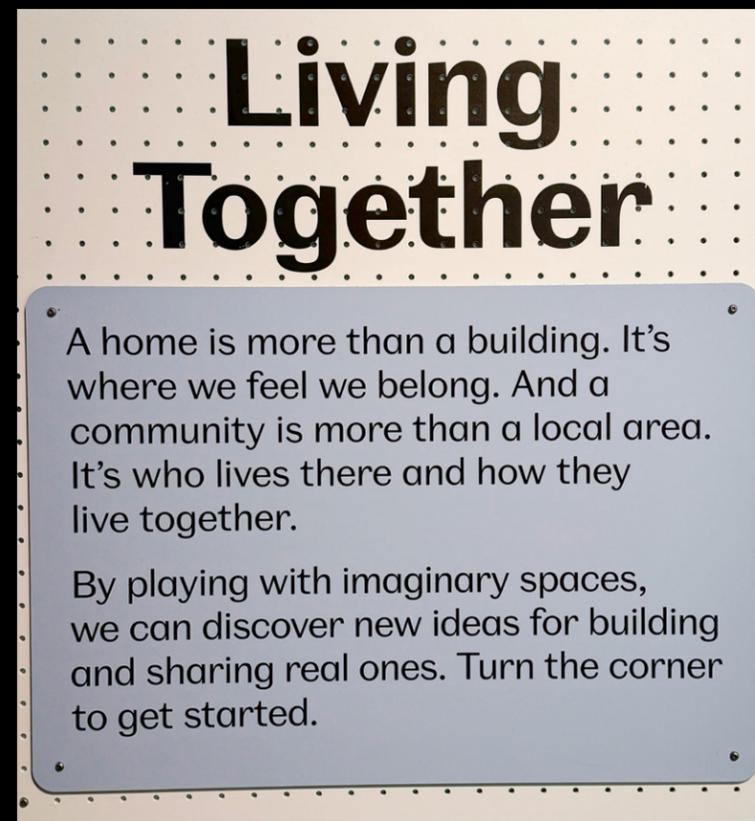


HOME

I have always been passionate about playing toys and games that embody the concept of "**HOME**". When I think about why such toys and games fascinate me, I realize that it has to do with my experience of growing up in different cities. Throughout my education, from primary school to university, constant moves meant that I rarely experienced a deep sense of belonging.

In my exploration of “childhood”, I visited the Young V&A Museum, where a poignant exhibition statement resonated with me: “**A home is more than a building. It’s where we feel we belong.**” This insight seemed to answer my long-standing desire to build an ideal “home” through toys and games.



During the pandemic, the life-simulation game **Animal Crossing** became a global sensation, perhaps because many people experienced anxiety and disappointment with the real world during the lockdown and longed for social connections. This made me realize that games that focus on creating a “home” not only appeal to children, but also resonate deeply with the inner worlds of many adults who seek a sense of utopia through these experiences.



Over time, our attraction to these toys and games continues to evolve, mirroring how our concept and definition of “**HOME**” shift from childhood into adulthood. With that in mind, I aim to create an participatory experience in which adults can redefine, visualize, and share their understanding of “**HOME**”.

“How does our understanding and definition of ‘**HOME**’ evolve from childhood to adulthood? And how can graphic communication design be used to clarify when, where, and why we construct a place we call ‘**HOME**’?”

How do we define **HOME**?

HOME is defined not just by a physical structure, but also by the emotions and memories associated with it. It is a place of safety, belonging, and comfort where individuals feel accepted and loved. Additionally, home can extend beyond a geographical location to include relationships and connections with others. Ultimately, home is shaped by personal experiences and the sense of identity it provides.

Children's Doll Houses

vs.

Adult Life Simulation/Construction Games



	Children's Dollhouse	Adult LifeSimulation/Construction Games
Design Style	Playful, cartoonish, simplified forms, see-through, Each Doll House is designed for a specific theme.	Rich details, focusing on layout and functionality, Customizable avatars with complex interactions.
Experience	Physical placement, no fixed rules, free arrangement, Limited by physical constraints	Virtual interaction, task-driven, high flexibility Complex logic, involving resource management and social interaction



Children's Dollhouse

Psychological Needs

Develops creativity, exploring a miniature world, parent-child interaction or play with friends

Representation of "Home" Concept

Concrete and tangible (kitchen, bedroom, living room)

Adult LifeSimulation/Construction Games

Escaping reality, seeking achievements and belonging, multiplayer cooperation, forming virtual communities

Abstract, can represent a village, city, or utopian dream

Why are life simulation and construction games popular among **adults**?

Interview with game players

- Sense of Control
- Escapism and Stress Relief
- Creativity and Personal Expression
- Social Connection
- Sense of Achievement and Progression
- Nostalgia and Comfort

How does our understanding of “**HOME**” differ between childhood and adulthood?

- Concrete & Functional
- Miniature Representation
- Learning Through Play
- Clear Boundaries

Childhood

- Abstract & Emotional
- Digital Utopias
- Flexible Boundaries
- Social Connection
- Psychological Shelter

Adulthood

The Fluid Nature of "Home"



A Place of Long Conversations



Silent Confidant

Target Audience

Adults (18–40 years old)

- Experience nostalgia for childhood toys/games (e.g., dollhouses, LEGOs, building sets).
- Have faced relocations or have complex views of “home” (e.g., expatriates, young professionals, or individuals living away from their hometown).
- Enjoy creative, introspective activities that merge design, storytelling, and self-reflection.

Option 1:

MADE AT HOME

“Made at HOME” is a project exploring what truly constitutes a home—not just as a physical building, but as a collection of memories, identities, and emotional anchors. By “freeing” everyday household items from their traditional purposes, the project challenges our childhood learnings and our adult perspectives to reveal how “home” has shifted from a fixed structure to a fluid, abstract concept of belonging, acceptance, and personal expression.

- A Graphic Collage or Booklet

Option 2:

HOME REVISITED: A Grown-Up Playset

Child-Centric Form

A Grown-Up Playset” presents a toy/game deliverable inspired by childhood, tailored specifically for an adult audience. By emphasizing identification of target participants and laying out specific engagement methods, this project systematically invites reflection on how “home” has shifted from the straightforward dollhouse we knew as children to the complex, abstract idea we grapple with today.

- Grown-Up Dollhouse
- Grown-Up Model Set

Option 3:

REASSEMBLING HOME

Adult-Centric Form

By adopting a grown-up format—be it blueprints, deeds, or assembly manuals—and infusing them with childhood ideas about what makes a home, this project reveals the evolving dialogue between our past imaginations and present realities.

- A Large-Scale Architectural Blueprint or Map
- Property Deed of Belonging
- Home Assembly Instructions