

# CO-LIVING

*(a.k.a. competing against giants)*



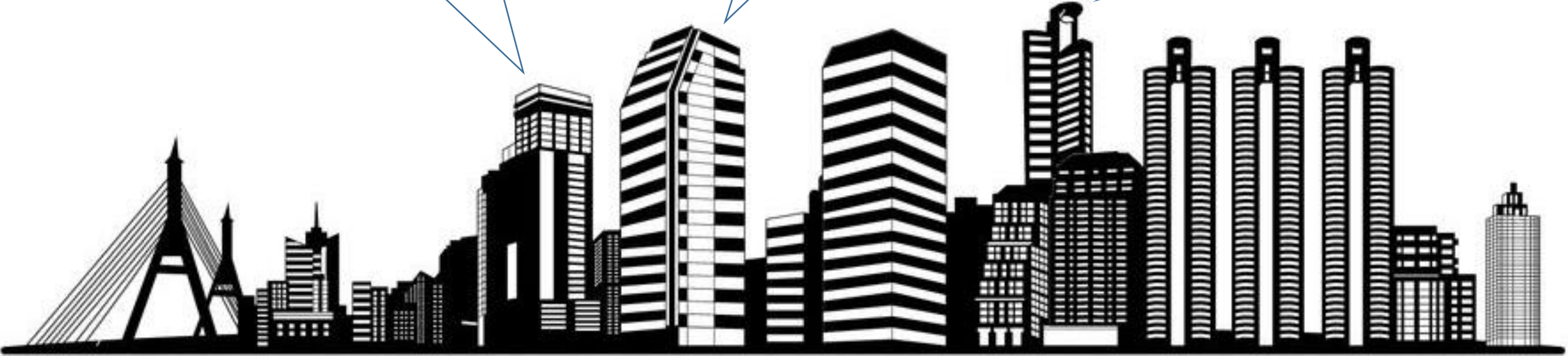
Alex Sigeda  
JLL | Hotels & Hospitality Group

Image source: <https://www.localbuilderreview.com.au/david-goliath-battle/>

THE  
GREAT ROOM

JUST  
CO

wework







Boarding Houses in USA (1830s)



Kibbutz in Israel (early 1900s)



The Real World TV Show on MTV (1990s)



Kommunalka in USSR (1920s to 1990s)



Cohousing in Denmark (1960s)

*“The best predictor of future behavior is past behavior”*

- Albert Ellis  
(famous psychologist)

# how will we live in the year 2030?

a playful research project by anton & irene + SPACE10

ONE SHARED  
HOUSE 2030

SURVEY  
RESULTS

ABOUT  
RESOURCES

SHARE: FACEBOOK / TWITTER  
SOUND: ON / -OFF-

MEMBER APPLICATION  
Nº 104693

apply now →

# > 7,000

across ~150 countries

#1 Reason people would consider co-living:

## to socialize

### To share:

- Internet
- Gardens
- Workspaces
- Utilities

### Not to share:

- Bathrooms

### Other results



<http://onesharedhouse2030.com/results/>

welcome to the year 2030



0:04 / 1:22





## COLIVING



Rapid urbanization



Population growth



Lack of space



Social isolation

Image source: <https://www.thedailystar.net/opinion/project-syndicate/urbanisation-20-1422592>; <https://www.conserve-energy-future.com/causes-effects-solutions-of-overpopulation.php>  
<http://www.yellowkorner.com/hk-en/p/urban-jungle-01/9817.html>; <https://www.seattletimes.com/life/wellness/how-smartphone-addiction-is-affecting-our-physical-and-mental-health/>

## COMMUNITY







welive





## Major Players

(some of them, at least)








# COLIVING



# COMMUNITY



Modern form of shared living

(Affordable) housing alternative

Targeting (generally) younger tenants

Use of technology to simplify daily tasks

# Co-Living 2019

(very brief overview)

Flexible terms

Shared spaces

Organised events

Sense of “community”

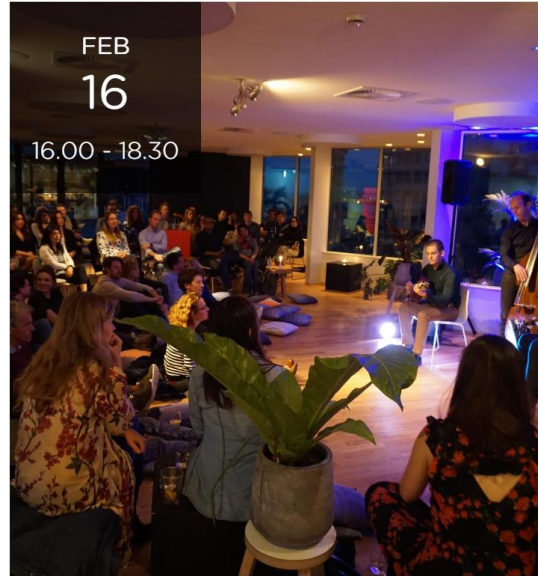


FEB  
13

19:00 - 20:30

## VALENTINE'S MINDFUL ORIGAMI WORKSHOP

Declutter your mind and fold your way to happiness.



FEB  
16

16.00 - 18.30

## SOLD OUT: THE ROOFTOP JAZZ CLUB

Come and enjoy some amazing live jazz music with a view!

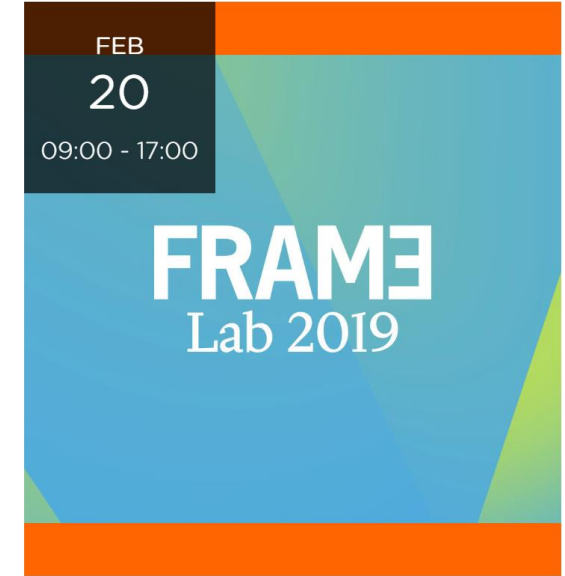


FEB  
20

19.30 - 21.30

## SOUND BATH MEDITATION

Fall deep into your own sonic universe with an immersive sound experience.



FEB  
20

09:00 - 17:00

## FRAME Lab 2019

## FRAME LAB 2019

Designing a Completely New Category in the Hospitality Industry



## AFTER WORK OPEN STAGE

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Whether you want to play or watch, come enjoy and kick-start your weekend with us!



## AFTER WORK ACOUSTIC SESSIONS

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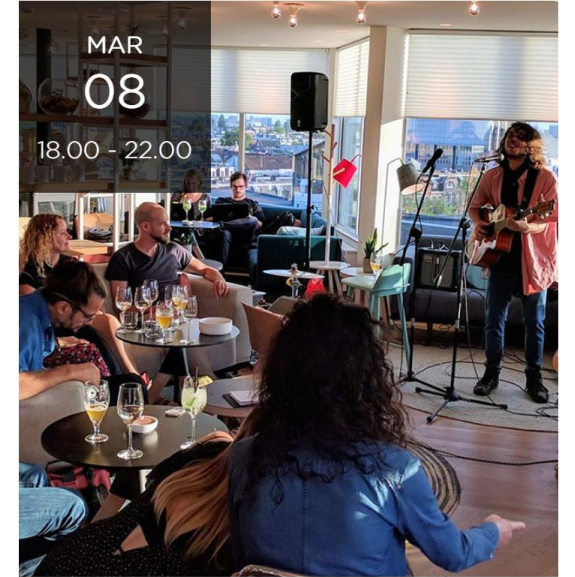
Chill by the fireplace whilst listening to some of Amsterdam's best acoustic acts.



## TRAVEL WRITING WORKSHOP

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Come and stimulate your writing muscles whilst writing some travel stories



## AFTER WORK OPEN STAGE

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Whether you want to play or watch, come enjoy and kick-start your weekend with us!



*“Forget long-term leases, unreliable AirBnBs and lonely hotels”*

- Roam  
(co-living operator)



# Major Players

(Hospitality)



# COLIVING



# COMMUNITY



# COLIVING



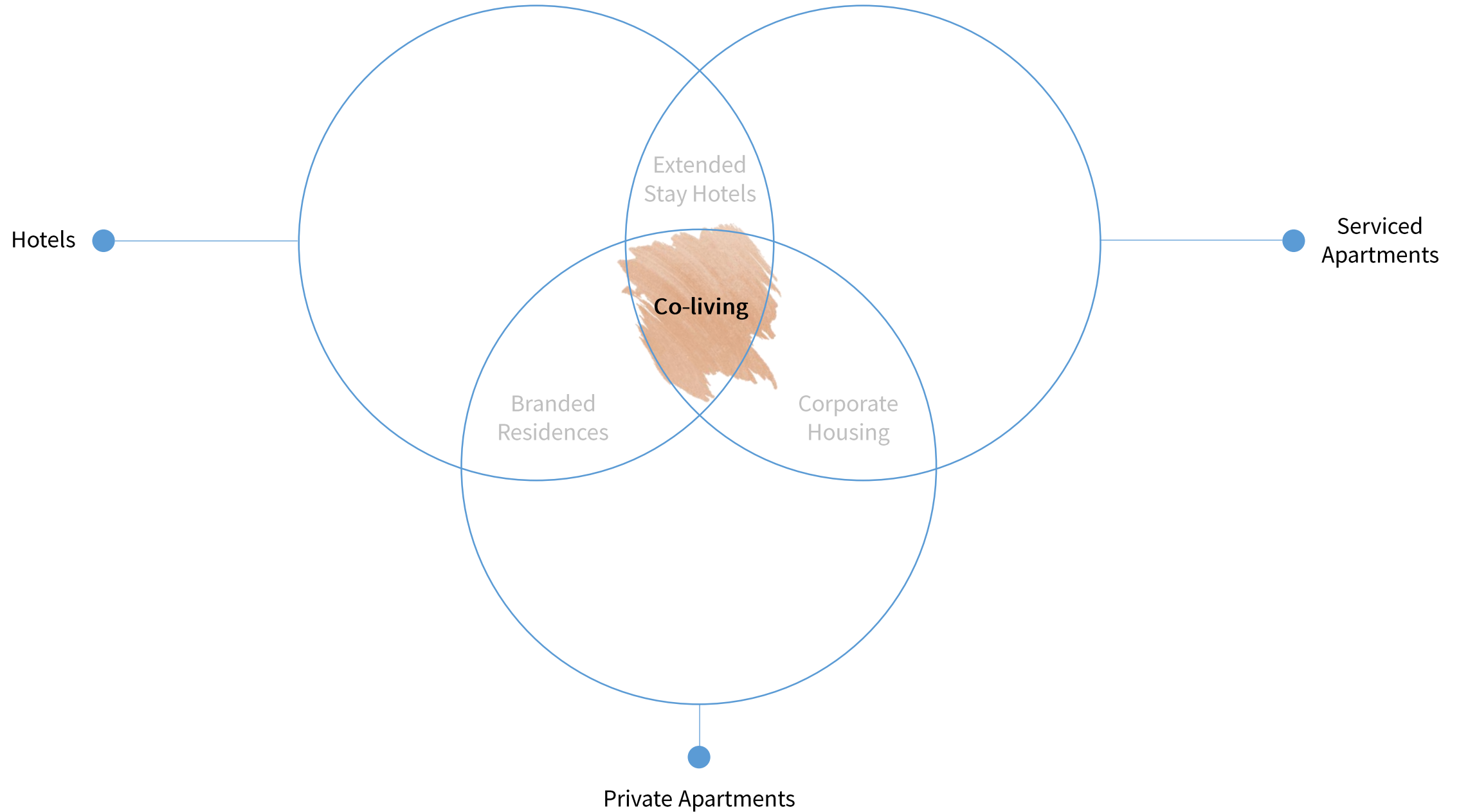
# COMMUNITY

+

-

?

User	Flexibility Affordability Lifestyle Design Community	Limited personal space Privacy Specific mindset	Families + kids?
Owner / Developer	Simple floorplate Lower development cost Minimal fit-out (Future) reality	Regular maintenance Refurbishment program Limited yielding opportunities	Licensing?
Operator	Branding + cross-selling Operational efficiency Minimal manpower (Future) reality	Competition Continuous upkeep Limited yielding opportunities	Brand standards?







Thank You

Alex Sigeda  
JLL | Hotels & Hospitality Group  
[jll.com/hospitality](https://jll.com/hospitality)



Image source: Kafnu Taipei