

**ENERGIA**  
Design for evolving  
scenarios

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# InHouse

Your **home** inside the **house**



H<sup>2</sup>

a product by



**InHouse**

Your **home** inside the **house**

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# 1

## The State of the North





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## **In 2030, resources are unable to keep up with our society's demand**

The world population has hit 8 billion as of 2022, but the birth rate is at odds across the different regions of the world.

Despite this, the wealth and resource distribution is becoming more and more unbalanced, and the global north becomes more reliant on resources to keep up with their current lifestyles.

Recent events in the past few years have unearthed the shaky volatility of our resource dependency and predicted trends show that this will only get worse.

## The Research

### Disasters, both natural and man-made, have a ripple effect on our resources

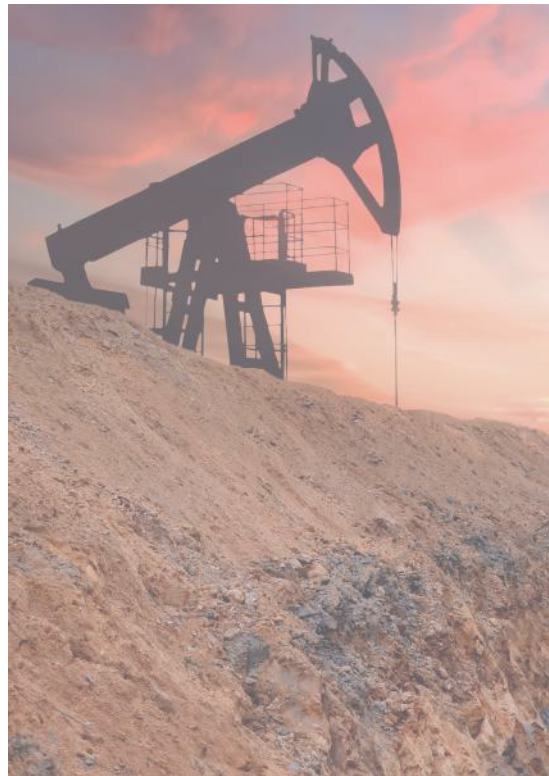
#### More extreme temperatures and natural disasters

Every year we experience hotter summers and colder winters, and it affects more than just the jackets we wear. More natural calamities are a known effect of the changing global climate and this will affect all, both rich and poor.

#### Resource distribution disrupted by man-made events

The Ukraine-Russia war has become a butterfly effect through the resource distribution across the world and has driven policy change towards how we treat energy. But more than just the war, other man-made calamities are just as responsible for natural calamities, if not more. Deforestation and mining changes the landscape and removes our natural protectors, leaving everybody vulnerable to disaster.

Natural Disasters





## Resource Distribution

## The Research

### Heating moves from centralized offices to solo living in big spaces with inefficient heating

Remote working has been a rising trend for the past decade, but the pandemic forced companies to scramble for business continuity. Urban planning will shift as the flow of commuters change from the 9-to-5 office life to a more flexible schedule. But another trend that was independent of the pandemic is the steady rise in solo living especially in North America and Europe.

### Remote and hybrid working will be the norm

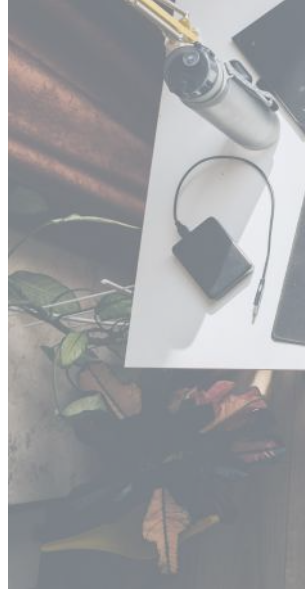
There were 3x more remote jobs in 2022 than 2020. More employees now demand remote or hybrid working, and time spent at home has risen, where this can be attributed both to work flexibility and people choosing to spend their leisure time at home.

### Single-dweller households are now the most common type of dwelling

As of 2015, 32% of households in the European Union are single-dweller, making this the most common type of living, surpassing two-dweller households. This trend is expected to continue rising.

### Energy inefficient housing is still a problem

Measures to improve energy efficiency in residential housing throughout the EU has become one of their priorities, but retrofitting old buildings is costly and may be in the hands of private owners.

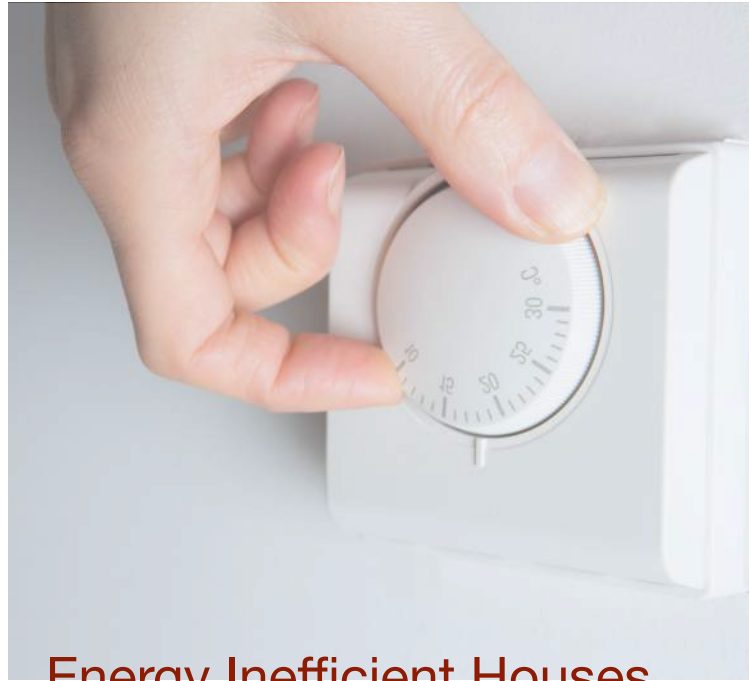


Single-Dweller Households





Smart Working



Energy Inefficient Houses

# Wasted Heat



# Rationed Heating





## Big Spaces

### Heat is wasted in bigger spaces

In Europe, living space per capita is at 40sqm. Especially in the Nordics, despite needing more heating during cold months, they have a greater living space per capita than the rest of Europe. This size of household may not be financially sustainable if heating costs keep rising.

### New houses built still follow old households sizes

Data from 2005 shows that newly built dwellings have not deviated much in size for Europe.

### Rationing of heating is already a reality

As gas prices soar and supply is not enough to meet demand due to the crises happening around the world, people are already experiencing the consequences of being reliant on certain gas sources.



## The Brief: Heating The Future

As finite resources dwindle and renewable sources struggle to keep up with demand, people are forced to become more attuned to how their houses are heated outside of just paying their rising energy bills.

People are coming up with increasingly creative ways or defaulting to dangerous methods to be able to stay warm through winter.

This is an open space for designers to enable comfortable living for all people in our changing world.

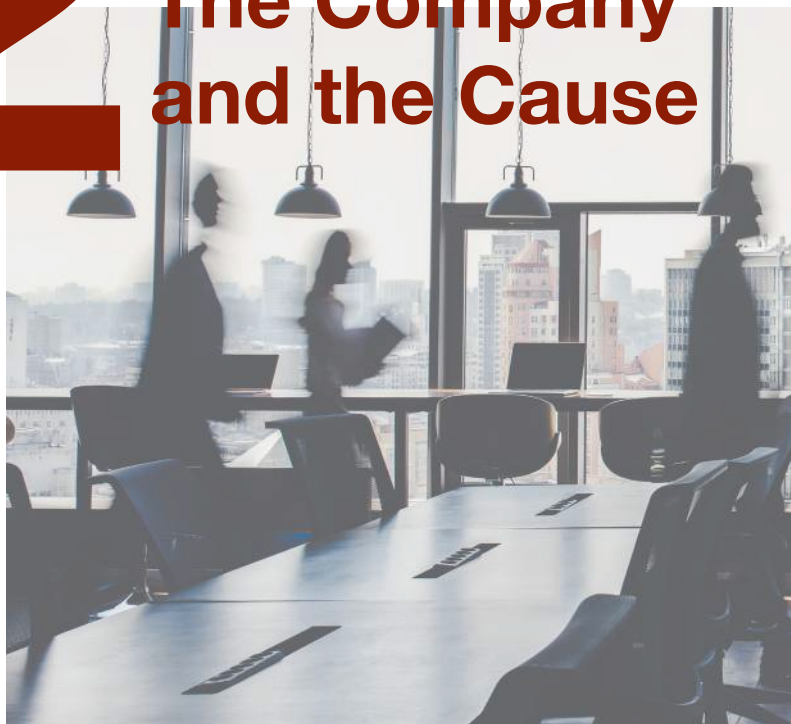






# 2

## The Company and the Cause





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## The InHouse Manifesto

InHouse is an international design company born in Milan to provide functional solutions to the problem of frigid weather and heat rationing in cold countries.

Our brand has just made its appearance in the furniture market but stands out for the innovation of our solutions, the experimentation behind the project, and the outstanding craftsmanship of the products.

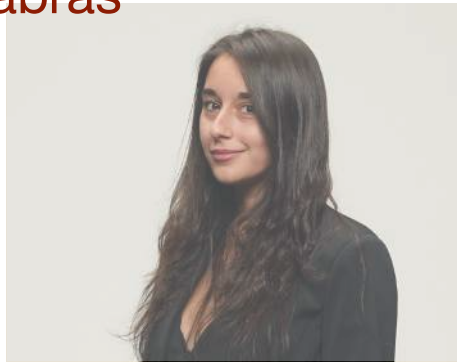
InHouse offers a new way of living: a small, warm, and inviting space where our customers can feel at home thanks to a wide range of products and services to enrich the experience of living inside an H<sup>2</sup>.

The Team

**Rosabel Ang**  
*Service Designer*



**Benedetta Cabras**  
*Communication Designer*



**Deyanira Jimenez**  
*Product Designer*



# Monserrat Echegoyen

*Mechanical Engineer*



# Alessandra Masin

*Product Designer*



# Li Tianyi

*Product Designer*



Adaptability



Comfort



Innovation



Accessibility

## What Do We Believe In?

### Adaptability

We believe in the ability and willingness to change in order to suit different conditions. As innovators, we want to help people change their living habits in order to improve their housing condition. As designers, we want to create a product that can be adapt to suits the differnt needs our customers might have.

### Innovation

We believe in the courage to experiment, nurturing creativity to drive progress and increase quality. We strive to always maintain our position as a first mover with a pioneering approach to design, from the conception of the initial idea to the research, development, and production of each product.

### Accessibility

We believe that everybody has the right to reach a certain standard of life, so we work to create solutions for common problems that can be adopted by the largest number of people as possible.

### Comfort

We believe in the people's right to comfort—the importance of living in a comfortable and warm place. From our studies we understand that living in a cold unsuitable house can negatively affect our physical and mental health, so we want to provide comfort through spaces where people can stay warm even in the coldest days.



Our Vision



**“We want to create a more comfortable way of living for as many people as possible”**



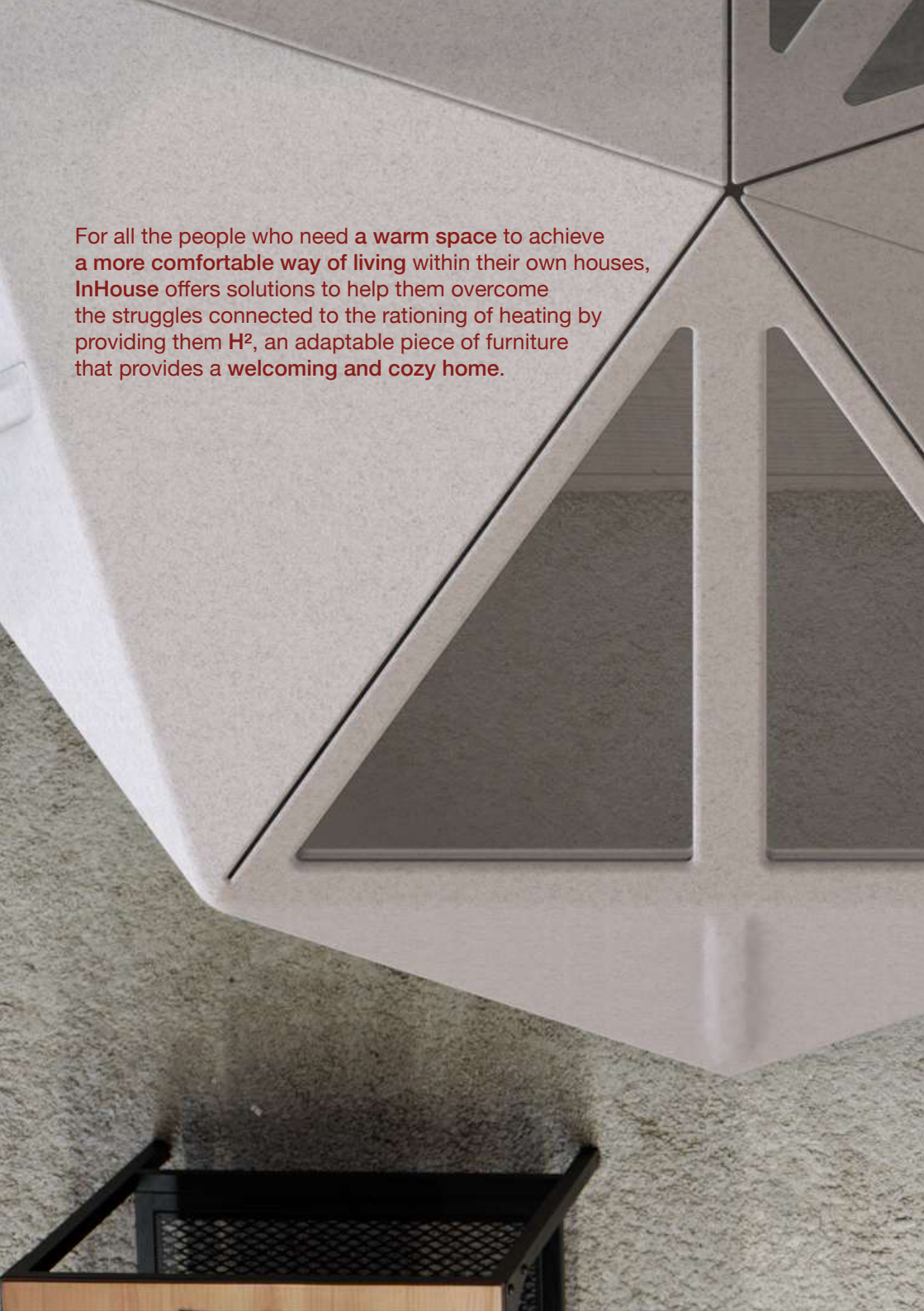




## Our Mission

**“We want to offer an adaptable piece of furniture to help people face the heat rationing, focusing on shapes and materials that are beautiful, comfortable, and insulated.”**

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For all the people who need a **warm space** to achieve a **more comfortable way of living** within their own houses, **InHouse** offers solutions to help them overcome the struggles connected to the rationing of heating by providing them **H<sup>2</sup>**, an adaptable piece of furniture that provides a **welcoming and cozy home**.

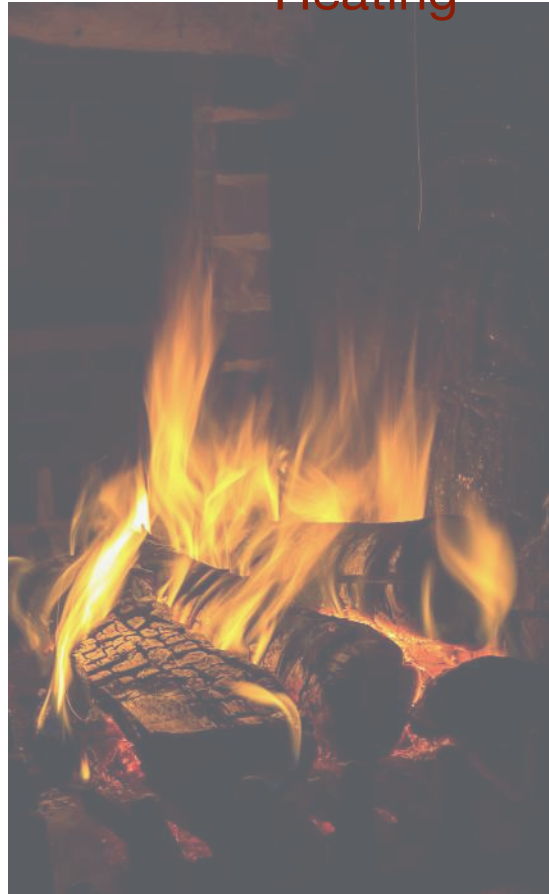


## Why Do We Exist?

InHouse envisions better spaces and living habits for people, creating another home within their home. The essence of our company is to provide an alternative way of thinking about heating and living: large, energy inefficient homes are supplemented with more efficient living spaces, where body temperature and ambient heat become the main sources of heating.

We aim to provide our customers comfort, lessening people's dependence on consumable resources and helping them to understand their environment better as we create a society that is conscious of limitations but is able to live a comfortable life.

## Heating



# Home



# New living habits



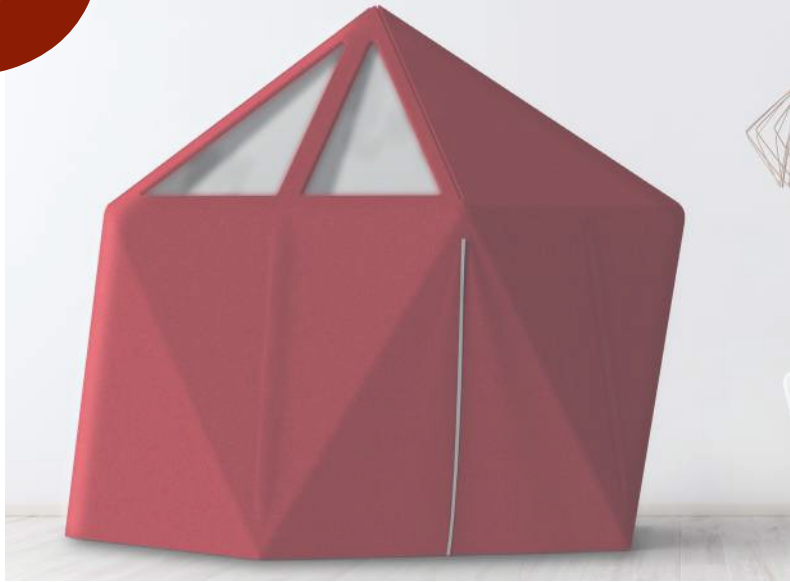
## The People We Talk To

As accessibility is one of the core values we have and with the awareness of the vulnerability of those in poverty, our target is the working class who may be tight on budget.

We reach out to all those who struggle with the cold and inhospitable nature of their homes, prohibitive utility bills, and government-imposed limitations with heat rationing. We want to provide a heated home in every house with  $H^2$ , regardless of background, ability, or constraints.

# 3

## The Product





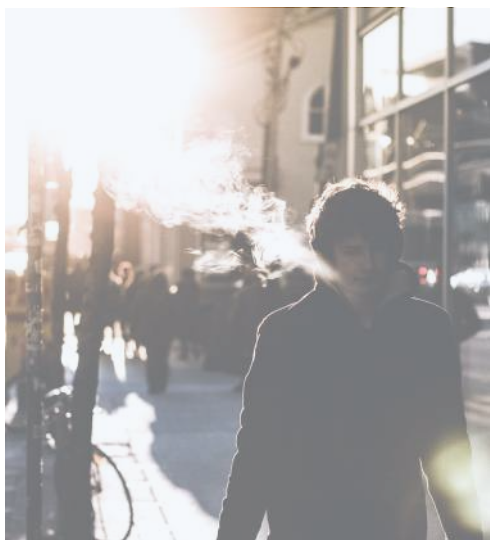
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## A Home Inside A House

The concept of the home inside your house is to create a more efficiently heated space utilizing the existing forms of heat in a household. This can be in the form of body heat, radiant heat from a regular radiator, or ambient heat in the environment such as those coming from computers and electronics.

As the climate gets more extreme and our resources dwindle, we got inspiration from existing products around us to become a household item with a purpose, and thus the H<sup>2</sup> was born.

## Inspiration







## Inspiration

Solving the problem of home heating is possible without using electricity, gas, or combustion. We do not want to do this through structural or invasive intervention, but by making a product for the home environment that is aesthetically pleasing but functional.

### Like a tent

The inspiration comes from how a tent works. A tent can have a poetic reference to shelter, and it is energy efficient with insulations based on materials. The layers of fabrics and the enclosure of the structure allow the temperature inside to be 5 to 20 degrees higher than the environment outside.

### Body-heat

Everything is a source of heat. Our body produces 80 to 120 watts per hour, while a candle produces only 40. This makes our body a great source of heat and instead of being dispersed into space, we contain it within the walls, effectively utilizing what was wasted heat.

### Warm it up

A small, insulated space warms up and maintains temperature more effectively than a larger, less efficient one such as a living room or open office. Enclosing our working and living spaces inside an area with an existing heat source such as radiators will create an area of increased temperature.

### User Needs

The target audience is deliberately broad because what we are offering is the possibility of creating a warm and cozy space that does not have one precise function, but is adaptable to the needs of each user, as we will see more clearly through the user journey.

The H<sup>2</sup> can become a workstation, a warm place for children to play, a cozy environment to relax in, or even a bedroom.

The needs of each type of user are therefore different, but they are united by the desire to be in a warm space but as a low-cost solution that is easy to assemble and move, that does not clutter when not in use, and that can be considered a design element within the home environment.

Comfort  
Adaptable Space  
Ease of Assembly  
Aesthetic  
Low Budget Solution



## Product Requirements

From the user's needs, we also derive the technical requirements of the H<sup>2</sup> product:

### Thermal Insulation

By working on materials and shape, it is possible to conserve and maximize the heat already produced within the home.

### Compactability and Foldability

To make the space comfortable and spacious, but at the same time easily stored during periods not in use.

### Stability and Lightness

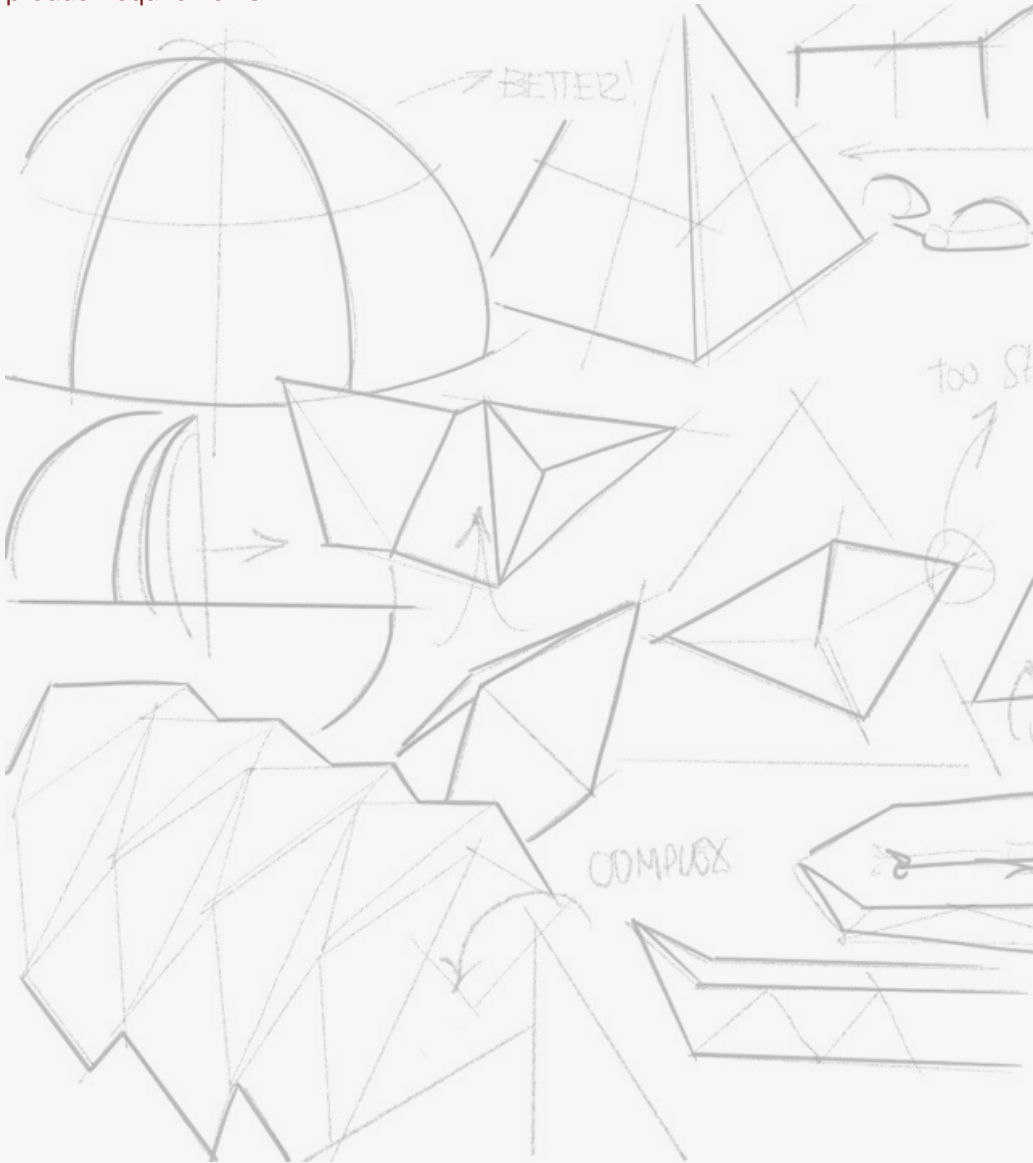
The shape and method of construction must provide a good balance between stability and lightness.

### Adaptable Design

The way the structure is assembled gives the user the option of using it with their own furniture to create the space best suited to their needs.

## The Shape

A phase of ideation and sketching led us to the creation of H<sup>2</sup>, where features are able to meet the user's needs and product requirements.



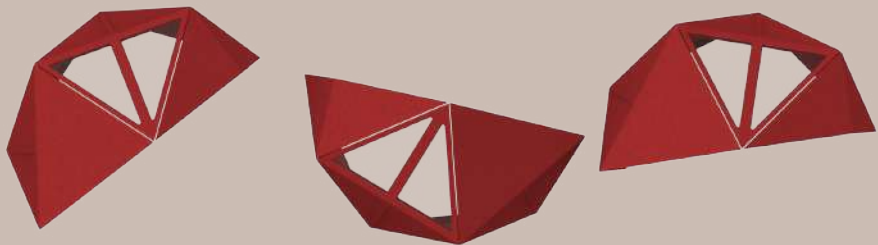
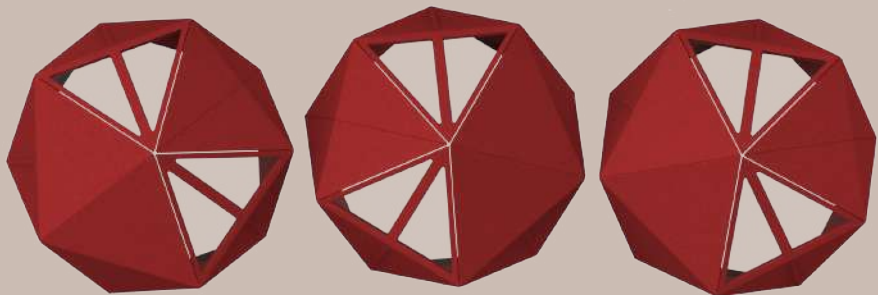


## The Shape

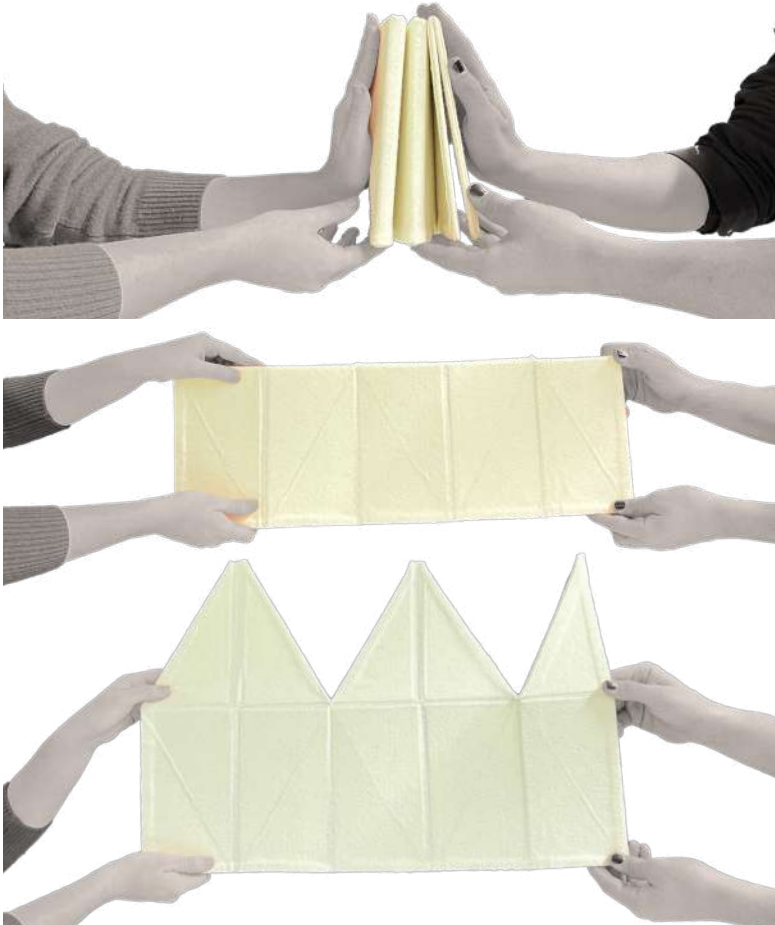
### A Geometric Structure

Geometry is an important feature of our product. In particular, we took advantage of the properties of the triangle, a common shaped used in architecture and nature for its structural strength. In fact, the presence of three rigid sides in certain dimensions minimizes the risk of shape change or collapse, which is more common in rectangular structures.

If a triangle is strong, a structure composed of several triangles is even stronger. Here we define the shape of the icosahedron with a removed base, which is interesting not only structurally but also aesthetically as it provides different shapes depending on how you look at it.



## The Shape

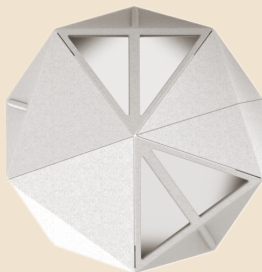
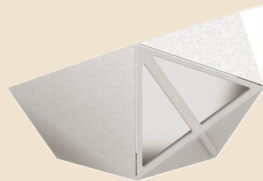
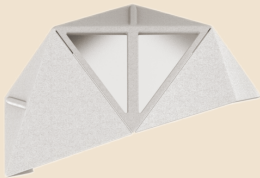
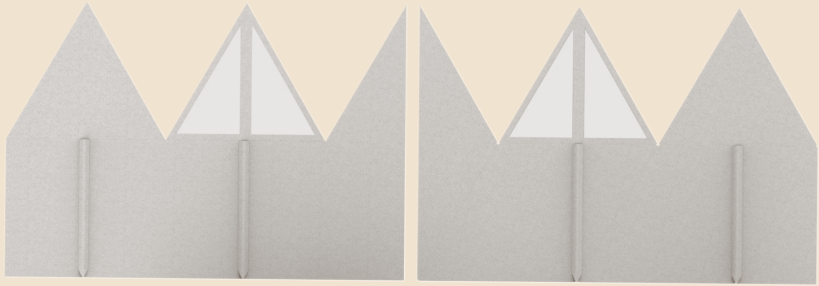
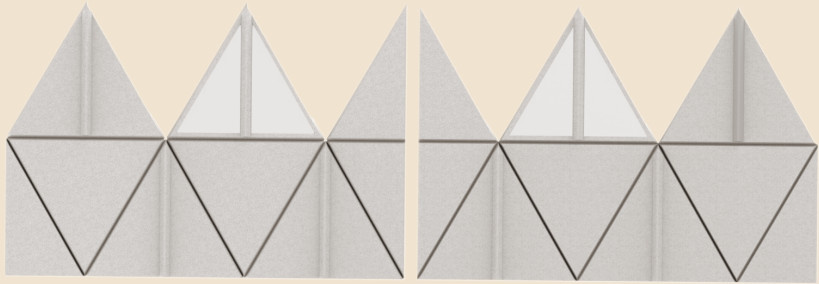


## The Foldable Structure

The icosahedron is also interesting because it is really simple when flat. The simplicity of the pattern allows the structure to be folded. First fold the roof and then break and bend each triangle in the middle.

The structure is also cut to have two halves of the product; this makes it easier to assemble, disassemble, adjust to the environment, and place furniture inside.





## Other Features





## **Windows**

To bring external light into the structure, natural or otherwise

## **Textile Extention**

To make it possible for the structure to fold and provide extra insulation

## **Zipped Entrance**

To allow the user easy access enter the space without separating the halves

## The Materials



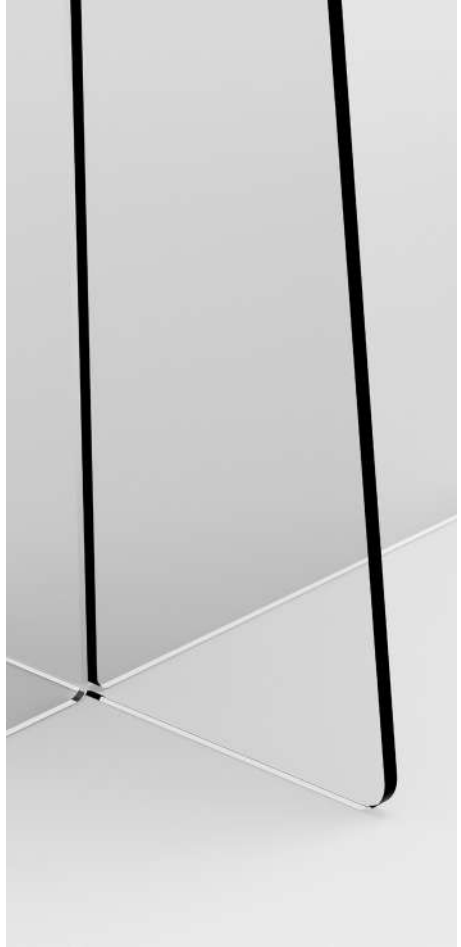
### Thermolam

Thermolam is a felt-type fabric chosen for its stiffer structure and insulating properties. It is an extra lofty, needled fleece with fusible adhesive on one side, it will remain lofty after fusing and can be used on fabric, cardboard, or wood. As a very structured textile, the Thermolam and its stitching will act as sleeves for the plywood inside.



## Plywood

The H<sup>2</sup> panels are given structure by plywood, an engineered wood made from multiple layers of thin veneer that are glued together. The plywoods corners and edges are angled in a way that the H<sup>2</sup> will be able to stand up on its own and maintain stability in an open structure.



## Plexiglass

The plexiglass's purpose is simply to let light in, and is positioned on the H<sup>2</sup> roof to let optimal lighting for comfort. It is double-layered, quite similar to how modern windows are built, so as to maintain insulation within the H<sup>2</sup>. It is framed by the plywood material and fabric to hold it and maintain a sleek look with the rest of the construction.

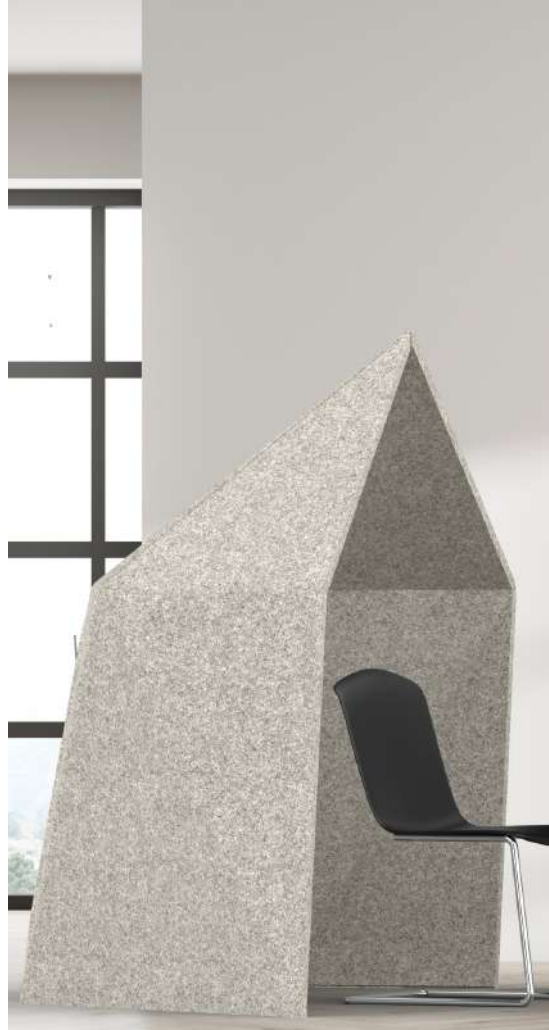
## The Use and The Scenarios

### H<sup>2</sup> - A Solution To Many Different Needs

The H<sup>2</sup> only needs the heat already existing in your household to work. It can be set up in multiple ways to accommodate different users and different uses based on how they want to personalize and create their home inside a house.

#### Work and Study

Working was the main activity in mind when we envisioned the H<sup>2</sup> and the space can comfortably fit a single adult with a desk and chair. Computers and laptops are perfect inside as it provides additional ambient heating but the windows allow lighting in for other analog activities.





## The Use and The Scenarios







## Playtime and Fun

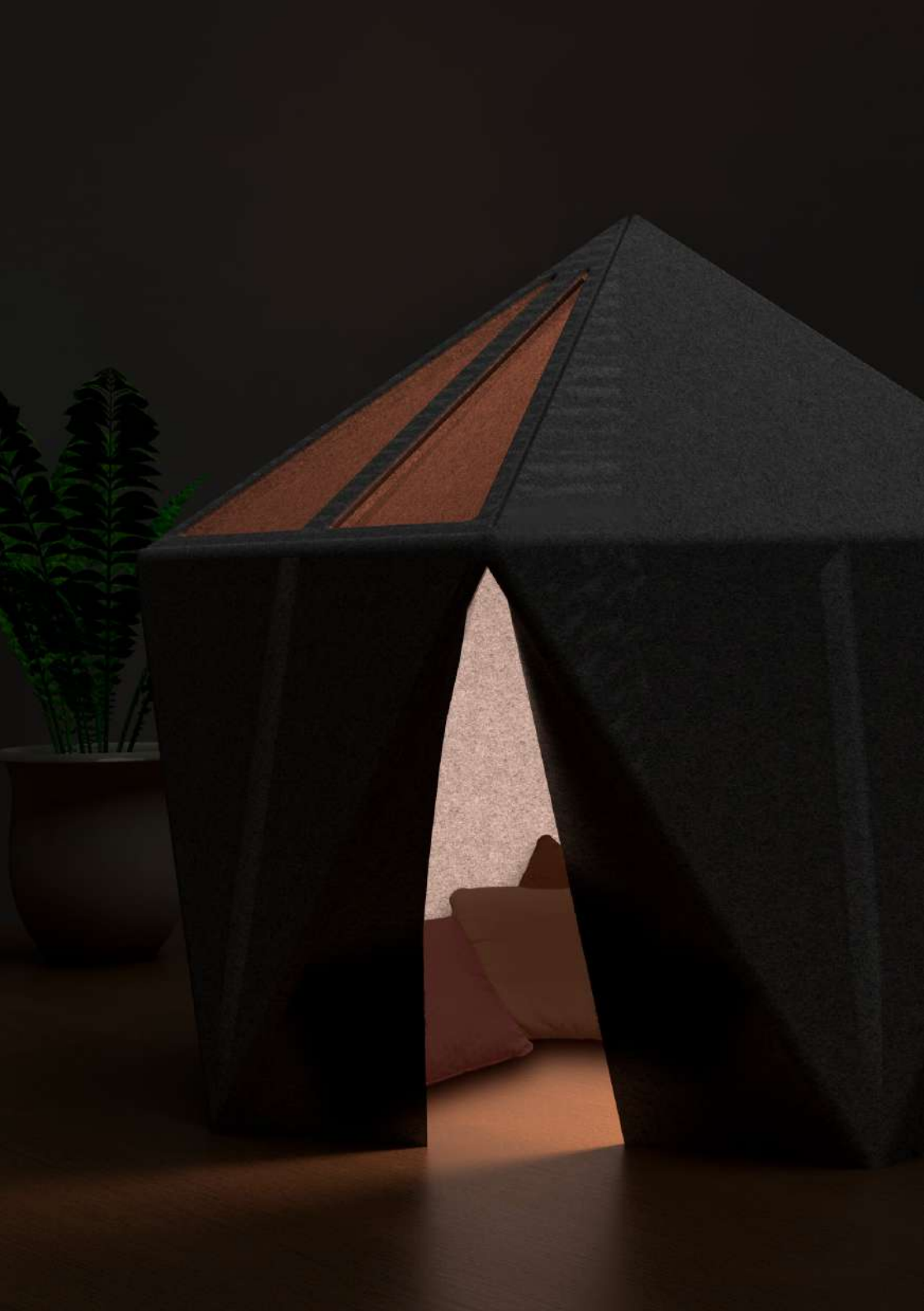
The size is also perfect for kids and playtime, with an area that is comfortable for a playmat and other toys. Younger children should be attended by an adult as they can get rowdy inside and might bump the H<sup>2</sup> too much, but older children can also enjoy a small couch or bean bag inside their personal space. The windows can give them natural or artificial light as needed.

### Leisure and Relaxation

The H<sup>2</sup> can be made into their personal space any way they want it. Adding comfortable pillows and lighting into their H<sup>2</sup> will give an even cozier feel and make it the perfect space to enjoy leisure time at home. They can read a book, watch a movie, eat a snack, or just catch up online with their friends.

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# 4 The Service





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## A Helpful Home Inside The House

As InHouse aims to change people's behaviors and views toward their way of living, we plan to achieve this with the easy availability of digital devices today.

A basic smartphone is enough to give our target audience an even better experience as they are able to utilize their H<sup>2</sup> based on their location, housing type, and behaviour around the house.

The addition of smart devices such as IOT thermostats will further upgrade their experience, but the H<sup>2</sup> is meant to be enjoyed even in its most basic form.

# Better Living Assistance

## Connectivity Control Hub

Adding, removing, settings control for connected household devices.

## Analysis

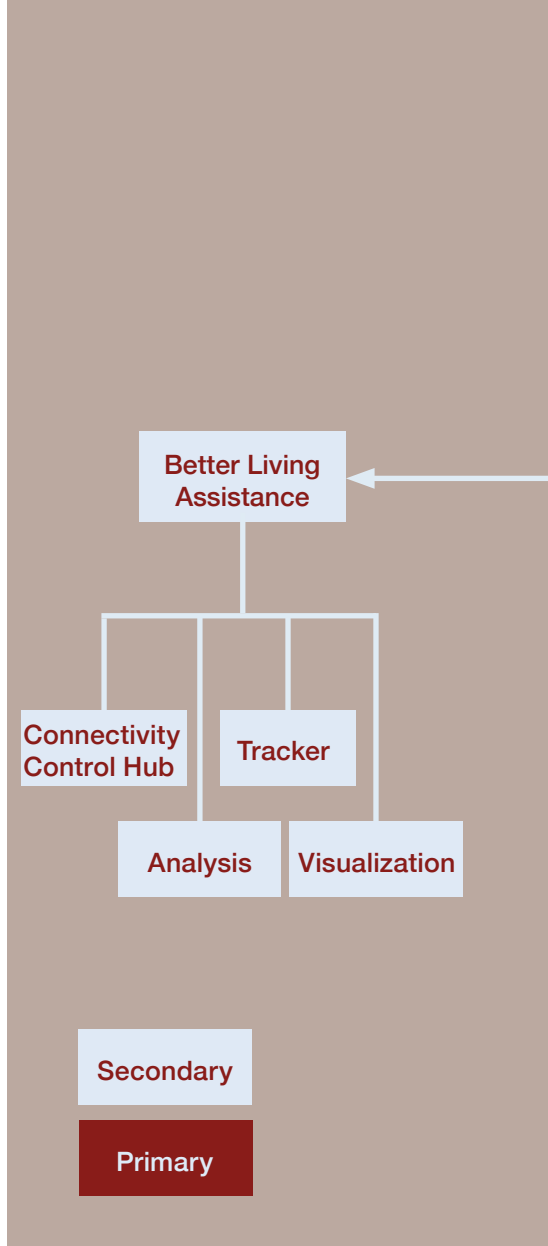
Analysis of living spaces and weather forecasts.

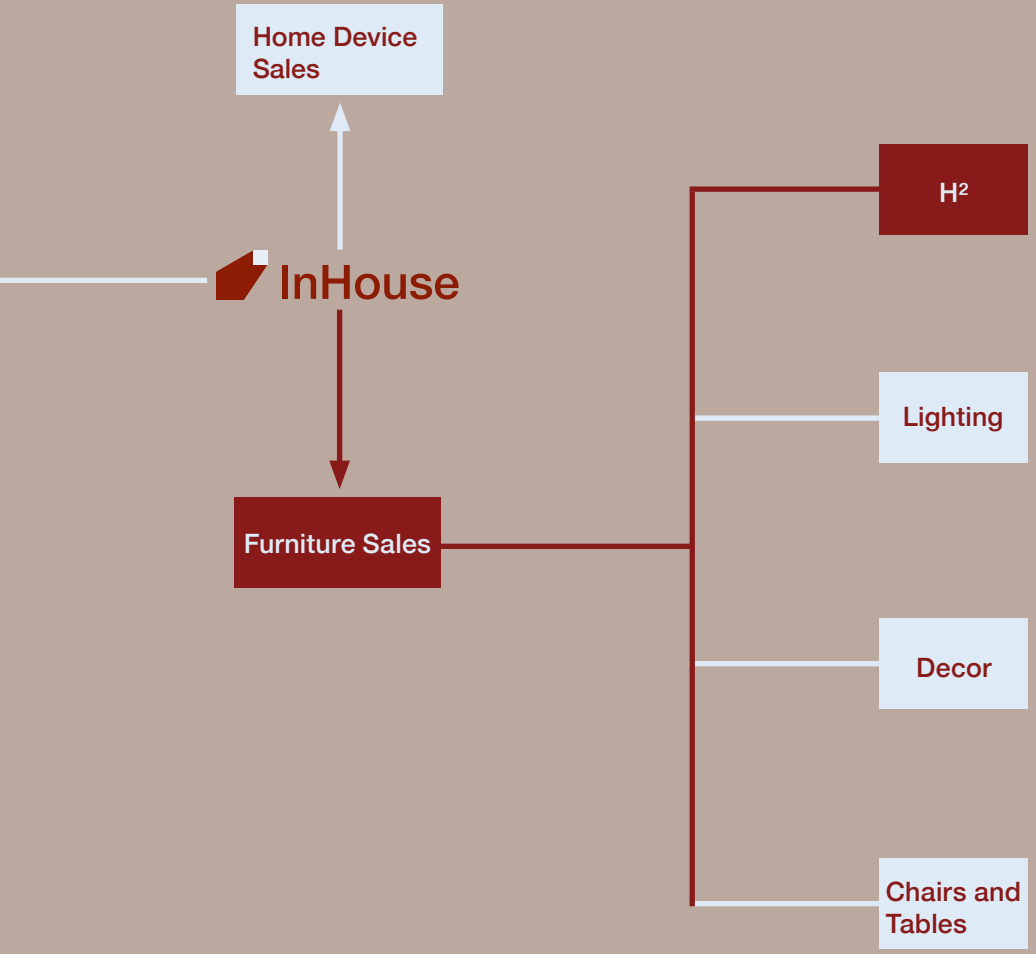
## Tracker

Tracking of temperatures and energy usage for connected devices or manual entry.

## Visualization

Behavior reporting for easy understanding of usage.





# InHouse Offering Map



Discover and  
Purchase



Onboarding

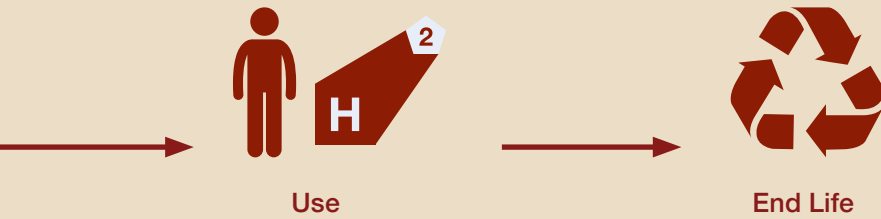
## Discovery and Purchase

Our target users will be able to take a quick survey and get information on how to improve their heating, with the added help of H<sup>2</sup> in their homes.

## Onboarding

From order to delivery, customers will get updated on the progress while they are given tips on how to best use the H<sup>2</sup> with their current home setup.





## User Journey

### Use

Customers will be given best practices to be able to utilize body and ambient heat depending on their behaviour, layout, and devices.

### End Life

Transparency with our customers on how they can contribute by proper disposal of our products.

# The Personas and User Journeys



## Isabella

Age: 28

Status: Single

Job: IT specialist with hybrid work setup

### Pre

### During

#### Actions

#### Discovery

She feels cold so she researches online to make her rented apartment warmer

She sees ads about H<sup>2</sup> and takes a quiz for her apartment

#### Purchase

She orders online so she can customize her H<sup>2</sup> as needed

She sees optional add-ons and tries out the basic IOT thermostat for her H<sup>2</sup>

#### Onboarding

She gets updates on the delivery, downloads the app, and confirms her house setup

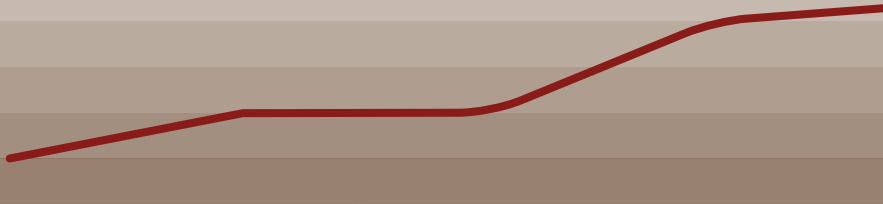
She receives her H<sup>2</sup> and gets suggestions in the app

#### Use

She places the H<sup>2</sup> where her workstation is and starts working

She feels hot so she opens a panel to let the air in

#### Feelings



#### TouchPoints



## Description

Works remotely 4 days of the week, where she prefers to work at home so she can take her meetings in a quiet place. She goes to coworking spaces with her closest colleagues once every 1-2 weeks to socialize and to get better heating than her drafty one bedroom apartment.

## Pain Points

- Apartment has central heating and is only open for 8 hrs a day
- Radiator is far from her workstation, which has a full computer so it is not easy to move around

## Post

### Use

She is given tips daily on the weather and devices

She checks the analytics on temperature and other behavior habits

### Return

In a few years, Isabella is moving and wants to donate her H<sup>2</sup> to someone who needs it

She schedules a pickup in the app

### Return

Her H<sup>2</sup> is picked up and she receives updates on the status of her return

She sees that InHouse has decided to refurbish her H<sup>2</sup>!

### Refurbish

After refurbishing, she receives a follow-up notice about her H<sup>2</sup> that it is donated to an organization



App



Panel of H<sup>2</sup>



App



Pickup guys



App



App



H<sup>2</sup>

## The Personas and User Journeys

1



The H<sup>2</sup> and thermostat is delivered to Isabella and she notifies the InHouse app of receipt.

2



She gets tips on how to setup her H<sup>2</sup> and thermostat with the rest of her apartment.

5



She opens one of the roof panels to let air in.

6



She is given information daily on how to best set up her H<sup>2</sup> based on the weather and devices she has at home.

9



She schedules a pickup in the InHouse app and helps pickup guys to take her H<sup>2</sup> away.

10



She checks the status of her return and receives a follow-up notice about her H<sup>2</sup>.

3



She places the  $H^2$  where her workstation is, feeling quite warm because the heat from her body and computer is circulating inside the  $H^2$ .

4



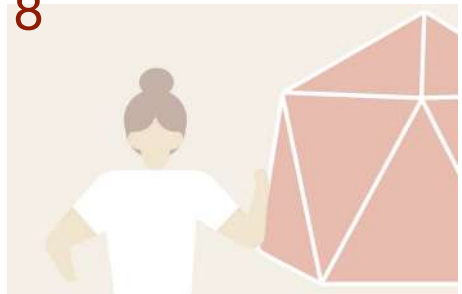
She checks the InHouse app and it gives her tips on how to allow more air when she's feeling hot.

7



She can check the analytics in her app on the average temperatures she tends to prefer and other behavior habits she has.

8



She wants to donate her  $H^2$  to someone who needs it.

# The Personas and User Journeys



Persona

## Marco

Age: 21

Status: Single

Job: University engineering student

### Pre

### During

Actions

#### Discovery

He is cold in his room and looks for a portable heater or other solutions to heat his room

He ends up in the InHouse website and sees multiple ways to use the H<sup>2</sup>

#### Purchase

He orders a basic one which is perfect for a student

He customizes just the colors and orders the item for delivery

#### Onboarding

He is asked to download the InHouse app and setup his home

He receives the H<sup>2</sup> and gets tips on how to set up and use

#### Use

He places half of the H<sup>2</sup> around his work table to study

After, he wants to relax so he wraps the entire H<sup>2</sup> around his couch

Feelings



TouchPoints



Delivery

## Description

An Italian student who moved to Milan to study. He has his own room in a very old apartment that he shares with 3 other people. His room is very big but he can't do any big changes. The heater is old but near the window where it's not double glazed.

## Pain Points

- Radiator in his room is near a very cold window.
- His room is very big but sparse since it's usually rented short term by students.

## Post

### Use

At night, he folds his H<sup>2</sup> to be kept in the corner of his room.

He is given tips on best ways to use based on the weather and devices he has

### Upgrading

He can track his energy usage by manual input but sees thermostat options in the app

With affordable options in the app, he orders an IOT thermostat

### Upgrading

The thermostat arrives. He places it inside his H<sup>2</sup> and connects it with the InHouse app

He checks his analytics to see how much energy he has saved

### Reuse

He will move cities after graduating but decides to just fold the H<sup>2</sup> to bring with him to his next apartment



App



H2



App



App



IOT  
thermostat



H2

# The Personas and User Journeys



Persona

## Nadine

Age: 37

Status: Married with young child

Job: On-site receptionist at a hotel

## Pre

## During

Actions

### Discovery

Nadine is watching videos online for permanent solutions to heat their apartment

She sees ads about H<sup>2</sup> and takes a quiz about the best solution

### Purchase

Nadine goes to a retailer and tries it out if her husband can fit comfortably

She places an order for a basic H<sup>2</sup> with the retailer, and then attach her existing thermostat

### Onboarding

She downloads the app and sets up her home

She receives her H<sup>2</sup> and gets tips on how to best place and connect her existing thermostat and devices

### Use

She places the H<sup>2</sup> in the living room and tries it out with her daughter

She feels very comfortable inside with the body heat of 2 people in their H<sup>2</sup>

Feelings



TouchPoints



Website Retailer

Website Retailer

Website

App

H<sup>2</sup>

Delivery

IOT thermostat



## Description

Nadine is a mother of one, and both she and her husband have a full time job. They try to schedule one day off together so they can spend it together as a family. Her husband likes to fiddle with technology and they both do DIY home improvement in their house as a hobby.

## Pain Points

- Apartment is a bit old so it gets cold in the winter.
- Gas bills have gotten higher so she's trying to turn it on when all 3 of them are in the apartment.
- Their bedrooms are quite small so they usually spend time in the living area.

## Post

### Use

The app checks in if she's feeling comfortable or if would like to change the heating

She changes the temperature with the app connected to her IOT devices

### Use

She checks the analytics on temperatures, energy usage, and other behavior habits

She discovers that she's been using less heating in her home

### Return

She wants to donate her H<sup>2</sup> back to InHouse

She schedules a return in the app and the pickup company arrives to takes her H<sup>2</sup> away

### Recycle

She checks the status of her return

Her H<sup>2</sup> is a bit worn out so InHouse has decided to recycle the materials for processing again



App



H2



App



Pickup  
guys



App



App



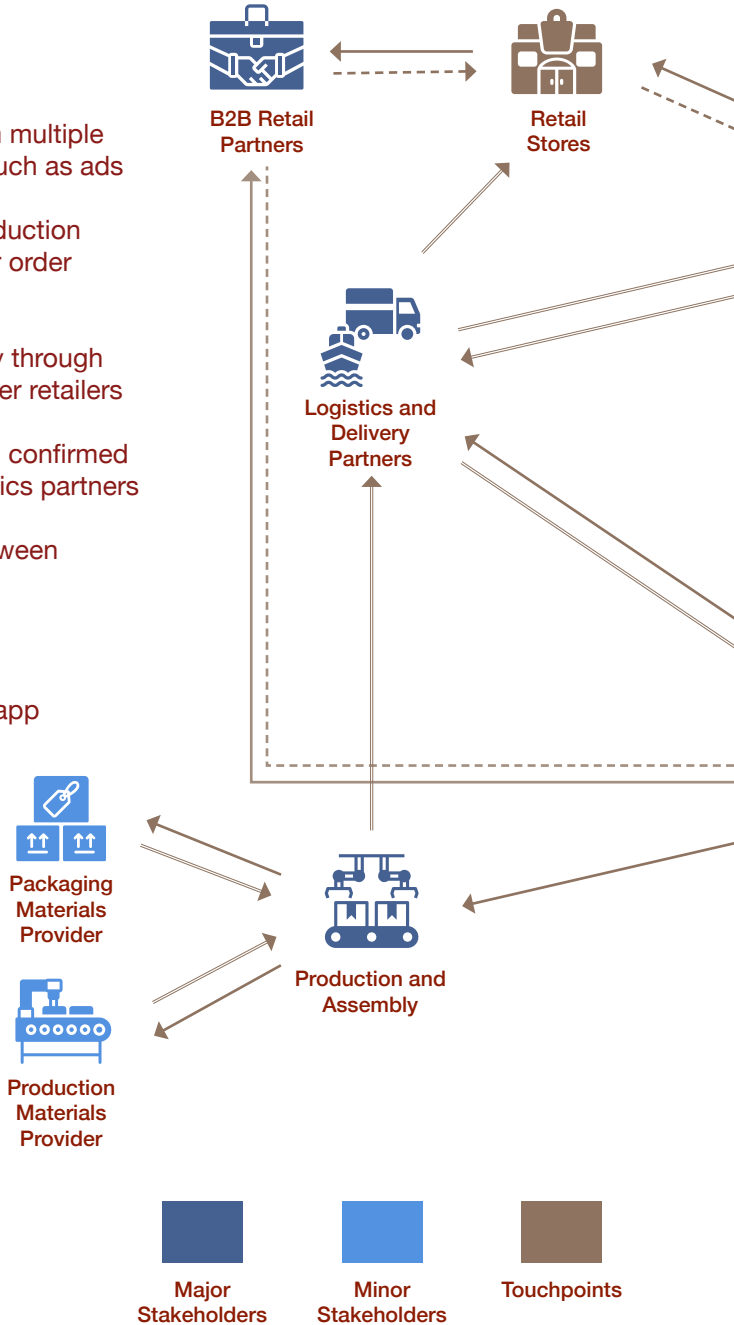
H2

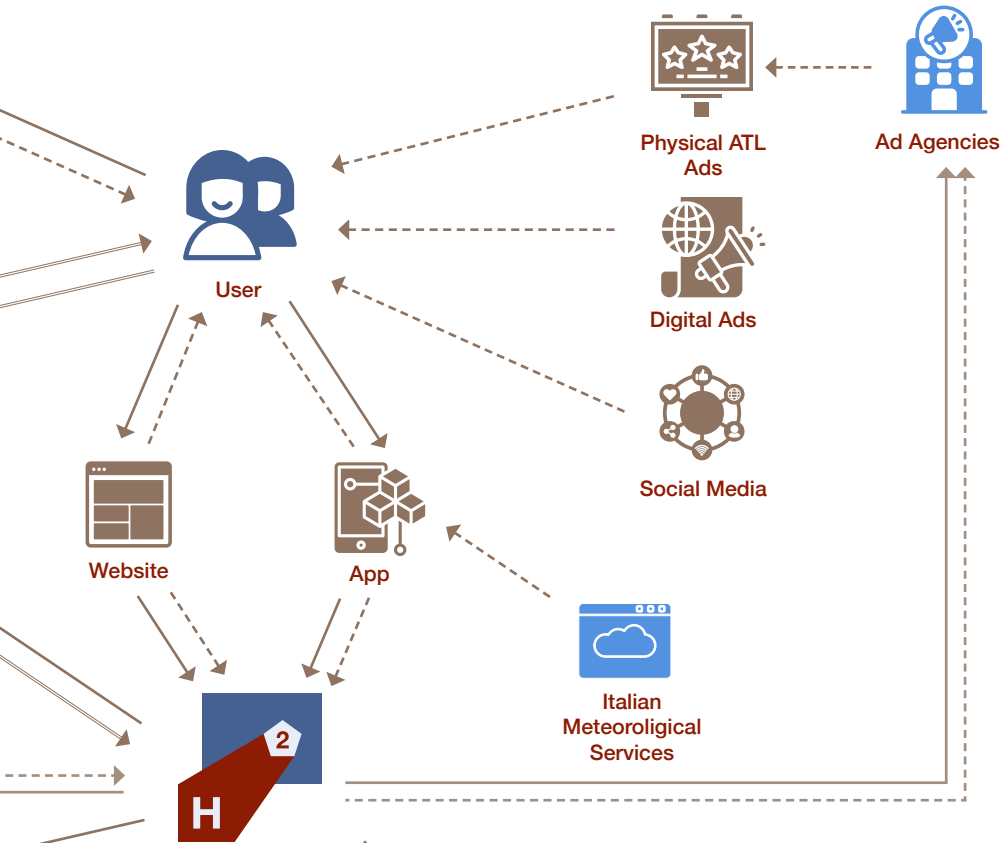
# Service System Map

0a. User awareness form multiple marketing touchpoints such as ads

0b. Partnership with production and logistics partners for order management

1. User purchase journey through website or through partner retailers
2. Orders processed and confirmed with assembly and logistics partners
3. Product handover between partners
4. Delivery to user
5. User is onboarded to app





6. App utilizes meteorological data for best assistance in house heating

7. User is given information via app on housing and heating

8. User is able to browse and purchase add-on furniture via website or app

9. Similar pattern of production and logistics

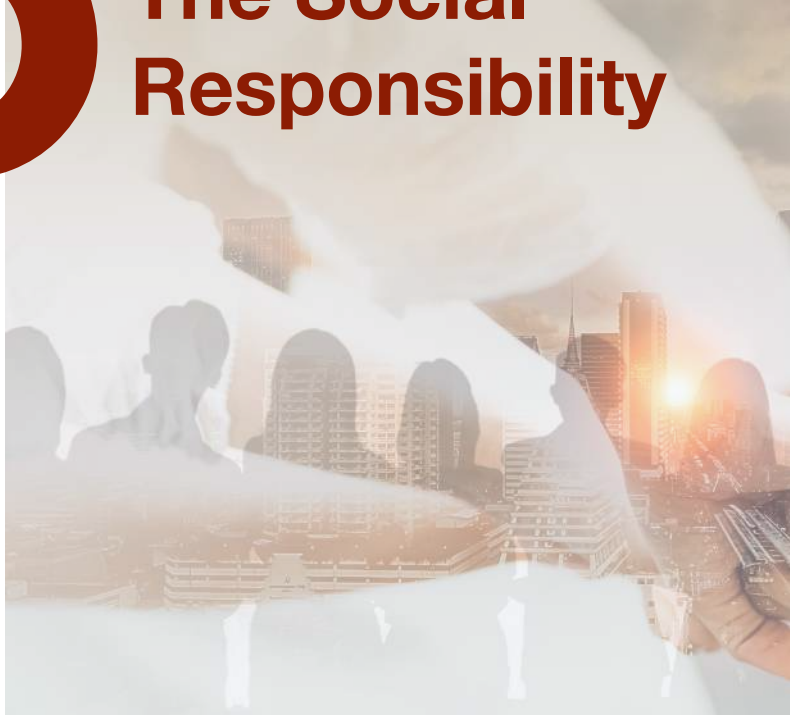
Financial Flow

Information Flow

Product Flow

# 5

## The Social Responsibility



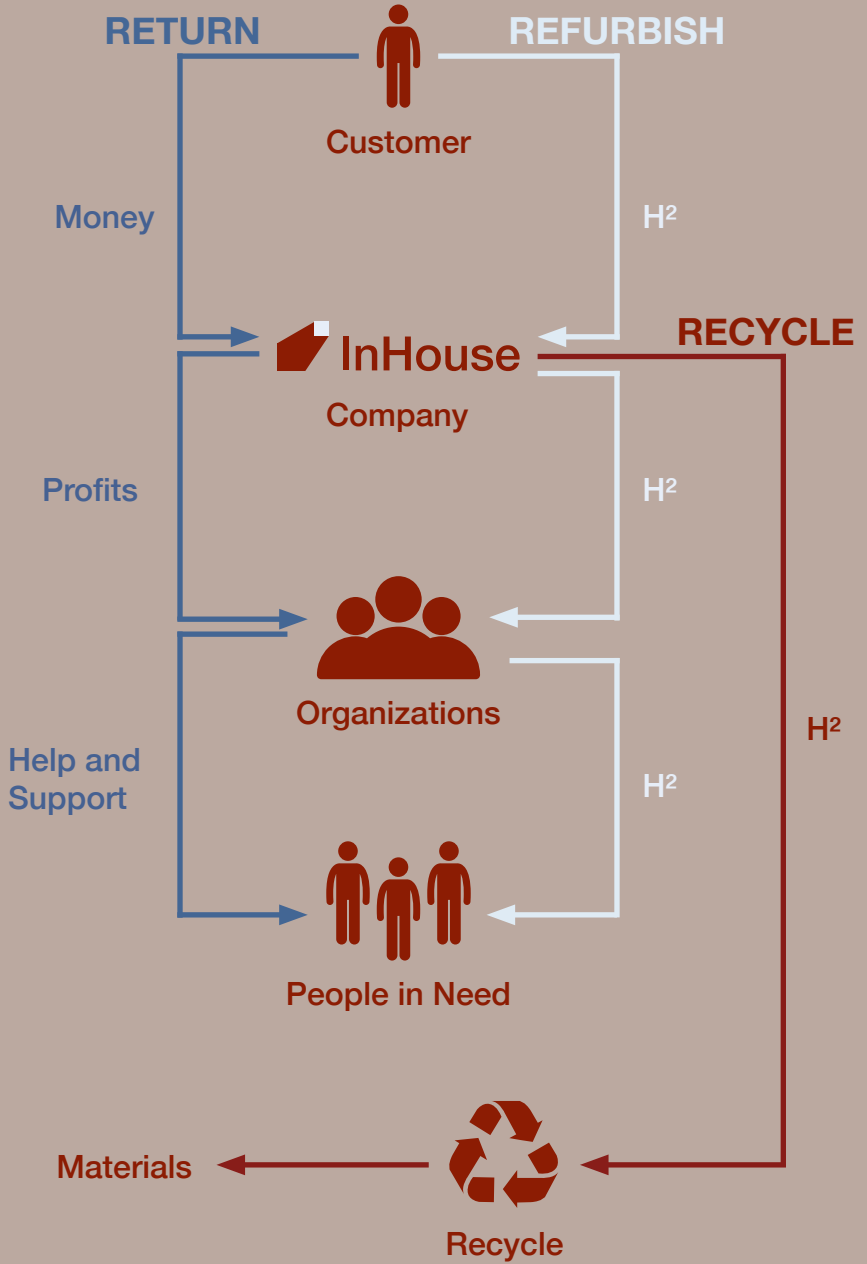


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## An H<sup>2</sup> In Every Home: An H<sup>2</sup> Against Energy Poverty

InHouse aims to return to society and achieve better accessibility in three ways and allows both company and customer to return as a social responsibility - to society and to the environment.

While returning profits to companies and organizations is relatively straightforward, we also want to support a sustainable life cycle for our products that extend until its end of life.



Secondhand furniture is common nowadays but we want to make this easier for our customers, and disposal of large furniture should be better than just throwing it out in the street and having a stranger pick it up. By allowing customers to submit their H2 back to us, we can inspect the condition of the H2 to see what is the best way forward: recycle or refurbish.

## Return

Research shows that there are specific demographics who are most vulnerable to energy poverty and we aim to make alternative forms of heating affordable to all. But we know our products have a limitation and that there are other organizations who are dedicated to helping those in need. InHouse will be partnering with non-profit organizations within Italy to give back a percentage of sales to those vulnerable groups, such as single mothers and the elderly.

## Recycle

The construction of the product was given consideration for its end life. With minimal unrecyclable materials, the fabric, wood, and glass can be deconstructed and used for other purposes.

## Refurbish

Alternatively and most preferably, when the construction of the H<sup>2</sup> is still in good condition, InHouse will be refurbishing these units to be given to those who are very vulnerable to energy poverty and are in precarious positions where they cannot afford access to an H<sup>2</sup> of their own.

# 6 The Brand







---

## Keeping Warm InHouse

The branding was built with our value of comfort in mind. This drives the imagery, tone, and colors that we use throughout the entire brand.

The naming is meant to be adaptable and accessible, with the flexibility for future expansion.

Our logos and colors are meant to depict warmth and comfort to our target audience, a welcoming place for everyone.

# Company

## InHouse

The name of our company comes from the combination of the words **In** and **House**.

This refers both to the field in which we operate, namely home furnishings, and to the key concept underlying the company's entire production, which is creating a small, warm, and welcoming space inside everyone's home.

## H<sup>2</sup>

H<sup>2</sup> is the innovative product with which we entered the interior design market, aiming to revolutionize the way people live in their homes.

The name comes right from the concept of the house within the house, where the **H** stands for home or house and is elevated to the latter to symbolize the doubling of the living solution.

# Product

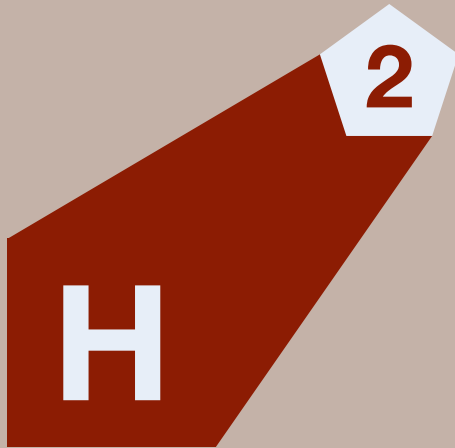
### Your Home Inside The House

In just a few words, the payoff sums up the concept behind our company's entire work: to give people a real home, warm and comfortable, within the more aseptic and cold (due to heating rationing) context of the house.

The construction of the sentence plays with the slight nuance of meaning between the words **House**, which denotes dwelling in the strict and material sense of the term, and **Home**, which has a more affective and personal meaning of the term.

The Logo

Product



Your **home** inside the **house**

Company



# InHouse

Your **home** inside the **house**

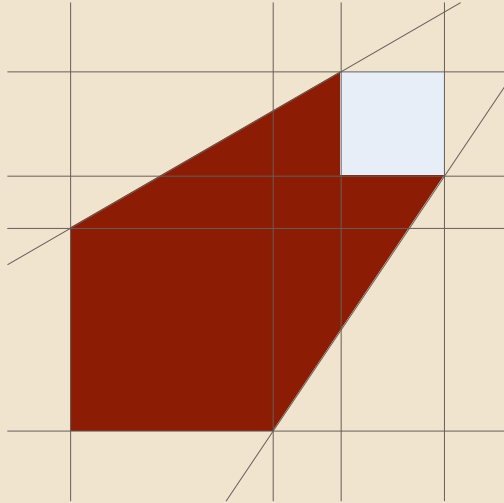
## The Company Logo

Our company logo combines trademark, logotype and payoff.

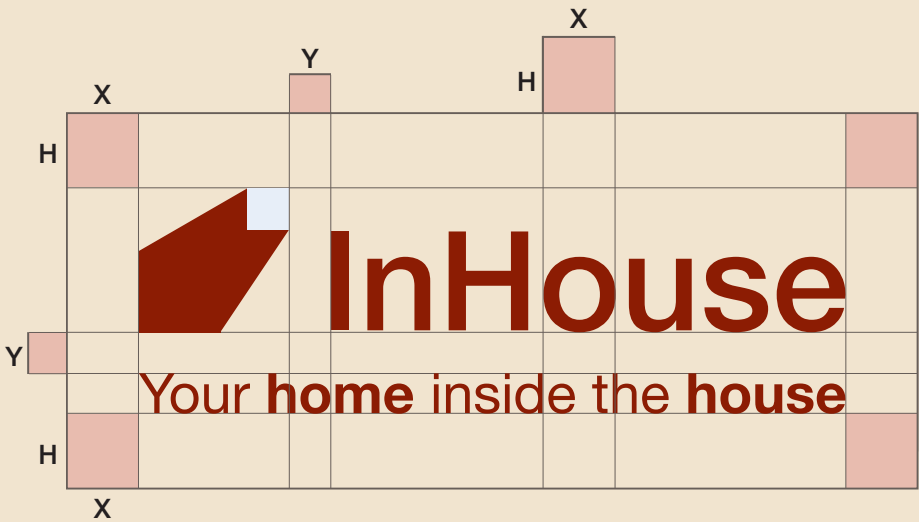
The trademark is constructed by the projection of two squares of different sizes. The larger one, at the base, represents the house as a building, while the smaller one, stands for the innovative evolution of the home concept that InHouse offers to its audience.

The logotype and payoff are composed of the Helvetica Neue, which, with its compact design and bold black strokes, fits perfectly the sharp, linear lines and pure geometric shapes used.

Logo Construction



## Safe Area



Considering the X modulus equal to the width of the letter o, and the Y modulus equal to the height of the letter o, the safe area of the logotype is calculated by placing the rectangle generated by the two modules on all sides of the logotype, delimiting its boundary.



## Logo Reductions

Company Logotype 1:1



Logotype in its true form.

Company Logotype 1:2



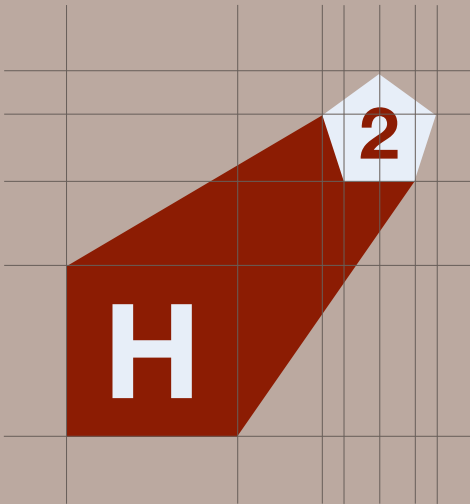
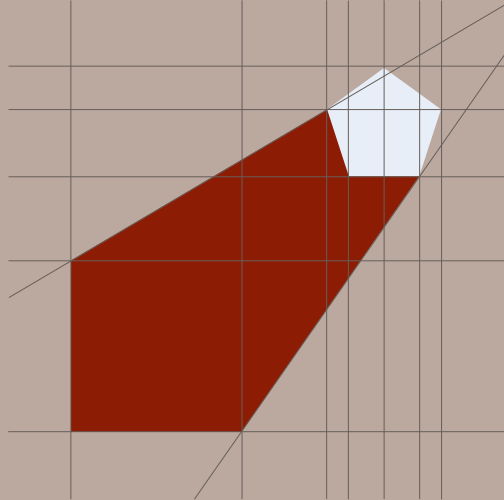
Logotype reduced till 50px remains the same.

Company Logotype 1:3



Logotype reduced under 50px.

# Logo Construction



## The Product Logo

The logo of our product combines trademark, logotype and payoff.

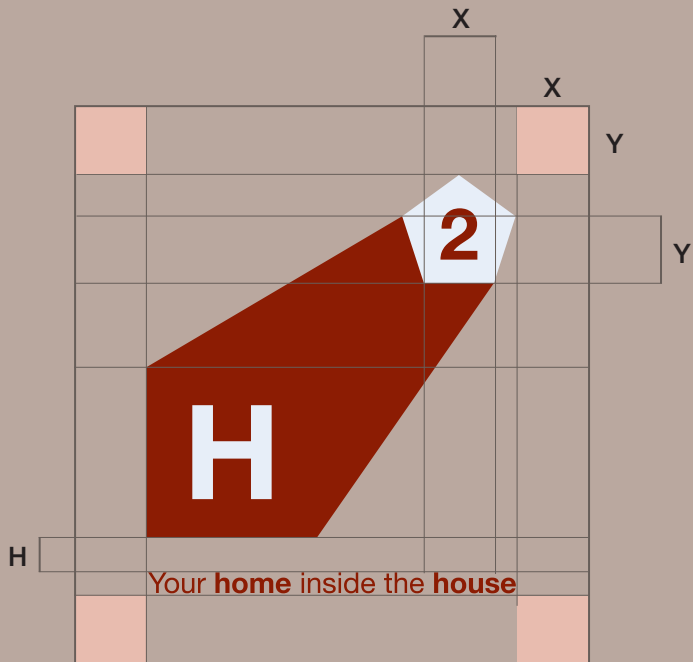
The trademark is constructed by the projection of a square and a pentagon. The square, positioned at the base, represents the existing living environment, into which the H<sup>2</sup>, our innovative product, fits.

It is represented by the pentagon that directly addresses the iconic shape of its base.

The logotype and payoff are composed of Helvetica Neue font, and fit within the design thanks to the font's extreme adaptability.

The product logo is designed so that it can be slightly modified to fit the particularities of the new products our company is working on, in the optics of expanding.

## Safe Area

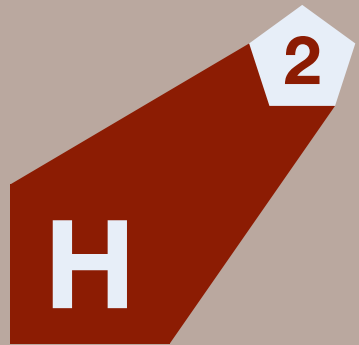


Considering the X modulus equal to the width of the base of the pentagon, and the Y modulus equal to the distance of the outer vertex of the pentagon from its base, the safe area of the logotype is calculated by placing the rectangle generated by the two modules on all sides of the logotype, delimiting its boundary.

## Logo Reductions

### Product Logotype 1:1

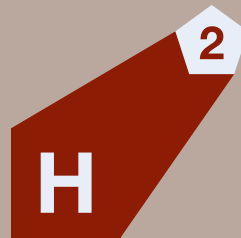
Logotype in its true form.



Your **home** inside the **house**

### Product Logotype 1:2

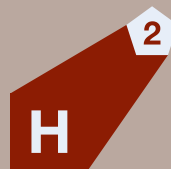
Logotype reduced till 50px remains the same.



Your **home** inside the **house**

### Product Logotype 1:3

Logotype reduced under 50px.



### Product Logotype 1:4

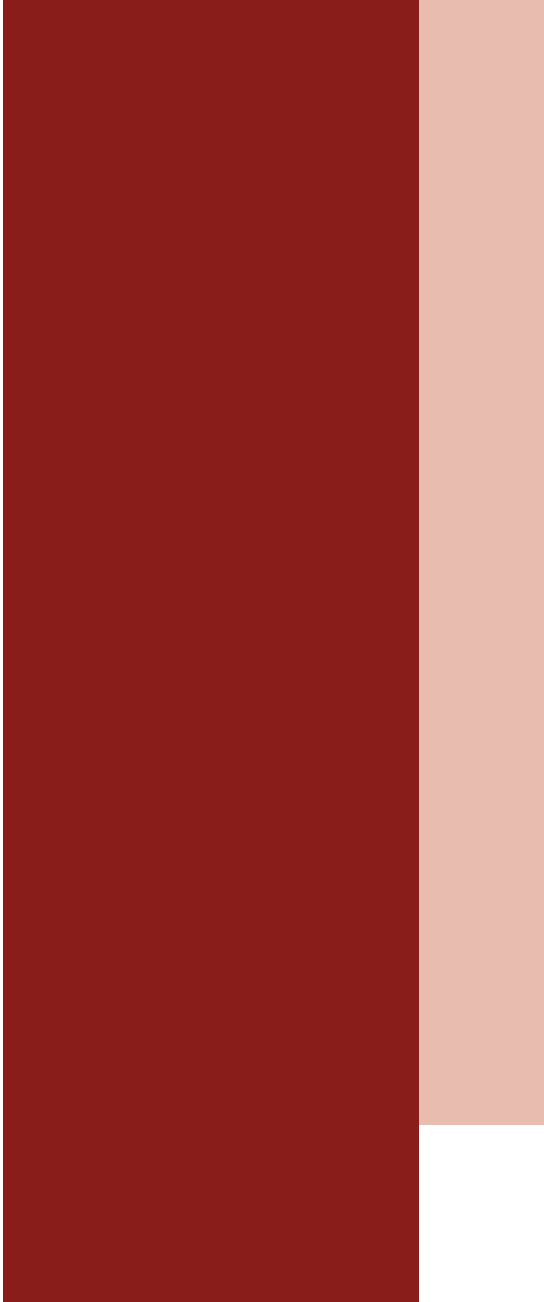
Logotype reduced under 75px.



### Our Signature Colours

The color palette of InHouse finds its inspiration in the neutral and comfortable tones typical of interior design brands, adding as a distinctive feature and prominent element his Fireplace Red, a dark red, specially designed to evoke the atmosphere of entering a pleasantly warm room after being outside in the middle of a cold winter.

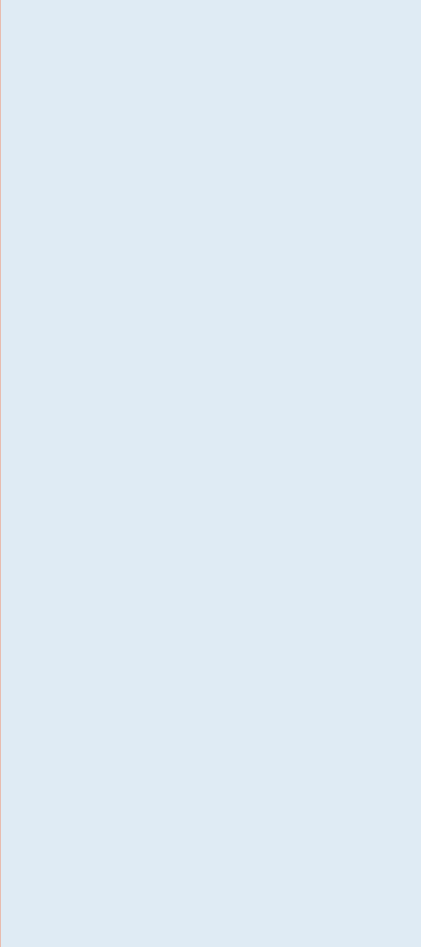
The palette plays on the characteristic co-presence of cold (Icy Blue and Blue Relief) and warm (Fireplace Red and Pink Coziness) hues, to refer to the concept of the contrast between a cold environment outside H<sup>2</sup>, and a warm and cozy one inside it.



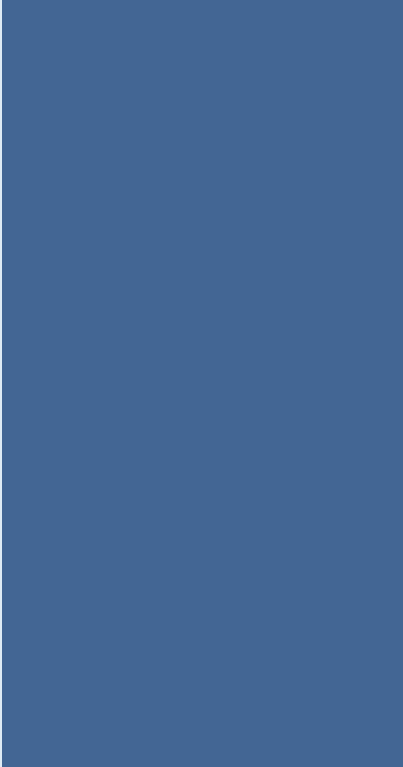
**Fireplace Red**  
#8c1e12



**Pink Coziness**  
#e8bcaf



**Icy Blue**  
#e7eef9



**Blue Relief**  
#456293



Your **home** inside the **house**



Your **home** inside the **house**

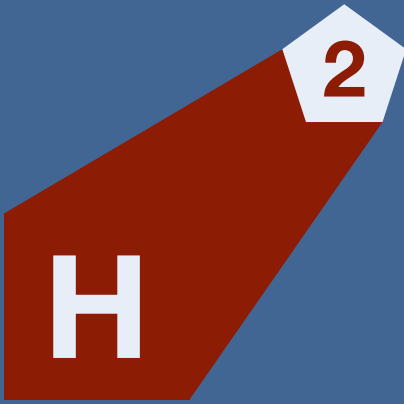


Your **home** inside the **house**

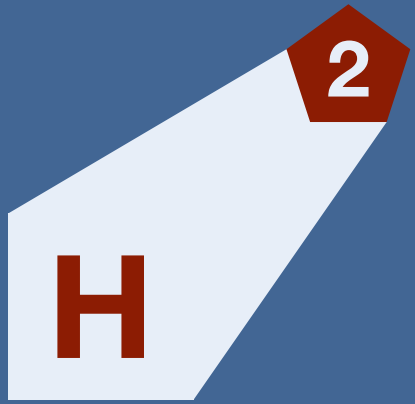


Your **home** inside the **house**

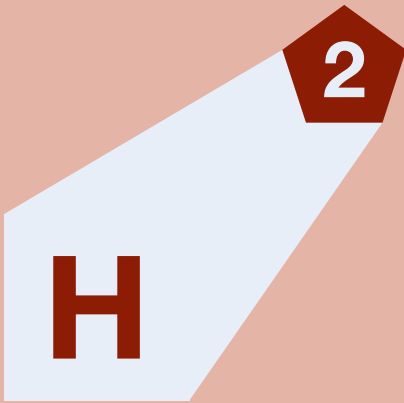




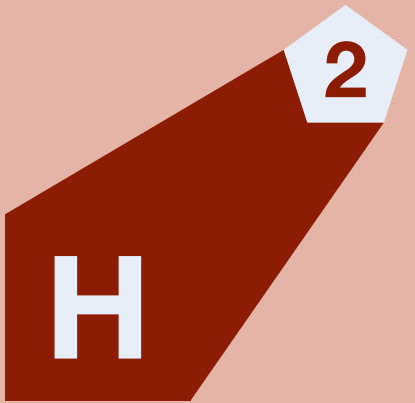
Your **home** inside the **house**



Your **home** inside the **house**



Your **home** inside the **house**



Your **home** inside the **house**

## The Typography

Helvetica Neue is a sans serif Grotesk typeface, characterized by a compact design with strong black strokes, closed letters and extreme adaptability to variations in weight and width. Letters have a wide eye, narrow openings and endings that are always horizontal or vertical, never oblique. Helvetica Neue pays attention to the negative space around the letters and uses it to make character lines more impressive.

It is a very readable typeface, both on screen and in print, capable of capturing attention when used alone and at the same time not detracting from the photograph when combined.

Helvetica is a good choice for our brand because it can look both formal and casual, conservative and edgy, modern and traditional. It represents well the dual essence of our company, which combines the tradition and elegance of interior design with the innovation of entirely new solutions.

# Helvetica

# Neue

Abcdefgh

Helvetica Neue Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1234567890!?"£\$%&/^\*°

Abcdefgh

Helvetica Neue Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1234567890!?"£\$%&/^\*°

Abcdefgh

Helvetica Neue Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1234567890!?"£\$%&/^\*°

## The Visual Style



## Visuals and Imagery

Our product is based on the shape and materials used. No innovative technology has been created, just simple thermal insulation achieved through a careful study of the best shapes and materials to be used.

The real revolution lies not in the construction of the object itself but in the new meaning we want to give to living spaces.

H<sup>2</sup> is designed to be an elegant and desirable piece of furniture, and at the same time to provide a functional solution to a problem.

InHouse therefore wants to bring to the traditional world of interior design an innovative way of thinking about the home.

Therefore, the images we use in our communication are in every way similar to those adopted by other furniture brands. Photographs of immaculate, elegant rooms, characterized by neutral colors and soft lighting, in which the attention is immediately captured by our H<sup>2</sup>.



Clear



Trustworthy

Warm



Reliable

## Speaking To Our Audience

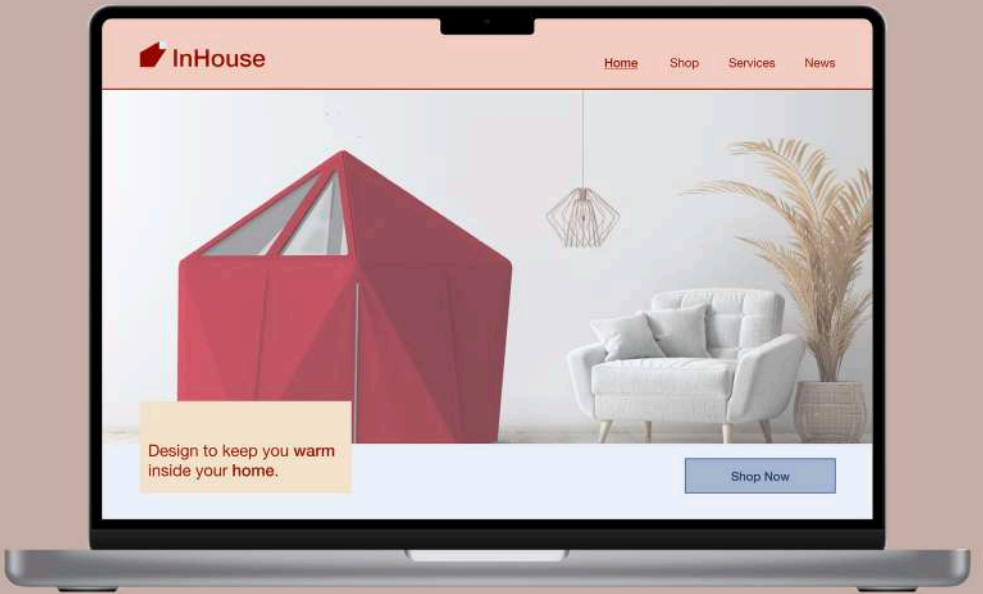
The way in which the intangible dimension of InHouse is made tangible to consumers is extremely important in conveying brand identity. Values and aspirations must be communicated using a language that respects them.

Our brand proposes itself as a mentor, someone with experience and knowledge that helps the

customers to find a way out from the discomfort of the current situation. We want to know our clients, to be able to provide the best solution for their needs and guide them in the transition from the old normal way of living the house to our innovative redefinition of the living space.

We are professional and trustworthy, able to explain in a clear way the function of H<sup>2</sup> and the advantages of owning one, but at the same time reliable, gentle and comforting.

# The Website





## Digital Channels

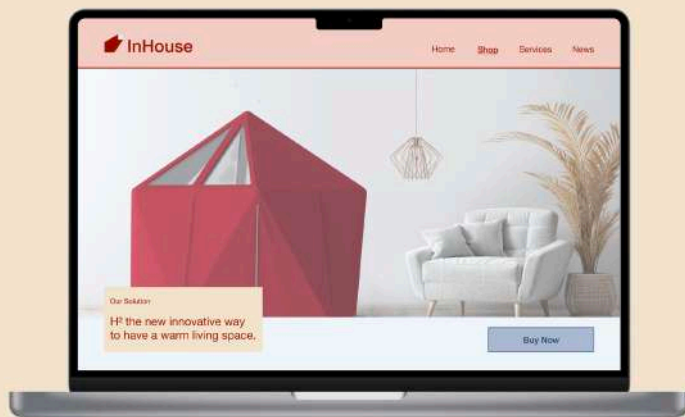
InHouse doesn't have a physical shop, so our customers can directly purchase their own H<sup>2</sup> from our company website, where they can customize their H<sup>2</sup> and personalize their space.

The website features other touchpoints between the audience and InHouse: there are several pages where people can find meaningful informations about the company, the products and the work InHouse is doing for our society.

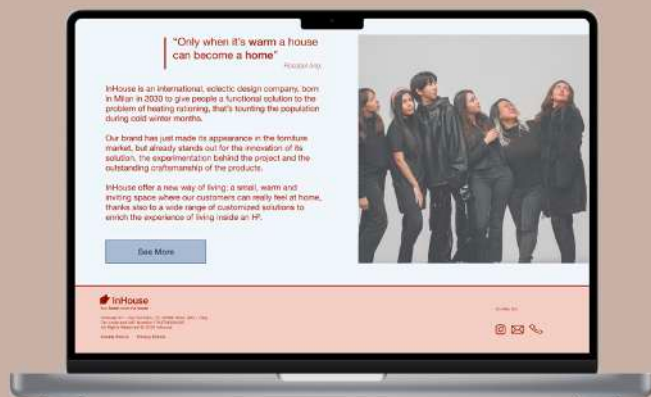


Visit our website!

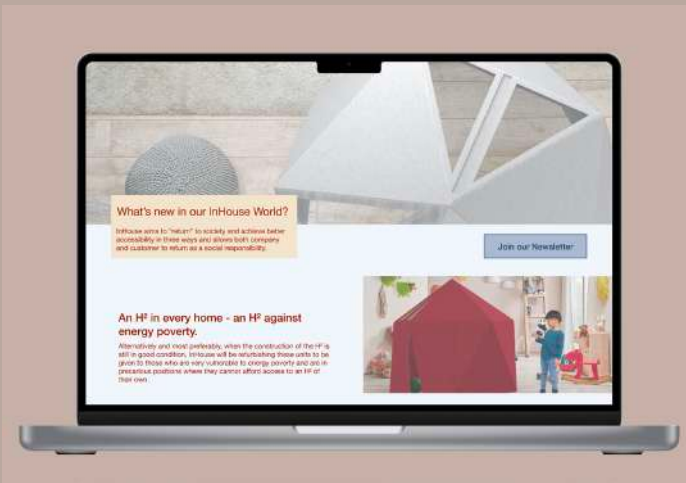
# Purchasing H<sup>2</sup>



## About InHouse



# Our Furniture Line



# Our Social Commitment

### Campaign Claim

The claim suggests the audience to “leave the cold outside”: the product is not named, but it’s suggested as the solution in the image.

### Visuals

The picture shows the H<sup>2</sup> inside a living room. It is a narrative element, the answer to the claim: it shows the solution our brand provide.

### QR Code

In the footer of the poster we positioned a qr code to our website, where our customers can discover more about our products and make a purchase.

### Brand Logo

It’s important for our identity, since our brand is new in the market, to show clearly or logo..

This winter,  
Leave the cold outside.



Visit our website to discover more about H<sup>2</sup>  
and its dedicated furniture line.

 **InHouse**  
Your home inside the house

This winter,  
Leave the cold outside.



Visit our website to discover more about H<sup>2</sup>  
and its dedicated furniture line.



 **InHouse**  
Your **home** inside the **house**

# 7

## The Campaign







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## H<sup>2</sup> Launch Campaign

As a future furniture brand, we would like to showcase a launch campaign that InHouse may have, starting in the city where the company was born: the city of Milan.

The campaign consists of editorials, physical and digital campaign plans, and other materials needed for an event like this.

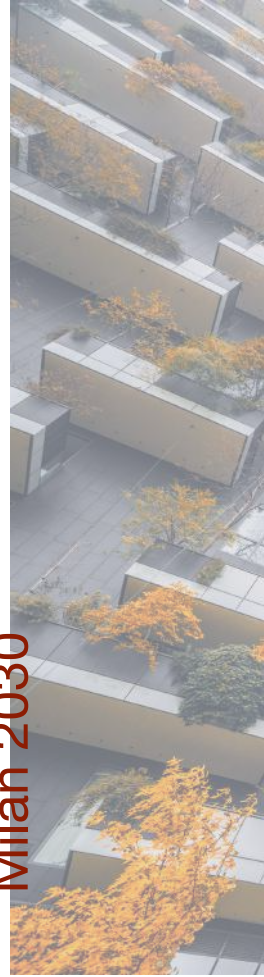
## H<sup>2</sup> to be presented at the Salone del Mobile 2030

Designers from all over the world come together in one of the most prestigious events for industrial and product design, and one of the most anticipated rookie startup is InHouse, a company born from the very city where this event will be held.

InHouse will be presenting during Salone del Mobile 2030 with what may seem like a simple piece of furniture, but their desire to change the way we heat the home is the main differentiator for their products.

With the introduction of the H<sup>2</sup> into the market, consumers in many types of living conditions around the city will be able to achieve a more efficiently heated home without any major repairs or permanent fixtures in their homes. This will be especially useful for the renting class, the working class, the everyday Milanese or European who may be feeling the chill in their rooms.

InHouse invites everybody to leave the cold outside this winter with their H<sup>2</sup>, and Salone del Mobile invitees will be able to test out their products during the event.








Milan 2030



September 21 - October 12

# September 2030

Mon	Tue	Wed	Thu	Fri	Sat	Sun
26	27	28	29	30	31	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21  ■	22  ■
					Campaign stars	
23  ■	24  ■ ■ ■ ■ ScM begins	25  ■	26  ■	27  ■ ■ ■ ■ Presentation H²	28  ■ ■ ■ ■	29  ■ ■ ■ ■
30  ■	1	2	3	4	5	6

-  Physical posters around Milan.
-  Physical ads and articles on newspapers and interior design magazines.
-  Google Ads.
-  Ads and articles on online newspapers and interior design blogs.
-  Ads and contents on InHouse Instagram page and branded stories and posts.

Key

Mon	Tue	Wed	Thu	Fri	Sat	Sun
30	1 ☉ ■	2 ☉ ■	3 ☉ ■	4 ☉ ■ ☽	5 ☉ ■ ☽	6 ☉ ■ ☽
7 ☉ ■	8 ☉ ■	9 ☉ ■	10 ☉ ■	11 ☉ ■ ☽	12 ☉ ■ ☽ ☽ Campaign ends	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3

# October 2030

## The Physical Campaign

### InHouse Outdoors

InHouse makes itself visible in the city through posters and middle format billboards located in places frequented by the target audience.

#### Places.

Citylife, Arco della Pace, Bovisa, Darsena, Porta Vittoria/Via Sforza, Piazza Leonardo da Vinci.

#### Public Transportation.

Garibaldi M2, M5, FS;  
Centrale M2, M3, FS;  
Piola M2;  
Lambrate M3, FS;  
Porta Genova M3;  
Tram Linea 1;  
Tram Linea 14;  
Tram Linea 16.





## The Physical Campaign

### Posters and Billboards

The launch campaign is articulated with a series of posters and billboards located in various areas of the city of Milan of interest to the target audience.

The different posters that make it up have a common structure (campaign claim, photo shows the product, qr referring to the website and company logo) and differ in the image used and format.







This winter,  
leave the cold **outside.**

 Visit our website to discover more about us  
www.inhouse.nl

 **InHouse**  
The experts inside the business

# The Physical Campaign



This winter,  
leave the cold **outside.**



Visit our website to discover more about H2  
and its dedicated furniture line.



 **InHouse**  
Your home inside the house

## The Physical Campaign



## Ads and Articles

InHouse uses printed ads on popular furniture and interior design magazines. The ads contain a QR code that will redirect the people who scan it to our website. During the weeks of the launch campaign, our team is also releasing interviews to the same magazines, explaining the innovation of our H<sup>2</sup>.

This winter,  
leave the cold outside.



For more information on energy poverty, visit [www.admagazine.com/energy-poverty](http://www.admagazine.com/energy-poverty)

## 1 An H<sup>2</sup> against energy poverty: An interview with Rosabel Ang.

H<sup>2</sup>Space is an innovative, accessible design company, based in Milan (it's 2020) dedicated to the creation of healthy, relaxing spaces to improve the quality of life during the cold winter months. Our clients have just made an appearance in the fashion market, but already equator of its success, the

ARCHITECTURAL DIGEST

# AD

www.admagazine.com/italy



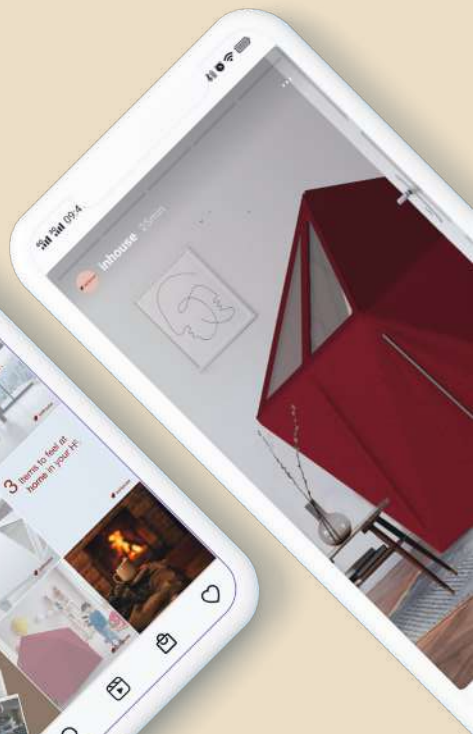
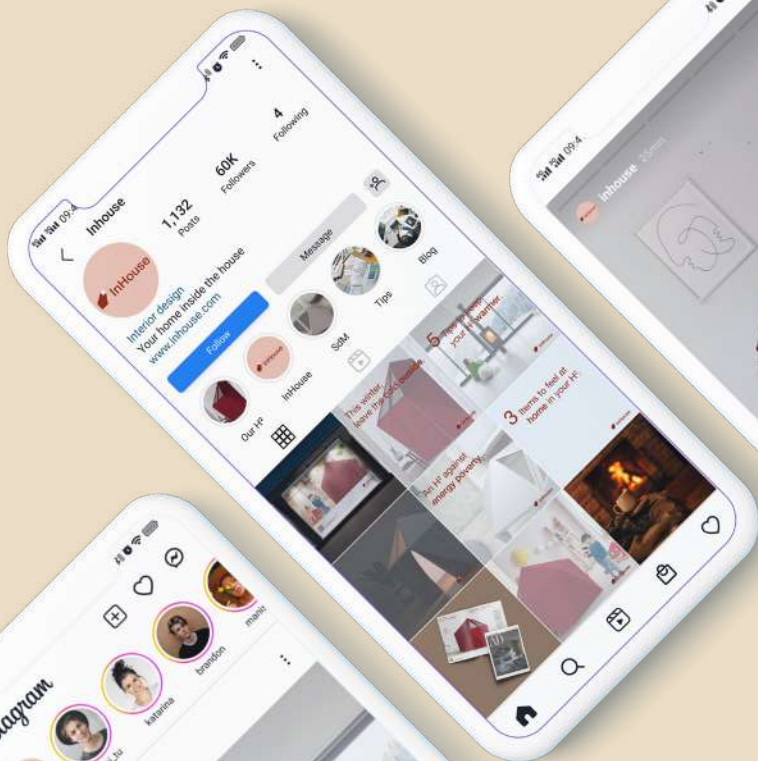
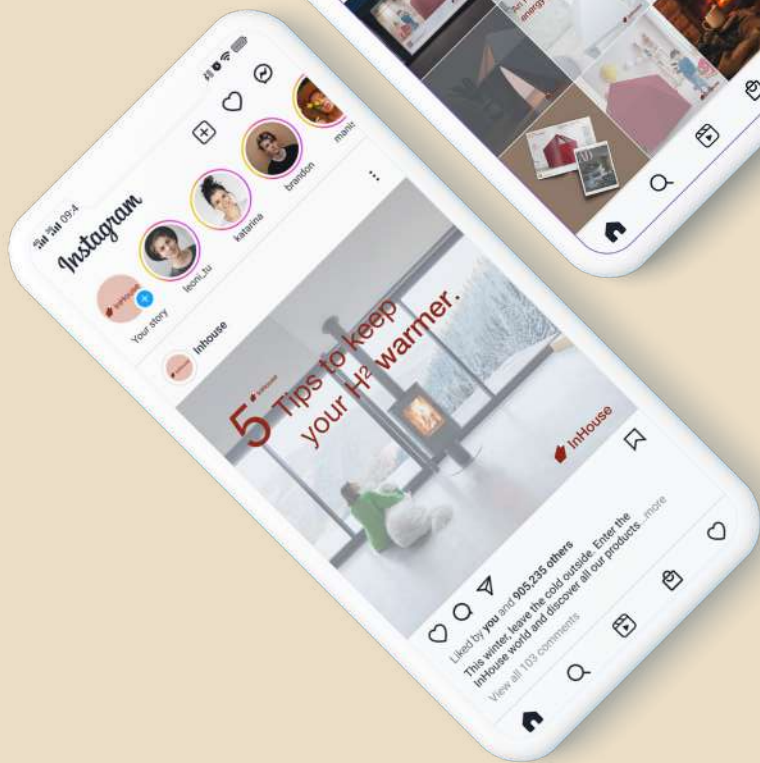
## THE HEALING ISSUE

## The Digital Campaign

### Social Media Presence

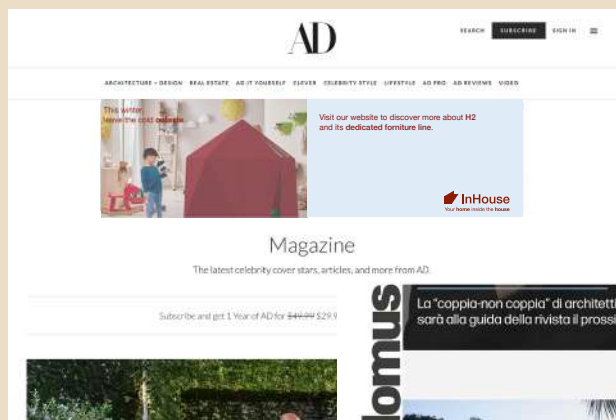
InHouse uses Instagram as a touchpoint to communicate with his audience.

The company profile is uploaded every day with new content to keep in touch with our customers and branded posts and stories will complete the campaign.



### Content Website Ads

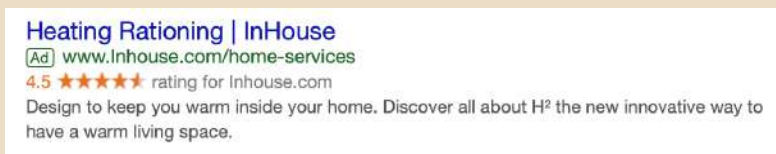
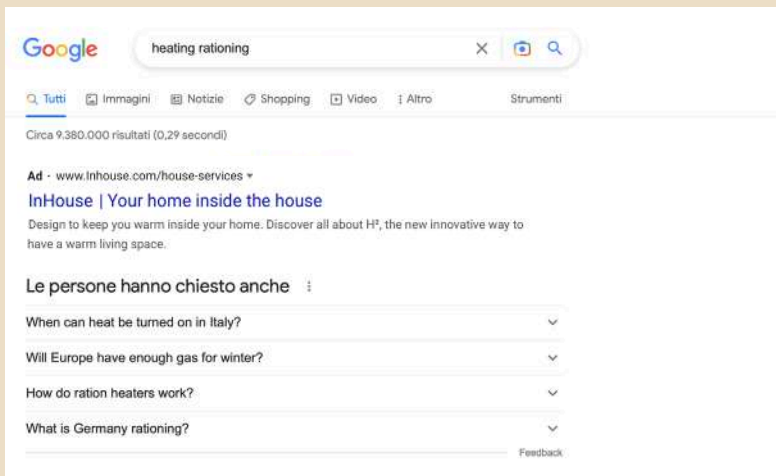
InHouse uses digital ads and banners on online furniture magazines and interior design blogs. The ads are clickable and redirect the people to our website.





## Search Ads

InHouse uses Google Ads to reach the target audience directly through searches related to energy rationing regulation and tips and tricks to keep your home warmer, and indirectly through searches related to bill augmenting.



# O

## Annexes





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## What happens behind scenes?

In this chapter we give space to the design aspects that did not find space in the booklet. In particular, we discuss the design path that led to the realization of h2.

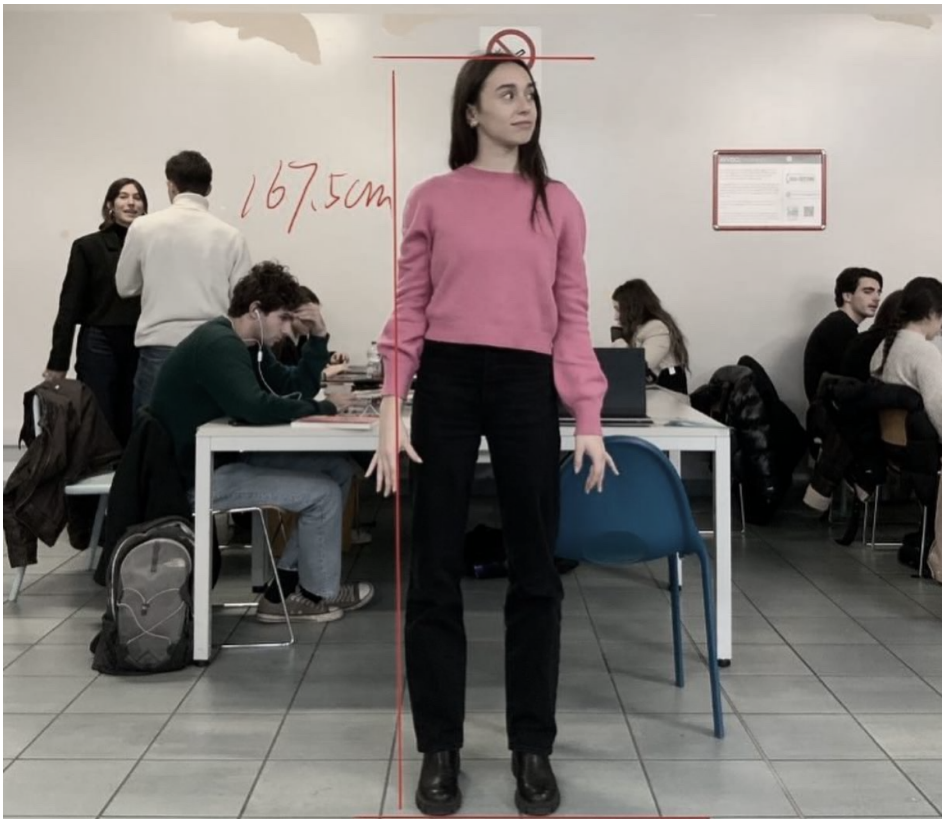
The information provided is not for aesthetic purposes, but only to explain the product.

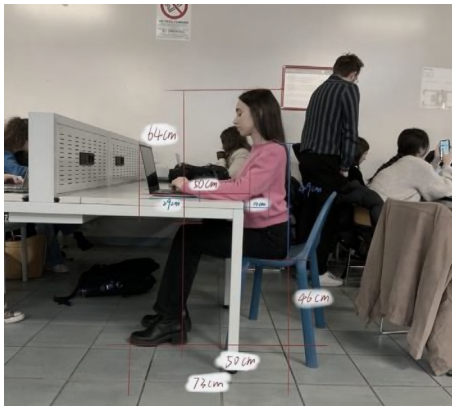
## The process

### Measures

The product deliberately has a wide target audience, so as to meet the needs of multiple users.

To do so, we had to find a compromise between the anatomical measurements and the environment, trying to achieve a space that is small but large enough to be comfortable for the user.





## The process

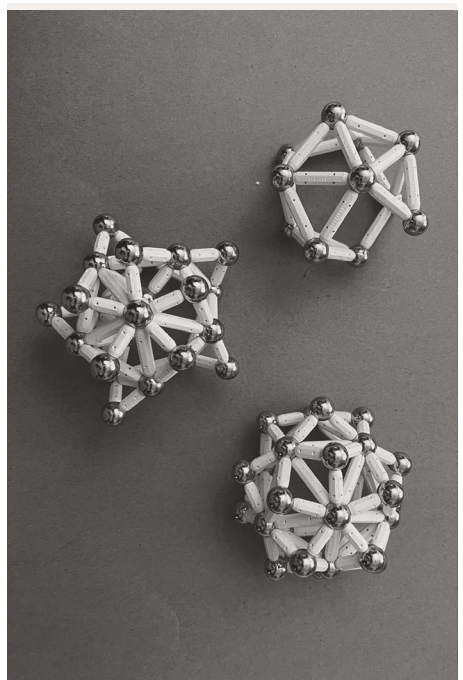
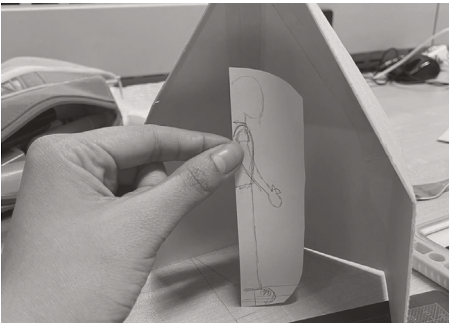
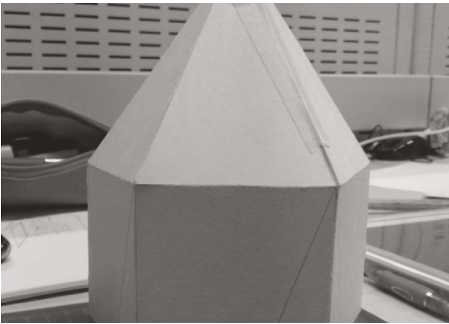
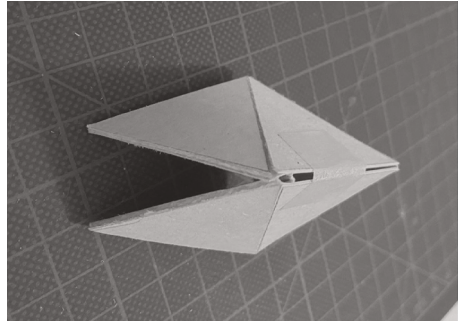
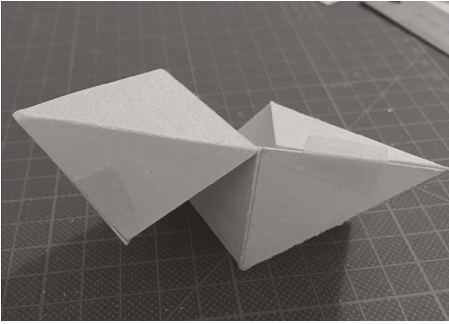
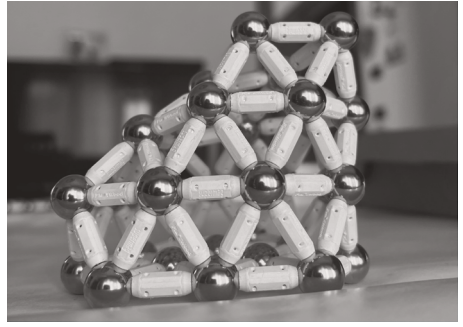
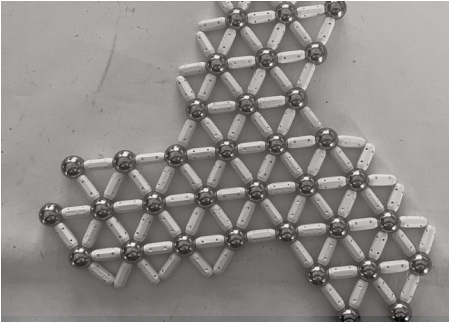
### Prototyping prototyping prototyping!

In our case, the product development phase was particularly complex, as it required great attention both structurally and aesthetically, reasoning about both the final mounted and flat shape.

In addition, we had the goal of creating a foldable game so that the product would take up little space when not in use.

All this translated at the design level into some engineering of the product, through several quick prototypes that made us understand whether the proposed solutions were really feasible and usable by the user.



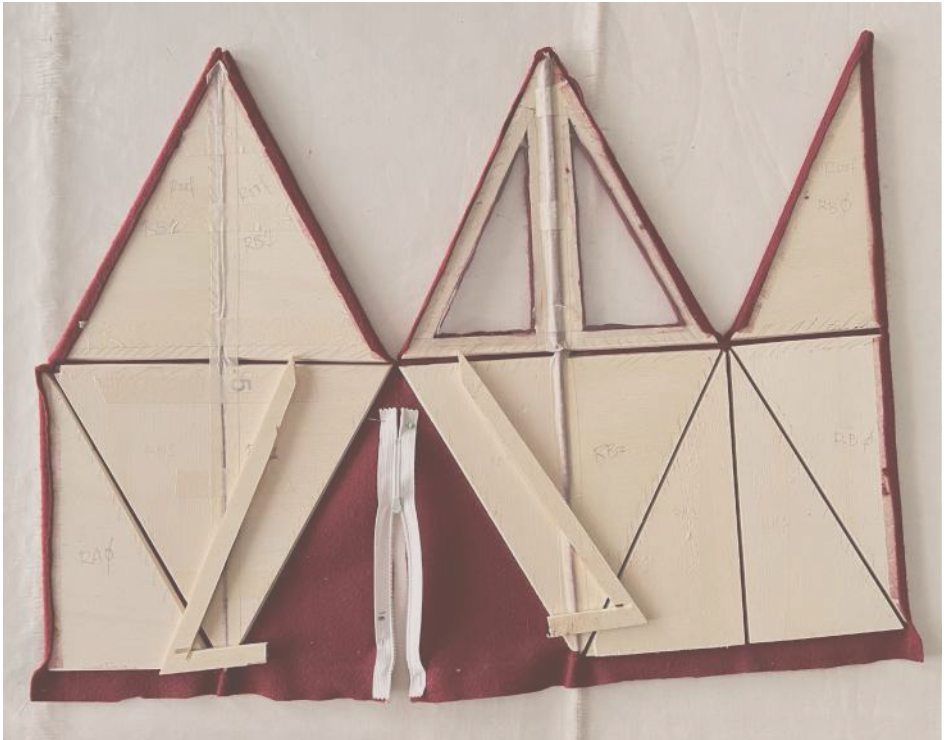


## The process

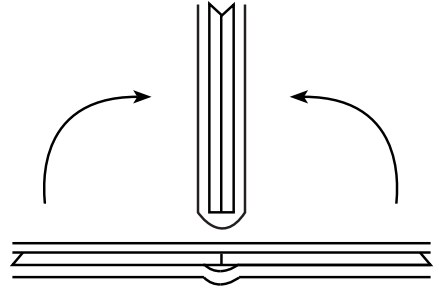
### Folding

We developed an aesthetically pleasing and functional folding method using equilateral triangles that fold in half.

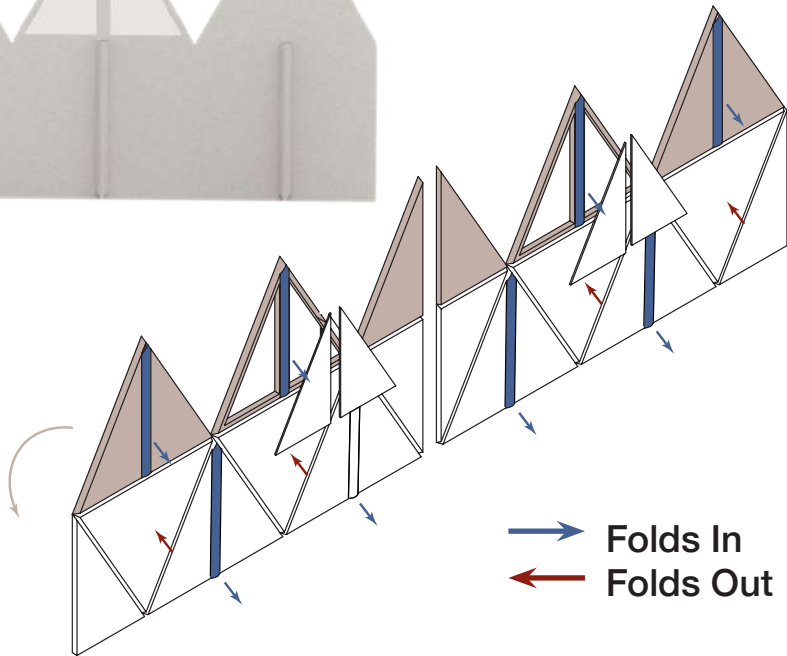
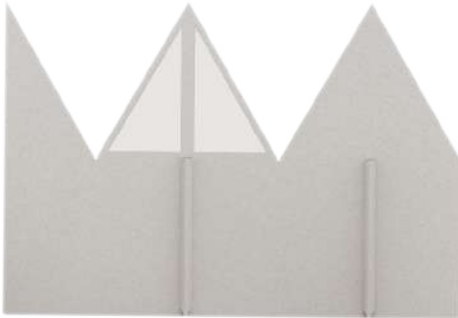
Each wall is made of a combination of fabric, plywood, and cloth, and its folding is made possible by fabric extensions, as seen in the images.







*Folding of a triangle*



**→ Folds In**  
**← Folds Out**























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