVE...

- With parents or relatives**
- With friends**
- In student accommodation**
- With people they don't know**
- Alone**
- With a partner**

32%
24%
17%
11%
8%
7%



SINCE THE PANDEMIC...



DEVICES THEY SPEND MOST TIME WITH ARE...

- | | |
|----------------------|------------|
| Smartphone | 80% |
| Computer | 60% |
| Television | 18% |
| Tablet | 10% |
| Smart Devices | 9% |
| Games Console | 4% |

INTRODUCTION

*Impermaculture
Home Away From Home
The Era of Instability
What is Home Now?*

IMPERMACULTURE

Young people are being robbed of the fundamental right to put down roots. The next generation are more connected than ever and the loneliest they've ever been. They're nowhere in particular and everywhere all at once... For the youth of today, there is no stability, only a knot of insecurities. There is little permanence, only transience.

We find ourselves unsettled. We find ourselves in a human system which doesn't provide for human needs. A disconnect between people and environment. Food scarcity, housing shortage, energy crisis.

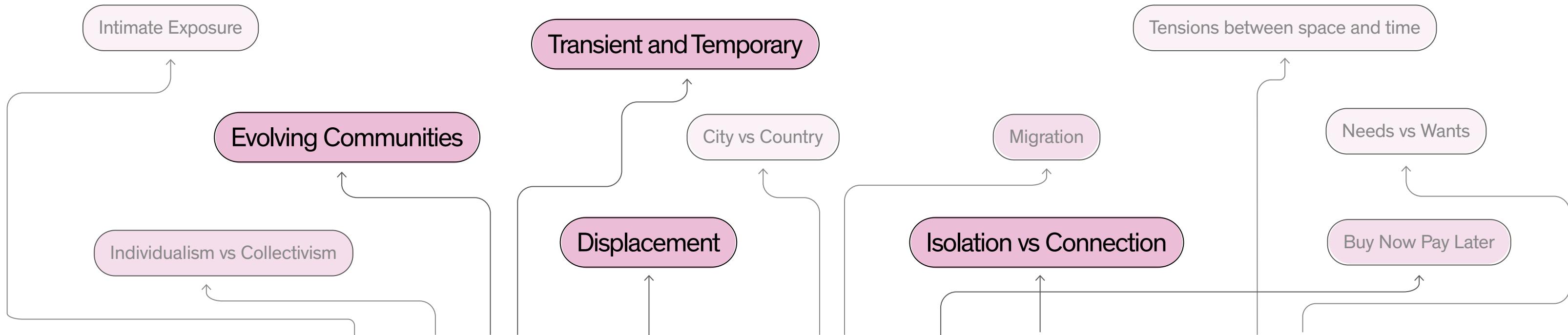
This is unsustainable. This is *IMPERMACULTURE*.

“Even after I’ve seen so many people losing their homes and everything they’ve been working for for years, I still find it important to be rooted and have something of your own. I hope this is achievable.”

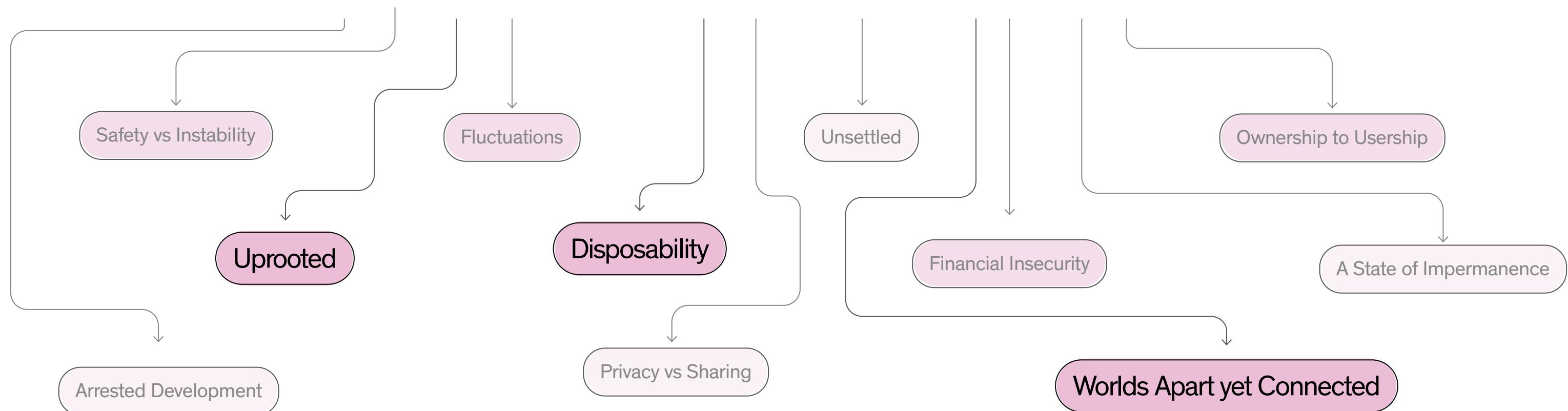


"RECENT GENERATIONS HAVE BEEN DEPRIVED OF SOMETHING VERY FUNDAMENTAL THAT WE DON'T TALK ABOUT, WHICH IS OUR CONNECTION TO THE LAND AND BEING ABLE TO PUT OUR STAKE IN THE GROUND... IT'S BECOME ACCEPTED THAT WE CAN EXIST IN ISOLATION FROM OTHER PEOPLE AND OUR PHYSICAL ENVIRONMENTS, EVEN THOUGH BOTH ARE FUNDAMENTAL TO OUR QUALITY OF LIFE AS HUMAN BEINGS."

KWAME LOWE, CO-FOUNDER
OF KIN STRUCTURES



IMPERMACULTURE





“We are at the beginning of a transformative decade – one where, for many, the home will be the most important place in the world. The absolute number of people living in slums or informal settlements has grown to over *one billion*; an estimated *three billion* people will require adequate and affordable housing by 2030. Home seems ever more difficult to attain, so it is important to create **a sense of home** in other ways.”

HELEN JOB, INSIGHTS DIRECTOR, SPACE10

WHY HOME, WHY NOW?

In an era defined by personal, professional and financial insecurity...

Home is extremely important to the next generation. It goes beyond the physical — its meaning closely tied to changing ideas of safety, community and identity.

The pandemic forced people to reconsider how they live. Zoom exposed intimate spaces, laying bare stark disparities in living conditions and the global division between stable home workers and precarious service staff underscored that the home is not just personal, but political.

We look beyond traditional notions of home, to root out what's next – what matters most to today's youth and how they imagine the future of living. There is nothing more necessary.

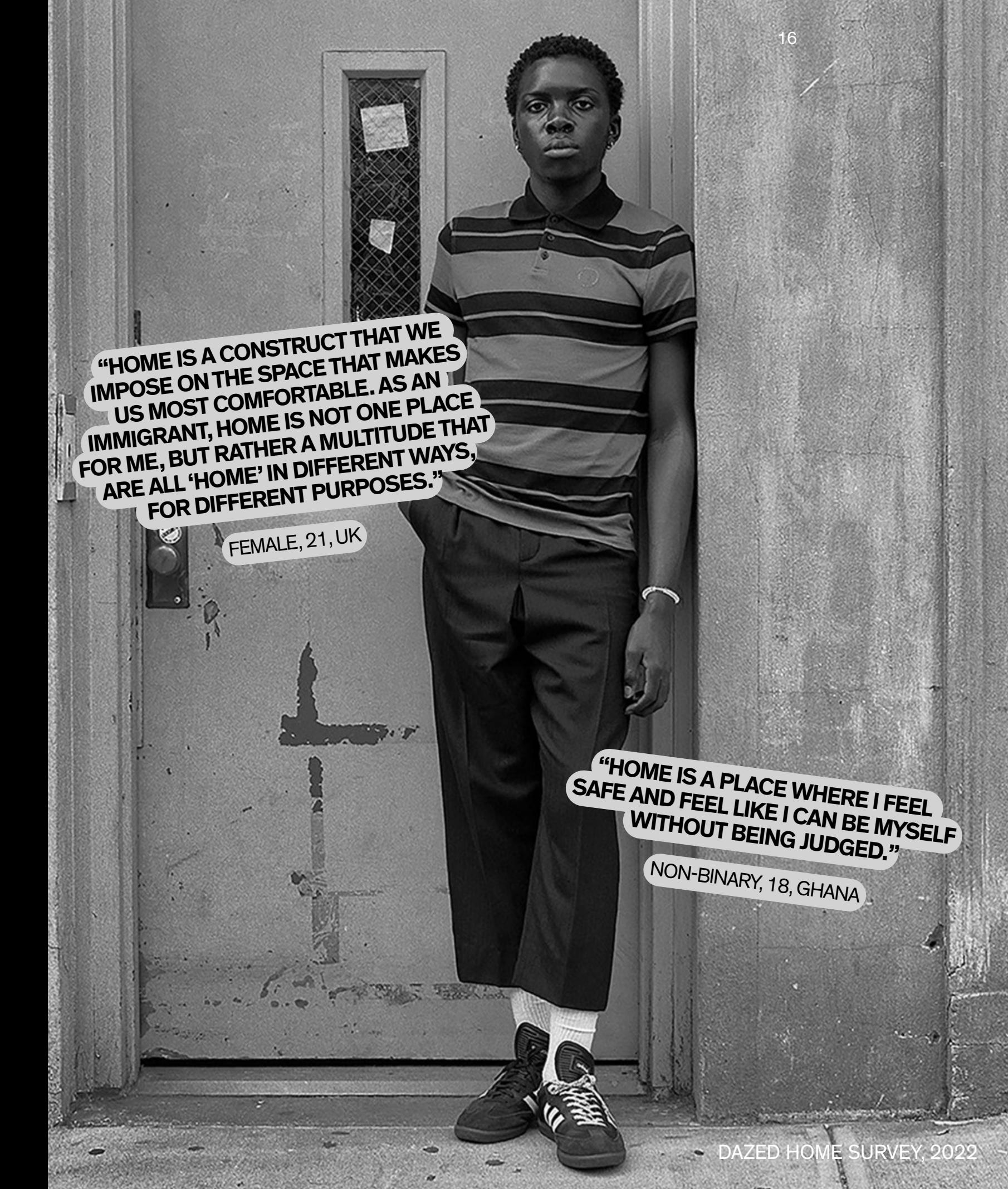
Technology is forcing us to question the boundaries of our communities. The climate crisis is forcing us to rethink how we treat our shared planet. Seismic shifts are occurring. More than ever before, there is now an opportunity and an urgency to reconsider how to live.



...What does home mean to the generation now coming of age?

HOME IS SAFETY AND COMFORT

As young people watch Australia, California and India burn, wars rage around the globe and fascist movements gain ground, safety and comfort emerge as their most important priorities for home.



“Currently, I rent a small apartment with my boyfriend and teenage brother. Now more than ever, I feel that home is where my family is. I want to return to my own home later this year, but I don’t know when it would be safe.”

FEMALE, 24, UKRAINE



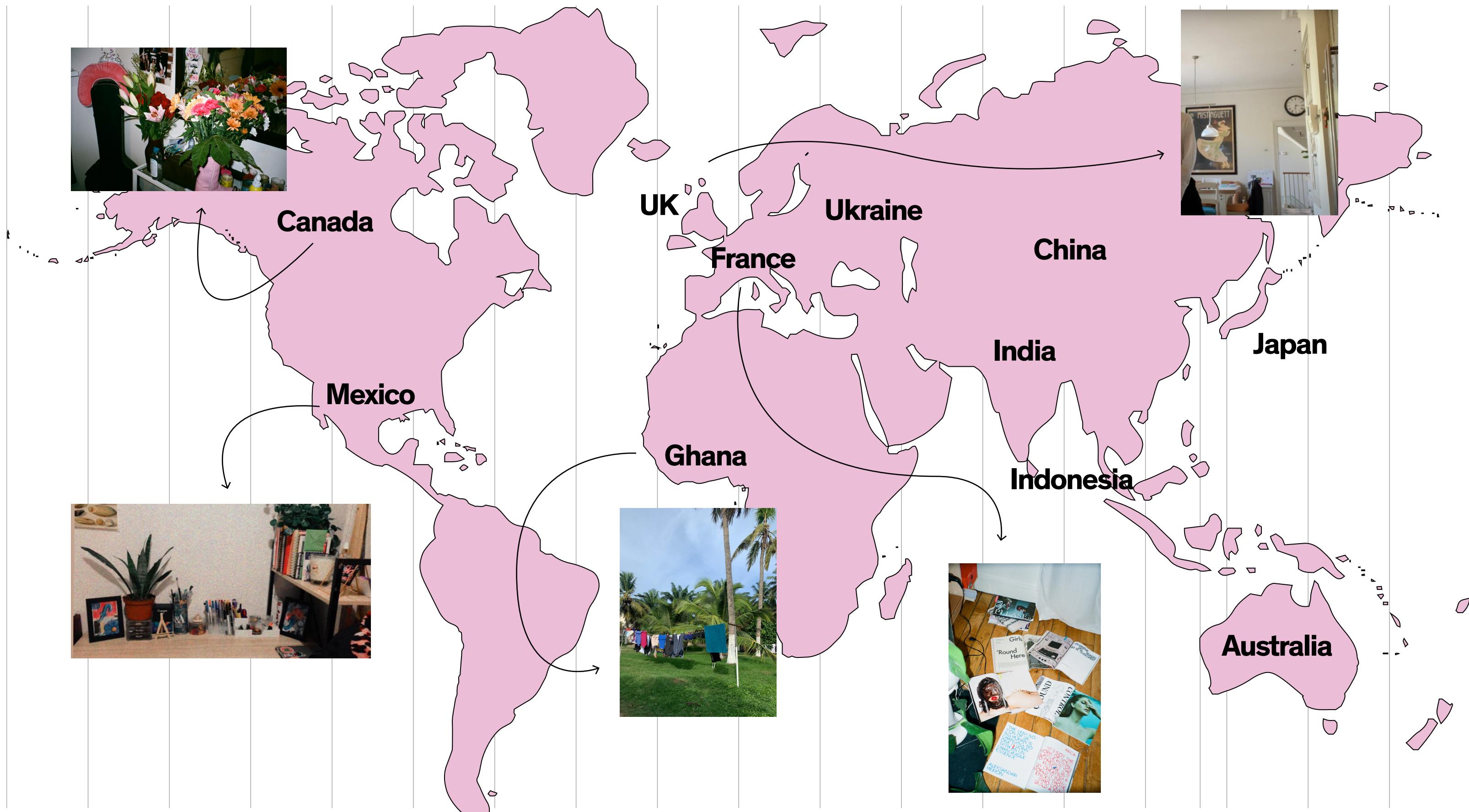
Photography ARTEM NADYOZHIN



“To be honest, the word ‘home’ has lost all meaning. I didn’t have this feeling for a long time, until recently. I guess, home is where your loved ones are safe.”

ARTEM, MEXICO (DISPLACED FROM UKRAINE)

WORLDS APART BUT IN AGREEMENT



SHIFTING DEFINITIONS.

2

HOME AWAY FROM HOME



BACK TO BASICS

Traditional definitions of home revolve around structures of residence; essential spaces of shelter.

Home (noun)

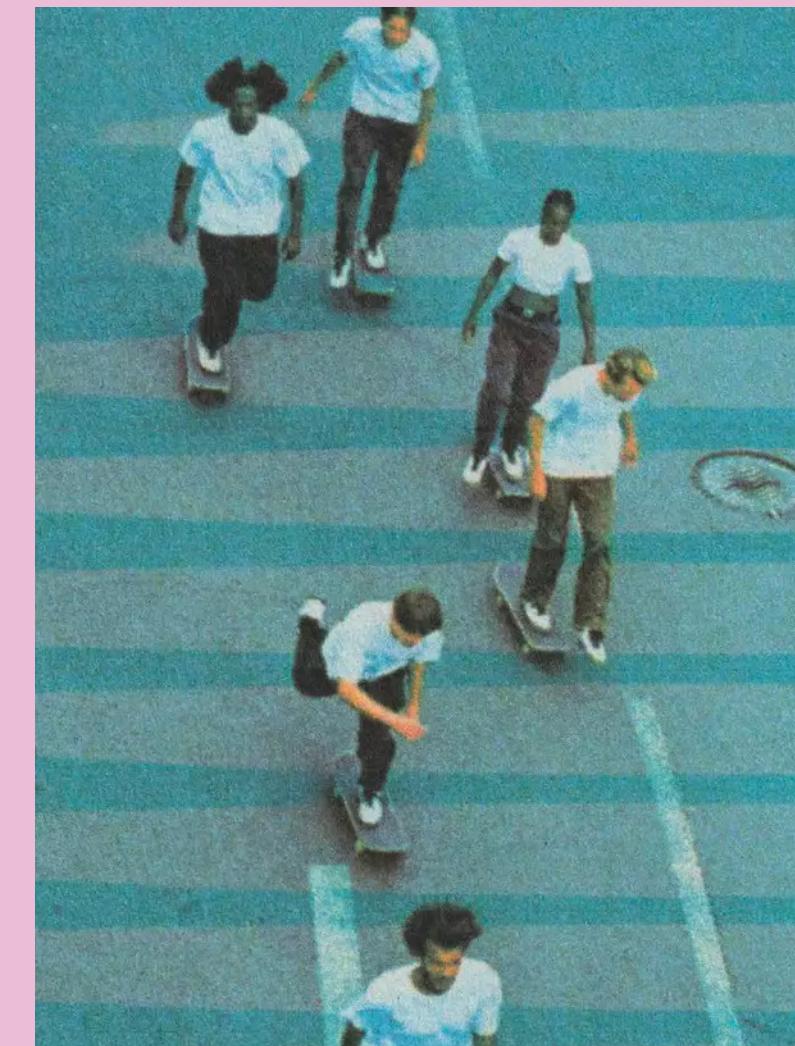
1. The house or flat that you live in, especially with your family.
2. A house or flat, etc. When you think of it as property that can be bought and sold.
3. The town, district, country, etc. That you come from, or where you are living and that you feel you belong to.
4. A place where people who cannot care for themselves live and are cared for by others.
5. A place where an object is kept.

Oxford Dictionary

Traditional definitions of home revolve around structures of residence; essential spaces of shelter.

Yet, while these physical associations remain, home has also evolved into a deeply emotional concept.

While our basic human needs for shelter and warmth are unlikely to change, our feelings, attitudes and behaviours have drastically altered the definition of home today. Now, home is in flux.



"Home is four walls, but it's also the communities Gen Z belong to and the planet they share. For many young people home used to be a dwelling – a physical space filled with objects that provided some form of security and attachment. Today, home is a much more fluid concept."

HELEN JOB, INSIGHTS DIRECTOR, SPACE10

Photography DEVIN DOYLE Styling MARCUS CUFFIE Dazed Autumn 2021



A BRIEF HISTORY OF HOME: Circling Back to Our Basic Needs

"The smartphone is no longer just a device that we use, it's become the place where we live."

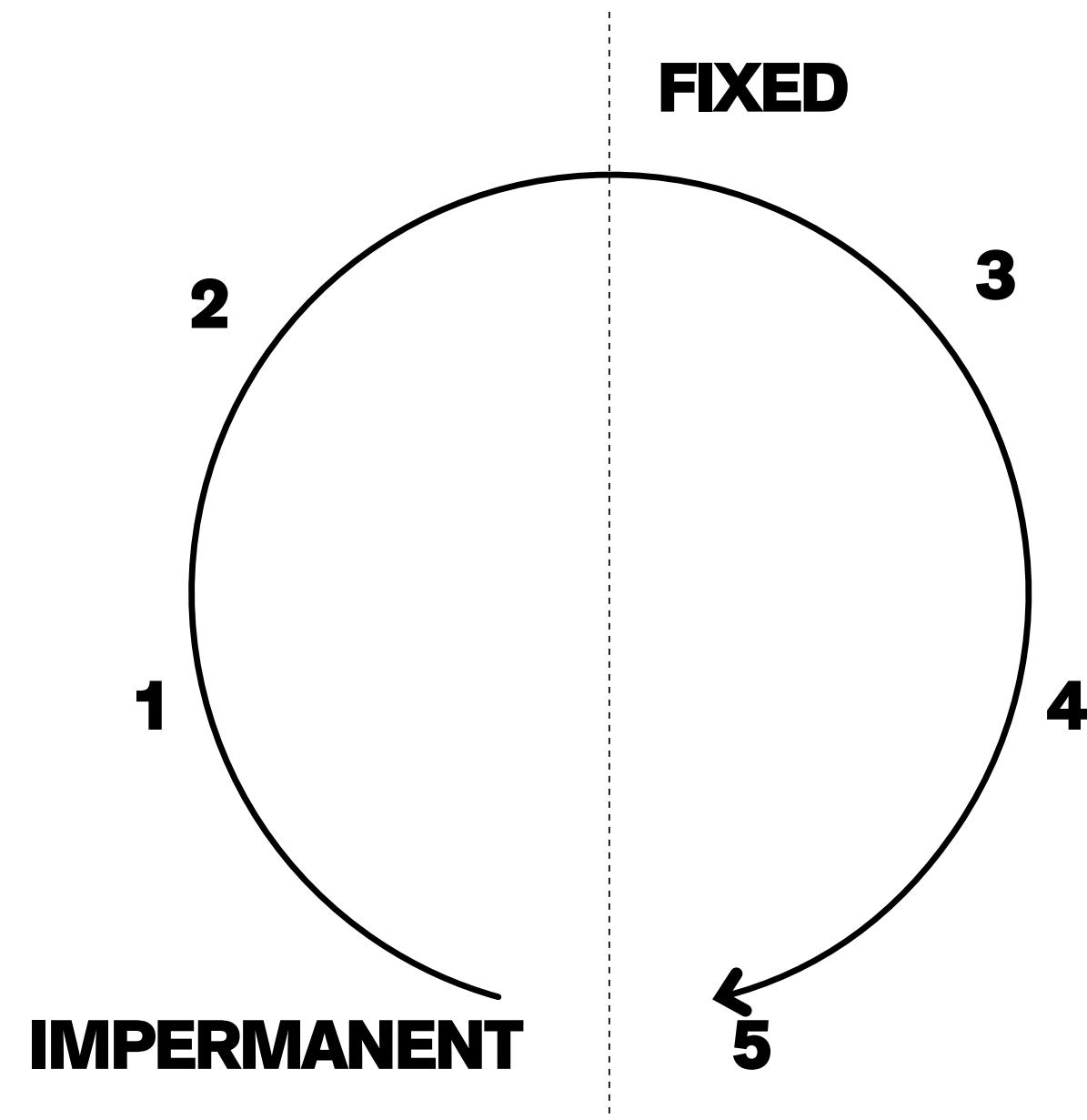
PROF. DANIEL MILLER, UCL
(REFERENCED IN THE GUARDIAN)



"We are going back to seeing the value of intergenerational living and community support, and what that means for our families."

ASST. PROF. MICHELE GORMAN,
PARSONS SCHOOL OF DESIGN

1. Humans move from place to place. Homes are where they find shelter with their communities.
2. Rise of agriculture grounds societies in specific places and more permanent housing structures.
3. Capitalism and the rise of industry creates 'the nuclear family', resulting in the houses we know today.
4. The internet allows people to stay connected to home outside of physical space. Shared living rises with rent prices.
5. Community becomes more important to our definition of home again.



SEISMIC POLITICAL AND CULTURAL SHIFTS
ARE FUNDAMENTALLY CHANGING THE **NEXT
GENERATION'S** RELATIONSHIP WITH HOME.

3



THE ERA OF
INSTABILITY



Photography CHARLES THIEFANE Styling EDEM DOSSOU Dazed Autumn 2021



“The next generation have a very sophisticated and complex understanding of home, not being able to afford a home and political and ecological displacement. They live in this kind of constant instability.”

ASST. PROF. MICHELE GORMAN, PARSONS SCHOOL OF DESIGN

CULTURAL DRIVERS SHIFTING DEFINITIONS OF HOME

THE PANDEMIC

Health fears, home working and global debt.

RISING COST OF LIVING

Financial insecurity and pressure on mental health.

HOUSING CRISIS

Boom in luxury housing and rise of homelessness.

MENTAL HEALTH CRISIS

“One standout finding from the Mental Health Million project was a worrying decline in mental well-being in the 18-24 age bracket.”

THE INTERNET & TECHNOLOGY

Worries about privacy and regulation.

CLIMATE CRISIS

Unlivable conditions and global displacement.

POLITICAL UNREST

War, refugee crises and mass migration.

MENTAL HEALTH MILLION PROJECT,
SAPIEN LABS

“The idea of ‘work til you drop’ to get everything you need was embedded as the highest value. Work meant money; money meant progress. Now, for generations like mine, it is *impossible*. ”

FEMALE, 19, ARGENTINA



HOME DISPLACED



WE'RE IN A PERIOD OF MASS DISPLACEMENT

281 million people are currently displaced – that's nearly 4% of the total global population (IOM, 2022). This year, war has forced more than 82 million people to flee their homes, with the conflict in Ukraine alone driving over 12 million people into exile.

A huge proportion of the displaced are young. Indeed, out of the nearly 26.4 million refugees worldwide, almost half are under 18 (UNHCR, 2020).

281 million people are currently displaced – nearly 4% of the total global population¹

HOUSING INEQUALITY IS GROWING

The global housing market is broken and inequality is stark. While in many countries luxury housing is booming, so is homelessness, with 100 million people estimated to be homeless worldwide. In just the last five years, youth homelessness has risen by 40% (Centrepoint, 2022).

HOMES ARE UNAFFORDABLE AND UNSAFE

If all that wasn't bad enough, 90% of major global cities have now been deemed unaffordable (Lincoln Institute of Land Policy, 2019). Whether you live in China or the USA, having at least half your income swallowed by rent is the new norm (World Economic Forum, 2022).

Homes that do exist frequently fail to meet safety standards. Worldwide, 1.6 billion

people live in inadequate housing (Habitat, 2017). That's almost a quarter of all people on Earth. Even in the wealthiest countries, this is a life and death issue. Just look at the richest area of the UK – London's Kensington & Chelsea – where, in 2017, Grenfell Tower burnt to the ground. With many residences still covered in dangerous cladding, surely it's time to ask: are we living in homes or accidents waiting to happen?

“I left my home few weeks before the war has started so I didn’t think of any valuable things I should have taken. Now that you ask... I think I would’ve packed pretty much the same kit, my work essentials. People are the most important ones. Sadly not all of them are willing to follow you wherever.”

ARTEM, MEXICO (DISPLACED FROM UKRAINE)



Photography ARTEM NADYOZHIN

CLIMATE COLLAPSE

MILLIONS OF HOMES WILL BE DESTROYED

The climate crisis is already here. Thousands of habitats have been lost, global temperatures are soaring and 1.2 billion people currently live in homes that cannot withstand ecological threat (Institute for Economics & Peace, 2021).

In the Global South, 140 million people will be forced into climate displacement, but the west will soon follow as coastal cities become inhospitable (World Bank, 2018). Miami will be underwater in 50 years and as architect and writer Jack Self stresses, there are “already plans to salvage only the most expensive parts of it.”

CLIMATE CONFUSION & LACK OF INACTION

We found from our previous research that there is confusion about the realities of the climate crisis (Dazed AFW Report, 2020). Apparently this confusion is paralysing, as a recent United in Science report stated that the world is not doing nearly enough to stop “catastrophic” global warming (2021). But, as Greta Thunberg and school climate strikes have shown, an increasing number of young people are demanding drastic action. There’s no time to waste.

RECONNECTING WITH NATURE INFLUENCES SUSTAINABLE BEHAVIOURS

Mitigating the crisis requires widespread behaviour change. The good news is that connecting with nature has been proven to affect how we act with regards to the environment (Frontiers in Psychology, 2019). As artist Johanna-Hoffbeck suggests, “the lockdown showed us that there’s a need to be outside, and I think that shows us that humans are part of nature” (2022).



Photography TENZING Styling IMRUH ASHA Dazed Spring 2022

When asked, “How do you feel in response to the climate crisis?” our audience said:

IT'S HOPELESS AND IT COULD BE TOO LATE **33%**

FEEL HOPEFUL THAT WE CAN TURN IT AROUND **32%**

SHRINKING WORLDS, GROWING DIVIDES

GROWING POLARISATION & NATIONALISM

“Zoomers’ pressures are even more intense than those that face Millennials,” Jack Self asserts. “The long-term effects of climate change,” he continued, “will be increased xenophobia, nationalism, and protectionist policies. We’re already seeing it.”

Throw in geopolitical tensions making global trade more difficult and national competition putting a strain on resources and you have a perfect storm brewing for today’s youth.

MIGRATION TO CITIES, INCREASING ISOLATION

It seems the mass exodus of young people from cities during the pandemic was only temporary. Now, as life tentatively returns to ‘normal’, migration to cities is increasing (Business Insider, 2022). But, as ‘the boomerang generation’ head back to urban life, they are becoming more disconnected. The uncertainty and isolation Covid pulled in its wake has vastly increased social anxiety amongst young people (Hawes MT et al, 2021), and 54% now find themselves feeling more lonely than ever (Telstra, 2021).

SILOED PERSPECTIVES

A potent mix of Brexit, Covid19 and deglobalisation has brought about real barriers to travel and severely limited Gen Z’s access to other cultures. Prices going up also doesn’t help, as 45% of 18 to 24 year olds say cheap flights are the biggest driver behind choosing a destination. Perhaps it’s unsurprising then that only 10% planned to travel in 2021, compared to over half of Millennials (YouGov, 2021).

At least there’s the internet bringing young people together though, right? Well, maybe not so much... As algorithms continue to ‘personalise’ online experiences, there’s a chance 18-24 year olds could become increasingly disconnected from other cultures, trapped in ever tightening feedback loops.



Photography TENZING Styling IMRUH ASHA Dazed Spring 2022

“The things that we don’t want are far too close, and the things that we really want are very far.”

JACK SELF, FOUNDER REAL FOUNDATION & REAL REVIEW

PEAK TRUST CRISIS

TRUST CRISIS AND MISINFORMATION

For today's youth, suspicion is rife. According to Ipsos, the "speed at which content is produced, spread and discussed means the reliability of sources is increasingly coming into question" (2022). Once respected institutions and information sources are now cast into doubt, with almost a third of young people having "zero trust" in the media. Business leaders don't fare much better, as 24% say they have "zero trust" in them either (Deloitte, 2019). And don't even get us started on politicians and the media...

BILLIONAIRE BACKLASH AND THE END OF INFLUENCERS

We predicted the end of the "influencer", as we know it, in our Monomass Report (2020), with 70% of Gen Z thinking that what they see on Instagram is not a true representation of someone's life (Dazed, 2020). It's not just Insta models and Tiktok stars being given the Zoomer side eye; in the last two tumultuous years we've seen a growing backlash against billionaires and celebrities too. From Gal Gadot's cringy 'Imagine' celeb-song-montage, to Elon Musk's ever-increasing megalomania, rich and powerful celebrities might still be sources of entertainment and discussion, but, to many young people, they are also seen as insensitive and

34% of 18-24 year olds see technology as trustworthy (more than any other industry), but the picture is very different when it comes to social media, with only 17% saying they trust it.

irrelevant to real world issues.

NEW FOUND FAITH

Gen Z might mistrust institutions, industries, and influencers, but it seems they are putting their faith in other sources... Spirituality is having a resurgence. 8 out of 10 teenagers now say they believe "in God or a universal spirit" (Pew Research, 2020). Alternative spiritual practices are also on the rise, with over half of young people dabbling in "tarot cards or fortune telling" (Springtide Research Institute, 2021) If TikTok trends are anything to go by, Gen Z might be ushering in a New Age (NCR, 2021).



GEN Z'S TOP CONCERNS FOR 2022

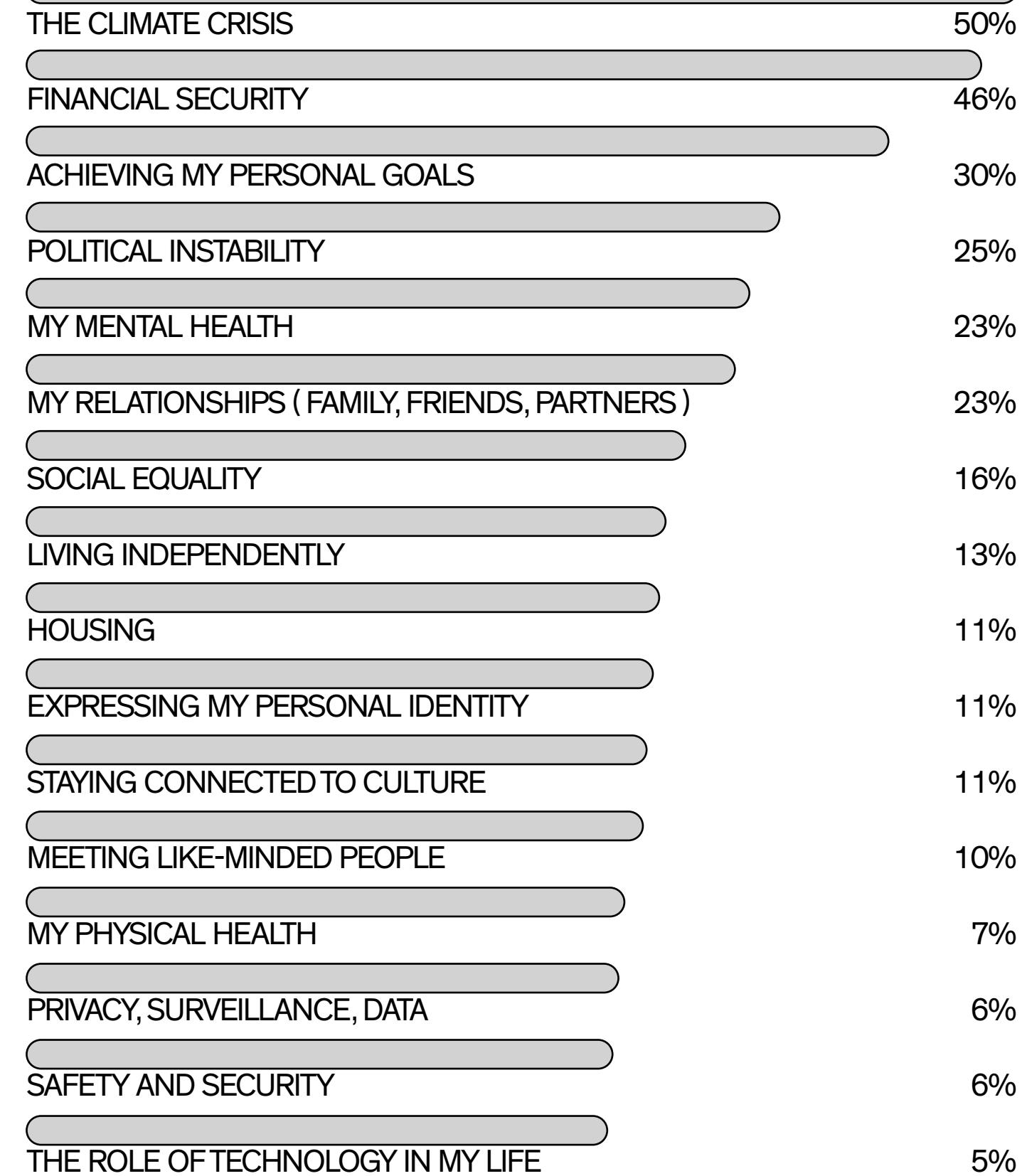
“Young people’s mental health”

“Diversity (racially) in industry”

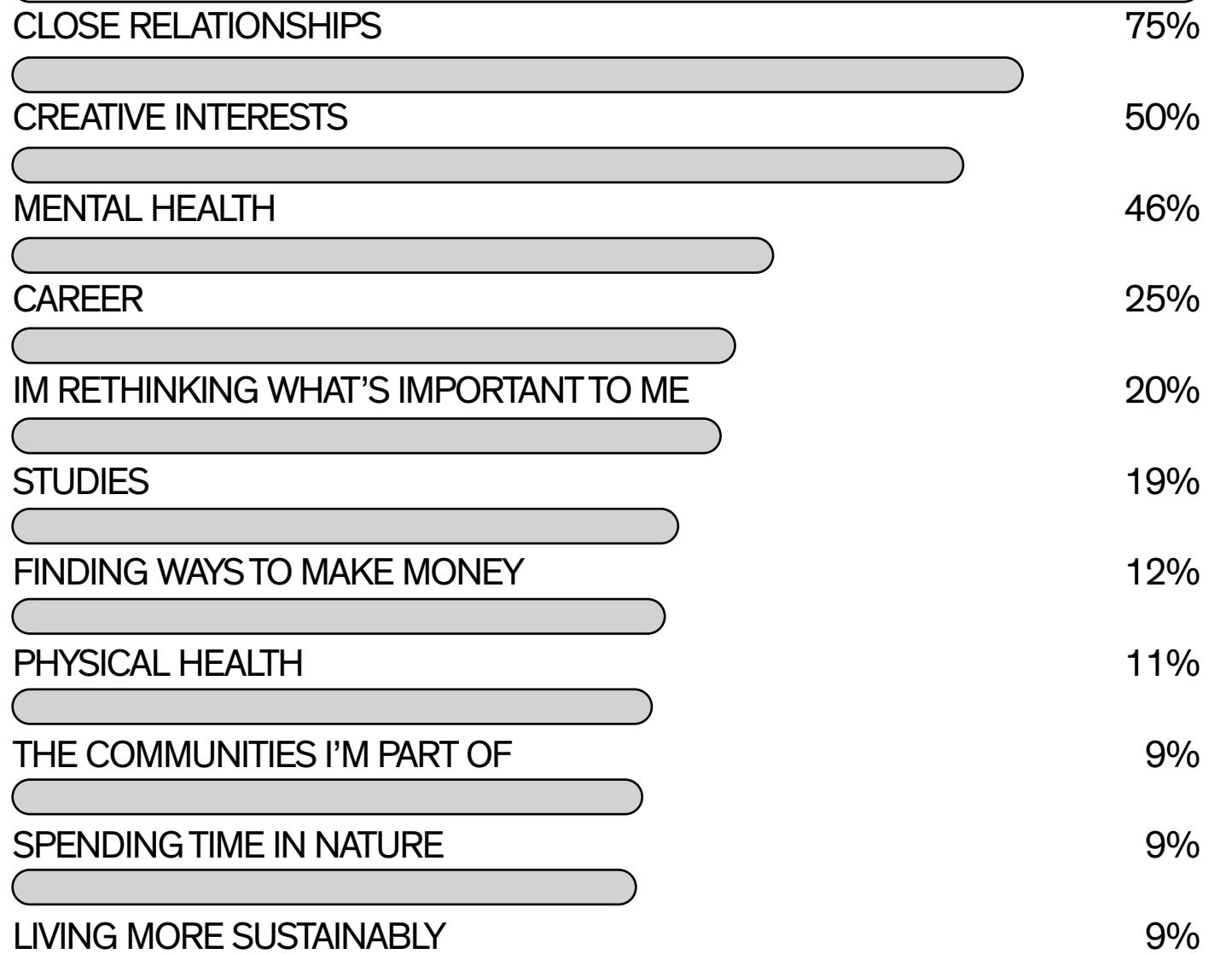
“Freedom”

“Cost of Living Crisis”

“I actually try not to think about it.”



GEN Z'S TOP PRIORITIES FOR 2022



“Travelling & making experiences”

“Following gut instincts”

“Spirituality/God”

“Meeting new people and getting out of my comfort zone.”

“Finding out the meaning of my life.”

WHAT IS HOME ...

4



NOW?

**HOME ISN'T
A PLACE,**

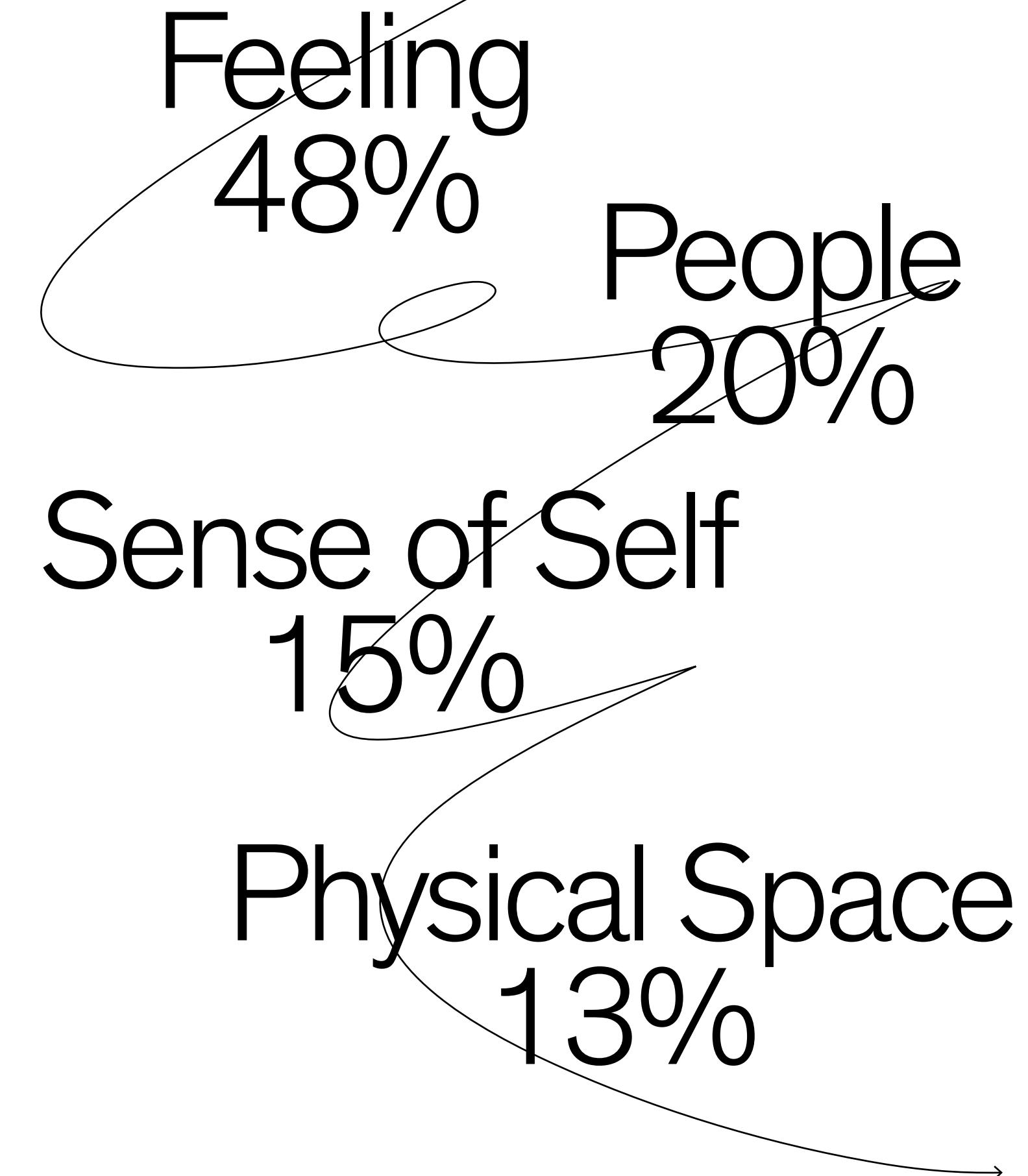
**IT'S A
FEELING.**

WHAT IS HOME



Home as a concept is more of a *feeling* than a physical space.

Overwhelmingly, this is a feeling of safety and refuge, but also of freedom.



WHAT IS HOME

“Home is safety, comfort, a sense of belonging and freedom...”

FEMALE, 20, USA

Safety

Comfort

Belonging

Freedom





**“HOME IS A SENSE, A
SATISFIED FEELING. HOME
DOESN’T NEED TO HAVE
FOUR WALLS, IT’S MORE
THAN THAT”**
FEMALE, 22, UK

**HOME IS
MORE THAN
A SPACE.**

**“MY PLACE IN THE WORLD.
THE NEST THAT WELCOMES
ME. THE FORTRESS IN
WHICH I TAKE REFUGE.
(ALSO THE PRESENTATION
OR FRONT PAGE – HOME –
OF MY WEBSITE)”**

MALE, 22, SOUTH AMERICA

“HOME IS A PLACE TO BE VULNERABLE, A SPACE TO BE LOVED AS YOU ARE AND AS YOU ARE GOING TO BE.”
FEMALE, 24, USA



**HOME IS
LOVE.**

“HOME IS WHERE THE HEART IS.”
11 PEOPLE RESPONDED WITH THIS AS AN OPEN ANSWER IN OUR SURVEY

“THE WAY I FEEL, THE WARMNESS, LIKE A HUG.”

FEMALE, 22, MEXICO

HOME IS SENSORY.

“SMELLS TRIGGER THAT ‘HOME’ FEELING THE STRONGEST”

FEMALE, 22, UGANDA



HOME IS SAFETY, SUPPORT, AND BELONGING

"WHERE EVERYTHING IS ONLINE."

MALE, 18, BRAZIL

"I DON'T CARE ABOUT PHYSICAL SPACE, THE PEOPLE I AM AROUND MAKE HOW I FEEL."

FEMALE, 21, UK

"THE GARDEN IN MY GRANNY'S HOUSE."

NON-BINARY, 21, BELARUS

"A SPACE TO BE WHO I WANT TO BE, TO EXPRESS MY CREATIVITY, TO HAVE AROUND ME WHAT BRINGS ME JOY."

OTHER, 21, UK

"HOME IS WHERE I FEEL LIKE I CAN BE MY TRUE SELF. HOME IS A PLACE THAT REMINDS ME OF MY FAVORITE LIFE MEMORIES. HOME IS WHERE I WENT THROUGH A PERSONAL TRANSFORMATION, WHETHER THAT BE SUMMER CAMP OR MY BEST FRIEND'S TREEHOUSE."

MALE, 18, BRAZIL

"SOMEWHERE I FEEL TOTALLY AT PEACE, SAFE IN MY ENVIRONMENT AND AROUND PEOPLE I CAN TRUST AND BE MY MOST AUTHENTIC SELF WITH."

FEMALE, 21, UK

"TO HAVE THE CHOICE TO SHUT THE DOOR AND BE CONTENT IN MY OWN SPACE OR TO INVITE OTHERS IN BRINGING ANOTHER DIMENSION AND ENERGY INTO MY HOME."

MALE, 18, BRAZIL

"A PLACE, FEELING, ENERGY, THAT ENCOURAGES ME TO EXPRESS MYSELF FULLY WITH NO LIMITATIONS, THAT KEEPS ME GROUNDED WHILE ALLOWING ME TO THINK AND DREAM BIG, BEING SURROUNDED BY PEOPLE WHO ENCOURAGE ME, MOTIVATE ME, AND KEEP ME IN CHECK."

MALE, 20, UK

"A PLACE WITH MY BED AND MY THINGS."

MALE, 23, UNITED STATES

UNPACKING THE CONCEPT OF HOME

TOP PRIORITIES FOR HOME...

COMFORT - 54%

SAFETY - 44%

SELF-EXPRESSION - 28%

LOVE - 25%

PEACE - 24%

HUMAN CONNECTION - 19%

PRIVACY - 17%

BELONGING 16%

WARMTH 16%

ESCAPISM 13%

FAMILY 12%

PHYSICAL SPACE 12%

STABILITY 10%

SPACE FOR BELONGINGS 7%

ONLINE SPACES 0.2%

“For me, the most important part of the home is having a space where I feel truly comfortable and am able to be myself and relax. It sounds simple but having a relaxing home is so important after a day at work or studying, or just being able to zone out away from the stress of city life.”

HEART, 22, UK

HOME IS USED FOR

RELAXING 87%

WORKING OR STUDYING 68%

AS A SPACE TO ESCAPE 60%

AS A SPACE TO EXPLORE MY INTERESTS AND HOBBIES 54%

ENTERTAINMENT 51%

SOCIALISING 47%

TO CONNECT WITH NATURE 12%

HOME AS A PHYSICAL SPACE IS

FAMILY HOME 50%

CITY OF RESIDENCE 12%

CITY OF BIRTH 8%

A SPECIFIC ROOM 7%

BUILDING OF RESIDENCE 5%

PLANET EARTH - 5%

COUNTRY OF BIRTH 2%

COUNTRY OF RESIDENCE 2%

COMMUNITY SPACES 2%

SOCIAL MEDIA 0.5%

THE INTERNET 0.5%

PHONE 0.2%

GREAT EXPECTATIONS

MORE SPACE
25%

SAFETY
42%

HOME OWNERSHIP ASPIRATION
67%

NATURAL LIGHT
51%

**A space to explore
INTERESTS AND HOBBIES**
48%

A SPACE TO ESCAPE
33%

REALITY

Housing stock is too small. In Stockholm, 80% of the city's one-bed apartments are smaller than the legal limit of 55m².
(Real Review, 2022)

Unsafe, inadequate housing accounts for over 100,000 deaths per year.
(World Health Organisation, N.D)

Home ownership is declining globally.
(The Economist, 2020)

Natural light activates parts of the brain that promote alertness and improve memory, as well as regulating mood and overall brain health. Yet, currently humans spend more than 90% of our waking hours indoors.
(International Journal of Environmental & Public Health, 2020)

Almost half of 18 to 24 year olds said they cannot currently use their home as 'a space to explore my interests and hobbies', even though they would like to.
(Dazed Home Survey, 2022)

1 in 5 children in England live in cramped or unsuitable homes.
(National Housing Federation, 2021)

GEN Z'S NEW RULES FOR LIVING

I Identity	II Community	III Spaces	IV Health & Safety	V Connected Homes
<i>A need for self-expression</i>	<i>Collective living</i>	<i>Living with impermanence</i>	<i>Prioritising basic needs</i>	<i>Meaningful social interaction</i>
1. Home Becomes Identity	1. Community is Home	1. A State of Flux	1. Safe Spaces	1. Surveillance Anxiety
2. Objects as Mobile Homes	2. The Future is Shared	2. The Bedroom as Home	2. Home & Wellness	2. Private Life
3. Spaces of Representation	3. Local and IRL	3. Home Away From Home	3. Climate Action	3. Blurred Boundaries

IDENTITY

A NEED FOR SELF-EXPRESSION

“Home is always in a state of flux. Home is where the heart is. It’s something that you carry with you – your histories, culture, life.”

JULIANKNXX, ARTIST



Photography MARIA KOUTROUMPI Dazed Autumn 2021

I

**HOME BECOMES
*IDENTITY***

**OBJECTS AS MOBILE
*HOMES***

**SPACES OF
*REPRESENTATION***

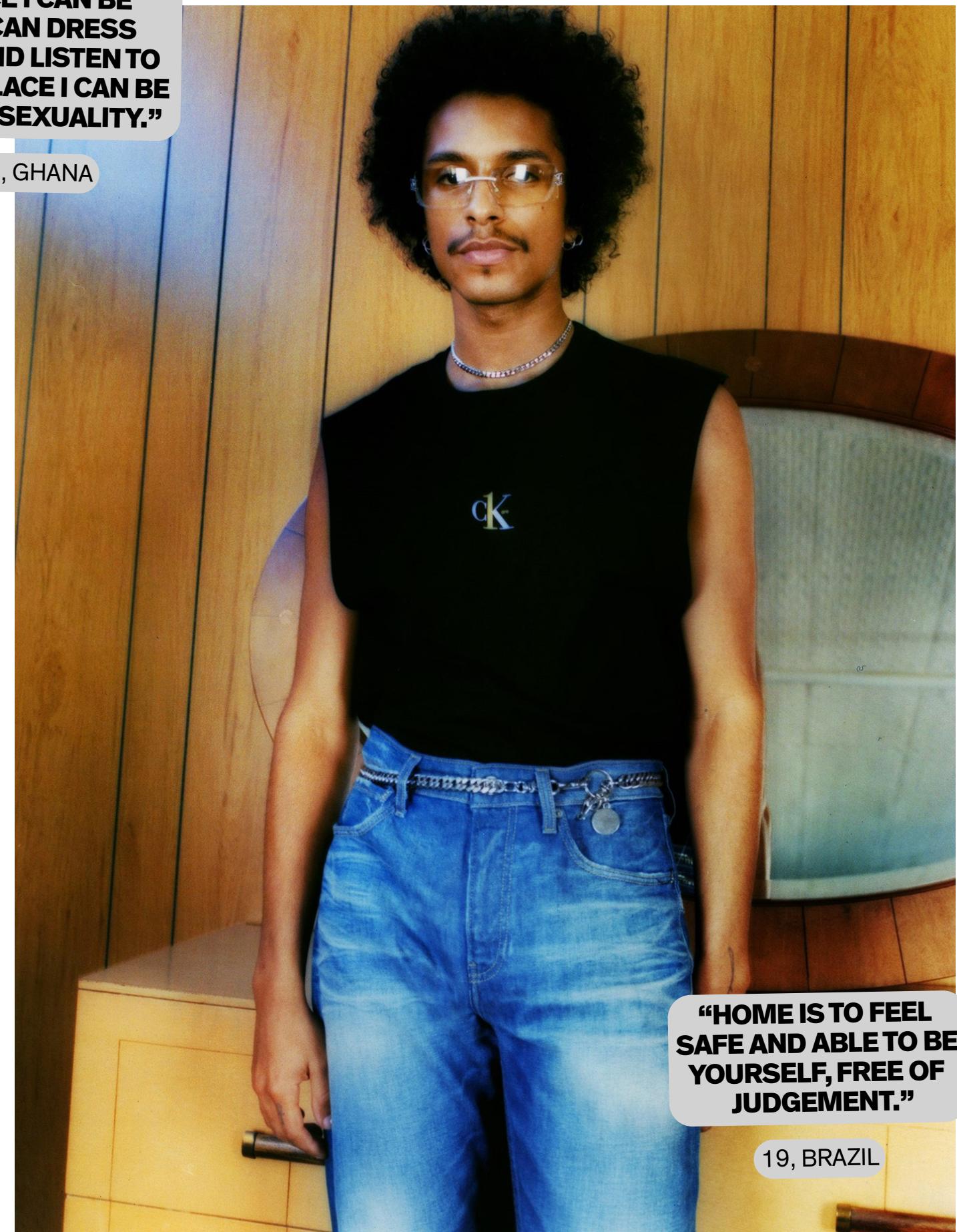


"A PLACE WHERE I CAN SECURELY GET NAKED BOTH PHYSICALLY AND MENTALLY."

MALE, 19, THAILAND

"HOME IS A PLACE I CAN BE FREE, A PLACE I CAN DRESS THE WAY I WANT AND LISTEN TO THINGS I WANT. A PLACE I CAN BE CONFIDENT IN MY SEXUALITY."

NON-BINARY, 18, GHANA



"HOME IS TO FEEL SAFE AND ABLE TO BE YOURSELF, FREE OF JUDGEMENT."

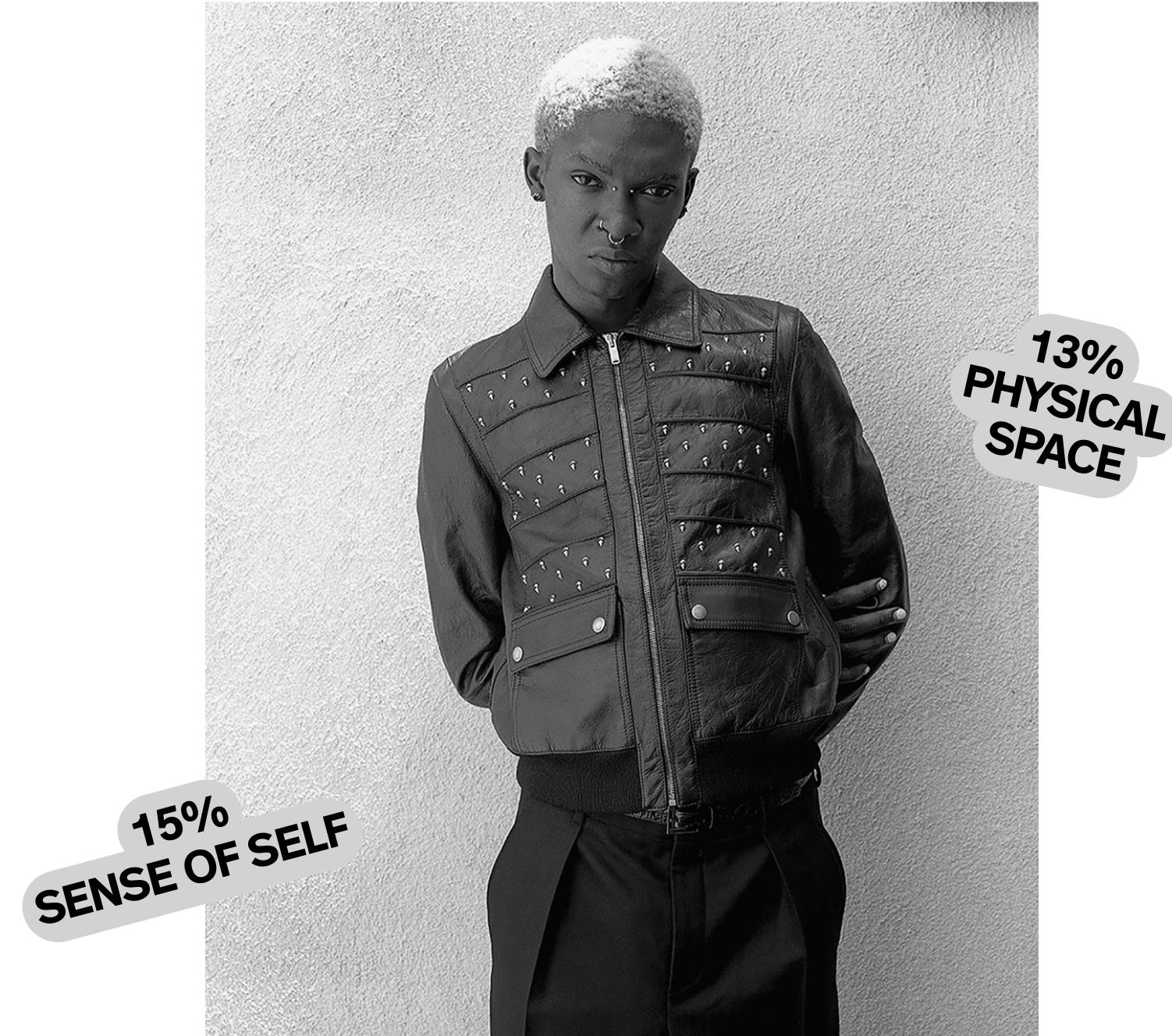
19, BRAZIL

HOME BECOMES IDENTITY

As physical space becomes more limited and inaccessible for young people, the concept of home has evolved into something more transient and intangible. It has become a question of identity of fully realised selfhood.

We've found that while only 13% of 18 to 24 year olds associate home with physical space, 15% said they associate it with a sense of self. Although there were notable differences across cultures, young people consistently imagined home as an almost sacred sanctuary — a space to escape, find refuge and, crucially, to be yourself free of judgement.

For today's youth, creativity and self-expression are of paramount importance. Half of all the young people we spoke to said their creative interests were their top priority and nearly a third said self-expression is the most important thing when it comes to home. Yet, it seems this yearning for self-realisation may stem from feelings of frustration and arrested development, as 48% of respondents said, as much as they'd like to, they cannot currently explore their interests, hobbies and passions at home (Dazed Home Survey, 2022).



When asked what home means to them, in South America, more people described home as a 'sense of self' than anywhere else across the globe, with 26% of respondents from the continent choosing this description.

Meanwhile, in Asia "physical space" came out more predominantly, with 31% of respondents opting for this. Yet, in both cases, the idea of home as a "feeling" came out on top.

HOW THIS PLAYS OUT IN CULTURE



BEDROOM POP
[Read More](#)

Image Courtesy BOY PABLO

OBJECTS AS MOBILE HOMES

**5000% INCREASE IN SEARCHES FOR
“MAXIMALIST INTERIOR DESIGN”**

Young people are bringing a whole new meaning to the phrase ‘go big or go home.’ With house prices rocketing worldwide and home-ownership feeling like a pipe dream to nearly half of the next generation, it seems young people are buying stuff instead. And ideally, lots of it.

In the last year, we've seen a 5000% increase in searches for “maximalist interior design” (Google Search Trends, 2021). Cottagecore and Cluttercore are taking over TikTok, and with the rise of fast homeware it seems brands are keen to jump on the anti-minimalist bandwagon. For a generation worried

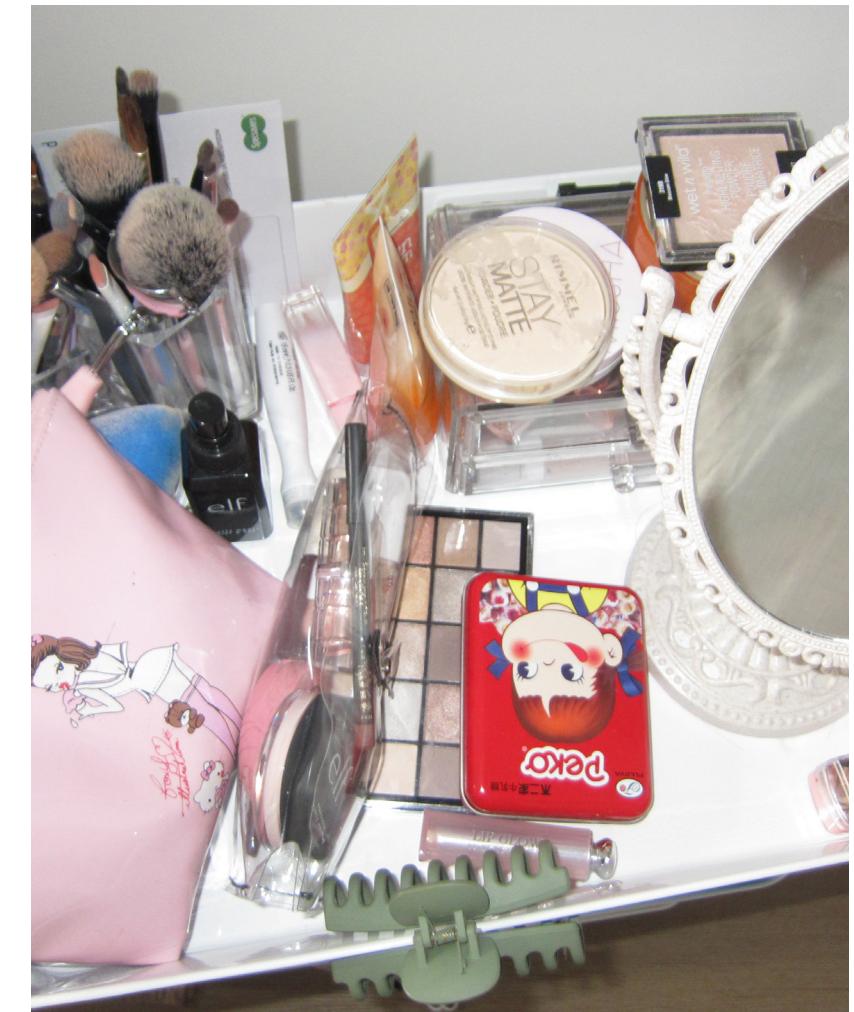
about sustainability and the climate crisis, this love of stuff might seem strange. But, as Michele Gorman, Assistant Professor of Interiors at Parsons School of Design, highlights, “when we're moving, objects have a huge value and meaning to us.” More than any generation before them, Gen Z are defined by impermanence and transience – instead of four fixed walls, their sense of home has to be mobile; portable. “Objects have a sense of what it means to connect back to the place you were displaced from,” Gorman says. “They hold things beyond the current context in place.”

“I have this dream of a gorgeous maximalist house with vintage decor, ribbons and lace everywhere, Lana del Rey ‘Ultraviolence’ vinyl playing, a ceramic leopard statue by the door, and a life-size portrait of me hanging over the fireplace. And I’m not giving up on my dream of the heart-shaped bathtub and home movie cinema either.”

HEART, 22, UK

Perhaps, looking at the disordered world around them, today's youth has decided they may as well embrace mess and chaos, injecting a dose of playful whimsy in the spaces they do have some control over. Looking ahead, however, architect and writer Jack Self believes we'll see a shift in interior aesthetics, as “millennial home decor trends are a product of globalisation.” As globalised networks become harder to access, Self suggests “we will start to see a renewed revival of localised tastes and regional aesthetics.” From Cluttercore to Localcore?

HOW THIS PLAYS OUT IN CULTURE



CLUTTERCORE
[Read More](#)

Image Courtesy HEART

SPACES OF REPRESENTATION

ONLY 1% OF ARCHITECTS ARE BLACK

The home as we know it today is built on the back of class, gender, and racial inequality, with housework not recognised or remunerated as valuable labour. For much of the last century, the home was conceived in relation to the nuclear family, with the assumption that “a woman’s place was in the home.” As Michele Gorman says, “it was very much a kind of patriarchal playground. Projecting fantasies of how we should be living.” These fantasies are shifting, over the last few decades the kitchen has been the locus of changing attitudes. The 1970s saw the rise of the open-plan kitchen, with the space reimagined as an important space for connection; the home’s central hub. However, despite important steps forwards in terms of gender equality, and the model of the nuclear family holding less sway, Gorman suggests “we still have to live in those constructs.”



Photography DAVID NANA OPOKU ANSAH

Ongoing inequality in interior design is undeniable. Only 1% of architects are black (Arb study, 2019). Of the small percentage of interior designers that are people of colour, over 40% have reported facing racial discrimination (BIOFD Report, 2021). This lack of diversity and culture of discrimination filters through the entire interiors industry and hugely affects how BIPOC feel about their living spaces. JulianKnxx makes this clear, stressing that “as a black person, the objects in your home are not designed by people who look like you or are thinking of you. It’s like you’re living in someone else’s dream.”

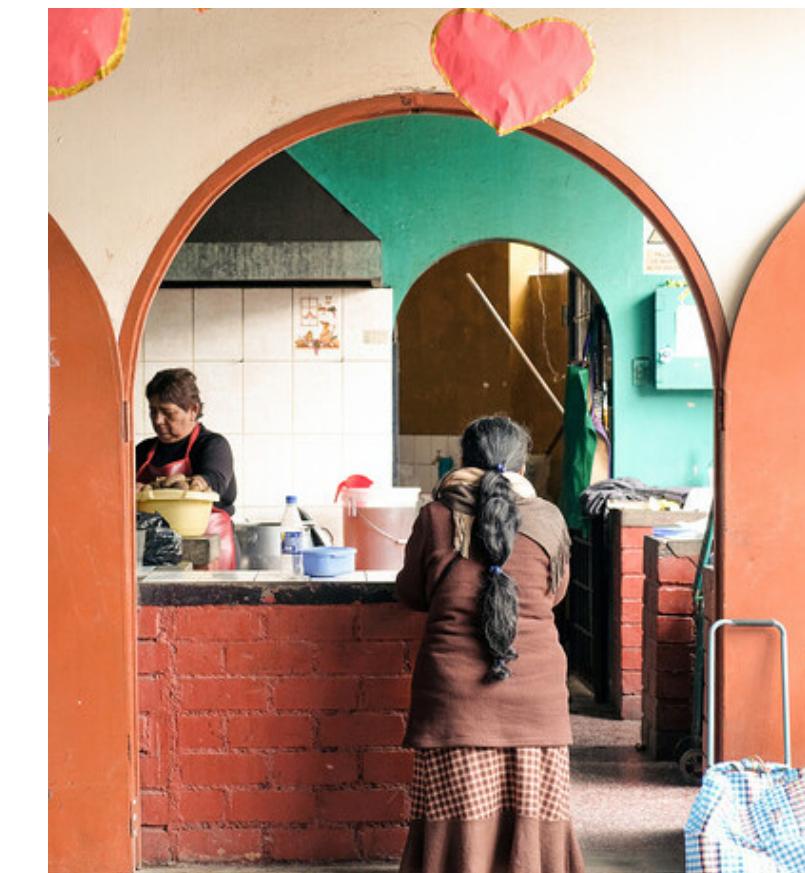
“ ‘A woman’s place is in the home’ has been one of the most important principles of architectural design and urban planning in the United States for the last century”

DOLORES HAYDEN, 1980

“As a black person, the objects in your home are not designed by people who look like you or are thinking of you. It’s like you’re living in someone else’s dream.”

JULIANKNXX, ARTIST

HOW THIS PLAYS OUT IN CULTURE



SHARED KITCHENS MOVEMENT

Starting in the 1980s, women in Peru started a shared kitchens movement. The movement rejected the forced domestic labour of women, taking kitchens outside of the house with a clear educational purpose to empower women to obtain social rights. The model has since spread across the Americas (E-flux Architecture, 2019).

Image Courtesy ANNA PUIGJANER



II COMMUNITY

COLLECTIVE LIVING

“Communities are where young people feel at home; they can be transferable, moveable, and elastic. As household compositions change, so will understanding of community, and the physical and digital spaces and tools we need to build them. In 2030, it’s shared experiences, values and cultures that will bring young people together in physical spaces.”

HELEN JOB, INSIGHTS DIRECTOR, SPACE10

||

**COMMUNITY IS
HOME**

**THE FUTURE IS
SHARED**

LOCAL AND *IRL*

**"HOME IS CHOSEN FAMILY,
SOCIAL COMMUNITY – FOR
EXAMPLE QUEER COMMUNITY
AND COMMUNITY CARE –
LIVING IN A CITY THAT FITS YOU,
FEELING YOUR TRUEST SELF
WHERE YOU LIVE AND SPEND
TIME."**

NON-BINARY, 23, GERMANY

**"THE IDEA OF CREATING A HOME
AROUND COMMUNITY HAS
DOMINATED... MY HOME ISN'T
COMPLETE IF IT'S NOT A PLACE I
CAN SHARE WITH THE PEOPLE IN
MY LIFE."**

HEART, 22, UK



**"I BELIEVE THAT NO HOME CAN
FEEL LIKE HOME IN COMPLETE
ISOLATION. EVEN IF LIVING
ALONE, I COULD NOT IMAGINE
HOME TO BE SOMEWHERE I HAD
NOT A SINGLE FRIENDLY FACE
AROUND. I COULD NOT IMAGINE
HOME TO BE SOMETHING
INDIVIDUAL. HOME IS IN
SHARING, INTERTWINING AND
EXCHANGING WITH OTHERS."**

FEMALE, 23, BRAZIL



COMMUNITY IS HOME

Whether it's the family, tribe, neighbourhood, or even the nation, our communities have always been central to our understandings of home. Yet, in times of instability – when physical residences may be temporary or under threat – communities can become everything. For artist JulianKnxx, a crisis in the country of his birth, Sierra Leone, triggered a shift in how he imagined home. He explains, "home was the physical house, but when there was a crisis, home became my community. My village looked after me and saved my life."

Institutional failure to provide necessities like shelter and food increases reliance on community and mutual aid networks. In the UK, for example, 10% of parents were forced to use food banks during the pandemic. While clearly a damning and dispiriting state of affairs, this suggests there is a chance

that worldwide recession and increasing costs of living will push people towards community support.

Local communities can form homes away from home for the displaced, providing time and space for religious or cultural practices, or the "exchange of intergenerational knowledge like recipes or craft" (Michele Gorman, 2022). A push towards increased local and civic governance can also empower citizens, especially those from marginalized or under-represented groups, to participate in the decisions that affect their lives. In difficult times, we can sometimes be brought closer.

10% OF UK PARENTS USED FOOD BANKS DURING THE PANDEMIC

"In the future there will be an increased interest in and reliance on cultural heritage and rituals – old, re-imagined, and new – to give a sense of control and 'feeling at home' in turbulent times. There is growing respect for indigenous wisdom among young people that places community at its core."

HELEN JOB, INSIGHTS DIRECTOR,
SPACE10

HOW THIS PLAYS OUT IN CULTURE



COMMUNITY FRIDGE PROJECT

The US hunger crisis doubled during the pandemic, impacting 50 million people across the country. This community fridge project was started in response to growing food insecurity. Volunteers collect donations from grocery stores and stock local fridges and national and local websites provide maps and locations lists of every fridge, allowing people to add more as the movement grows.

THE FUTURE IS SHARED

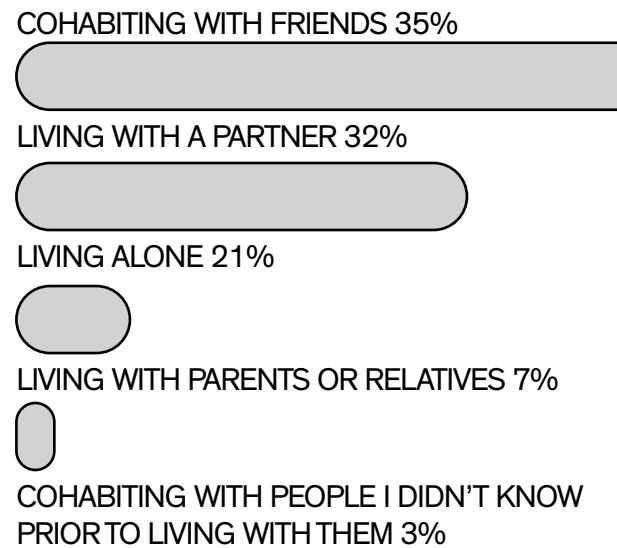
"We see many 'boomerang' kids who had to move back home to their parents homes unable to move out on their own again. This is leading to new communal and intergenerational ways of living and new approaches to ownership, such as shared housing and fractional ownership."

HELEN JOB, INSIGHTS DIRECTOR,
SPACE10

For some time now, flat shares haven't just been the norm for students and those looking to live on the cheap. As urbanisation continues apace, co-living is fast becoming the only viable option for a majority of young people.

Shared living might offer economic relief – or be the only way to live in a city such as Tokyo, Hong Kong, London or San Francisco, which rank as the most expensive rental spots in the world – but has complex social implications. Existing housing hasn't adapted to the speed of urbanisation, creating over occupancy (and less space) for young people and under occupancy (and more space) for older people. Jack Self sees current housing solutions leading to "the ghettoization of different age brackets." Indeed, we are already seeing a trend for new homes marketed as student housing, starter homes

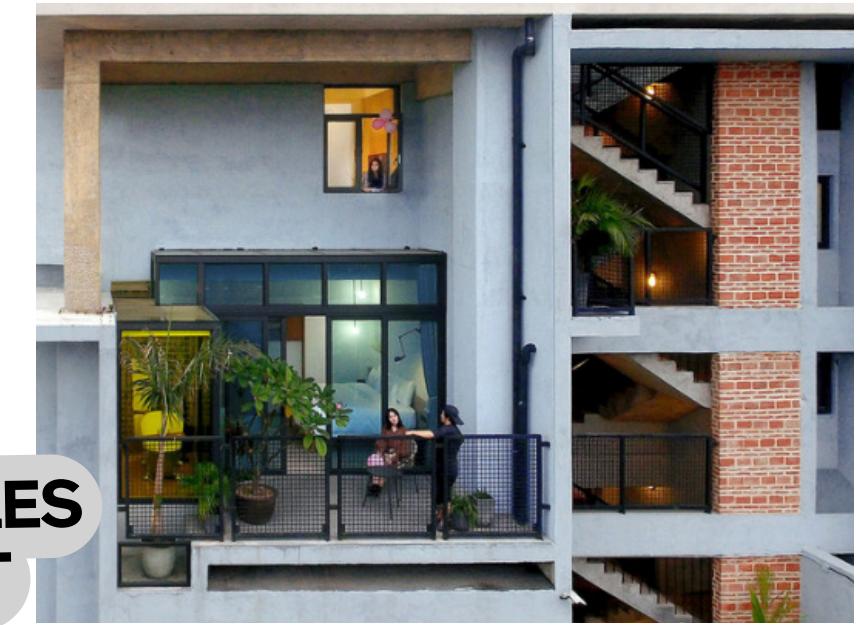
WHAT IS YOUR IDEAL LIVING SITUATION



PEOPLE ARE FORMING COUPLES AS A WAY TO REDUCE RENT

and retirement villages – all of which, as Self points out, are "defined by demographics." There is a romantic impact too. Self explains that unaffordability pressures "people into forming couples as a way to reduce their rent." Which is all very well if things are going smoothly, but people could be forced to remain in abusive and dangerous living situations due to financial pressure. Single people, meanwhile, are often staying in their parents homes. And, it seems the number of single young people is steadily rising – which is perhaps unsurprising as housing constraints push Zoomers into less desirable living situations and spaces that are less comfortable or private. Is it time for a rethink?

HOW THIS PLAYS OUT IN CULTURE



CO-LIVING

A co-living space in Jilin province, China, is specially targeted at young people who have just started working together and who are finding it difficult to rent solo. Bringing home and work life closer together, architect Wang Shuo said the space functions "like a micro-society. This open community allows young people to do whatever they love, and share their passion with their peers and colleagues" (Archdaily, 2016).

LOCAL AND IRL

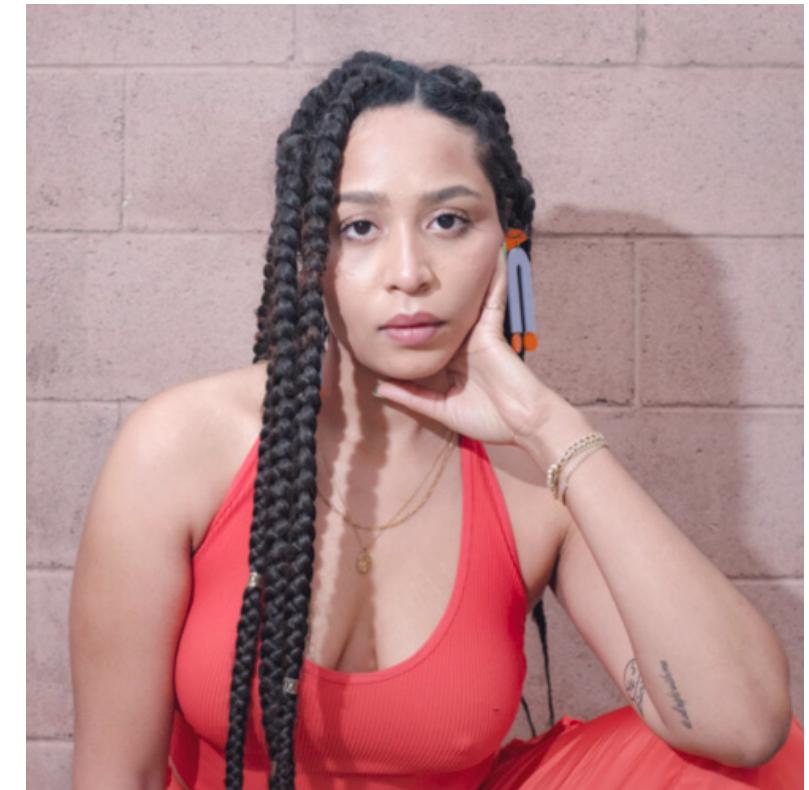
The internet allows communities to connect across continents. As digital natives coming of age throughout the pandemic, young people naturally find many of their social interactions online. Indeed, 45% report being online “almost constantly” (Pew Research, 2020). Yet, we are witnessing a loneliness epidemic among the young, with 79% of 18 to 24 year olds say they feel alone (Statista, 2020). Perhaps this signals that the digital connections young people are cultivating can’t in fact replace in-person, human connection.

Without a physical sense of community, people are less likely and less able to engage with local issues that affect them. Former housing officer, Kwame Lowe believes that “not having an immediate connection to your physical environment has big implications for how you’re involved in civic or local projects.” As Lowe suggests “this is related to a sense of agency in addressing today’s profound challenges”.

However, there are glimmers of hope. After a period of Covid-induced disconnection, ‘real-world’ communities are experiencing a resurgence. Many internet theorists are predicting that the future of the web may lie in online communities which directly fuel offline, IRL communities, empowering people to create more meaningful spaces of belonging in their immediate environments.



HOW THIS PLAYS OUT IN CULTURE



OUTERWORK

Outer Work is an online community that helps people make commitments to racial equity. With design agency, Practice, they went offline and distributed a community newspaper across the US with guides on approaching racial issues, highlighting the initiatives of BIPOC community leaders; and worksheets that encourage individual action to support the community. (*It's Nice That*, 2022)

III SPACES

LIVING WITH IMPERMANENCE

“Home and the places we consider home are very distributed. It now represents an idea of values, traditions, memories, feelings of homes that we carry when we’re displaced from the place that we came from.”

ASST. PROF. MICHELE GORMAN, PARSONS SCHOOL OF DESIGN



Photography CHRIS RHODES styling CHLOE GRACE PRESS



A STATE OF *FLUX*

THE BEDROOM *AS HOME*

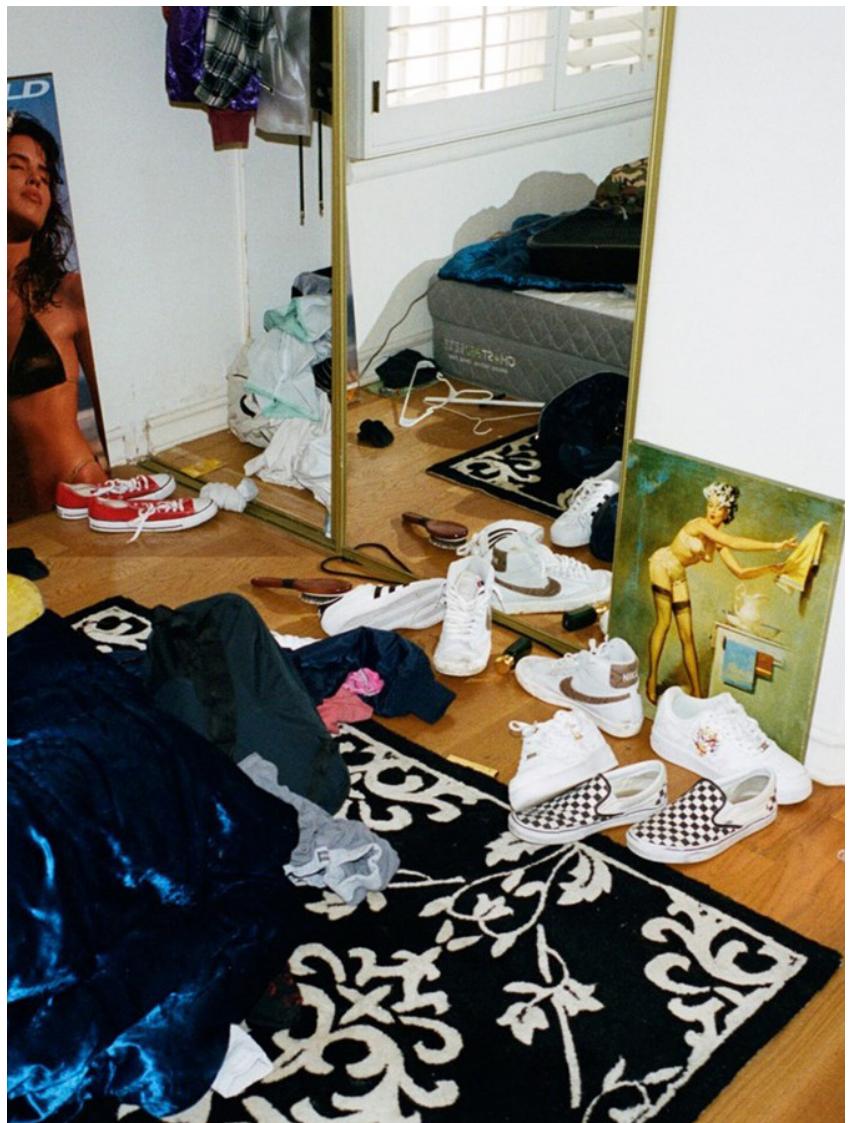
HOME AWAY *FROM HOME*



MALE, 23, FRANCE



FROM OWNERSHIP TO USERSHIP



Do you own or want to buy a home in the future?

**67%
YES**

SOURCE: DAZED HOME SURVEY, 2022

"Amongst Gen Z there is a much more fluid concept of ownership, which has to do with access much more than it has to do with ownership. Services like Netflix or Amazon Prime are all models of access, provided by ongoing financial payment. At a certain point when you're not presented with any opportunities to buy, the aspiration for ownership will diminish. And that's what we're seeing in Gen Z – less and less people want to own their own home, because they're not able to."

JACK SELF, FOUNDER OF REAL FOUNDATION & REAL REVIEW

If yes, why

"Security."

"To have more stability, financial safety, a 'true' sense of physical home."

"Financial security, making something mine."

"I want to own a home so I don't burn thousands of dollars a year on rent."

"I would like to buy a home in the future. I like the idea of having a house I can renovate and make completely my own. However, I really don't know if this is achievable for me unless I manage to become famous and rich in the next two years. A girl can dream."

If no, why

"I also have desires to pursue a more nomadic lifestyle and don't want to be tied down."

"The stability can also be too limiting."

"I think it would be interesting to try different ways of living depending on my circumstances at the time."

"It's insanely expensive."

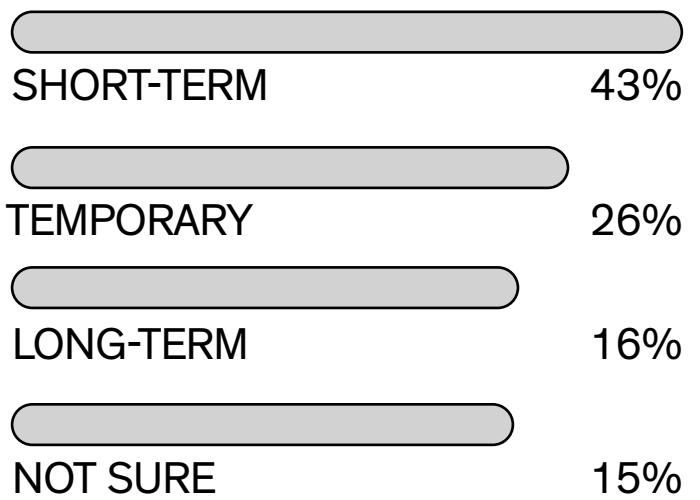
Home ownership seen as achievable (by gender)

Male	53%
Female	38%
Non-binary	20%

A STATE OF FLUX

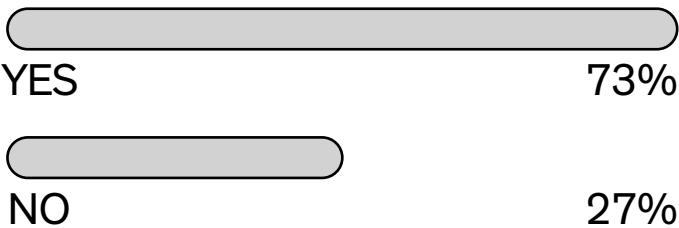
RENTERS RIGHTS NOW

How do you view your current living situation?



70% of Americans believe young adults today have a harder time buying a home than their parents' generation did (Pew Research, 2022). Looking at the reality of the worldwide housing shortage, if anything, that number feels too low. Around the world, novel schemes to solve the crisis keep emerging, and some of them sound, frankly, pretty dystopian... In Hong Kong, tiny subdivided housing units known as "coffin homes" are on the rise – some so small that the inhabitant can't even fully stretch their legs. In California, a co-living startup's compact sleeping pod design will allow 14 residents to share a single home. If only young people could give up their avocado toast and flat whites.

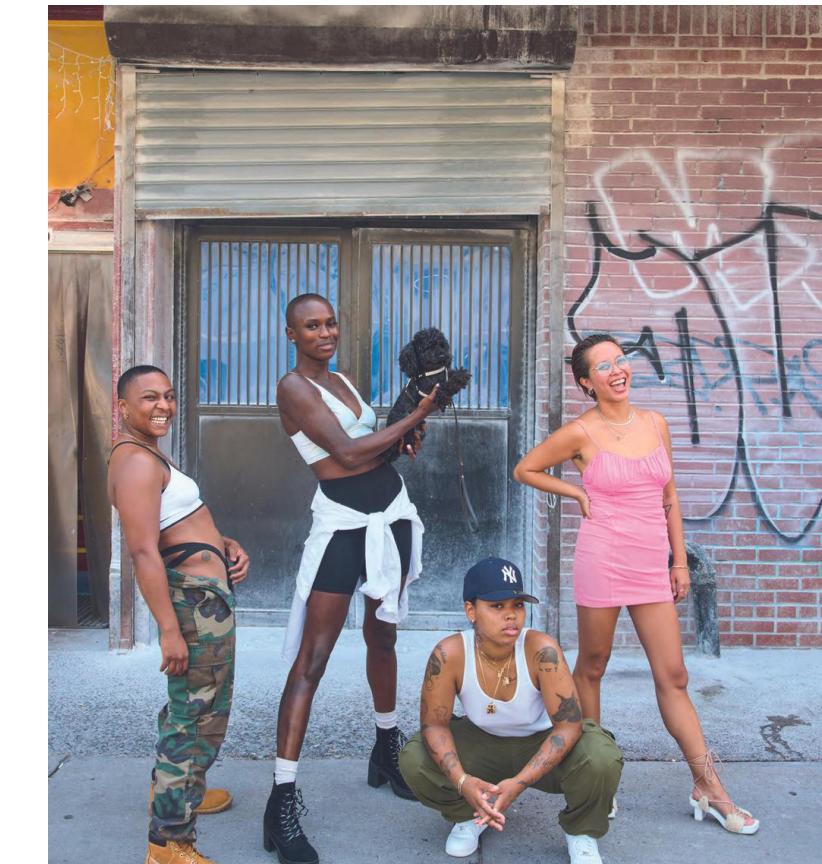
Do you view more than one place as your home?



Despite the advice wealthy homeowners of the Boomer generation love to dish out, the housing market today really has shifted into something beyond previous generation's recognition. It's clear from our research that, while a majority of 18 to 24 year olds still want to own a home, 40% believe it's unrealistic, just a dream. We're already living in a rental economy – Zoomers view multiple places as home and their current living situation as short-term.

Yet, current renting models are not in tenants' interests. Landlords across Europe face very weak legislation, especially in Britain, and many young people report feelings of frustration at their often scanty earnings lining the pockets of multiple-homeowners. "If we're all renting," Jack Self notes, "which we will, then the question becomes, are we renting from someone who has a social commitment and is aligned with our ethical Essential renters rights – basic support, rent caps and the end to no-fault evictions – must take utmost priority".

HOW THIS PLAYS OUT IN CULTURE



REAL FOUNDATION

Real Estate Architecture Laboratory (REAL) REAL is a London-based cultural institute and architectural practice dedicated to "what it means to live today", promoting inclusivity, democracy, and equalities.

[Read More](#)

THE BEDROOM AS HOME

“When the bedroom becomes your entire home, the bed becomes a space of production and reproduction. It’s a place where you eat your meals, where you watch your television shows, where you have sex. Although, Gen Z are having less sex than... I mean, they’re having less fun than any generation.”

JACK SELF, FOUNDER OF REAL FOUNDATION & REVIEW

Houses are shrinking. In 2014, the average new-build in the UK was 76 square metres, making them the smallest in Europe (The Guardian, 2018). With real estate at a premium, the next generation's personal spaces will continue to decrease in size.

As the home shrinks, the demands on it grow. The pandemic has forced many of us to evolve our living spaces into places, not just for living, but for working, educating and socialising. More than ever before, the home has become a multi-functional space. Over half of 18 to 24 year olds said they spend more time at home since the pandemic. With shared living becoming the norm and record numbers of young adults living with their



Image Courtesy HEART parents for longer periods of time, often, the bedroom is their only personal, private space. For much of today's youth, the bedroom is the home. The “bedroom aesthetic” trend and the boom in “bedroom pop,” “bedroom producers” and “bedroom broadcasts” should be unsurprising then – Zoomers really are the “make do with what you’ve got” generation.

HOW THIS PLAYS OUT IN CULTURE



THE BEDROOM ARTISTS' COLLECTIVE

An organisation that supports and collaborates with emerging artists – was founded in 2016 by artists Julie Pallot and Nora Emilia as a solution to the difficulties faced by independent, unaffiliated artists in London. As they say, “many artists work without a studio, even from their bedrooms... In the harsh financial environment today, with studios and exhibition spaces unaffordable, we find a way to bridge the ever-widening gap through collaboration.”

[Read More](#)

BEDROOM AS



64% of 18-24 year olds said the bedroom was the most important space for them

Photography OSCAR FOSTER-KANE

"MY BEDROOM IN MY UNI HOUSE IS HOME, AS IT'S THE ONLY PLACE COMPLETELY MINE."



HOME AWAY FROM HOME

When home becomes everything, can it still be a space of refuge and respite? By trying to turn our living spaces into home offices, home studios and connectivity hubs, are we turning what should be a place of comfort into something far more claustrophobic?

"Do you really want your co-workers in your bedroom?" In Jack Self's eyes at least, "no, you don't." He suggests that, while living under the same roof, being "separated, at such great extent" from those around you "is leading to a feeling of isolation, which is maybe the first time that we've had this within a domestic environment."

Certainly, only 15% of 18 to 24 year olds prefer to socialise in their home spaces. One respondent to our survey from the UK said, "home is warm, but also suffocating at times." This might go some way to explain why so many young people described home, not in terms of physical space, but in relation to people.

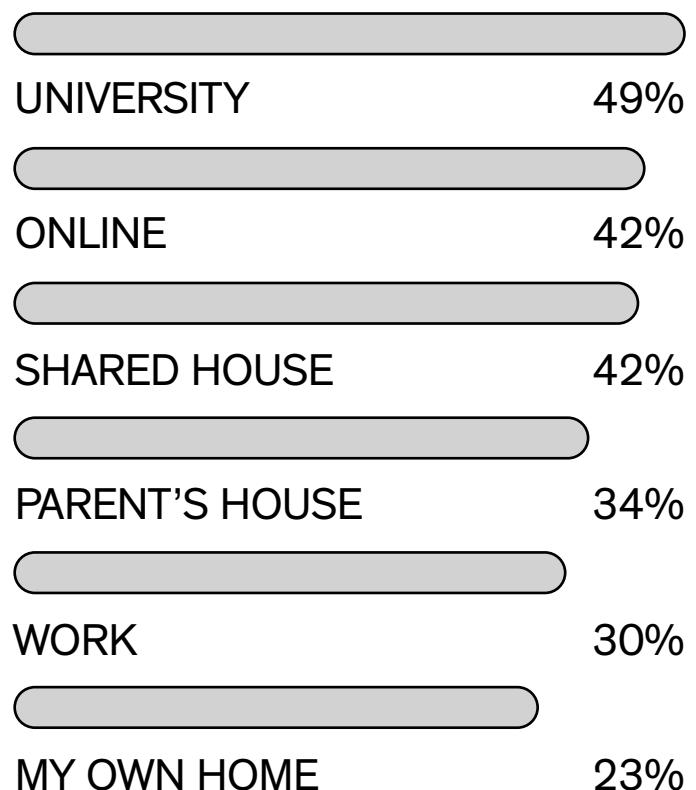


"I find myself feeling at home around friends regardless of the environment" the same UK respondent noted.

During and post pandemic, we've seen a huge focus on digital realities, from the rise of online gaming to the much-hyped Metaverse. But, while it's clear that the internet can create safe spaces for self-exploration, particularly for marginalised identities, and today's youth spend the majority of their time online, when asked about the meaning of home, only 0.5% of respondents associated it with online spaces. Nearly three quarters prefer their life offline (Dazed Home Survey, 2022).

Photography TAKASHI HOMMA Styling SHOTARO YAMAGUCHI

Which spaces do you spend most of your time in currently?



QUEER HOUSE PARTY

Queer House Party is a self-described "DJ collective, community platform and award-winning queer party that's accessible, radical, DIY and punk AF". Starting as a series of live stream parties during lockdown, Queer House Party have continued inviting people to join their IRL parties online so people get to connect with the queer community in or outside the home.

Image Courtesy BRICKS MAGAZINE

HOW THIS PLAYS OUT IN CULTURE

IV HEALTH & SAFETY

PRIORITISING BASIC NEEDS

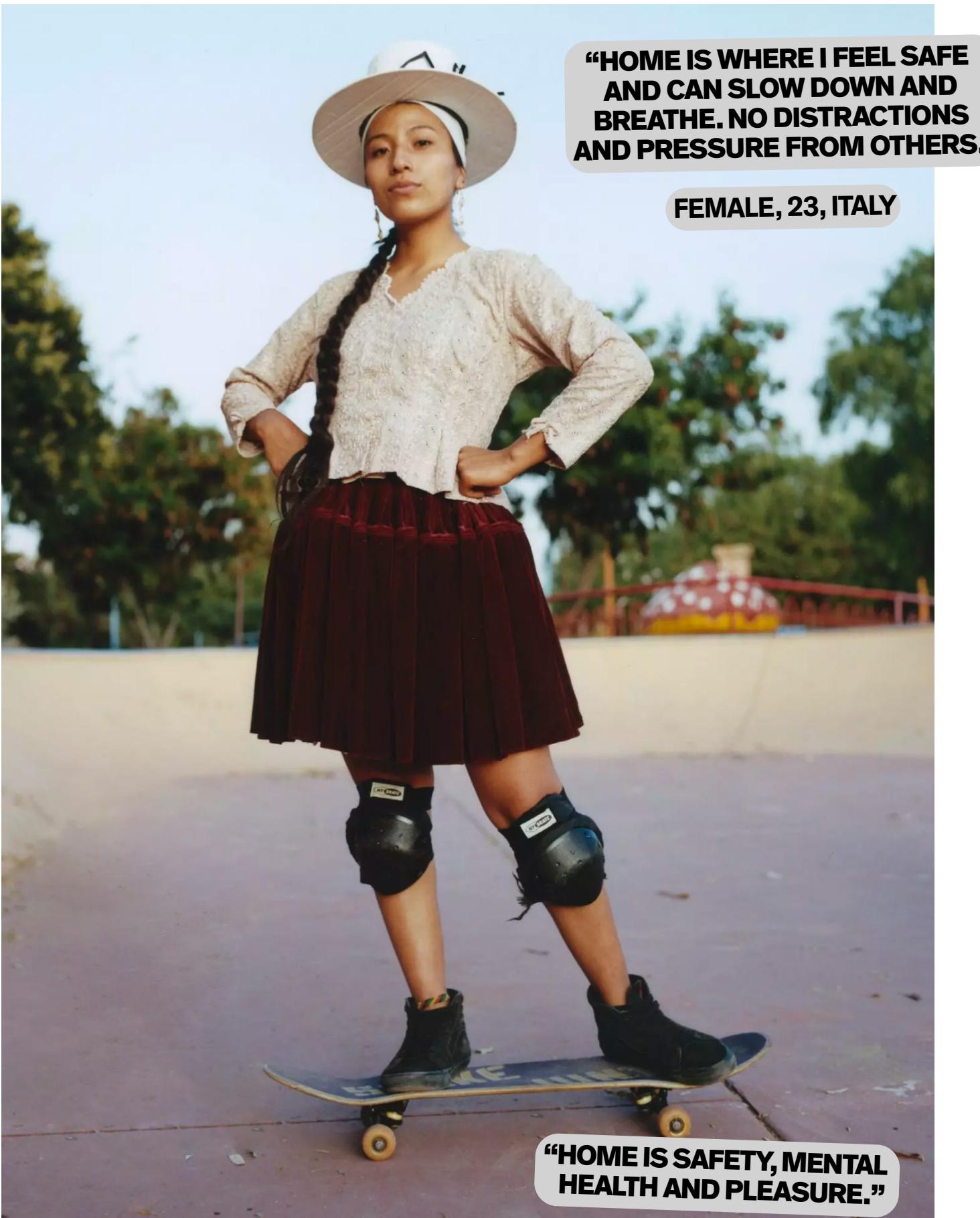
“Home is where I feel safe, a place where I can rest, feel comfortable.”

JULIANKNX, ARTIST



Photography CHARLES THIEFAINE Styling EDEM DOSSOU, Dazed Autumn 2021

IV**SAFE SPACES****HOME & WELLNESS****CLIMATE ACTION**



SAFE SPACES

Take a glance at any global news website, scroll past ecological disasters, school shootings and war crimes, and perhaps it shouldn't shock you that safety is young people's top priority when it comes to the idea of home.

In our survey, 42% of 18 to 24 year olds said that a safe space was the most important thing when thinking about the ideal home. Yet, of course, it isn't always possible to just close the door on the dangerous and threatening world outside. Sometimes the call comes from inside the house. Globally, 1 in 3 women experience physical or sexual violence, and a huge proportion of that number are abused by an intimate partner. Tragically, emerging data shows a huge increase in calls to domestic violence helplines in many countries since the outbreak of COVID-19, as people were confined within homes that were distinctly unsafe (WHO, 2021).

Of course, online spaces can often provide a freedom and fluidity that real life can't. For example, we discovered that those who identified as non-binary were more likely to value online spaces, as well as safety and acceptance in their own homes, than male or female respondents (Dazed Home Survey, 2022). But here too, there are reasons to be cautious; reasons for today's youth to feel anxious.

One of the things our Gen Z respondents kept coming back to in discussions of safety and comfort was a yearning for privacy – both off and online. Annie from Denmark, for example, feels most comfortable in "places where I feel loved and can seek privacy." The internet is also rife with abuse, harassment, racism and pornographic content. On Facebook VR chat alone, researchers found harmful content every 7 minutes (CounterHate, Tech Startups, 2022). There is a need for more regulation and public accountability. With great power comes great responsibility.

"The people who make me feel safe are my family."

FEMALE, 20, KENYA



"Shelter is a basic need. It's something for everyone to think about if we're not providing that for everyone as a society."

KWAME LOWE, CO-FOUNDER OF KIN STRUCTURES

HOME & WELLNESS

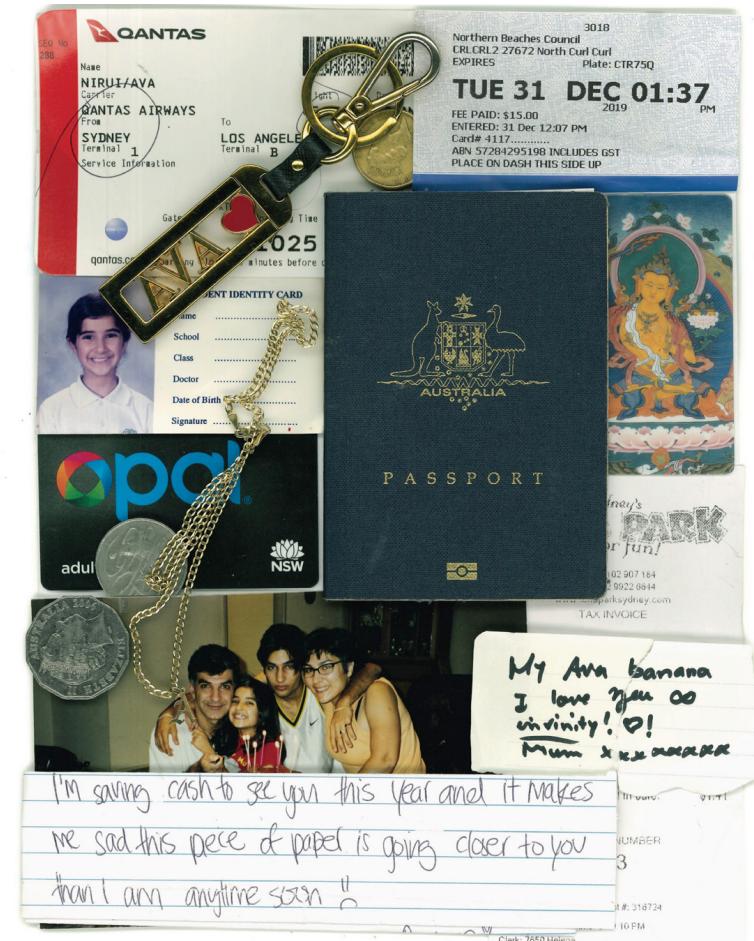
"We need a sense of some kind of wellness, caring for yourself within your space."

ASSISTANT PROFESSOR MICHELE GORMAN, PARSONS SCHOOL OF DESIGN

Physical safety is obviously of utmost importance to today's youth, but so is a broader sense of mental and emotional well-being. Young people don't just want to feel safe, but secure and calm too.

At the moment, unfortunately this simply isn't the case. A new CDC survey found that more than 40% of adolescents reported feeling "persistently sad or hopeless," with nearly 1 in 4 saying their mental health was a top concern for the future (Dazed Home Survey, 2022). And, as Tara Thiagarajan, founder and chief scientist at Sapien Labs, told the Washington Post, this well-being crisis is "not an isolated issue of one country. It's a global issue."

When asked about the most important features of their ideal home, over 50% of 18 to 24 year olds said "natural light" with a quarter choosing "a large space," and 22% picking "a garden." Combined, this seems to suggest a deep craving for spaces that can nourish



Work by AVA NIRUI Dazed Spring 2020

and nurture, that give a sense of spaciousness and that connect today's youth to the environment. Indeed, Helen Job suggests that "across the world, there is a need for public, shared and environmentally sustainable spaces, which will be critical to mental and physical health."

As living conditions become more cramped and work or study becomes a staple feature of home life, young people will surely continue to seek spaces where they can prioritise calm, comfort and self-care. Brands certainly seem to think so – the wellness economy is set to reach nearly \$7 trillion in 2025 (GWI, 2021).

HOW THIS PLAYS OUT IN CULTURE

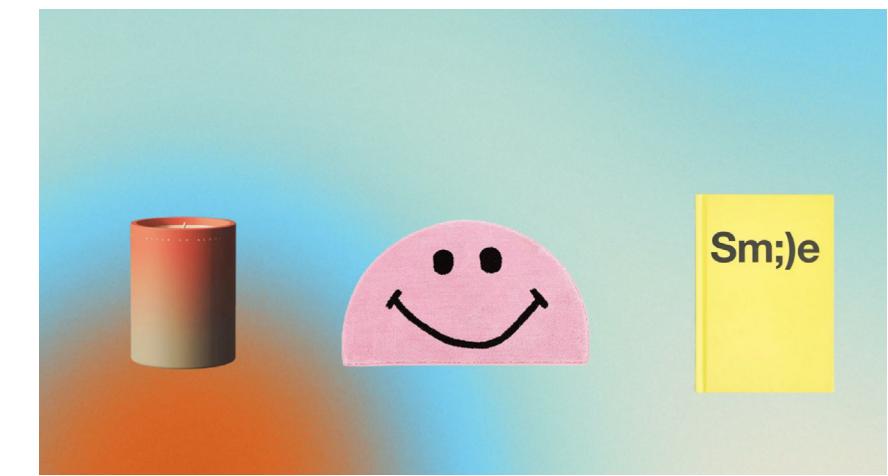


Image Courtesy WOO ITV

HAPPY HOMEWEAR

There has been a recent trend for products targeted at Gen Z to be explicitly marketed in terms of wellness and mental health. Woo, a new "culture and lifestyle brand" and wellness product marketplace funded by ITV, which is aimed specifically at Gen Z, is currently promoting happy homeware and interior products to "spike serotonin" including sunrise alarms, smiley rugs, and "feel-good candles."

CLIMATE ACTION

“People-planet interdependence needs to be led by businesses and governments, with pressure for change placed on producers, not young activists.”

HELEN JOB, INSIGHTS DIRECTOR, SPACE10

The climate crisis is already here and young people are painfully aware of it. The recent school climate strikes, spearheaded by Greta Thunberg, are no fluke or flash in the pan – we've found that the climate crisis is Gen Z's main concern for the future (Dazed Home Survey, 2022).

The kids are right. We're now in a position where emissions targets are unlikely to be met. Currently, there is a 40% chance that global temperatures will be at least 1.5°C warmer than pre-industrial levels in the next 5 years (WMO, 2021). In this context, choices about how we imagine, design and build homes couldn't be more important, or more urgent. Putting sustainability at the heart of home planning – from building materials to energy sources and interior products – could revolutionise the way we all live in the future. Changing the way we think about and construct our homes could also help us to change our behaviour – something we all have to get our heads around pronto, as according to Michele Gorman, most “waste in our environment is produced from the home.”

As Helen Job says, “we need to prioritise biodiversity and biomaterials, and build momentum towards a future



Work by OLAFUR ELIASSON

where we eliminate the concept of waste.” However, let’s not just leave it up to Gen Z to fix everything. Job stresses that “focus on climate resilience, adaptation, and people-planet interdependence needs to be led by businesses and governments, with pressure for change placed on producers, not young activists.” Because, really, we’re running out of other options.

HOW THIS PLAYS OUT IN CULTURE



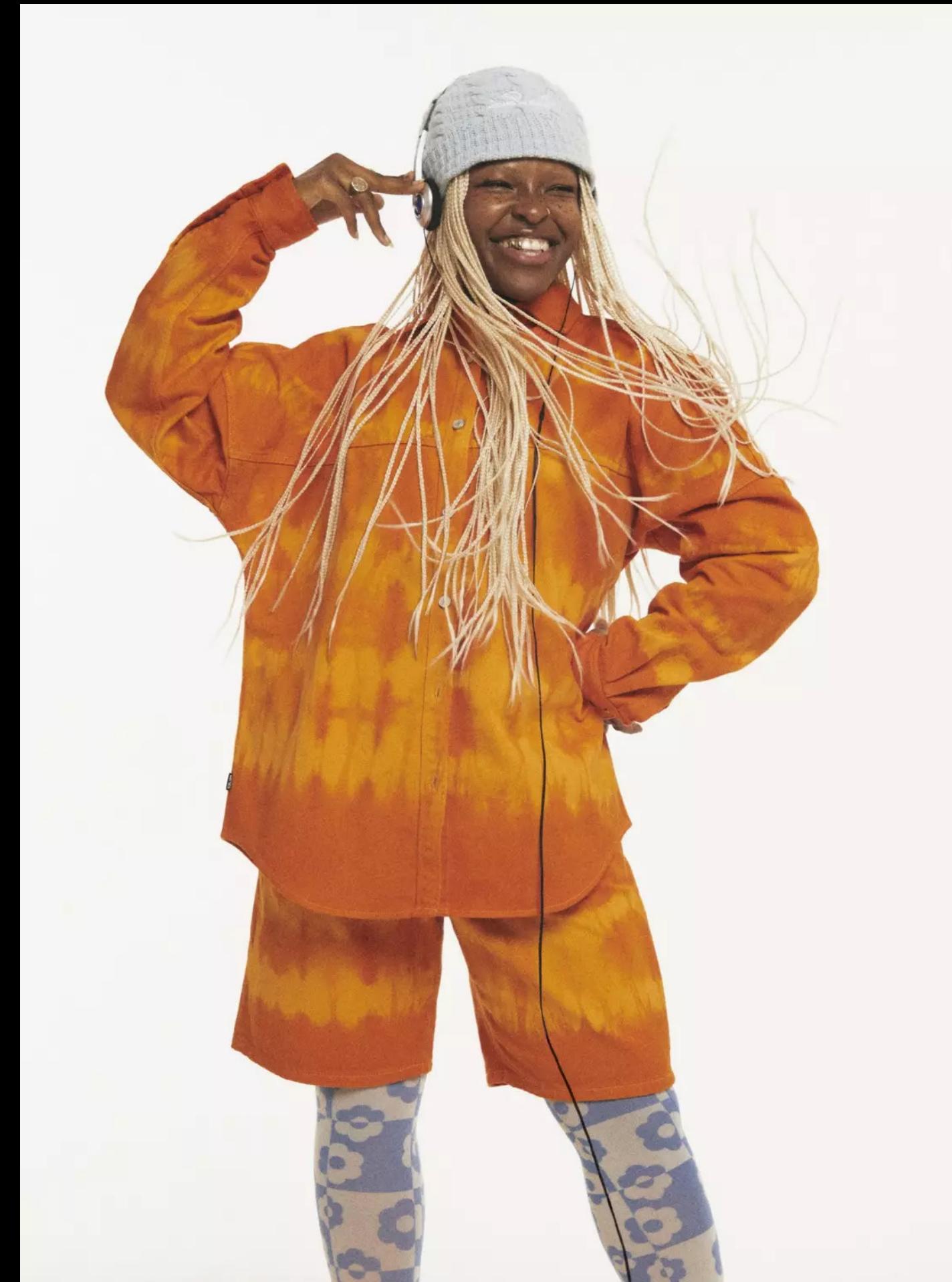
Helsingborg is Sweden's most environmentally friendly municipality and will be climate neutral no later than 2035. Christine Delander Eksten, project leader for ReCreate, an EU-funded project exploring how existing concrete elements can be deconstructed and reused in new buildings, spells out the project's ethos: “reuse is the new ‘new’, it’s the way everyone wants to build in the future. It’s so strange to put perfectly good materials into the local waste area and buy new.” (thelocal.de, 2022)

V CONNECTED HOMES

MEANINGFUL SOCIAL INTERACTION

“Internet access is a necessity in this current era, not a luxury – everyone needs to have access to that. It is one of the important things I personally can't do away with when I'm home”

MALE, GEN Z, GHANA



Photography ZACH APO-TSANG Styling VITAMIN B12

V

**SURVEILLANCE
ANXIETY**

PRIVATE LIFE

**BLURRED
BOUNDARIES**

Why do you use technology in your home?

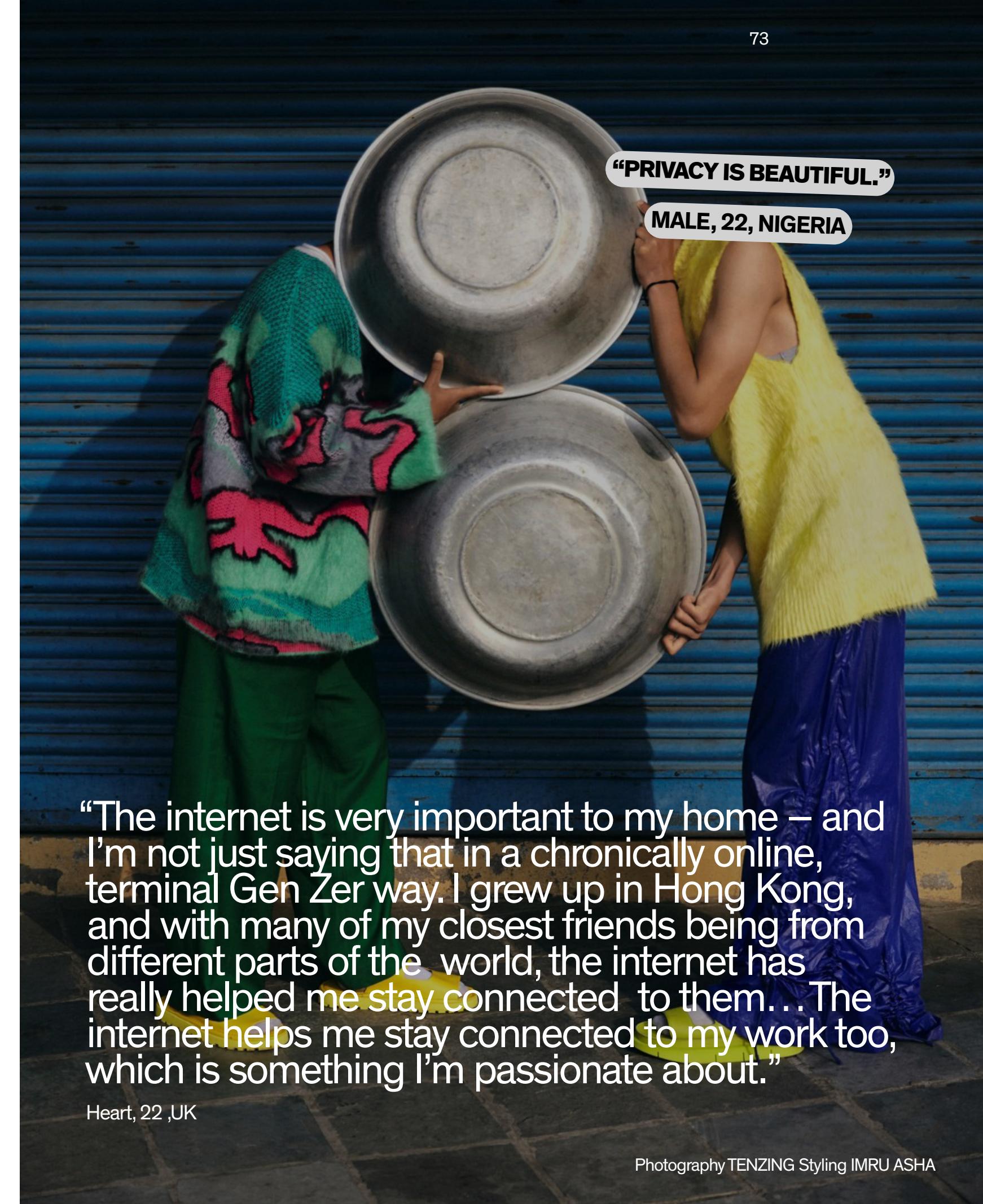
For entertainment	45%
Connecting with people I don't live with	18%
For working or studying	18%
To make life easier, more efficient	7%

SOURCE: DAZED HOME SURVEY 2022

"HOME IS WHEREVER I AM WHERE I AM ABLE TO TALK TO MY FRIENDS, WHETHER ON OR OFFLINE."

"I RECONSIDERED THE UNDERSTANDING OF PRIVACY A FEW YEARS AGO DURING THE COVID LOCKDOWN. BEFORE, I USED TO THINK SOME TIME ALONE IS ESSENTIAL FOR ME. I EVEN CALLED IT 'GIVING ME SOME AIR'. TRUE PRIVACY IS BEING FREE OF UNNECESSARY SMALL TALKS WITH PEOPLE YOU HARDLY KNOW.

ARTEM, MEXICO (DISPLACED FROM UKRAINE)



"The internet is very important to my home – and I'm not just saying that in a chronically online, terminal Gen Zer way. I grew up in Hong Kong, and with many of my closest friends being from different parts of the world, the internet has really helped me stay connected to them... The internet helps me stay connected to my work too, which is something I'm passionate about."

SURVEILLANCE ANXIETY

Welcome to the era of the Smart Home, where your kettle talks to your fridge, and your fridge talks to your toilet, and all of them sync up together in a neat digital network. Exciting? Or possibly just a bit terrifying?

For many, the increasing digitisation of the home prompts a whole host of concerns about privacy. Ryan Sherman, Head of Concept at SPACE10, says “we’ve come to value the privacy of our four walls in new ways. We’re more aware of the data flowing in and out of our homes – from our most trivial online behaviours, to the apps tracking our sleep patterns and location – leaving us more critical about where this data is going and who is benefiting from it.” As the most online generation, Gen Z are also the most surveillance suspicious. Three quarters of teenagers today believe voice assistants listen to what they say (Living the Future, 2020). Much more than other generations, today’s youth are seeking out privacy, with specialised digital tools that

block data harvesting now being widely used amongst young people. Indeed, 39% of all VPN users are aged between 16 and 22 (Ofcom, 2022).

Nevertheless, the Smart Home market is predicted to grow by 13% each year until 2026 (Statista, 2022). As privacy concerns inevitably intensify in response to our homes becoming increasingly connected, we may see tech avoidance become far more extreme than VPNs and popping Blu Tack over webcams...

“The monopolisation of online communication by big social media companies has resulted in an ‘invisible architecture’, where the possibilities for your identity and affiliations are limited. Data about you is extracted and used to tailor adverts for you, which is almost like having your identity curated by somebody else.”

KWAME LOWE, CO-FOUNDER OF KIN STRUCTURES



Photography SHARNA OSBOURNE Styling ROBBIE SPENCER

HOW THIS PLAYS OUT IN CULTURE



Work KATJA TRINKWALDER AND PIA-MARIE STUTE

ACCESSORIES FOR THE PARANOID

Cologne-based designers Katja Trinkwalder and Pia-Marie Stute have created a series of add-on device accessories designed for people who are paranoid about data privacy and surveillance. The project – aptly named Accessories For The Paranoid – uses fake data to stop smart devices spying on you hiding people behind ‘fake’ information and identities. (Dezeen, 2019)

PRIVATE LIFE

For many young people during global lockdowns, the home ironically became more public than ever, as work and socialising both revolved around video calls. The pressure to perfect your Zoom background wasn't only a superficial insecurity, as radical disparities between living conditions, class positions and generational wealth were revealed on screen.

Post-pandemic, Gen Z are now fatigued by constant connection, feeling less inclined to impress others.

Young people are rejecting pressure to share all aspects of their life online. More than half of 18 to 24 year olds say that social media is no longer a means of forging social connections and is instead leading them "to feel left out by their peers" (Tallo, 2021). A growing percentage are taking matters into their own hands, with 34% disconnecting from social media entirely in favour of old-school IRL socialising – and possibly getting hotter in the process (Hill Holliday, 2018). Those who are still hooked into the mainframe are trying to change established social media norms and narratives. Recently we've seen a rise in anti-curated, anti-aesthetics – as encapsulated in



Photography PHILLIP YOUNMANS

the Cluttercore, Goblin Mode and Feral Girl Summer trends and, of course, the blurry Instagram photo dump.

Essentially, Gen Z desperately seek both meaningful connection and uninterrupted privacy. But finding a balance between the two at home is a huge challenge. Ryan Sherman says that "whilst technology has and continues to connect us in new and profound ways, our need for privacy behind closed doors remains as relevant as ever."

HOW THIS PLAYS OUT IN CULTURE

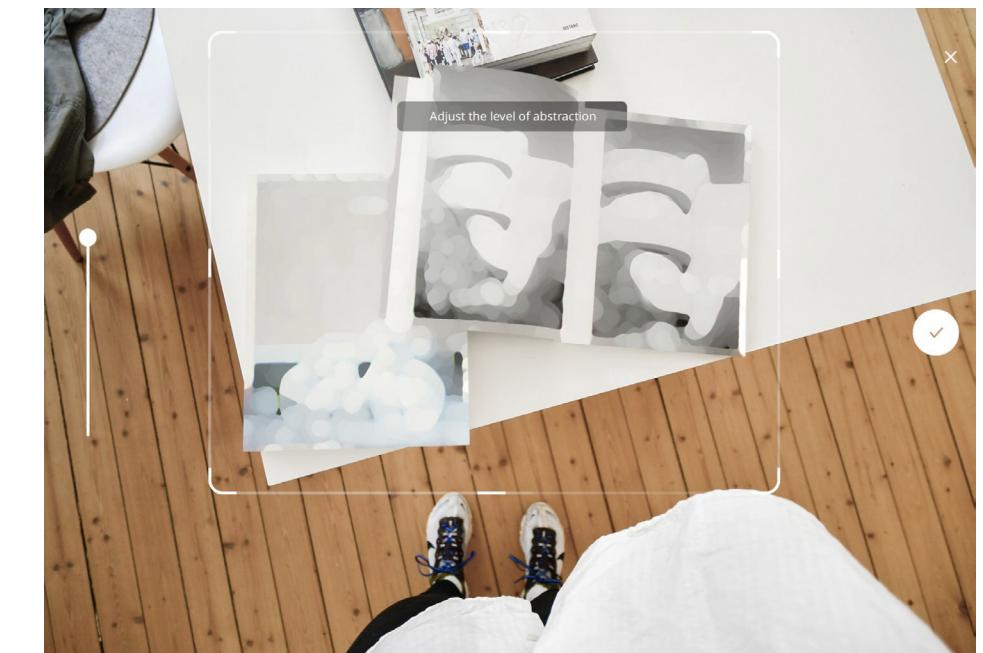


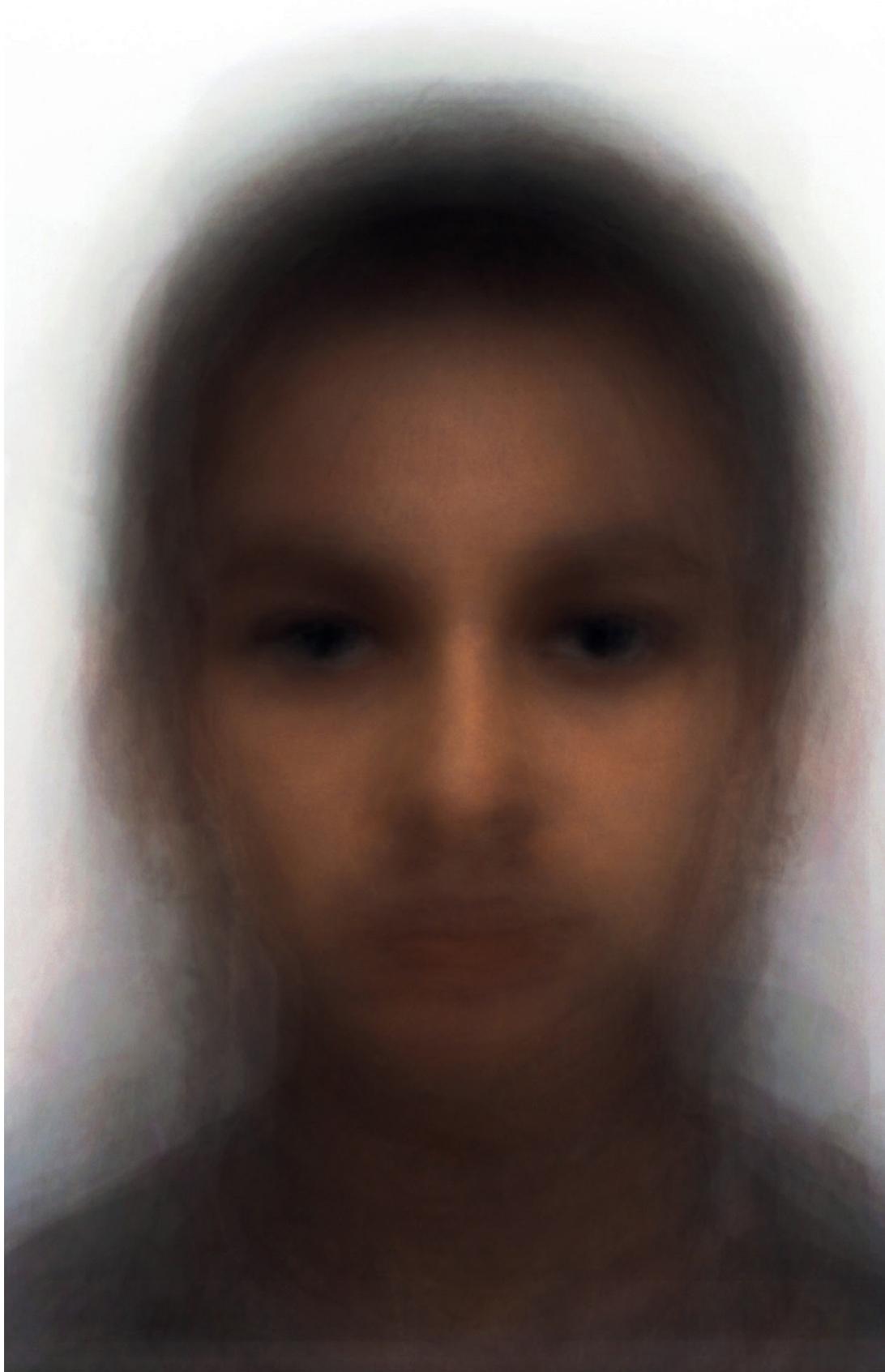
Image Courtesy SPACE10

"IKEA and SPACE10's Everyday Experiments is a way of exploring how simple, beautiful, friendly digital creations can improve aspects of everyday home life. To take our preconceptions that technology can be intrusive, untrustworthy or confusing, and prove that it can actually be peaceful, helpful, secure and sustainable." (Space10, 2020)

BLURRED BOUNDARIES

Get ready to enter the Metaverse, Web 3.0 is coming. If you're not familiar with the term Web 3.0, it's a new iteration of the World Wide Web based on blockchain technology, which incorporates concepts such as decentralization and token-based economics. While mainly known for bad NFT art and overconfident "crypto bros," Web 3.0 technologies are being touted as the next big frontier of the internet, with great potential for entertainment, gaming and social networking. But what does this mean for the future of our homes?

Well, the internet has of course already redefined the boundaries of the home and our online/offline social relations (Mesch & Talmud, 2007). And despite the growing tech backlash among young people, as new technologies and internet models become more widespread, these boundaries will likely become increasingly blurred. Tech entrepreneur and artist, Ash Koosha believes home devices that can deliver high quality graphics, like smart televisions, have a better chance of making the Metaverse a reality than our portable smartphones. With this in mind, we're likely to see more aspects of our lives outside of the home be brought in-house. Fashion shows, shopping sprees, and conferences have all been touted and tested in this new immersive virtual space. With a whole new universe at our fingertips, why would we ever need to leave the house?



Dazed Winter 2021 Issue

HOW THIS PLAYS OUT IN CULTURE



Auditorium by MYTAVERSE

Mark Zuckerberg's Metaverse isn't the only immersive virtual reality platform making waves in the world of work. Mytaverse, a remote meeting and virtual showroom platform, has developed an array of virtual spaces to cater to every type of previously in-person work event. "We really wanted to design for serendipity which is something we lost," explains Kenneth Landau, Mytaverse CEO and co-founder. "This is a technology that allows people to get together when they can't be in the same place, even after the pandemic."

CONCLUSION

WHAT DOES THE FUTURE HOLD FOR HOME?

“Home is something that moves beyond the bounds of the architectural skin.”

ASST. PROF. MICHELE GORMAN,
PARSONS SCHOOL OF DESIGN

“Do we need to imagine houses of the future? Do we in fact need to make more housing stock, or do we just need to wait for enough people to die?”

HOME WILL BE A SPACE FOR CREATIVE SELF EXPLORATION

83% of Gen Z would describe their generation as “creative”

(Voxburner, 2021)



Photography GABRIEL MOSES styling MARIKA-ELLA AMES

Bologna-based architecture studio Mario Cucinella Architects and 3D printing specialists WASP have created a low-carbon prototype for homes that can be 3D printed from locally sourced clay in 8 days. The temperature resilient homes offer a quick solution for people displaced by climate change.

**COMMUNITY WILL BECOME AN
EXTENSION OF FAMILY AS
MORE SPACES ARE DESIGNED FOR
SHARED LIVING**



Case Study House #17B by Lee Jang-hee shows us what homes centred around community instead of the nuclear family might look like

“The nuclear house is a deterministic form of architecture which stifles individual and collective potential.”

(Dezeen, 2019)

HOMES WILL BECOME SMALLER, MODULAR AND PORTABLE

“The White House recently admitted that the pace of house building has not kept pace with population for more than 40 years and that homes that are built are too big and too expensive for first-time buyers.”

(Wired, 2022)



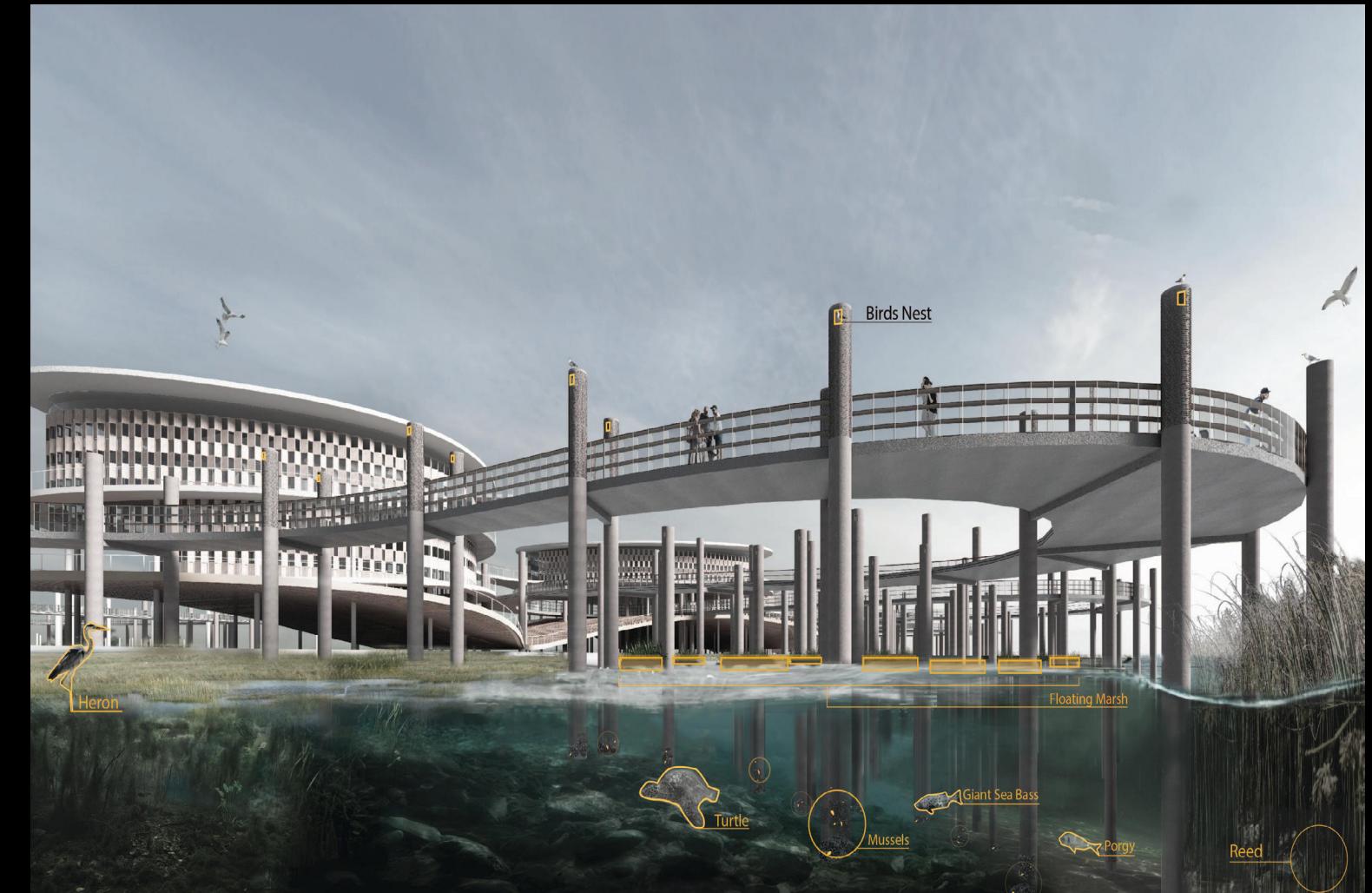
Cornwall is planning to build 15 micro-homes by Solohaus to tackle the housing crisis. The unique single person dwellings will be the very first modular homes specifically designed for the homeless.

CLIMATE CHANGE WILL ALTER THE SHAPE OF THE HOME

Housing prototypes can “reduce typical construction waste almost entirely”

(Dezeen, 2021)

Columbia's Architectural Design students look to “unlock creative potential in the design of a private house. An experimental house... that attempts to move beyond the ‘dream house’ to one that embodies a broader range of subconscious actions, desires, emotions, gestures, elements.”



Work JINDIAN FU, YUANMING MA, TIAN YAO

**TECH WILL MAKE HOME
AND COMMUNITIES HEALTHIER
AND MORE EFFICIENT**



Work NOT ARCHITECTS STUDIO

MyGlobalHome shows us a sustainable smart-home future. The modular housing concept integrates tech ecosystems, monitors air quality and energy use and connects occupiers to their community via smart city technology.

Each year, nearly 4 million people die prematurely from illness attributable to household air pollution (WHO, 2021)

**IMPERMACULTURE.
Youth and the Future of Living**

IMPERMACULTURE

(END)

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