

# **The Concept of Model House: from Image to the Reality**

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## ABSTRACT

Home is the most significant space of the individual. It is more than a shelter; it is a nurturing space where individuals can be protected from the chaos of the world, relax, act as wanted and be with the ones they love. However, as the consumer society took over our world, naïve and ordinary meaning of home rapidly started to change towards images aiding consumption. Individual's innocent longings towards home started being manipulated by the housing market. In the course of events, home has become a consumption and investment object. Today dream home, naïve home image in individual's mind is being used by the housing professionals and market for imposing values, requirements and standards to people for economic earnings. Former wants of people that where, humble, simple, pragmatic, budget and square meter based, have been over shaded and changed by the imposed images. On the other hand, it is evident that these images are also adopted and favoured by the customer equally. In time, popular and common house image has been formed/ deformed and model images of home came into the picture. Model houses were ready-made and mass-produced homes designed for a specific time, culture, context that had many divergent models. In this research main focus is aimed to be a critical look to the notion of model house and how these houses are in reality coordinated with the expectations of people in scale of North Cyprus. This aim will be supported in the field research by an interview conducted to 15 designers who are active both in education and market.

**Keywords:** Dream Home, Model Home/ House, Image, Reality, Incompatibilities

## ÖZ

Ev insan yaşamı için çok önem taşıyan bir mekandır. Barınaktan ötedir; insanların kalıcı olarak ikamet ettiği bir mekan olmanın yanında insanın kendi olabileceği, istediği gibi davranabileceği, dünyanın kaosuna bir ara verebileceği ve sevdiği kişilerle kaliteli zaman geçirebileceği bir yerdir. Fakat, tüketim olgusunun dünyamızı ele geçirmesiyle, masum ve sıradan ev anlamı tüketimi destekleyen imajlar doğrultusunda değişmeye başlamıştır. Kişilerin ev doğrultusundaki masum özelemleri konut piyasası tarafından manipüle edilmeye başlanmıştır. Zamanla, ev bir tüketim ve yatırım objesi haline gelmiştir. Günümüzde masum ev imajı, hayal evi, konut piyasası ve tasarımcılar tarafından ekonomik kazanım için kullanıcıya değerler, ihtiyaçlar ve standartlar empoze etmek için kullanılan bir şeye dönüştürülmüştür. Geçmişteki mütevazı, basit, bütçe ve metrekare bazlı, pragmatik kullanıcı istekleri empoze edilen imajlar tarafından gölgelenmiş ve değişmiştir. Öte yandan, bu imajların müşteri tarafından da eşit ölçüde benimsenmiş olduğu ve tercih edildiği ortadadır. Bunların sonucunda, popüler ve sıradan ev imajı biçimlendirilmiş/ deforme edilmiş ve model konut imajları ortaya çıkmıştır. Model konutlar seri üretilmiş konutlar olup belli bir zaman, kültür, yer için tasarlanmıştır ve birçok değişken modelleri vardır. Bu araştırmada ana odak noktası model konut olgusuna kritik bir bakış olacaktır ve bu konutların gerçekte insanların beklentileriyle ne kadar koordine olduğu Kuzey Kıbrıs ölçeğinde incelenecektir. Bu amaç alan araştırmasında 15 eğitimci ve uygulamacı tasarımcıya yapılacak olan röportajlar ile de desteklenecektir.

**Anahtar Kelimeler:** Hayal Evi, Model Ev/ Konut, İmaj, Gerçeklik, Uyumsuzluklar

To My Family

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# Chapter 1

## INTRODUCTION

Home is a place of memories of the past experience and is crucially important for individuals. It is a space of permanent residency where people can be truly themselves, act as wanted, relieve from the worlds chaos, have quality time with their loved ones, etc. However, this naïve and ordinary home meaning has started to be changed. Individual's innocent longings and sympathy towards home has been identified by housing market to be manipulated towards images aiding consumption. Moreover, companies are using and directing consumers towards popularized/standardized home images. Architects, interior architects, designers, housing companies are simply proposing models to attract the dream home images in people's mind, rather than designing suitable houses for them. As a result, home has become an object of consumption and investment. Furthermore, naïve home image, dream home, has been transformed into something that is being used by housing market and designers to impose values, requirements and standards to people for financial earnings. Former humble, basic, budget and square meter based and pragmatic wants of people has been over shaded and transformed by imposition of ideal home images. In the course of events, popular and common home concept has been manipulated, formed/ deformed to reach the emerging model images of home. These model homes/ houses turned out as mass-produced products sometimes for a specific context, time, culture and also tend to have many divergent sub-types. On the other hand, it is evident that these images are adopted and favoured also by the

customer. Furthermore, images affect residential design, market and in some case even direct the custom-made designs. Thus in this study, model house is selected as a critical concept to discuss upon in relation to its wide scale influence; in setting of North Cyprus.

### **1.1 Background Information and Definition of the Research Interest**

Notion of home is generally perceived as modest, innocent and ordinary; yet when embraced from meaning, context and research angles it is a powerful and complex issue. As Çorlu underlines,

Home a one syllable, modest, frail, lifeless, tiny word; on the other hand when considered by its meaning, scope and object it's referring to all above stated attributes instantly change. We come across something that is not easily understood as initially thought, polysyllabic, attractive, meaningful, vivacious, living and gigantic; a bulky concept that can almost be seen as one with the universe (1999, p. 5).

Hence, it is imaginable to understand why home carries such an importance for people. This versatile notion touches individual's life and carries meaning in many perspectives. It is an extension of self. Moreover, home is the first environment individuals experience the feelings of security, happiness and love. It is a setting important in both physical and psychological dimensions. Supportively, in Maslow's Hierarchy of Needs, housing is described as a place which satisfies a person's both physical and psychological needs (Anbarcı et al., 2012). Primarily, home can be described as a place which satisfies the sheltering needs of individuals. Yet in time home has started to drift apart from the simple shelter towards a multi-dimensional design problem and started becoming a desirable commodity, a symbol for indicating class and status in mass consumption madness (Talu, 2012). It should be expressed that dream homes of individuals are not simply related to the form and design features as housing market specifies and advertises, but as Rapoport (1969) suggests,

it is the direct interpretation of needs together with traditions, morals, desires, dreams and passions of people.

Research about housing conducted throughout the years contains a great number of ideas and concepts some of which are quite relevant to the subject of this study. Well-known notions among them to be emphasized are home and house. These are generally discussed as contradictory terms. House is considered to be the built structure and standards, measurements and requirements related to it. Whereas, home is a concept beyond the building that individuals live in. It is the most important setting of individual. Homes are reflectors of self-actualization process and as places have powerful effects on our journey towards wholeness (Marcus, 1995). As Botton states “Homes do not have to offer us permanent occupancy or store our clothes to merit the name. To speak of home in relation to a building is simply to recognize its harmony with our own prized internal song” (2006, p. 107). Eventually, as a result of importance of home phenomenon, notion of dream home emerged. Most people acquired a settled home, still longed for the dream. Search for the dream home became a basic need and achieving it became an important step in the self-actualization process. Tucker (1994) supportively underlines that, more and more human beings started spending their lives together with their time and income in order to find their dream home in which they believe to be fully fulfilled. Güzer (1999) sees dream home as a living environment individuals have always wanted. Dream home was shaped and gradually became more appropriate especially for the family, people or person inhabiting it by observing their family structure, habits, traditions, hobbies and relationships with each other and home space as well. Evidently, this vulnerability of people was spotted by housing market and model of ‘so called dream home’ started to be produced. Necessity of attaining dream home

may have been initially a fundamental need of individuals together with their tendency towards images, yet it is widely argued that this fundamental need has been exploited and the notion of dream home specified by the market has been imposed on people by model houses. Consequently, divergent models emerged that were not only for a certain user type, but additionally for a specific context and time like trends and fashion objects. Notion of model house has been defined by Dovey (1999) as an essential marketing tool for suburban housing that presents a phenomenology of the future together with a dream world individuals are tempted to consume. In these model houses assumed desires of people were accomplishedly identified by builders (Chapman & Hockey, 1999). It is possible to say that the relationship between the housing industry and user has become easier since user is manipulated towards images designed by the professionals. Model houses and their imaginable qualities make it easier for the market in both terms of design and sales. However from our research perspective, these model houses are affecting, forming but at the same time deforming the home/ dream home image in the peoples mind and furthermore guiding them towards stereotype images which are the most of the time culturally out of context. Finally, user's rational and simplistic ideals were changed and deformed by superficial images imposed by housing market. Image based impositions towards housing has overshadowed the reality and deformed, limited, moulded and formed perception of people. These imposed images identify expectations of user; moreover create new expectations and boundaries in their minds. Yet, relationship with the reality is highly questionable. Do these model houses overlap with the realities of the context and users?



## **1.2 Research Aims and Objectives**

As the mass produced and marketed houses became the trade of the era, home has been objectified and drifted far from its context. Home became an object in the machine of mass consumption and this begun to alter the home image in the individuals mind creating differences between product and the real needs. Model houses emerged and became popular products that are provoked, nourished and shared by economic and cultural systems, housing industry and market, professionals and also by users with certain enthusiasm, demand and necessity. It can be expected that model house images guide and define customers housing preferences or vice versa. Throughout the research suburban villa typologies will be taken as example since it is a model, a sample house that has the capability to support embodiment of notions discussed in the study. It is possible to say the ideology that created this housing type is one of the most explicit in the world. American Suburban Villa is a peak example created by both government and housing industry to form an ideology of housing, family style, gender roles. It should be noted that this housing type has been fictionalized on lifestyle and related housing image; yet at the same time it was imposed by new American and nationalist state ideologies. This ideology almost created a picture, an image in the mind for an ideal home, family, lifestyle and so on. This may be an exaggeration yet according to our perspective with this ideology they created a dream, an alternate reality for the sake of capitalism; the American Dream. Evidently, American Suburban Villa, its lifestyle and housing culture has emerged in United States for that context and the suburban lifestyle has spread worldwide, through the certain model house images.

Accordingly, in this study the lack of harmony between image and reality will mainly be discussed. Main argument of the thesis aims to explore how these imposed model house images affect and form the user's realities; economic, social, usage and contextual based. Moreover, it is clear that advertisement sector has several strategies to fulfil their aim. It is evident that objects or products are offered to customers by their most attractive images and qualities that most of the times contradict with reality. Accordingly, this research aims to reveal this contradiction seen in housing market and residential design between image world and reality by related in-depth interviews conducted to the practicing architects, in the context of North Cyprus.

Research will mainly have three major parts; Chapter 2 and Chapter 3 mainly focusing on image and Chapter 4 focusing on reality by discussing the findings of the field study. With this aim in mind, study will be constituted by five chapters, including Introduction and Conclusion chapters. Second chapter will aim to discuss the fundamental concepts and create a baseline for the argument of the thesis. Discussion will start from the brief history of home and its change from shelter to modern individual's commodity. Afterwards, importance and effect of living environments on human beings will be briefly expressed. Moreover, basic notions home and house will be analysed together with an overview of concepts dream home, traditional and regional housing, ideological and politic house model, iconic house and model house. Third chapter will analyse the suburban lifestyle towards understanding model house concept relevantly. Reasons behind selection of this particular lifestyle will be explained in detail within next sub-heading. In this chapter firstly dynamics and trends of suburban lifestyle will be explained. Then, usage and advertisement of suburban villa as a product of consumption will be analysed together with advertisements strategies and examples both from the world and

context. Furthermore, suburban villa and its exterior, interior and user-based qualities will be discussed in detail; in accordance with display. In addition, related findings from the context will be inserted in the text to make a contribution to the theory. Fourth chapter will be mainly a field study chapter and aim will be to investigate the gap between image-based formal features and real necessities of the individuals in the scale of North Cyprus.

### **1.3 Significant Conditions of the Context**

In North Cyprus, the place of study, starting from 1974 up until proposition of the Annan Plan, there has been a recession in the construction sector. Annan Plan was proposed in 2001 by United Nations to produce a comprehensive solution to the Cyprus dispute. Even though the plan became invalid since it was declined by Greek Cypriots, it was an internationally recognized plan that attempted to solve the issue after 30 years. Annan plan eliminated some of the uncertainty about ownership rights and brought an assurance to Turkish Cypriots in this regard. Starting from 2003 a sudden increase and dynamism was observed in the construction and housing sector. Especially construction of private villa type housing, apartments and villas in sites and hotels started quickly and brought with it increased diversity to the architectural environment. Before 2002, it is possible to say %85 of the buildings built were residential buildings (Hoşkara & Hoşkara, 2007). According to more recent data, in 2009 residential buildings were still in majority, in urban areas %66 and in rural areas %65.6 (State Planning Organization Statistics Department, 2009).

It is evident that context is appropriate for the problematic of the study since it can be stated that it is possible to see an extreme production, demand and longing towards these images. In a divided island where individuals are living under embargos,

isolations and restrictions together with lack of production of goods; it is seen that buying and selling real estate/ land has become an investment and moreover it facilitates an economic movement. In addition, untouched nature and naïve setting of the island resulting from the embargos also tends to draw foreign individuals and investors to North Cyprus. Yet, at the same time by the rapid increase in production of housing market due to dynamics of Annan Plan and above stated reasons; a tendency towards a Copy-Duplicate-Produce-Sell behaviour has been observed. It is evident that housing market turned towards a fast, unregulated, insensible production aiming commerce (Özmen Mayer, 2006). Consequently, housing sector and its aesthetic/ formal/ display-based strategies have radically entered the island. Nowadays, it is even possible to identify these ready-made and duplicated designs as contemporary vernacular houses (Pulhan , 2012). Thus, significance of model house for North Cyprus is self-evident.

On the other hand, in island villa ownership is broadly popular and is considered to be more than a fashion trend. It has been and will continue to be a life style. In 2009 villa type housing was in urban scale %51.4 and in rural areas %87.5 of the total residential buildings (State Planning Organization Statistics Department, 2009). Another significant condition of the context may be described as possibility of observing a vast amount of examples regarding single family villas in widely different models such as traditional, modern, neo-classic and classic by the reason of popularity as described above. These villa houses can be seen in divergent models such as local architectural designs that are designed according to climatic and geographical data, local material (Hoşkara & Hoşkara, 2007); traditional designs that evoke picturesque home longings and modern type housing that is seen globally.

Moreover, house models that have post-modern tendencies, nostalgic elements and picturesque qualities are seen widely in the context; moreover eagerly demanded by the customer exceeding functional necessities (Pulhan, 2010). Consequently significance of the island for this study may be underlined by stating, villa type single family housing has been a peek sample for both fundamental concepts of this study; dream home and model house.

#### **1.4 Research Methodology**

Methodology of Chapter 2 will be mainly documentary research; by scanning the literature data will be collected. Moreover, additional data such as related housing examples from the context will be inserted. In Chapter 3, a similar method will be used combined with analysis, observations and findings from the context. Chapter 2 and 3 will be mainly literature review and theoretical overview. According to the findings of the literature review certain questions will be specified and conducted in scale of North Cyprus organizing in-depth interviews with architects/ interior architects about their perspective regarding to model house they are asked to design, incompatibilities between images and user wants; moreover problems they face in the market in Chapter 4. Findings of field studies will support the argument and content of Chapter 3. To sum up, it is hoped to develop useful and helpful information not only to understand the custom house design, the role of models and expectations of the user but to create awareness about the housing expectations and tendencies in North Cyprus.

In the field research in-depth interviews (Appendix A) will be used in order to find answers to research questions stated below;

- What are the incompatibilities between model houses and real wants, expectations and needs of the users?
- Are model housing examples demanded by the user as well as the imposition by the professional?
- Why is villa type housing and suburban culture highly preferred by global users and most importantly by island society?
- Do model house images also affect architect and the design process?
- What are the consequences of model houses directing housing design and production?

Moreover answers will be used to support the theoretical parts of the thesis towards making a contribution to the literature. In this field study mainly single family houses and villas will be considered since this is the relevant form of housing for the study in addition to the popularity in the context. Field research will be made by the help and guidance of 15 architects/ interior architects who are generally selected among teaching staff of Eastern Mediterranean University Faculty of Architecture who also actively work as practicing designers in the field. By this attempt it is expected to gain remarkable information about architect's ideals versus ideals of the customer, communication between them and compatibility of the images of the market to the reality. Does the markets ideals match with needs and wants of the user, or are there some gaps in between? In this study's field research, practitioner architects/ interior architects among instructors were selected mainly because of their dual personality both as educators and as designers. Their observations are thought to be more beneficial since their marketer's vision is balanced by their teaching notion. It is clear that other actors of this process could also be selected to conduct this field study such as housing companies and users. Yet there is a chance that customers'

demands are not conscious and answers may not be beneficial for the study. It is clear that customers demand square meters they don't use, expensive façade elements instead of functional necessities and these attributes create problems in many aspects. Consequently, even users aware of all these may not willingly share because it is hard to admit they invested a lot of money and tolerated a lot of problems solely for display. Moreover, sales-based strategies of companies were thought to be limiting for the study since this study's perspective is a critical look at the model house notion created and carried on by these firms. In addition, a pilot study was conducted prior to the comprehensive field study by questionnaires (Appendix O) either sent by email or conducted personally to 10 practitioner architects/ interior architects from the academic staff of Eastern Mediterranean University faculty of Architecture. Questionnaire was conducted to gain a general view of the housing issues of the island and moreover the data was presented and published in 9<sup>th</sup> Sinan Symposium, held in 21-22 April 2015 Edirne by Trakya University.

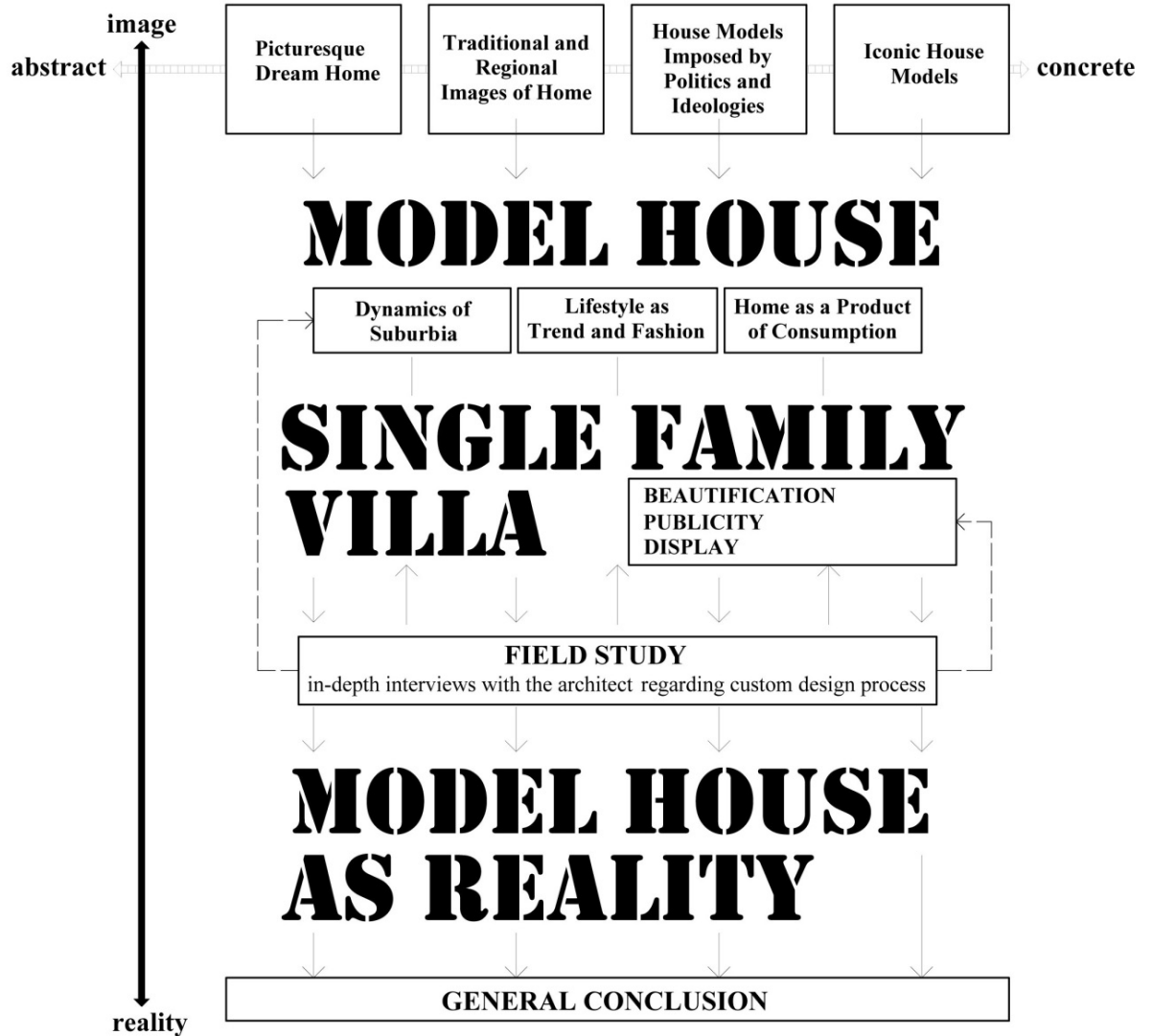


Figure 1.1. Schematic description of the thesis (Author, 2015)



## Chapter 2

### **CONCEPTUAL DISCUSSION: MODELS AND IMAGES IN PROFESSIONAL'S AND USER'S MIND**

Simplistic and ordinary ideal home concept as once known has changed towards a marketable product in today's society. Yet, it is evident that home always carried a massive meaning and evoked certain images in person's mind such as warmth, safety even in the ancient times. However, as the mass consumption took over images evolved. Function was placed by appearance, display and aesthetic to be used as statements made about lifestyle, status and class of the individual. Simple ideal home concept has started to be lost in the course of events towards an ideal home image. Furthermore it seems that to aid consumption, housing market tends to make selection on image-based, formal postmodern architecture instead of simple, function based modern architecture today. Consequently, different types of home ideals resulting in different images were formed in relation to; ideals of a dream, a tradition, an ideology, a professional and most importantly ideals of consumer culture. As these images may differ they all have the potential to be used as models by the housing industry as well. It should be underlined that these ideal home concepts are images in users mind and moreover are images used by the professional to impose on the user. Additively, thinking by models has always existed in the design process of the professional. Design is made by analogies (Abel, 1988). Models also play an important role in envisioning, demanding process for the user nowadays; differing from past when users demanded based on functional requirements. In this chapter subject will be addressed in two main headings; 'Memory and Realities of Home'

and ‘Overview of Ideal Home Concepts and Images’. First heading will be about history, importance and meaning of home and house notions and second heading will be about ideal home concepts and model house notion.

## **2.1 Memory and Realities of Home**

Home is in general linked to subjectivity, memory and memorable experience while house is often remembered by objectivity and physical reality. Today, tendency and interest towards home images is seen to alter and moreover replace the basic home notion.

### **2.1.1 From Shelter to Modern Individuals Commodity**

Home and house concepts may not surely exist dating back. In ancient times it was possible to see cave like living areas, yet they were solely used for sheltering from out worlds dangers and lacked the psychological importance of residential spaces of now. As Teber (1999) supportively suggests, for Homo sapiens ancestors of modern human beings, great struggle of existence was above all mainly because of search for a safe space. Living spaces existed, however they differed both in concept and reality from the present. Difference mainly resulted by the reason of lifestyle. Our ancient ancestors were not settlers as human beings of the 21<sup>st</sup> century; they lived nomadically by changing their living environments according to hunting and gathering needs of their tribes. “They moved from place to place following the animals that they needed to hunt and looking for plants they could eat. Depending on the areas they lived in caves, outdoors or in cabins” (URL 1). Afterwards, these nomad tribes changed their lifestyle by cultivating the land and domesticating animals and started settling in permanent living environments. As a result, first permanent settlements, villages were formed (Güven, 2005).

After ages, having a settled home became a must in the modern society and a person lacking a fixed home address was considered with suspicion (Marcus, 1995).

Although human race had settled and had permanent living environments, still home and house weren't as our generation knows them. When middle age was considered, health and wealth were two of the things only few had privilege to have. Most of the population were extremely poor and had housing lacking basic infrastructure and furniture. Moreover, the housing in towns only consisted by one-room, so there was space only for couples and their baby. Older children could not live with their family and were sent to work as servants and apprentices. Thus, concepts of home and family were impossible for most (Rybczynski, 1986). In contradiction, in 17<sup>th</sup> century bourgeois housing it was possible to see extended families and a lot of servants and helpers in a bigger space. This setting was also far away from the notions of home and family. By 18<sup>th</sup> century, household has started to change both physically and emotionally. Its size reduced and became more important and intimate. It started to be occupied by fewer occupants and became a place for personal and intimate behaviour. Its sheltering and protecting functions did remain as important functions and moreover it became a setting for a new social unit: family. The house started to become a home. Moving forward, it is seen that rooms have changed in function and size, density of furniture has changed yet feeling domestic interior remained the same; feelings of intimacy and hominess (Rybczynski, 1986).

Home and house concepts emerged, evolved and changed into what they are nowadays. Modern home may still be considered as the modern individual's shelter similar to caves of prehistory yet it became something far beyond it; the most important place of the modern individual; "a place of self-expression, a vessel of memories, a refuge from the outside world, a cocoon where we can feel nurtured and let down our guard" (Marcus, 1995, p. 4); "a major means of personal expression and development" (Yandell, 1995, p. xiv). Le Corbusier has suggested house as a

machine for living in about 90 years ago. Talu (2012) in opposite argues that a machine is not for living in. As it is seen today, house is as Talu underlines not a machine, more likely a living organism; full of life and dynamism. Moreover, King (2004) suggests individuals have moved away from machines for living in, to machines for desiring. Human beings expectations of their house have evolved. It's no longer enough to shelter or simply be home- where we dwell. It should provide financial security, make a statement about people living in it and be an investment for the future. Furthermore, when home and house concepts modernized, they also objectified, idealized, exposed (topic to magazines, scene to movies); became unreachable, unbuildable and desired (Talu, 2012). As the search for the 'ideal home' popularizes and the target group of the ideal home exists by its actions in everyday life; ideal home will be a commodity/ image that is circulating both in public and private life (Kaçel, 1999).

### **2.1.2 Living Environment's Value and Impact on Individuals**

In search of the answer to 'Why do human beings value their living environments?' it is likely to come across the importance of all spaces to human life. Human beings are truly vulnerable to spaces that surround them. Botton (2006) argues that this is mainly because individuals have different selves inside them and accessing their true self at times is achieved by their surroundings. People depend on their surroundings implicitly for materializing their true self they drifted away from. Individuals arrange around them tangible material that communicate to them what they truly need. As Güzer (1999) supportively underlines, space is an ideological phenomenon; it is possible to effect and moreover change a lot of things through space starting from ourselves and our family, continuing to the order of the society. In addition Marcus (1995) suggests that, a person's psychological development is affected not only by

relationships with people but also by ties with several important physical environments. As Botton suggests, “Without honouring any gods, a piece of domestic architecture, no less than a mosque or a chapel, can assist us in the commemoration of our genuine selves” (2006, p. 119). According to the above explanations, it is possible to see why concepts of home and house carry such an importance for individuals as they are the first places a person sees, smells, touches; senses and experiences after their mother’s womb which is identified as first home of human beings (Soykan, 1999). “First houses are the grounds of our first experience. Crawling about at floor level, room by room, we discover laws that we will apply later to the world at large” (Malouf, 1986, as cited in Marcus, 1995, p.19-20). Furthermore, Marcus (1995) emphasizes the importance of childhood homes by suggesting the person we are today has mostly begun to be shaped in the childhood environments. There is no doubt that for many of people childhood residence and its environment is in fact the first place they get in touch with their true personalities. Childhood home creates a suitable ideal home image in a person’s mind. Yet, it is very interesting that when individuals return to their childhood homes after long years they discover that it is physically much different than what they imagined in their minds especially in the spatial sizes. So, this shows that images in mind may not suit the reality most of the time.

As home is considered the most important place of human beings; building a home is considered as shaping a life. Therefore, it is only natural that architects sometimes see themselves worthy as God (Soykan, 1999). However, it is always questioned why architects tend to postpone building their own homes. If they cannot make themselves happy, how are they going to build dream homes of their client? (Bektaş, 1999)

### 2.1.3 Home and House

In the most basic terms house is referred as a place in which one or more people dwell; home, domicile, place of residence (Hasol, 2013). On the other hand home is far more complicated issue, as Marcus points out,

Home can mean different things to different people. Those far away from their place of upbringing may refer to England, or China, or “back east” as home. For immigrants to a new country, there may be a long period of adjustment revolving around the issue of where home is. In young adulthood, many vacillate between thinking of home as they now live, and thinking of it as where they grew up (1995, pp. 4-5).

Moreover, notion of home, by the reason of its importance has become something beyond physical object it stands for; it is compared with the world and even argued to be bigger than the universe. Home is defined by Çorlu (1999) as an environment completely about life, little world, ‘universe’. Supportively Uygur (1999) stresses that if it would be possible to gather all fields that constitute home medium in detail; probably it would be likely for home to surround the universe. Home is even argued to be located in the centre of the galaxy, “21 Brancote Road, Oxtun, Birkenhead, Cheshire, England, United Kingdom, Europe, The World, The Universe, The Galaxy. And it was the centre of the Galaxy too. It was home” (Silverstone, 1997, p. ix).

Home can be practically and more physically defined as “places whose outlook matches and legitimates our own” (Botton , 2006, p. 107). Right home can “protect, heal, and restore us, express who we are now, and over time help us become who we are meant to be” (Yandell, 1995, p. xv). Home is deeply personal space for individuals. It offers privacy, security and in addition allows intimacy with loved ones. Home is individuals small world of her own, a private space where she retreats from outside world (King P. , 2004). It is clear that, home as a concept is a more comprehensive

subject closer to our hearths than the concept of house. While home is an intangible and emotional concept; house is related to the physical attributes and tangible properties of the residential environment. Home is seen in the centre of a person's image world while house as a concept represents a more tangible world. As King points out similarly "House is a cold and empty phrase, which becomes inhabited and warm when translated into home" (2004, p. 84). Only when a house is occupied it starts to become important and meaningful beyond its physical self, becomes a home gradually when time passes. Ironically, by the vast importance of concept of home for individuals even the housing professionals that design brick boxes tend to refer their designs as homes to make them more meaningful and attractive. As King states supportively, "Policy makers and professionals do not talk about dwellings, nor do they concern themselves any more with housing; they are concerned with homes. Both private developers and social landlords build homes and not houses" (2004, p. 18). "The model 'home' (it is never called a 'house') " (Dovey, 1994, p. 127). Architectural books often use the term 'house' whereas popular books and magazines generally prefer 'home' (Pallasmaa, 1992).

## **2.2 Overview of Ideal Home Concepts and Images**

As importance of home and longings towards it is underlined, primary notions of this study home and house direct us towards discussions of ideal home concepts. Concept of ideal home came into view by home becoming the topic of science and scientific research. Home was separated into its components and analysed to be improved towards the good designed, correctly formed ideal. These researches for the ideal home concept served to improve well-being, welfare and satisfaction of users in many dimensions.

The 'ideal home', with its imaginary associations of comfort, well-being and status, as the locus of a middle class identity and culture, can be traced back to

the late nineteenth and early twentieth centuries, an era when values and ideals began to fuse with the actual purchase of commodities (Öncü , 1997, p. 60).

In time ideal home concept was slowly shaped into something defined by someone other than the user. Despite the tendencies user has towards images, market has also specified and imposed certain images of household on the user.

Botton describes idealization in his withstanding book ‘Architecture of Happiness’ as “an aspiration towards perfection” (2006, p. 140). Moreover, ideal environment is described by Rapoport (1969) in his remarkable book ‘House, Form and Culture’ as a nonphysical concept that is more about the organization and attributions of space rather than architectural form. Supporting the statement above, ideal has been searched in housing through different dimensions. Evidently, ideal home can be examined in several different examples. Firstly in the form of Picturesque Dream home; the innocent ideal home image in human beings mind linked with memories, longings, dreams and desires. Secondly as the Traditional and Regional house, particular house images of a region; ideals of a certain culture formed appropriate for that climate, lifestyle, habits by experiences passed down through generations. Thirdly as the Ideological and Political house model; ideals created by an ideology together with governmental policies as it happened during the period of modernization in many countries. Fourthly Iconic house model; designed by the ideals of the professional that may easily become a kind of a home icon and form an ideal home image for some people. These are in general avant-garde examples appealing to upper class. Lastly it is possible to address Model house, the cleverly marketed and mass produced versions of the ideal home image that targets middle class (Amorim & Loureiro, 2003). Model house



images can be explained as templates forming base of the images in user's mind and are imposed by professionals.

As referring to the scheme below, these ideals differ in relation to terms of home and house; dream home and traditional and regional housing are closer to the home concept since they carry more subjective qualities and are closer to the user desires and popular culture of the society. On the other hand, ideological and political house models and iconic house models are closer to the house concept which might be more related to the physical qualities, realities and 'objective values' proposed by political or professional power considering the users. These concepts are again more in connection to professional and elite culture. It should be noted that ideal homes show differences from popular to elitist, from imaginable picturesque and figurative images to abstract ones. Model house, the focus of the study, could be related and refers to all of them but may not be accepted in any of these groups since it is a concept created and affected by all of the previously stated concepts/ models and will be analysed in detail in later sub-headings.

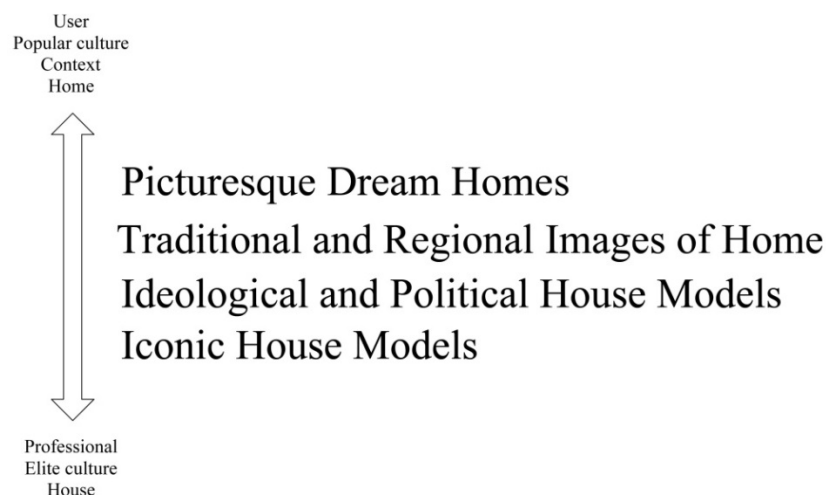


Figure 2.1. Relationship of Ideal home concepts to Home and House (Author, 2015)

It should be noted that these notions are not only connected under the main heading of ideal home by their similar qualities, they also are interrelated concepts nurturing each other. As referring to the scheme below model house is seen to be in a non-fixed midpoint since it is created by professionals using and manipulating user ideals. Model houses have both professional, elite attributes that are closer to house notion and picturesque, traditional attributes closer to home. Yet, it is best to underline that since model house is not in a fixed place, it has many divergent models some closer to professional and ideologies as well-designed housing that consider user's culture, habits and some closer to popular as standardized, mass produced suburb housing. Moreover, iconic housing, traditional and regional housing are also in times mass produced and modelled towards ideal home images to create model houses similar to dream home.

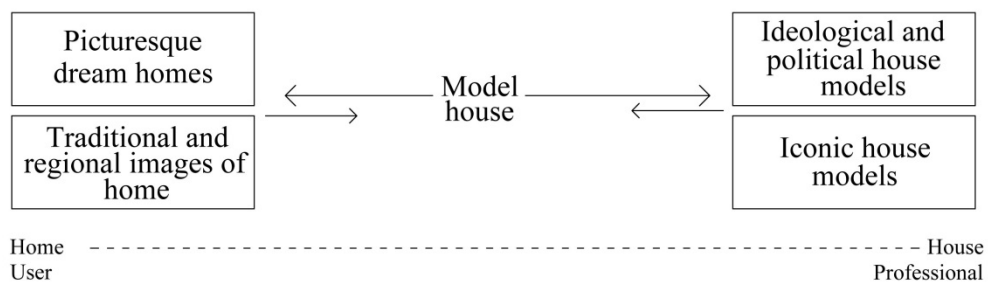


Figure 2.2. Relations of Ideal home concepts in respect to Model house (Author, 2015)

### 2.2.1 Picturesque Dream Home Images

Pure and naïve ideal home image in a person's mind, dream home is the ideal of the user; timeless and popular. It is an anti-contextual and anti-cultural notion relevant worldwide. It is the house image generally seen in children story books and has picturesque qualities. Dream home is a subjective concept in relation to personal values, experiences and memories.

Formerly, dream house was the perfect house shaped specially for the family, people or person inhabiting it by observing their family structure, habits, traditions, hobbies and relationships with each other. House layout was created as a reflection of this analysis and the façade was almost instinctively shaped as an expression of this inner world to outside (Güzer, 1999). Furthermore, it was seen by parents as a place where their children can have all the things that they didn't have growing up such as a large backyard, a big family room or spacious individual bedrooms. Moreover, lives without problems like unemployment, poverty, hunger, racism (Hayden, 1984). Additionally, dream home images often have formal qualities such as pitched roofs, stairwell towers, defined entrances, chimney flues and so on. Image-based exaggerated qualities are widely seen in this housing example.



Figure 2.3. A children's drawing of a house (Talu, 2012, p. 97)

Nowadays, this naïve feelings and longings towards the dream for the perfect residential environment have been exploited by housing market. A housing type that supports the dreamed life style of everybody and a globalized housing understanding took a hold of our world (Danacı, 2014). Single house with garden has been

associated closely with the dream home in people's imagination. Additively, Kaçel (1999) suggests dream home was fictionalized through its 'ideal family' constituted by mother, father and two children, fully equipped 'ideal kitchen' together with durable consumption objects.



Figure 2.4. Picturesque housing example, North Cyprus (Author, 2015)



Figure 2.5. Picturesque housing example 2, North Cyprus (Author, 2015)

### **2.2.2 Traditional and Regional Images of Home**

Traditional housing is culture based home ideals of a specific culture and it is formed by accumulation of centuries. Rapoport (1969) asserts that, vernacular tradition is formed by natural translation of culture; values, desires, passions, dreams into physical settlements. Ideal environment and world view of individuals is reflected into the housings they live in. It is the outcome of alliance of people of the same culture, over many generations together with the efforts of builders and feedback of the users. It is about a life that is really lived in contradiction to design of the elites, icons. Vernacular architecture is open-ended, changing, adapting and evolving structure differing from architectural design of nowadays. Architects generally do not play a big role in this housing; all the individuals of the society have the ability and knowledge of building their own house. “The construction is simple, clear, and easy to grasp, and since everyone knows the rules, the craftsman is called in only because he has a more detailed knowledge of these rules” (Rapoport, 1969, p. 6). In his well-known book Rapoport continually argues that, an ideal home is created by trial and error until it is satisfactory in aspects of culture, form and maintenance. It is often a uniform and similar dwelling unit. Adjustments are made according to specific family needs; however the form, materials remain in line with the rules. In time, these rules form traditional typologies and are used by small modifications passing from generation to generation. These housings are “man-made as well as natural; and working within an idiom with variations within a given order”. “There is no question of what type of house is to be built-there is a self-evident accepted model” (Rapoport, 1969, p. 5). Similarly Salama claims, “a culture has a fixed image of what an object should be like and that the subsequent generations of that culture keep on building that object in the same way and with the same shape” (1995, p. 79).

In addition, throughout the centuries it seen that colonial movements have influenced the traditional/ local architecture style of countries (Varol, 2013); and vernacular models have influenced the colonial style. In North Cyprus example, this tendency is seen while the British colonization; vernacular architectural models have been used as basis for new colonial models for the island.



Figure 2.6. New interpretations of Traditional and Regional model, North Cyprus (Author, 2015)



Figure 2.7. New interpretations of Traditional and Regional model 2, North Cyprus (Author, 2015)

Traditional and regional housing are ideals of a culture, a perfect environment especially designed for them by them. Nowadays, as the well-calculated architectural designs came into the picture it is not very possible to see traditional housing in globalized big cities. Yet, they remain likewise in smaller settlements. Model house industry by using image-based qualities of these vernacular housings tries to aid the consumption by evoking people's nostalgia and longing towards this simplistic, sincere housing type. It is by this reason that housing market extensively favours post-modern design tendencies focusing on ideal home image and formal qualities. On the other hand, individuals also demand these images. For example, people who migrate are often in tendency to use their home in their hometown as models. They aim to build a house model evoking the content they still feel belonging to.

### **2.2.3 Ideological and Political House Models**

On account of modernist as well as socialist ideology home has started to evolve and became something that was tangible, identifiable, measurable and determinable. Home was now a new topic not for scientific interest but a new tool to support a new way of life. Notion of ideal house emerged as the well calculated modern house equipped with standards. It aimed to improve well-being, welfare and satisfaction of users controlling the square meter and budget as well. In these homes physical standards and spatial quality became prominent and were nourished by notions of comfort, compatibility, health. Additively, new materials such as concrete, steel, glass together with simplistic, contemporary designs lacking ornament were proposed (Chapman & Hockey, 1999). Furthermore, modular, flexible designs that make mass production possible were produced instead of the former house stock. Policies and ideologies of the modernization attempts of many non-western states imposed modern house image on the public which had effects on the daily life (Tuncer, 2006).

In different places of the world it is possible to see examples of homes of some ideologies, i.e. modernist, socialist etc.

The 1960s have re-emerged in scholarly and popular culture as a protean moment of cultural revolution and social transformation. New media and cultural technologies emerged to circulate ideas and trends that provided the cultural substrata of these movements. This was a time of world competition for the hegemony of two antagonistic systems— capitalism and socialism (Gorsuch & Koenker, 2013, p. 1).

In socialist ideology working class was placed in the centre of the society and development was believed to be achieved by their revolution. Low budget workers houses were widely seen as models of a more equal nation. While in modernist ideology, new image of home was emphasized by new construction techniques like steel frame system and, components that were standardized and bathrooms and labour-saving household devices (Tuncer, 2006). In this setting kitchen that was an inseparable part of the household also has become more efficiently designed.

The kitchen was one of the prominent places where this new dwelling culture was taking shape: it became a functional work space, designed to facilitate household labour. It looked smooth and white, to indicate its laboratory-like qualities. Most famous among these modern kitchens was probably Margarethe Schütte-Lihotzky's *Frankfurter Küche*, developed in 1926 as a standard built-in unit for the social housing projects (Heynen & Herck, 2002, p. 223).

In 1945 similarly, Case Study House Program has emerged in United States. Post-war world had housing problems and this was aimed to be solved by application of the new technology and prefabrication (Tuncer, 2006). Moreover, this ideology was not purely about scarcity of housing it was about a new and changing life style. As Tuncer descriptively states,

In the early years of the twentieth century, Western architects had begun to look for means to design a perfect life with rational thought. They have already started to propose healthy, more orderly environments and houses for the new lifestyles that were suitable for the 'new' rhythm of the daily life.



They viewed everything from consumer goods to cities as issues to be addressed in order to create an ideal daily life for a universal human model (2006, p. 14).

Furthermore, architects had common goals in eliminating historical images and ornamentation, simple design language, interior and exterior harmony together with quality and reforming the city and daily life (Bozdoğan & Kasaba, 1997). Architects used light steel structures, a lot of glass and industrially produced elements. Aim was to build a new image of home together with increasing the life and design quality (McCoy, 2002). In this program ideal home was a single story house with an open plan, floor to ceiling windows, a flat or nearly flat roof. As Welsh states,

It was the pursuit of architecture through standardization and prototype. The Case Study Houses were to be a means of producing good mass housing. The war had also caused all sorts of problems in the supply of building materials. Entenza's goal was a prototype architecture where each house was constructed from simple, mass-produced factory products that were readily available (1995, p. 76).

Early republican period housing in Turkey was also an important example to idealized homes of modernity. These homes were not only suitable to the purchasing power of the family; they were also properly equipped and well-calculated in terms of spatial standards. It was a state controlled modernization project; Ottoman legacy was started to be transformed into modernity in many fields such as education, health together with the built environment. There was "a radical modernization effort in which the state directs the society according to its own ideals through revolutions". It is possible to state modernity was sought in architecture and additively the nation was tried to be modernized through it (Tuncer, 2006, p. 31). Directions were seen in many perspectives such as housing layout, furnishing together with lifestyle, gender roles etc.

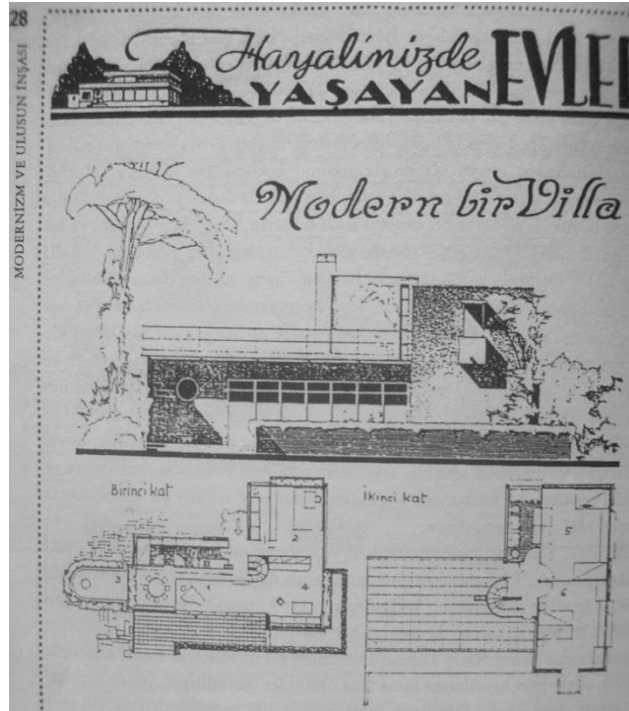


Figure 2.8. An example of the Early Republican Period ideal home in Turkey (Tuncer, 2006, p. 86)

Every country, society has a different motive while adopting modernism. In Cyprus case of modernism, it is seen that modernism and its attributes slowly entered the island in 1930s after Turkey and Greece. However Britain took one of the most influential role in the process of modernization of the country in many fields starting from the quite early stage of the colonial ruling period. In architecture colonial model as building style became very popular. In addition, Neo-Greek models, as being a kind of eclectic approaches also emerged for making a statement to colonial ruling reflecting the ethnic conflict between two societies in the island. Thus, in housing vernacular attributes such as usage of local yellow stone was used together with British style and Neo-Greek attributes in models.

Architectural history of modern Cyprus... [is] entangled with the histories of colonialism and decolonization, nation-building, socioeconomic modernization, and identity politics - the latter usually being framed in terms of tensions and anxieties about the coexistence of the Greek-Cypriot and Turkish-Cypriot communities on the island” (Pyla & Phokaides, 2009, p. 36).

It is possible that two societies in the island adopted modernism not only to follow their main lands but moreover to cope/ compete with each other and maybe from an optimistic point of view minimise their differences for an 'equal society'.



Figure 2.9. Early Modern house model, North Cyprus (Author, 2015)

In time ornamentations minimised and Early Modern/ Modern Vernacular models emerged that were single storey buildings placed inside a garden, entered by several steps through a porch, had large openings, sun control and structural elements were used to form a new and modern language. This remarkable Early Modern house model is seen in differing contexts (urban and rural) by size, proportion, detail and material divergence; intended for ordinary user. It is seen that by establishment of Republic of Cyprus in 1960 tendency towards modernism has increased. Following this, internationally educated Cypriot architects have altered architecture of the island toward modernism (Kiessel & Tozan, 2011). Interestingly, until educated local architect's arrival, mostly residential projects were designed and built by experienced building masters, who worked in the Public Works Department, by confirmation of

lawyer clerks (Aksugür et. al., 2001). This transitional period towards educated professionals created a setting for the rapid design of similar house models.

These all above stated examples were attempts of ideologies in creating a new image of home to affect the people's preferences. New house models were presented to users together with new qualities of life and these qualities made the new visual images more interesting and acceptable.

#### **2.2.4 Iconic House Models: Avant-garde Images**

Iconic houses are the products of the professional; created by pursue of new styles and became timeless symbols. These are avant-garde examples that are anti-contextual and anti-cultural. Users of these houses are generally elite, rich and upper class. Iconic houses are leading examples in architectural history and designed according to professional and architectural values, ideals, beliefs. If historical appearance of icon is reviewed it is possible to say firstly it emerged as a Greek term for image, representation (Lipstadt, 2007). Afterwards, with the surfacing of icons of Christianity icon started to have a much more complex meaning. "Icon functioned as an instrument of communication between a mystical idea and the observable reality" (Kras, 2000, p. 8). As Kras continued, according to Plato "image and idea were thought to be identical to one another. Thus, icons were seen as a mirror of deep mystical truth" (2000, p. 8). Icons came into existence by entering collective conscience through time, striking events and collective experience.

Icons had their place in the history and it is possible to see them also in today's world and broadly in architecture. Iconic housing can be described in the 20<sup>th</sup> century as architecturally outstanding houses. They are great buildings, works of art and genius (Lipstadt, 2007) that are innovative and ahead of their time. Iconic architecture has

similar attributes of a well-executed architecture in terms of aesthetic, exterior form, quality of design and spatial alignment. Yet these attributes may not be enough for listing a building as an icon. Architectural iconicity incorporates fame, symbolic and aesthetic judgement (Sklair, 2006). Icons provoke wow factor, often have a monumental feeling and embody perfection (Betsky, 1997). They have a unique image with a high recognition value (Ahlfeldt & Mastro, 2012). However if they are widely applied this means that as Lipstadt stresses supportively, “icons of popular culture need no introduction, explanation, or commentary” (2007, p. 3). Icons are often not valued for their design and style they are simply recognized. Furthermore, they are a form of knowledge that is known by everyone. Icons “become iconic without the benefit of being deliberately taught, transmitted, and interpreted; knowledge of them is not essential to, nor does it convey, membership in a restricted group, let alone establish one as possessing distinguishing taste” (Lipstadt, 2007, p. 16). Furthermore Sklair states that, “iconicity is not simply a question of image or fashion. Iconicity works and persists because the buildings in which it inheres are built by architects and teams of others to symbolize something apart from the program of the building itself” (2006, p. 26).

In the literature it is possible to come across a lot of examples of iconic housing. Some leading examples can be listed as; Farnsworth House by Ludwig Mies van der Rohe, Villa Savoye by Le Corbusier, Schröder House by Gerrit Rietveld, Glass House by Philip Johnson, Fallingwater by Frank Lloyd Wright, and so on. As broadly known, Wright was an architect whose designs were qualified by many as phenomenal and works of art. He was named as the greatest American architect in 1991 by American Institute of Architects (Brewster, 2004). His designs were

innovative, different and searched for a new way of design. One of his most famous works in residential design is considered to be, Fallingwater.

Iconicity of Fallingwater results from Wright's successful implication of the ideal.

As Bertram states,

Fallingwater is famous because the house in its setting embodies a powerful ideal – which people can learn to live in harmony with nature. As technology uses more and more natural resources, as the world's population grows even larger, harmony with nature is necessary for the very existence of mankind (2006, p. 3).



Figure 2.10. Frank Lloyd Wright's Fallingwater from exterior (Perez, 2010)



Figure 2.11. Frank Lloyd Wright's Fallingwater from interior (Perez, 2010)

In modern times it is also possible to see this mass production in model houses that are nurtured by these leading examples. Iconic houses and their attributes are mass produced to add an elite and upper class feeling to middle class model houses. Consequently, in today's world it is even possible for icons to lose their initial meaning through consumption. It should be underlined that iconic houses are not valued for their special relationship with their context or architects perspective and acts; they are merely valued for being an icon by their image and formal qualities. This mainly results by this iconic housing being a commodity of the popular culture and becoming an anti-contextual, anti-cultural object. It is possible to say that a residential design inspired by an iconic image tends to value its formal integrity and aesthetic more. An interesting example to usage of an icon as a model can be Le Corbusier's iconic Villa Savoye and its similar copies seen in different places of the world; Varosha/ Cyprus, Australia.



Figure 2.12. Black Villa Savoye, Australia (Medina, 2013)

### **2.2.5 Model House: Commercial Home Images**

Model houses are formed by usage, fragmentation and combination or deformation of all above stated ideal home images for a specific purpose. All these actions are based on creation of a trend, a fashion and aiding consumption. Yet, reality of all these is argumentative. From one perspective the images imposed on user is distant from reality and lifestyle. On the other hand, user has the potential to demand these images that are very distant from the reality.

Apart from the ‘ideal home concept’ created by consideration of standards and physical attributes, ‘ideal home image’ emerged by usage of fake images created by desire to sell. Everybody has ideals, dreams for their dwelling. Desire to live in a beautiful and comfortable space is mutual since half of an individual’s life takes place in her home (Schütte, 1944). Model homes were an attempt to unify these personal ideals and dreams of the individual. Moreover, this popularly imagined and idealized home images of the society was tried to be changed and formed towards ideals of the market (Chapman & Hockey, 1999). Tendencies of the user towards images and visualization were discovered skilfully by the investors and images took the first place for the market. Thus, notion of home started to direct new home images in order to guide user’s imagination towards supplying the housing industry. Hence, innocent images of home overlapping with users past changed towards and became dominated by the ideal home images created by the capitalist economy and global culture. Model houses were ideal homes created by professionals as a new marketing strategy in order to create new ideals, trends, lifestyles. As Chapman and Hockey state,

Rather than asking their potential clients what kind of house they wanted to live in, builders have been prepared to take a gamble—buy some land—and then build houses on it which they hoped people would buy or rent (1999, p. 6).



Chapman and Hockey continue suggesting that individuals nowadays do not have much selection over essential design features of their houses. There are many divergent models of houses yet all their features are specified by social and cultural factors and do not supply for differing individual desires. Attributes of residential environments are defined by housing professionals; architects, officers, planners, politicians, sponsors and so on. Features of the appropriate living space is set by these professionals and imposed to dominate personal preferences. This is mostly the case for the middle class society yet it does not remarkably change for the upper class. “Even the very wealthy need planning permission or the advice of the professional architect and interior designer who, likely as not, will have something to offer in the way of advice on structure, function and aesthetics” (1999, p. 5). Factor behind the production of model houses has not been only to supply the dwelling needs of for masses; the initial reason has been to create a model user, lifestyle, family and most importantly a trend. The image of model house has been produced and redefined by the governmental policies, as well as the marketing strategies of the private developers and housing industries.

Model homes have a wide range of divergent models in the market. It has been expressed in varying models since people with differing ideals respond to different physical environments. It is widely known that social, cultural, ritual, economic and physical factors have effect on the ideals of people. As Rapoport supportively argues,

Reasons for the great number of house types not easily understood in the context of relatively few climatic types, limited number of materials, or other physical factors, become much clearer if viewed as expressions of ideal environments reflecting different world views and ways of life (1969, p. 49).

Yet, it is better to underline that these models also tend to change in the progress of time according to fashion. In today's world fashion is affected by different tendencies globally. In the past fashion was a concept used only for clothing, other design product, objects and housing was most fundamentally built to last as long as possible. Talent was to create timeless buildings that resist to aging. However, as Baudrillard, well-known French sociologist and philosopher, points out now everything has a fashion. Baudrillard also adds that, fashion and death are interrelated terms; hence fashion can only exist and live by temporariness (Güzer, 1999). As Chapman and Hockey (1999) suggest, in time ideal home images change and the reason is mainly changes in social relations, patterns of city life, occupation, leisure, privacy, morality, society, security and social status. Tuncer supportively states,

Popular culture is the shifting set of social and cultural relations, meanings and text which in varying ways emerge as contemporary forms of pleasure, leisure, style and identity, and which are linked to personal and expressive politics, aesthetic address and cultural economy (2006, p. 11).

Botton (2006) also certifies this change by suggesting that finding something beautiful makes us believe the feeling will continue. Yet, examples from histories of architecture and design show that people usually do not stay loyal to their feelings. Impressions of beauty continually changes between different contrasts. However, in model houses do not change according to the natural pace. Users are somehow are guided and changed in line with market policies. Home gradually lost its innocence and got its share from world of images. Houses were built not to fit to differing user types but to create its own user types, usually by forcing their lifestyles to be harmonized with these images.

On the other hand this course of events actually eased the design process by creating a common ground between professional and customer; it became easier for the user to specify what she wants and for the professional to understand the client's longings, intensions. It can be underlined that this statement has also been confirmed in the field study of this research by a majority of the professionals. Additionally, formal decisions and design has become easier for the professional. Still, it is quite difficult to state if this is good or bad. However as a result, home making became the job of the professionals and they imposed needs and even dared to tell the meaning of home to individuals (King P. , 2004). Yet, it should also be underlined that customers are not totally innocent in this process. Evidently they have a tendency towards ideal home images and demand them even though there are incompatibilities between formal decisions and functional necessities.



Figure 2.13. Post-modern model house, North Cyprus (Author, 2015)



Figure 2.14. Model house with picturesque attributes, North Cyprus (Author, 2015)

Model houses are affected and nourished by all ideal home types. It is possible to see models similar to dream home, more traditional models inspired by traditional and regional housing, repetitive models of famous icons and houses built by the ideologies. Yet they differ from the other ideal home concepts discussed in this chapter since they are designed and built for a specific user, context, culture and time. Moreover, they include both preferences of the user and impositions of the professional. Model houses were and are still great tools of housing market. It is widely known that housing industry is happy by this standardization and modelling of housing. These houses are easily, quickly built and sold. Moreover, they are repetitive designs that can be made by everyone. It can be acceptable to say it is a far easier solution to increasing housing demand. Yet, it is clear that these houses contradict with the user perspective and are insufficient in many levels.

Meaning of design is reduced by housing market and society is divided into stereotype categories. Lifestyle is not considered in designs. Architectural concerns are mostly lost by contractors but also by architects in this construction madness of the island... Technical requirements such as climatic control and comfort are disregarded in most designs. (Architect #8, Appendix I)

One of the peak examples of model house can be indicated as American Suburban Villa; as it is started there and spread all over the world. American suburban house appears as both satisfying upper middle classes “triangular roof home”, a place to fictionalize their dream life and additively as potential empty slots to build produced fabricated homes (Talu, 2012). It is the popularly acknowledged model of the ideal home (Chapman & Hockey, 1999). It is evident that single family housing is a typology closely representing family. By that reason it carries a vast importance and has a much higher potential in model house market.

## Chapter 3

### MODEL HOUSE AS A SUBURBAN DREAM OBJECT

In today's world it is possible to come across model houses in many differing models. Suburban villa can be highlighted as a peak example created by marketing strategies together with governmental policies and image demands of the user. Suburban villa concept emerged and created a distinct lifestyle regarding many issues starting from tangible qualities such as housing type, façade properties, relations with the exterior continuing towards intangible qualities like neighbourhood relations, gender roles, display necessities and so on. In the context of North Cyprus it is seen to be integrated with the humble, innocent dream of the society and former lifestyle of living in a separate house with a courtyard/ garden. Individuals in the context had single houses with garden in their culture and it was actually something ordinary but new trend of villa house differs and is demanded since it is directly linked with prestige, status, modernity and so on. It can be stated that villa type housing is widely preferred and valued in the field study area. It is both highly constructed by the housing sector as mass houses and demanded by the customer in the custom made designs. However, ideal home often is not successful in terms of function, spatial quality and environmental factors in the island; interior design quality is disregarded and display is given more importance. Moreover, 'villa' differs highly in the scale of North Cyprus in terms of square meter, facilities and surrounding in comparison to villa notion in the literature. As mentioned before, in this research aim will be to investigate the incompatibilities between ideal home concept and image. Therefore, in this chapter suburban villa and its lifestyle will be examined from literature in respect to

exterior, interior qualities and user attributes with additions from the context of North Cyprus.

### **3.1 Dynamics of Suburbia**

In between 1840 and 1920, in America urban living and working conditions were very low. So, housing areas started to shift away from urban centres and earliest American suburban homes started to be designed (Hayden, 1984). Gradually, these suburban environments started becoming popular all over the world. Housing developments of apartments or detached houses that were built far from city centre, cost-efficient, in bigger lands, placed in more green areas started to become places of attraction. Moreover, buying a house distant from the city had more advantages other than being cheaper; additionally there were mortgage subsidies and tax reduction benefits in the suburbs (Hayden, 1984). It should also be underlined that suburb housing with garden was seen as the best way to advance life conditions, especially for the urban working class in contradiction to apartment housing and minimum space standards seen in the city. “Suburb provided space, which in turn facilitated the circulation of air, the reception of sunlight, recreation, self-sufficiency and spiritual uplift through the contemplation of nature” (Hoskins, 1994, p. 5).

Starting from the 1950s and 1960s, living standards has risen for all segments in the society, not only middle class but a wide portion of the society started to live placing home in the centre of their lives. “All material possessions carry social meanings” (Douglas & Isherwood, 1979, p. 59) and home became one of the most important possessions of the modern individual. It started to be believed that owning one’s own home and moreover owning a single family house is determinant of a successful biography, climbing up in the social ladder and high status symbol (Gill, 2012). So,

since then owning a property was shown as a purpose to every segment of the society and as a result house has become a long term investment tool.

By the course of events; mass produced neighbourhoods far from city, house ownership and single family house became qualities imposed on and desired by people. This has resulted as a distinct lifestyle; suburban lifestyle. It is evident that in contemporary world individual's lifestyle is a definer for behaviour, values and in addition wealth and social class. A lifestyle sets rules, roles, relationships and criteria for individuals (Walters, 1994). Suburban culture similar to every culture has "specific social practices or a way of life" (Healy, 1994, p. xiii). Firstly, suburbs generally were constituted by quarter acre blocks, cared gardens, planned streets and a spatial forms shaped by housing market (Hoskins, 1994). Suburbia was a new world where houses had both front gardens and backyards in addition to the driveway along the side (Sayer-Jones, 1988). Secondly, it is often possible to see villa type housing as housing type and a monogamous family structure consisting of mother, father and children. This family structure brings with it a lifestyle that requires a common shared rhythm of life and a safe continuous plan for the future. As King states "what we do in our dwellings- what we use housing for- is quite banal. Our private dwelling is uneventful, mundane and ordinary. What is more, we actively seek to maintain it as such" (2004, p. xi). Thirdly, suburbs are known by their homogeneity both in physical sense since housings carry similar attributes and also in community sense consisting of homogenous and heterosexual 'good families'. Suburbia even can be described as an antithesis of avant-gardism by the reason of its uniformity and stability (Sowden, 1994).

Another important aspect of suburban lifestyle was its neighbourhood. In suburbia, neighbourhood relations were highly important and valued since people were located



far from city, family, friends and they longed for mutual support. This need was even more in newly developed suburban environments in rural areas. Women relied generally more on their neighbours by the reason of their husbands being away for the all day in addition to their relatives and friends far away. Neighbours helped in emergencies, healing of loneliness, listening and being there for an informal therapy; coffee-klatsching. Community also kept an eye on each other; houses, other commodities, children and created a safe living environment benefiting from mutual observation. In North Cyprus context, even though the distances are not as much as original suburban sites, it is evident neighbourhood's carry similar meaning to users. Individuals know, help each other and neighbourhood has a secure environment especially for children to play out. Moreover, this neighbourhood culture comes from the islands past and parents want their children to live as happy as they did in their childhood.

I grew up in a single family house with garden and I firstly started living in an apartment flat when I got married. According to me, my life quality decreased in the apartment flat. Not as a designer but as a father I can say that I wanted my children to grow up in the same quality I did. In the apartment flat I saw them growing up with a lower life quality than I did in my childhood. Afterwards, in my own house selection I choose my ideal not towards building but lifestyle, social life it offers. I selected a ready-made villa house site that had old neighbourhood culture where children can play safely and are not stuck in front of TV, PlayStation. After school my children come, take their bike and don't come until it is dark. My neighbourhood has qualities similar to my own childhood; this is what I truly wanted for my children (Architect #7, Appendix H)

Suburban lifestyle is widely criticised to be monotonous in housing type and appearance, family life, neighbourhood and so on. It should be noted that in suburban communities lifestyles of individuals and groups set an example for the others in the community. This introverted society continuously nurtures and produces homogenous lifestyles. It is argued that this homogeneity alters ones identity to fit in,

creates a homogenous society, a cocoon where children grow up without knowing the diverse, problematic outside world and have adaptation problems later. It should be noted that for a balanced community diverse age, class, race and religion are a must. One reason behind this is people needing the wisdom of elders. Moreover, children tend to be more broadminded towards different religions, ethnicities, classes if they grow up in more diverse societies. Yet, it should be indicated that suburban communities included working class, lower middle class and middle class families similar in income and family structure however differing in education, preferences and hobbies. This setting did create heterogeneity in contradiction to critics. Moreover, individuals did need a little homogeneity to find people like them. Even in the most diverse suburbs they found people resembling them. They pursued this for comfort; having similar age friends solved the problems of finding similar ages playmates for their children, solving similar children care problems together and so on. People do favour “selective homogeneity at the block level and heterogeneity at the community level” (Gans, 1967, p. 172). Other attributes of suburbs can be listed as the following; gendered division of labour, pre-set gender roles and home being a status symbol (Lucas, 1994). Suburban culture is an example of popular culture that is defined by Oktay (1993) as a culture of everyday life. It was created as a culture that helps community avoid negative sides of reality and produce artificial happiness. Imposed images create a bricolage of dreams that people cannot awake from (Gill, 2012).



Figure 3.1. American suburban neighbourhood (URL 2)

Similarly in the scale of North Cyprus with the globalization and worldwide trends suburban life has entered the island. Suburban life and its attributes were similar also in this context; but in the case of North Cyprus suburban life is seen in a remotely different way. Cyprus is a small island and distances between places are actually very close. Suburban neighbourhoods in the original sense, very distant from city do not exist. Yet, similar dwelling sites are seen in the periphery of the cities and roads in between cities. Since island society is used to closer distances, these housing sites in the periphery act as ‘distant suburban neighbourhoods’. Moreover, market still focuses on classic family structure but the society is changing to diverse family types similar to global examples. Additionally, since island is a developing country its economic state is not as stable as America where suburban villa first emerged, smaller square meters are seen. Also, house being a status symbol carries a big importance in the context. Despite the small differences suburban lifestyle is very similar to global tendencies.



Figure 3.2. Picturesque housing developments from distance, North Cyprus (Author, 2015)



Figure 3.3. Picturesque housing developments, North Cyprus (Author, 2015)

### **3.2 Suburban Lifestyle as Trend and Fashion**

Similar to everything, lifestyle so closely linked with the residential environment is affected by changing trends and fashion. As known, fashion is a widespread concept in contemporary capitalist world. It is a social and cultural phenomenon that acts as a mediator between individual and the society in order to set an attitude for cultural

consumption and production. Individual gains recognition, approval, identification and as a result status, title and class through fashion (Tumubweinee & Hendricks, 2012). As contemporary individuals of the global and capitalist world “we are fascinated with fashion. In its presence, we turn away, imitate or reject, admire or dismiss. We spend an inordinate amount of time, energy and money to fashion ourselves and the world around us” (Wong & Henriksen, 2008, p. 180). “Being in fashion both provides a badge of inclusion and incorporation confirming your social identity as at the same time allowing individuals to differentiate themselves from others” (Chaney, 1996, p. 49); as well as being similar with others. Fashion is a constant cycle that is always in change. Similar to fashion of clothing, everything has a fashion in today’s society. One of the most obvious lifestyle trends of the suburb society is living out of the city and going back to nature. It is possible to say that in the 18<sup>th</sup> century, populations shifted from rural areas to urban areas because there were job opportunities in those areas. In the 19<sup>th</sup> century with the increasing urban population and social problems, living in countryside became the new fashion. As a result of this longing for country side life and fashion of living out of the city became a new trend (Thomas, 1983, as cited in Chaney, 1996). It was believed and moreover advertised that individuals will be happier and healthier in the suburbs; children who grow up in the garden suburbs that would be safe, have a big safe space to play and would grow up healthier both physically and psychologically (Hoskins, 1994). Also in the context of North Cyprus it is possible to see planned and synthetic natural environments created out of the city and claimed to be ‘returning back to nature’. Second trend seen in the suburban lifestyle is living in a detached, single family housing with garden; also owning it. Subsequently, housing type has faced a revolutionary change, being very different than urban apartment units.

Urban houses stacked rooms, full of people, possessions and activities, on top of one another was selectively abandoned, to be replaced by a different spatial practice by which rooms were placed adjacent to each other in a single storey, and in a separate building, on the ground floor (King A. , 1997, p. 56).

Particularly owning a house is sign of high status and economic power. Detached family villa has even gone far from being a trend; it has become a symbol of the dream home. “Evidently, villa type housing in the North Cyprus context resembles something other than the simple home for society; being a villa owner is a sign of high class and status, being in line with popular culture/ trend” (Architect #1, Appendix B). Dream home was linked with attributes of the suburban house, “a block of land, a brick veneer, and the motor-mower beside him in the wilderness- what more does he want” (Ashbolt, 1966, p. 373). It is important to underline that America, where suburban housing and culture firstly emerged, is one of the wealthy countries that has high levels in house ownership. Additionally in the context of the research, it is possible to come across similar tendencies. Individuals lacking economic power save money and at one point of their lives buy and live in a single family house. Moreover, people who live in an apartment flat are considered to be in a lower socio-economic class disregarding that an apartment flat can also be luxurious and expensive. However, it is underlined by a few architects that apartment flats are also started to get popular being linked to modern lifestyle in the capital city Nicosia and Kyrenia.

In domestic space one of the lifestyle trends regarding interior spatial qualities is separation between guests and owners, children and parents and different genders (Dovey, 1999). Another trend regarding the interior layout of the house is the separation between formal and informal zones. This has become a lifestyle, a trend

that defines a family house. Formal living zone is not frequently used in comparison to informal living zone which is the main living area of the family. Formal living zone is kept tidy and is ready for display near to entrance. Down-market models decrease in size and have spaces that do not function however when they fulfil separate formal and informal zones, master and minor bedroom zones they are accepted as successful 'dream homes'. In the North Cyprus context this segmentation is seen yet not as much as the original. In relation to economic power of individuals simpler representations of ideal home are designed. Obviously, relying on the findings of this research one can see that this tendency may differ according to the economic situation of the family. As Architect #3 (Appendix D) underlines, accordingly in the context because of smaller square meters comprehensively solved suburban house layout is not fulfilled. Theatrical pathways and in-between spaces are widely lost. "This results in the decrease and disappearance of in between spaces like semi-close, semi-open spaces. Also people close their balcony space and even their gardens partly to maximise interior square meter" (Architect #3, Appendix D). For example, even in most of the popular and favoured villa housing examples it is possible to see a pool existing in the layout placed directly at the front garden without creation of its own place or a pathway towards it. Interestingly image of the house is much more important than undesirable aspects of placing a pool in a very visible setting such as the winter when the pool is empty and not cleaned. It is clear that both design and demands are towards display; status of having a 'villa house with a pool' (Figure 3.4). Towards this aim suburban house image is wrongly represented to user.



Figure 3.4. Single family house example from the context ‘Saklıkent’  
©NorthernLAND Architectural Design & Construction (URL 3)

Pre-defined gender roles and gendered labour are also definers of the lifestyle in these houses. Interior spaces are designed according to working men and housewife women. Gender roles are even seen in children’s space. In advertisements it is seen that these individual spaces are designed in gender stereotypes; bright colours, doll houses and cushions for girls and dull colours, equipped with objects for outdoors and messy for boys (Dovey, 1999). Westernisation, western lifestyle and modernity has brought with it gender segmentation. Suburban housing settlements are seen to facilitate this segmentation and create more distinct gender roles in comparison to traditional settlements by images and advertisements. This statement is also seen to be valid in the scale of North Cyprus. Common activities such as preparing Molehiya leaves (a special Turkish-Cypriot cuisine) participated both by male and female members in the traditional settlements are rarely seen in this suburban neighbourhoods (Kürüm, 2009).

### **3.3 Home as a Product of Consumption**

When capitalist economy became widespread, consumer lifestyle took over the world. In the course of events simple notion of home has also become a product of consumer society. Furthermore, housing market boosted consumption by imposition of images



through differing advertisement strategies. Advertisements were used as important tools to create new parameters of taste and link intangible qualities with the tangible qualities of the product for sales benefits. Moreover, there is an existing image tendency in users as well. In addition to all these the image imposed by housing market and demanded by customers is distant from the reality and has misleading qualities. Images in the mass housing examples inevitably conflict with the reality since they are not built on real necessities but instead for superficial necessities set by the housing market like consumption, display, status and so on. Interestingly, custom-made designs similarly carry superficial necessities and wants demanded by the user. Aim of this heading is to investigate the imposition effects of these images on user's imagination of their homes.

### **3.3.1 Imposed Images and Needs through Advertisements**

#### **3.3.1.1 Emergence of Consumer Society**

Consumer society has emerged and changed the way individuals live. Consumption madness brought with it desire of owning things not by the reason of need, just to own. Social life has transformed into pursuit of commodities. Ordinary people started investing not on necessities but luxuries, style, fashion, status and were trapped in the endless cycle of renewed temptations market offered. Shopping has transformed from purchase of necessities towards meaningless personal ownings. Within the realm of popular culture, we became most interested in media (including television, cinema, and popular music); material culture (including spaces and their uses as well as commodities); and leisure (including tourism and other activities, but also the very consumption of popular culture) (Gorsuch & Koenker, 2013, p. 2). Furthermore, consumption done for beautification, self-expression and group unity became a lifestyle. Consumption became a signifier of wealth and status. Tuncer (2006) underlines that in today's consumer society it is possible to see possessions gaining more importance

than occupation. People are defined and gain status by what they own. “The rush to consume was led not entirely by capital, but also by the social need to gain the respect of family, friends and neighbours” (Chapman & Hockey, 1999, p. 9). “What is on display, what one shows, is a sign of achievement” (Tumubweinee & Hendricks, 2012, p. 290). Furthermore, welfare started to be measured by amount of consumption rather than production (Güzer, 1999). Gradually, individual’s primary need of shelter has transformed into act of consumption (Kaçel, 1999). Individuals started to consume in order to exhibit their acceptance of widespread tastes. In addition they looked at media and society in order to refine their tastes. They desired to be a part of this homogenous society (King P. , 2004). In the artificial consumer society “incitement of false needs, the illusion of satisfaction and the propagation of inauthentic values” were seen (Chaney, 1996, p. 19). “Mass culture transformed experiences into marketable products and advertising marketable products into representations, images” (Falk, 1994, p. 178).

Home similar to everything in the consumer society has become and object of consumption. So much that in commercials, exhibitions and fairs ideal home was presented and visualized as a package which can be purchased from a grocery store (Colomina, 1998). Moreover, exposure of home to the masses by magazine, cinema, exhibition and fairs didn’t only result in home being a desired object, at the same time it made home a commodity which can be purchased by money. “It is an investment, a set of mortgage payments that we may not be able to keep” (Latimer & Rolland, 2009, as cited in Agha & Koh, 2012, p. 200).



Figure 3.5. Home offered on a tray (URL 4)



Figure 3.6. Home as a product purchased from a grocery store (URL 5)

Home is now a product to be desired that is marketed by popular media through commercials (Talu, 2012). The dynamics of consumer culture lead to turning the objects into desired fashionable items (Tuncer, 2006). In time meaning of home started to change, moved closer to being an object of consumption and investment. "Seeing dwelling as an asset depersonalizes and objectifies it into something determined by a common measure, rather than the means of enclosing subjective and personal experience". As a result, home became impersonal by the imposed needs and moreover became a commodity that can be purchased and sold for economic reasons

(King P. , 2004, p. 86). Home has become independent from the consumer, objective, non-personal like all other products of consumption for reaching masses and presents a 'good modern life dream'. Similar to all commodities of consumption culture, home has also been exposed to consumer as a channel of other aims, dreams and messages (Talu, 2012). Home has now become a product to be desired that is marketed by popular media through commercials (Frisby & Simmel, 1994). However as Pallasma (1992) narrates, home is something other than an object, a building; it is a diffuse and complicated entity integrating memories, longings, worries, past and present. Furthermore, it is a set of rituals, individual rhythms and routines of daily life. That is why it cannot be produced at once; it is a gradually produced product by family or individual. Home becoming a marketable product is against its nature.

Meanwhile, housing professionals have been also marketing architecture in line with ideology of consumerism (Skclair, 2006). As Benedikt underlines, professions of today are all affected by the global market. "Client behaves like consumers or customers, demanding 'value for money', expecting immediate results, and taking their business elsewhere if they are inconvenienced or offended. And many professionals are happy to oblige, behaving rather like competitive on-demand providers" (2007, p. xii). In general housing professionals seem to act in favour of sales, not for creating an ideal living environment or improving life standards of people. It is an irony that housing experts seem to forget the fact that they also live in dwellings, go home at night (King P. , 2004).

In this setting, suburban life emerged not only because of poor living conditions of the city life and demand of the users; it was moreover created by the housing market by imposition of images to aid consumption. These images of lifestyle, user type, family type, housing

unit etc. were imposed by linking psychological or social qualities with physical attributes. As Dovey suggests, “meaning is reduced to fragmented images, borrowed from wherever and combined in a collage of signifiers” (1994, p. 144). It is for sure that commercial success of ready-made family house cannot be described only by objective factors like; better cost, quick completion, good construction and material standards (Gill, 2012). Success is actually in the imposition of images. For example, living out of the city was imposed by going back to nature; single family house was linked with status, prestige and freedom and so on. As widely known, advertisements played a vital role in the creation of these images of consumption and consumer society. Housing developments far from city centre at the time were advertised related to the concepts of life style, social environment, moving up in the social ladder and became preferred by the middle, upper middle and upper class (Danacı, 2014). Today even the multi storey apartments are sold by claims of ‘returning to natural life’ forgetting the irony and impossibility of being close to nature from the upper floors. Moreover, housing companies detect the changes in the society and offer images accordingly. In the pilot study conducted in North Cyprus by author it is underlined by designers that,

Images have been imposed on people and mostly aspects of status, social and physical environment had been components that effect users. On the other hand... people tend to own the model image even if they don't have enough economic power, they buy a villa with smaller square meter or try to achieve some other aspect of it in an apartment flat (Yanar, 2015, p. 708).

### **3.3.1.2 Creation of New Parameters of Taste**

Desire to consume is very much related with fantasies, dreams and deficiencies, fears and worries of the individual. Capitalist economy strikes at individual's most sacred dreams, needs and fears in order to manipulate them towards consumption. As widely known, dwelling is something individuals need but in addition it is something that is desired. It functions both as an object of desire and as a place for its fulfilment (King P. ,

2004). Artun and Ojalvo (2012) describe desire as the longing one feels for something she isn't or she doesn't have. Additively, Botton suggests that people have always wanted to own things, often because of the qualities they resemble and evoke. "While a common reaction to seeing a thing of beauty is to want to buy it, our real desire may be not so much to own what we find beautiful as to lay permanent claim to the inner qualities it embodies" (2006, p. 150). By imposing the new images consumer society not only changes the individual's desires but also changes the perspective of user's perception of the environment and creates a common medium. Individuals start to look at housings from a different perspective.

It can be underlined that middle class is the principal customers; market focuses on and creates products for (Gans, 1967). Moreover, it is clear that government, entrepreneurs together with housing market are aware of dominance of middle/middle lower class in the market (Gülmez & Ulusu Uraz, 2014). Accordingly, market gives less attention to rental, custom design housing and urban housing type. Avoidance of rental results from it being linked with lower class; similarly custom designs are linked to upper class which is not at the target of the market and urban housing type is not considered as the dream of the middle class (Dovey, 1999). Interestingly, ideal home images are not only produced and imposed on people by the market but individuals also demand these ideal home images even though they certainly have some other possibilities produced by their own architect. It is becoming clearer that in scope of this research single family house and custom-made designs are more appropriate and related case to observe, how users develop their own image in their mind together with how they are affected by any of the common ones.

Consequently, consumption has become a lifestyle and started to alter/ form/ deform individuals and their expectations, wants, needs. Industry has shaped the needs, longings, behaviour of people towards the benefit of consumer world (Tuncer, 2006). Lee supportively underlines the role of housing market in the definition of 'new parameters of taste' by stating,

While it is certainly true that commodities are used by people as symbolic co-ordinates for the mapping and construction of social relations, this should not lead us to assume that the powers of advertisers, designers, marketers, or point-of-sale strategists in general are negligible in the discursive framing of these co-ordinates (1993, pp. 38-39).

In this mass consumption society it is possible to come across a vicious cycle in terms of designs of model houses. As peoples life change; demands, fashion and trends also change in accordance the models change. Communication technologies increase the impact by distributing these images to the world. So, new models are designed and built every day. Today in North Cyprus society it is possible to see that images that are closer to modern architecture are imposed and demanded as new parameters of taste, as a sign of a new and popular lifestyle. In the pilot study made prior to the relevantly extensive field research some clues have founded about shifting from the picturesque and neo-classic designs towards modern images by the reason of new taste.

Characteristics of the images in the client's mind [in the island] were judged to look like highly modern...Simplistic, functional and up-to-date designs had been the most popular trend of last 4-5 years among the house owners. People started drifting apart from traditional images towards modern images... [Designers] argue that customers favour modernity not for its usefulness, mostly because the popularity on the agenda; media, internet (Yanar, 2015, p. 707).

### **3.3.1.3 Advertisement Strategies and Characteristics of the Products**

Advertisement is an essential tool of the global market that is used to reach out to people. It increases and nurtures mass consumption. Mass marketing is only possible with mass advertisement (Chaney, 1996). It is a modern phenomenon that didn't exist before mass urbanisation, communication and bourgeois mentality (Tumubweinee & Hendricks, 2012). For an advertisement to succeed it needs "the masses, it must be comprehensible and accessible to them and requires their active participation through continued dreams and the practices of the market place" (Gundle & Castelli, 2006, p. 23). Main aim of the advertisement is the customer to consume. Consumer market constructs a big image in individuals mind and they consume in order to fit and become that image (Tumubweinee & Hendricks, 2012). "Marketing is necessarily concerned with how lifestyles can be exploited for competitive advantage" (Chaney, 1996, p. 31). Yet, advertisement doesn't stop with the purchase. It should also be underlined that housing industry similar to other industries of 21<sup>st</sup> century, is constantly introduces new products to the market that aims to fulfil ideal living expectations of consumers. As a result consumption became an unending cycle. Advertisements play an initial role in keeping the need to consume a perfect home alive. For instance status, social identity and traditional values are being used by the property market for evoking related feelings and creating a continuing interest on the products (Amorim & Loureiro, 2003).

Additively, it is possible to say that this tool also can be used for perceiving impositions made to society. Advertisements are everywhere in today's world. It is possible to see these images in conventional advertisement tools; newspapers, magazines and catalogues and also in unconventional media such as television series, films and social media. Most effective way of publication is accepted to be



periodically published magazines by the reason of relationship they have with their readers (Özdel, 1999). “Popular magazines also have a role in the shift from reality to image. They become a ‘catalogue of ideas’ for their readers”. Thus, popular magazines “become the popular ground where image and architecture meet and mix” (Tuncer, 2006, p. 9). Popular magazines of a time are tools for setting up an ideal home image together with the ideal citizen and spreading it. They form a common language and integrate these new images into daily life (Tuncer, 2006). “Advertisements often represent a not altogether real world, but one which does reflect society’s view of how things ought to be “ (Rybczynski, 1986, p. 11).

Nowadays, marketing of mass consumed houses is less about tangible qualities and more about intangible promises of happiness. In contemporary society it is possible to see contemporary claims of consumption ideology and their sales-based scenarios in scale of housing; promising happiness (Özmen Mayer, 2014). As known, in marketing, main aim is to find images to convince customers (Gill, 2012). “Housing developers create their marketing strategies, articulating the purchase of a property with the feeling of a dream that is becoming true” (Amorim & Loureiro, 2003, p. 1). Advertisements about model house arouse ideal instead of the lived and glorify the dream. Model house promises a life where “the fights seem to be over”, “where the children spend more time at home yet appear less often”, “life is not so rushed and crowded all the time”, “marital disputes cease” (Dovey, 1994, p. 145).

Advertisements in general have several types of strategies for offering products and imposing images. As Leiss, Kline and Jhally (1986, p. 278) indicate there are four ways;

- Idolatry, products are presented with their pure use value

- Iconology, products are given symbolic attributes
- Narcissism, products are personalized
- Totemism, product appear as a sign for collectivity.

When these above criteria are interpreted towards advertisements in model house sector, some other types can be added such as;

- Trend-setter, products creating new parameters of taste
- Beautification, products are presented with display concerns
- Status-boosting, products are linked directly to consumers status
- Genderism, products are advertised in a gendered way

As an example often housing layouts are advertised by the usage of these several strategies;

- by the organization of the plan, segmentation of service area, isolation of the private zone etc. (idolatry)
- in relation to gender roles and division (genderism)
- by room number or particular spaces (master bedroom, home theatre) for referring to social status (status-boosting)
- by offering different possibilities and flexibilities for the personal tendencies of the users (narcissism) (Amorim & Loureiro, 2003).

#### **3.3.1.4 Model House as an Object of Advertisements**

As mentioned above, housing market has a number of advertisement strategies. Firstly it is possible to mention *idolatry* strategy; presenting the product by its pure use value. It should be underlined that pure use value is used often with *iconology* strategy; linking symbolic attributes to the products. An example to this is an advertisement claiming that family will be at peace by the new arrangement of the

housing layout and spaces; separation of spaces of parents and children and by addition of areas to informal zone; games room and family/ meals room. In these advertisements functional change of layout is linked to symbolic attributes such as individual comfort and improving family's relationship. "Family relationships can be improved, it seems, by largely severing them: 'absence does after all, make the heart grow fonder' ". Differing generations are treated as armies in battle, "warring generations retreat to opposite ends of the house and meet occasionally in the 'great room' to negotiate treaties" (Dovey, 1994, p. 138). Additively, it is advertised that by seeing children less, games room and having fun together with their spouse marital life problems will be solved and marriages will improve; "the family that plays together stays together" (Dovey, 1999, p. 150). Separation of master bedroom is advertised as a retreat; "once you're there you'll never want to leave", "a place to relax in the spa and 'wonder how the other half lives' " (Dovey, 1999, p. 146). Furthermore, a woman suggests that their family life has improved by the changing housing layout by stating; "this kitchen and family room layout really brings the family together. We gather here and share the events of the day while I'm fixing dinner" (Dovey, 1999, p. 144). "I'm still cutting up veges but at least I don't feel cut off anymore" (Dovey, 1994, p. 139).

Furthermore, *narcissism* strategy offers different possibilities and flexibilities for users in advertisements. "The pre-fab customer today could, according to the vendor advertisements, design his own home freely after his own wishes" (Gill, 2012, p. 67). "The customer is soothed with the illusion that he is getting a unique model" (Gill, 2012, p. 70). The opportunity to choose a particular flat is an important attribute seen in the advertisements (Amorim & Loureiro, 2003). By fulfilling customer's individual wishes and imaginings housing market aims in fulfilling the personalization needs. Mass customization aids in flattering the need of expressing of

self to public together with the significance of personality by the uniqueness of house. Aim of housing industry is to match production of other industries like automobile, furniture and clothing that are leading industries in the global market. In these industries it is common to see an individualised clothing, a furniture or car being as quickly and as cheaply produced as mass production (Gill, 2012).

Moreover, there is *totemism* strategy where product appears as a sign for collectivity and *trend-setter* strategy that products create new parameters of taste. These are two very important strategies since one of the first aims of global marketing is consumption and creating trends for increasing the consumption. Moreover, by the *totemism* strategy it is possible to come across a homogenous, consumer and modern society. It should be mentioned that these advertisement strategies are most of the time used in combination to have a bigger impact. It can be said that model houses are the success of the advertisements and impositions of the housing market.

Another advertisement example is about the garden that is brought in by a wall of glass. This advertisement is an example of *beautification* strategy; product is being advertised by display concerns. It underlines the importance of visuality and separation of garden to service yard and formal yard by stating “it brings the garden inside without soiling the carpet”, “what’s outside can now be appreciated from within” (Dovey, 1999, p. 146). It is possible to state that display concerns constitute a big portion of the advertisements in today’s consumer society.

*Beautification* strategy is also seen in North Cyprus context and in the below examples it is used together with *iconology* and *narcissism* strategies. By a company, steel construction homes are advertised by linking them to modern, fast, budget

friendly attributes. Company has many square meters and design styles available varying from picturesque to modern for differing personal desires (Figure 3.7, 3.8). Ironically, company is not honest to the material; houses built have a lot of similarity in appearance to concrete structure houses favoured by the island customer. It is clear that steel structure is not used for its structural advantages but mostly for its speed in construction and sales of these images. In addition functional necessities, climate and orientation are seen to be disregarded for the sake of appearance. A house project brought to island from abroad is tried to be sold with the advertisement claims of newness, speed and image based exterior characteristics. Displays importance globally and for individuals of North Cyprus in today's world is once more underlined by this example.



Figure 3.7. 'Steel construction homes' from the context ©Hitit Prefabrik (URL 6)



Figure 3.8. 'Steel construction homes' from the context 2 ©Hitit Prefabrik (URL 7)

In addition, *status-boosting* strategy in which products are linked directly to consumer's status is widely used. Home being a status symbol is underlined in vast amount of advertisements. In this example it is even written surrounded by a medallion, a reward for achievement and all the sacrifice, 'Raise your status now!' (Dovey, 1994) (Figure 3.9). Another example to home being a status symbol can be underlined by the interior qualities of the formal zone, "I feel so proud when I have people over. The high windows and ceilings in the living and dining rooms create a wonderful impression" (Dovey, 1999, p. 143). In addition to building type and housing layout; neighbourhood also is advertised as a status symbol. In advertisements it is possible to see neighbourhood as a definer of self, "tell me where you live and I will tell you who you are" (Amorim & Loureiro, 2003, p. 6).



Figure 3.9. House as a social ladder (Dovey, 1994, p. 131)

Furthermore, *genderism* is used as another advertisement strategy. In this strategy products are advertised in a gendered way; gendered division of spaces and pre-set gender roles are widely advertised by suggesting house is 'the working man's reward' (Dovey, 1994) (Figure 3.10). In an advertisement, it is clearly placing women in the kitchen

and in charge of caring for children by stating “the lady of the house can keep one eye on the youngsters and the other on dinner” (Dovey, 1994, p. 139). Moreover, gender roles are tried to be set by creating pre-set roles in which women are emotional and sensitive whereas men are technical and ignorant. An example to this is, “one campaign used the slogan ‘Leave your Husband’, arguing that, with his technical brain, ‘He’ll never understand your new love anyway’ ” (Dovey, 1994, p. 140). In another advertisement it is possible to see games room being linked with male, as the reward and kitchen being linked with female as the household labour. “He will play games while she will cook. The home is presented as a setting for male leisure and female work. The male speaks first and his words are set in a heavier type” (Dovey, 1994, p. 139) (Figure 3.11). Moreover, in this setting male still holds the financial power “She need not know it’s \$30,000 cheaper than the Jones’s” (Dovey, 1994, p. 140).



Figure 3.10. ‘The Working Man’s Reward’ advertisement of S. E. Gross & Co. for a new suburb, 1898 (URL 8)



Figure 3.11. Gendered values (Dovey, 1994, p. 132)

It is clear that in the context of North Cyprus similar advertising techniques are used to increase consumption. By *iconology* strategy, houses are linked with symbolic attributes like happiness and dream coming true (Figure 3.12 and 3.13). Also, functional values like open plan kitchen, modern façade are advertised as symbolic attributes towards new and modern lifestyle. Additively, *idolatry* strategy is used by advertising functional values such as square meter, en-suite parental bedroom, bedroom number linked to *status-boosting* qualities. Moreover new life style, modernism is advertised by both *trend-setter* and *beautification* strategy. Furthermore, it is possible to see qualities such as central heating and infra structure being advertised as the new technology linked also to modern living by *trend-setter* strategy (Figure 3.14).





Figure 3.12. An advertisement example from the context 'Your dreams will come true' ©Döveç Construction (URL 9)



Figure 3.13. An advertisement example from the context asking 'What is your biggest dream? A villa housing with a pool?' ©Döveç Construction (URL10)



**G**azimağusa'nın Yeniboğaziçi Köyü'nde inşa edilecek bu modern villalar; festival alanına, çocuk parkına, önemli tarihi eserlerimizden Salamis Antik Şehri'ne, Amfi Tiyatroya, piknik alanlarına, Bedis, Kocareis, Venüs Beach gibi eşsiz kumsallara yürüyüş mesafesinde konumlanmış olup Gazimağusa'ya araba ile sadece 5 dk uzaklıkta bir yaşam alanıdır...

#### Genel Bilgiler

- Brüt Alan: 285m<sup>2</sup> Net Alan: 200m<sup>2</sup>
- 3 yatak odalı.
- Ebeveyn odasına özel dolap odası ve banyo
- Açık plan mutfak ve yemek odası.
- Her yatak odasında gömme duvar dolabı.
- Çift cam PVC veya alüminyum pencereler.
- Tüm ahşap işleri Arredo Kitchen & Furniture
- Zemin döşemesi seramik
- Merkezi ısıtma sistemi ve klima, alt yapıları
- Güneş enerjili su ısıtma sistemi
- Deniz manzarası
- Müstakil arsa üzerine

**444 05 15**

[www.dovecconstruction.com](http://www.dovecconstruction.com)



Figure 3.14. An advertisement example from the context '4 Season Villas' ©Döveç Construction (URL11)

### 3.3.2 Standardization of the Dream and Creation of a Common Measure

Model house images and their extensive advertisements have caused standardization in ideal house image to the extent to affect even the custom-made designs. In addition to consumers of mass houses it is evident that customers demanding custom-made houses are also affected by mass circulation of these images and consequently have similar images in mind. Model house images and advertising industry forming, nourishing them has brought standardization in this setting and as a result, housing design quality has decreased and became monotonous. Images widely seen in the housing market decreased diversity in design and moreover standardized

user towards the creation of an anonymous user and lifestyle, ignoring contextual and cultural characteristics; minimising and moreover erasing differences in relation to socio-economic class, culture and context.

Initial aim in standardization may have been to improve living standards and creating living environments with similar qualities; however this resulted in homogenous models and prototype designs in the housing industry. According to Ashbolt (1966), by the development of suburban housing and neighbourhoods, national characteristics were slowly lost. Characteristics of working class housing has dispersed and so called respectable and mundane middle class life has taken over. “The wilderness– synonymous with the pioneering spirit- gives way to manicured lawns- synonymous with bourgeois respectability” (Hoskins, 1994, p. 2). It should be underlined that this turn towards uniform household designs has nurtured the mass consumerism and global capitalism towards benefiting housing industry and professionals; it can even be argued that it made their job easier and they have been manipulatively imposing these models on users. Moreover, standardization has brought with it quick and cheap solutions that are tempting. These days a person can go to the internet and create her house by choosing among different housing layouts, window types, roof types, styles and additional wants. By spending few minutes the person can get an estimated price and 3D perspectives of the house (Gill, 2012). In the context of North Cyprus housing environments also suffer from this mass standardization. This cheaper and easier construction trend took a hold of the island.

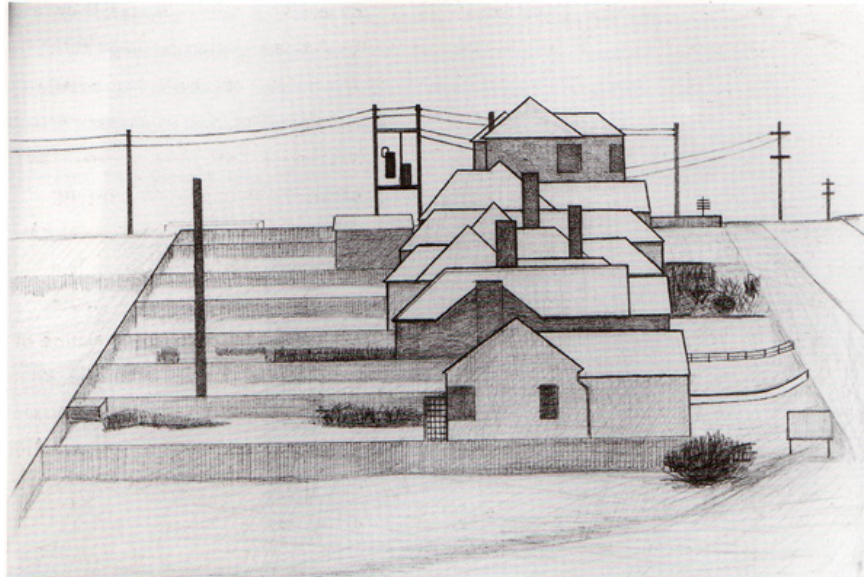


Figure 3.15. New Houses, John Brack, 1954 (URL12)

In an era that custom made houses can only be purchased by wealthy, it is only acceptable that middle class individuals are buying these mass-produced affordable housings. Although, “implying that mass-produced housing leads to mass-produced lives” is not that relevant (Gans, 1967, p. 171). It is an interesting fact that a big portion of the mass-produced homes offered in the market go through alterations before inhabitation. With the internal and external alterations individuals are trying to reach their dream house and channel their personality into their homes. As a result companies started offering differing spatial arrangement possibilities to minimize the alterations (Amorim & Loureiro, 2003). In the context of North Cyprus these alterations and additions made to houses are often done directly by the user without an architect. While law is against this act, it is not prevented. Resulting from this a visual pollution is created in the environment. In addition users spend money both for the purchase and alterations which is not good for the country’s economy. As a solution companies started offering different typologies, personalized designs when purchased before the construction and moreover assistance in alterations. Accordingly, model houses were sold by claims of unique designs while they are

popular and mass produced designs. Supportively Dovey states “despite the fact that the model houses are to be replicated by the thousand, they are marketed as the unique creations of a craft industry that will display the owner’s taste” (Dovey, 1994, p. 141). This resulted mainly because individuals did not want to link themselves with a standardized, prefabricated or serial produced house.

Moreover, standardization is also seen in the target family type. Model houses are often marketed for nuclear families; two adults and children. Yet, with the changing family structure it is possible to see a minority of the individuals are nuclear family type. There are single parents, childless couples, homosexual population, single people and ageing population. Amorim and Loureiro (2003) supportively suggest that, contemporary society has developed diverse families; single parents, childless couples and extended families generated by marriages and divorces. Hence, a group of people that constitute a minority of the society are targeted. “Traditional notions of domesticity, which are based upon the difference between femininity and masculinity, upon the couple (excluding single), upon family and tradition, might no longer be appropriate to answer the dwelling needs of today’s metropolitan dwellers” (Heynen & Herck, 2002, p. 225). In the North Cyprus context homogeneity of suburban neighbourhood and family structure started shifting towards diversion since with the globalization many people from different nationalities for work or studies settled in the island and moreover society of the island was also affected by diversion in household lifestyles seen worldwide.

### **3.4 Suburban Villa and Its Display Qualities**

Nowadays, suburban lifestyle with its detached housing, garden and neighbourhood is valued and demanded in many countries. It is known that model home can be seen

in many diverse housing typologies. However, single family house with garden is much more suitable to the ideal home image since it is directly linked with family and feeling of home. By this wide acceptance, a distinct suburban lifestyle has been formed. As known, the villa housing typology that defines suburban lifestyle emerged at the 16<sup>th</sup> century by Andrea Palladio. The Renaissance architect shaped the single family house as we know today. These houses were initially built for the wealthy bourgeois, noble customers and were big scale houses surrounded by picturesque maintained lands. They not only were places of residency but moreover they were indicators of owner's position in the society (Seebom, 1991). It is possible to state that Palladianism has affected and inspired the emergence of suburban villa typology. In the context of North Cyprus, it is possible to widely see Bungalow type single family houses but both individuals and housing market tends to use the term 'villa house' instead by the reason of qualities it is linked to (Architect #10, Appendix K). It is possible to say that notion of villa has become a tool of consumer world in the island.

In this sub-heading suburban villa will be analysed under three main headings; outdoor qualities, interior space characteristics and user attributes. Under these headings, model house and suburban villa notions and their contribution to modelling of the household will be analysed together with successful aspects of this modelling. Qualities that form this ultimate model house created by market impositions, user tendencies and governmental policies will be analysed together with the distinct properties of North Cyprus. Above mentioned attributes will be supported by referring to the data from the field study, Chapter 4.

### **3.4.1 Outdoor Qualities: Beautifying Outdoors, Gardens and Façades**

Suburban lifestyle was advertised and moreover imposed on people by claims of going back to nature. When shift towards suburban neighbourhoods started, being close to nature was an underlined requirement. Yet, the nature that people were so eagerly returning back was not the same. Differing from former rural areas this nature was not wilderness, it was a cultivated nature. Landscape gardens, green belts were made and more than their function their picturesque and aesthetic qualities became prominent (Thomas, 1983, as cited in Chaney, 1996). Similar to everything in the consumer world wild nature also changed towards a man-made nature initially used for display concerns. As widely acknowledged, suburban home image is closely linked with aesthetically pleasing and well-maintained gardens (Duruz, 1994).

A building's exterior qualities, similar to a person's outlook creates a first impression and gives clues about lifestyle, status and class, family structure and so on. Often it is possible to see that these exterior qualities are also intentionally used for display purposes. Being close to nature and gardening may have been a hobby, a recreational activity favoured by individuals yet in the suburbs it became a definer of person's lifestyle. Like all segments of domestic space gardens also started to become commodities, symbols of status and places to show off personal life. An example to this can be suburban dwellers working on the garden with expensive gloves, elegant tools and books (Knight, 1991). Gardens both offer a private space for their owners and in addition they are windows for public display, places of gendered labour (Duruz, 1994). In the North Cyprus context, being closer to soil, nature has also been something valued dating back. Accessing the nature just after going out of your front door is valuable and it is widely seen that people plant some vegetables, fruits, trees and flowers in their garden. Moreover, "people from Mediterranean culture value spending time outside- both in garden and outside the

house” (Architect #5, Appendix F). However today gardens have started to lose their meaning as recreational spaces and became places of display. Moreover it should be noted that, interior of domestic space also acted as a display unit of families income, lifestyle preferences and so on. Difference was, interior space being a private space only some people could enter while exterior of the house and garden being visible to all contradicting privacy of the interior. So, exterior had a display function to everyone passing by.

In relation to exterior qualities, location of houses gained more and more importance in suburban life; individuals selected locations that had best reputation of the right neighbourhood of ‘good families’. Even so, where you live started becoming more important than what kind of place you live in (Güzer, 1999). Location of a house has gained a lot of importance since it made a statement about which kind of person/ family living there. Moreover, living close to facilities and public services make life easier for users; living close to natural landscape makes recreation and retreat possible. Yet, social status factor seems to outdate other factors.

Furthermore, outdoor qualities have another prominent factor; name of the suburban housing. Housing complexes were often given special names. Most common name usage was by evoking nobility and power with usage of names of castles, kings, queens. In addition, evoking a dream home image from past was also preferred. Another way was to use foreign names in order to evoke difference, modernity and globalization. Moreover, creating names reminding nature and holiday places were popular (Amorim & Loureiro, 2003). Some housing complexes reflected their western style in their names like Akhisar Country Housings. Ironically it was possible to see housing complexes built in the middle of a prairie named Green Valley; this may be resulting from aim of evoking qualities the



housing doesn't have (Güzer, 1999). It is clear that "the architectural attributes of the housing developments do not always carry any relationship with the images evoked by their names" (Amorim & Loureiro, 2003, p. 15).

Exterior appearance of a building such as façade is mostly what impresses a user. It is the first impression that catches their attention and interest. Like referred before, it is a shell that represents a lot of things about the user. However, "architecture is not just a form of art or an aesthetic discipline, but should rather be understood as one of the layers that shape people's everyday life and their sense of self" (Heynen & Herck, 2002, p. 226). As Pallasmaa indicates, "architecture has distanced itself from other-sense realms and become a purely retinal art form" (1992, p. 14). Moreover Pulhan (2010) supportively underlines that, architecture is not and should not be a sculpture formed solely by formal concerns. Author continues by stating that nowadays values like liveable and functional spaces have started to lose their meaning. It is clear that user tendencies are towards popular aesthetic qualities and large-scale, luxurious designs which are more related to post-modern architectural tendencies. In the changing modern world it is possible to see people being more concerned about the appearance of themselves and their possessions; less concerned about real qualities. Similarly in housing it is seen that façade gains a massive importance. In the field study of the thesis it is also underlined by a lot of architects that in scale of North Cyprus user demands are mostly about exterior display; façade. This clearly shows the tendency towards display.

#### **3.4.2 Interior Space Characteristics: Publicity of Private Life**

Contradictory to exterior qualities, façade and building type favoured by user; housing layout is mostly valued more by designers and is considered as a designer

value. Housing layout is related directly with life and has a direct impact on the person/ persons living in a house.

Most common plan type seen for middle class family housing is three-bedroom plan type. In these houses housing layout is divided to strict zones according to domestic activities; social, private and service zones (Amorim & Loureiro, 2003). In more detail, it is possible to come across four primary clusters of space in the suburban house typology. Similar zones and syntactic relationships are seen in immense amount of detached house models;

- *Formal living zone*; living room, dining room, entrance, stairway and den/ study room
- *Informal living zone*; kitchen, meals area, family area, breakfast corner, games area and terrace
- *Master suite*; master bedroom, bathroom, dressing area, retreat area and deck
- *Minor bedroom zone*; children's and guest bedrooms, bathrooms and recreation areas.

In addition, there is a service zone containing spaces such as laundry, storage, workshop, service yard and garage. In comparison, models are seen to be larger in America and more likely double storey (Dovey, 1999, p. 141).

In the suburban housing layouts generally it is possible to see a division between inhabitants of the house and visitors. Social zone is often placed in the core of the house, service sector is in an easy accessible place and private zone is isolated. This similar type, genotype, is found to be differing according to different social classes. Key factors are visible in all, yet in higher class complexity of the layout increases; classification and room numbers tend to increase. An example to this can be the multifunctional living room seen in the social housing is now segmented according to functions and activities into receiving

room, dining room, play room, TV room in more high class examples. Furthermore, new rooms and labels started to be created. Parent's bedroom as turned into en-suite containing a closet, a gym or an office in high market models (Amorim & Loureiro, 2003).

In the context of North Cyprus “the most important spaces in the model house are as listed; firstly kitchen, as live-in kitchen is the most popular space in the traditional Mediterranean culture and followed up by living room and bedroom” (Yanar, 2015, p. 708). Importance of live-in kitchen can be underlined in the context. It is a setting valued by individuals and used as the hearth of the house similar to examples in the suburban culture. However, it didn't have the characteristic of display in the past. It was a humble kitchen where the actions of daily life took place.

Although Turkish culture, whether Mediterranean or not, imposes concealing the kitchen primarily because it is female domain, and secondarily to hide the untidiness and odour; Turkish Cypriot kitchens in the last half of the previous century were open to the whole family and close friends. (Kürüm, 2009, pp. 78-79)

Nowadays, shift towards modern open plan kitchen is seen since individuals spend all their day at work; want to see each other during the preparation of dinner. Yet it is also to changing towards the display function. People are seen to demand massive open plan kitchens with all the modern and expensive equipment yet instead do all the cooking related activities in the pantry that is altered into small closed kitchen. This is one of the very important issue in revealing the conflict between image and reality.

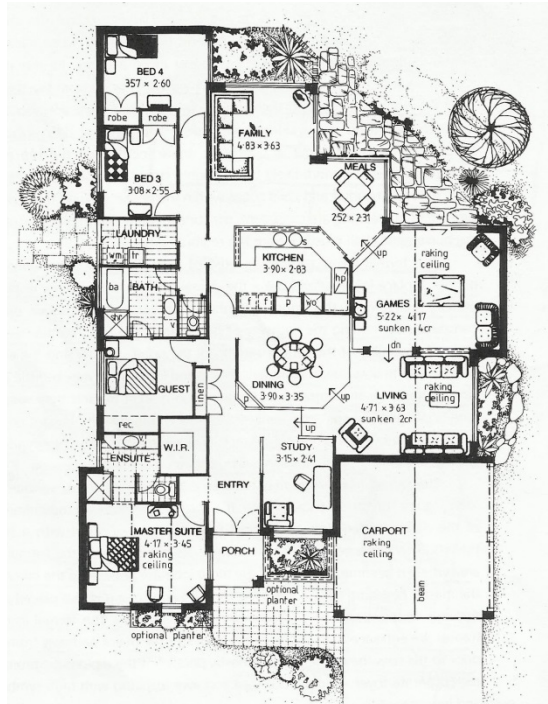


Figure 3.16. Suburban villa layout 'Chenin' West Australia (Dovey, 1999, p. 144)

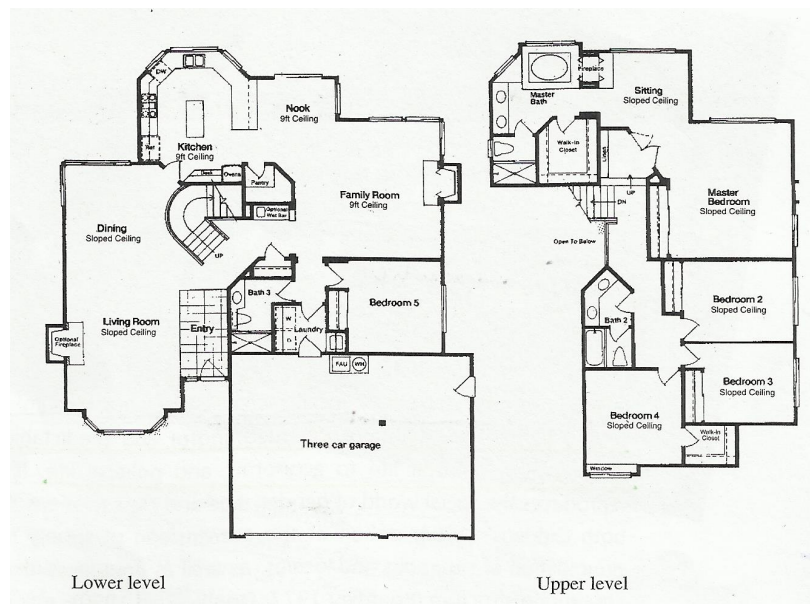


Figure 3.17. Suburban villa layout 'Da Vinci' Northern California (Dovey, 1999, p. 142)

Plan that is an indicator of everyday life and domestic space has transformed greatly since 1968, first suburban houses (Dovey, 1994). In the 1960s and 70s, sleeping areas were all located closely and accessed by same hallway near entrance. There was a small meals area located close to kitchen for informal dining of the family. Backyard was accessed through

single door generally through laundry or meals area (Dovey, 1994). In that times informal zone meant kitchen. It was a multi-functional space containing all the functions of cooking, eating, conversation and other informal activity (Dovey, 1999).

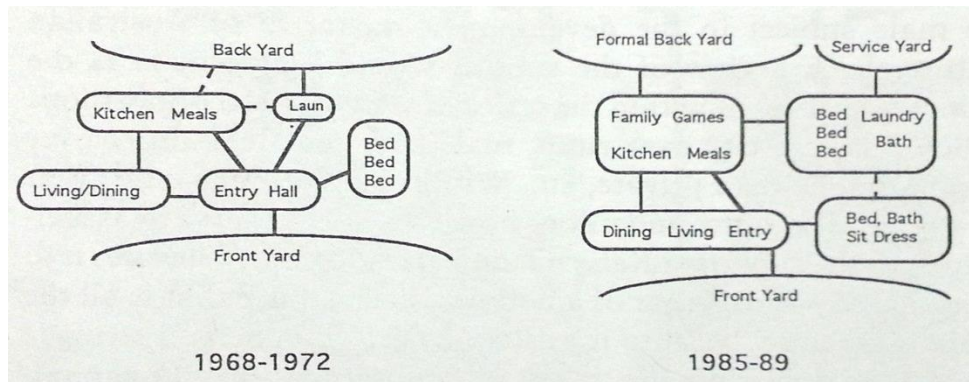


Figure 3.18. Suburban layout changes (Dovey, 1994, p. 129)

In the 1980s suburban house was changed, segmented and became mono-functional. This separation/ segmentation emerged with the modern lifestyle; in this setting privacy of the individual became important. Firstly, parent's bedroom was separated from the other bedrooms including its own hallway, bathroom and dressing room; moreover enlarged and placed closer to the entrance for parental control. Separation was for creating a peaceful environment for parents. Different generations were separated in their private life and brought together in the informal living zone (Dovey, 1994). In time with this extensive segmentation seen even in the common spaces, family also started to be segmented. It can be stated that daily life is so extensively segmented and diversified that family members started spending time away from each other in different rooms; family members started drifting apart. In the context of North Cyprus this extensive segmentation it is not often seen. Since island economy is average, suburban villa and its qualities are decreased according to income levels of the user. As a result single family houses with much smaller square meters, facilities and segmentations are seen. Even in most of the housing division

between informal and formal living areas started to be lost. Consequently, entire house became for display. Moreover, island lifestyle and family bonds are still very powerful in addition to the extroverted nature of the individuals; segmentation may not be strongly demanded. It is clear that island lifestyle is affected by worldwide trends together with cultural lifestyle choices.

Another important change was size of informal zone. It enlarged and became the hearth of the house; subsequently general square meter of the houses has increased. Informal zone became the centre of family life. Kitchen has always been the centre yet now it also became the place for guests and entertainment. Having close guests in informal zone became a new trend. Informal zone has segmented; cooking has separated from eating and living activities for efficiency (Dovey, 1994). Reason behind this spatial division was to connect eating area to television and protecting the formal area, dining room from the mess (Dovey, 1999). By this, division between formal and informal living zones consolidated. Formal areas remained close to entrance to be on display, not use. They maintained their size but became more and more symbolic and decreased in function. In contradiction, informal areas became accessed by the entrance and most of the expensive designs were seen here. Moreover, one of the fashionable designs of 1980s was a pathway towards informal area where on the way formal area was displayed and shown off (Dovey, 1994).

Formal living zone is an area of formal display” and moreover it is a space creating an entrance hall and a pathway towards the hearth (informal zone) for the guests [who are allowed to access the informal zone]. Styling and furnishing in the formal zone is based on impression so it is showier. In addition, formal zone often has double doors opening towards entrance for emphasizing the display function. In smaller and cheaper model houses it is possible to see small scale formal zones, nearly only as display windows. So, this justifies that formal zone is not for use; moreover this space is there to show and make a statement about status (Dovey, 1999, p. 143).

Kitchen always played an important role for the domestic setting. They were gendered places of efficiency and productivity. Yet in time it stopped being the backstage of productivity and gained more importance by being the bigger part of the dream. A visual connection was set between family/ meals area and the kitchen by elevated and open plan characteristics of the new kitchen. Another room possible to see in suburban housing is den/ study/ utility/ guest. This room is placed often near entrance and formal zone. It is a display room similar to formal living and dining areas. Often there is a debate between couples about who will occupy this area; study or sewing room. In addition, backyard has been segmented into two; informal service part; garage, workshop, vegetable garden, clothes line, lawn areas and formal entertainment part; barbeque, patio, pool, garden. Interestingly informal zone was directly connected to formal backyard area. With this division, service functions of the backyard were not displayed to the guests. Backyard was changed into a place of consumption from production (Dovey, 1994).

As seen, in general villa housing built in the North Cyprus context are two story and consisting mainly of three bedrooms (one of them en-suite for parents containing individual bathroom and dressing room), one open living-dining and kitchen area (Figure 3.19). Even in the bigger models of custom made designs square meter goes up only to 323 m<sup>2</sup> and additions seen are an additional room (study), a garage and spacious spaces (Figure 3.20). In the context comprehensive suburban villa layout and its segmentations are not really seen.

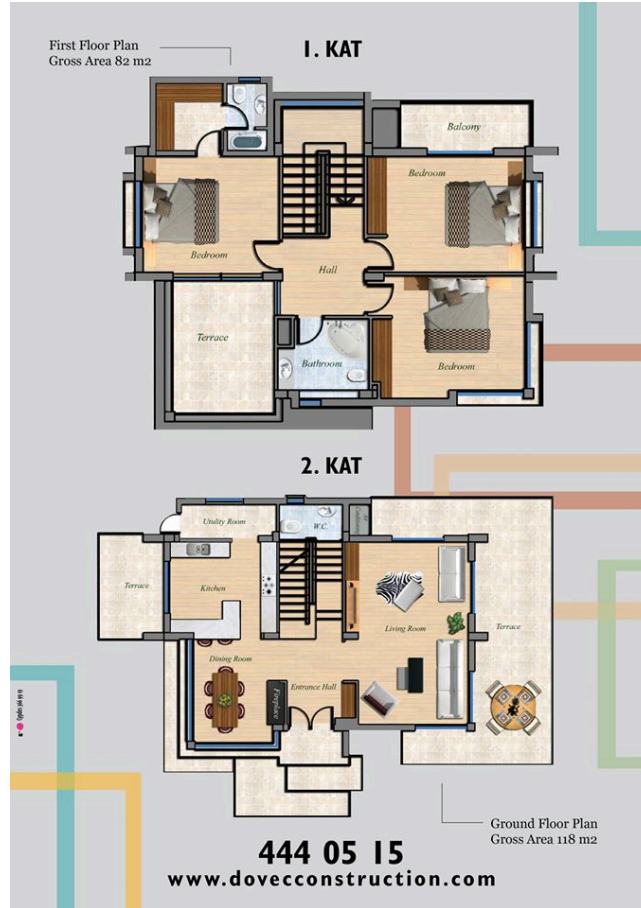


Figure 3.19. Suburban villa spatial layout example from the context '4 Season Villas'  
©Döveç Construction (URL13)



Figure 3.20. Suburban villa spatial layout example from the Context 'Saklıkent'  
©NorthernLAND Architectural Design & Construction



### **3.4.3 User Attributes on Display**

#### **3.4.3.1 Feminisation of Household**

When home became ideal women was also idealized. A setting placing women at home was created. Accordingly, women and the house were assumed as pieces of a representational package (Dovey, 1994). Women were attached to home by policies and men filled their place in the public life in contradiction to war times when women were distanced from home. After World War II, re-domestication of women was aimed through the creation of suburban dream house with many domestic comforts (Uraz & Gülmez, 2008). “The modern house, like a birdcage, traps and domesticates the feminine element and puts her on display” (Baydar, 2002, p. 240).

“In many cultures all over the world it is assumed that there is a special bond between women and the home” (Heynen & Herck, 2002, p. 221). In matriarchal culture women were considered superior because of their ability to create life and resulting from this they were considered as the primary home makers. Women play a vital role in creating of home. Primarily woman comes to mind when home is pronounced: house is not a home without the woman (Uygur, 1999). “In order for man to have a house, woman has to be [make] the house” (Baydar, 2002, p. 236).

A long standing tradition in human cultures regarding the gender and space relationship states that man belong to outdoors whereas women belong to indoors (Agha & Koh, 2012). As Uraz and Gülmez supportively state,

The physical and social sphere of women has always been different than that of man since ancient times. Beginning with the patriarchal society, women has always been associated with the ‘interior’ which means interior of the house and domestic life; while man is associated with the ‘exterior’ meaning public life (2008, p. 30).

The public sphere was generally seen as a place of men and work. In contrast, private sphere was seen as women's place; where the women worked for servicing the family (Hall, 1992). Difference between the public and private spaces became even clearer with the suburban housing examples. In suburbs a clear segmentation between residential and occupational spheres were seen (Chaney, 1996). Generally it was possible to see a gendered relationship not only in housework and paid work but also in home itself; women inside and men outside (garden) (Duruz, 1994). "Gardening in general, tended to be a male preserve" (Hoskins, 1994, p. 13).

"Material ownership is regarded to the male, yet the emotional tasks of converting it to a home lies in the specialties of the women of the house" (Agha & Koh, 2012, p. 199). Starting from these times women were entitled to be the main careers of children together and in charge of household chores. Home in result became a feminized territory of female labour and identity (Duruz, 1994). It was widely believed and imposed that the feminized house in the garden suburb, separated from the masculine world of work, would enable women to play the part of mother better and to devote themselves to making their homes pleasant and attractive (Irvine, 1913, cited in Hoskins, 1994). Pre-defined gender roles were set for both genders by media, advertisements and resulted in a homogeneous society. "Every family is expected to consist of male breadwinner, female housewife, and their children" (Hayden, 1984, p. 6).

In suburban housing "houses provide settings for women and girls to be effective social status achievers, desirable sex objects, and skilful domestic servants, and for men and boys to be executive breadwinners, successful home handy men, and adept car mechanics" (Hayden, 1984, p. 17). It should be stated that gender roles have

changed remarkably comparing to the past. Furthermore women have contributed enormously to work and public life; though her role as wife and mother still remains powerful (Kılıçkiran, 2013). In some studies regarding male contribution to household chores and childcare, it is clear that male and female lifestyles are changing towards more equal labour in work and in household (Chaney, 1996). Yet, the inequality is still valid in the 21<sup>st</sup> century and household labour is mostly linked with female partner. As Duruz (1994) suggests, actually when men do contribute they do in tasks that they enjoy. Nearly all domestic work men contribute have element of pleasure and can be described as hobbies. This brings a certain inequality in terms of labour and satisfaction/ entertainment. Feminine labour is often unpleasant and compulsory.

In addition, generalizations such as women are dreamer and perceptive; men are oblivious and technical were underlined in the media in order to promote these roles. While woman was seen in the housewife role, often man was seen as the owner of the house and home was mainly for his leisure after work (Baydar, 2002). Women were suppressed by these roles because patriarchal system was thought to be threatened by unattached working women who were non-obedient of moral values. Moreover, female individuals were expected be the consumer of the family while men were expected to work and produce (Chaney, 1996). By improving technology woman's work got easier and provided them time for shopping; consumption (Uraz & Gülmez, 2008). It was believed that "women's exclusion from the paid labour force would mute class conflict, and that women's consumption of commodities would stimulate the economy" (Hayden, 1984, p. 23). Evidently, women's producer (creation of interior space), consumer and dreamer personality suits very well to suburban house, its user type and lifestyle.

Differentiations between genders affect a lot of fields starting from daily practices towards spatial organization. Accordingly, in society structure division between genders brings with it spatial differentiation (Korkmaz & Allmer, 2013). In the context of North Cyprus gender roles are seen in similarity. In pilot study conducted in the field it seen that,

It is clear that even though female and male equally are involved in the earning money, home is still considered as the space of the female member. By that reason, female seems to take the responsibility for most decisions. However in some cases it is possible to see family members taking more decisions about the spaces that they use the most frequently; female members for instance are more interested in domestic areas such as kitchen, bedroom and male members, in garage, workshop and garden (Yanar, 2015, p. 707).

#### **3.4.3.2 Longing for the Upper-class Lifestyle**

Home is individual's private fortress; the place to hide secrets and express private life in addition it structures the social life. It is a public showcase that contains certain social images and messages about the signs of wealth, education and social identity of the occupants. It is "a mediator between intimacy and public life" (Pallasmaa, 1992, p. 5). It is important to state that home does not reflect everything and moreover it doesn't have to. Nowadays, individuals aim to reflect their private life to others controlledly according to what they want to express.

For every individual regardless of social class, common physical space that determines the individual's social status is considered to be 'home' (Kaçel, 1999). Accordingly, suburban villa is one of the exemplar houses seen to be used as a sign of status broadly. "Single family suburban homes have become inseparable from the American dream of economic success and upward mobility" (Hayden, 1984, p. 14). These model houses are often advertised as a step in the social ladder (Dovey, 1994). Suburban homes firstly built as affordable ready-made houses for everyman "has developed since the 1990s from an appropriately priced house for everyman into a high-

end product that radiates compensation for status anxieties” (Gill, 2012, p. 68). As a result, house has become a container to store commodities that exhibit status of the family lives in it (Kaçel, 1999).

As the economic power rises it is possible to come across notion of custom designed housing (Güzer, 1999). Yet, middle class customer try to fit into these standardized homes and pre-set roles in order to fit into the dream. “The middle class that aspires to the fantasy-world is shaped exclusively by the dynamics of consumerism through its admiration of the upper-class life style” (Tuncer, 2006, p. 9). As known, consumer goods initially produced for elite are being modified in terms of expense and produced for ordinary individuals (Chaney, 1996). Accordingly, genotype housing layout seen in suburban housing differs according to social status. If there is more segmentation, complexity in outdoor and indoor areas; it means owner’s status is higher. Contrary to this, several features remain constant in these model houses. For example even the smallest model houses in the market contain separate meals and dining rooms, generally at very small scales (Dovey, 1994). “It is evident that villa type housing in the North Cyprus context resembles something other than the home for society; being a villa owner is a sign of high class and status, being in line with popular culture/ trend”. Moreover, villa type housing is generally not built from necessity of housing it is built as a second or third retreat house away from the city and is a high status symbol and investment tool (Architect #1, Appendix B).

## Chapter 4

### FIELD STUDY: MODEL HOUSE AS REALITY

In respect to the aim of the research, a field study has been conducted in the scale of North Cyprus to 15 architects/ interior architects who are generally graduates and academic staff of Eastern Mediterranean University; also working actively in the field. Interviewed architects are as listed (randomly for anonymity of the detailed information in appendix); Fevzi Özersay, Elçim Uluğ, Mustafa Dinsev, Şifa Arı, Kemal Kasapoğlu, Kamil Güley, Ali Sariyel, Belgin Sakallı, Onur Olguner, Mehmet Sinan, Zeref Birsnel, Cenk Atun, Burak Türsoy, Seyit Ermiyagil, Pınar Sabancı. Method of this field study is in-depth interview which has developed in relation to 9 pre-defined questions about the model and image based tendencies and demands in the process of custom-made design (Appendix A).

Housing companies do create standardized housing typologies for standard users yet additionally it should be noted that people consulting a professional for the design of their dream home are also under the influence of vast amount of images and in result demand similar ideal home images. So, architects/ interior architects who design these custom-made houses have a lot of knowledge of the topic and also have the awareness about the housing markets strategies. Architects are mediators between housing industry and user. They define and form the model in the person's mind; that is why they are very important knowledge sources for this study. They are aware of this process and contradiction individuals are facing; the problematic relationship between image and the reality. Nowadays, people want something and in addition insist on having another thing that

contradicts with the first. User may not be fully conscious but professional is. Furthermore, architects are valuable because they have two personalities; one as a designer and one as a dweller. With the results of these interviews beneficial information about the images in the users mind is aimed to be gained through the professional. In addition, topic of the thesis is also supported by the questionnaire pilot study conducted to 10 architects and interior architects that are from the academic staff of Eastern Mediterranean University faculty of Architecture (Appendix O).

#### **4.1 Images and their Relation to Reality**

As members of the consumer society most of us have experienced how misleading advertisements can be. In general, only the best qualities of the product are underlined exaggeratedly for the sake of sales, products are presented with by their symbolic attributes and most of the time expectations are created for a certain user type that are not same with the actual reality. Moreover, images presented do not carry the actual reality of the product. The situation is not different in the housing field, images are generally presented to user by distortion; in a different location or scenery, changing perspective angles for bigger perception of spaces, manipulated sun direction, different material than the original and so on. An image of the product is created to evoke longings, desires of the individual towards increasing consumption. In another perspective individuals have also changed their needs towards image-based desires in this surreal world. It can be said that “what is being sold is the desire to acquire and live in a lifestyle, and what is being brought is a dream” (Amorim & Loureiro, 2003, p. 15). Likewise all products and commodities of the consumer world, housing is also suffering because of the gap between the created images and the reality.

Nowadays, notion of home changed towards model houses that are used as intelligent sales tools in the housing market. These mass-produced homes are often advertised by the picturesque dream home façade, claims of dreams coming true and so on. Companies not only create an ideal home image in the users mind but also enhance the need to purchase dream home as a step to self-fulfilment. As Amorim& Loureiro (2003) suggest supportively, model house acts a mirror reflecting and reproducing the ideal home; moreover it nurtures the dream and its growth. Resulting from this, user's reality has shifted towards fake necessities for expression and display of status, class. Majority of the designers interviewed supportively suggest that today's customer's tendency is towards display above functional necessities. In general demands of user far exceed the real necessities for expression to outer world and real necessities are not fulfilled completely because of formal, aesthetic decisions. One of the designers from the context states the reason of incompatibilities as "main reason is the need to show off and display need widespread in the society" (Architect #2, Appendix C). It is possible to say that aesthetic is chosen instead of function and fake images have taken the place of real wants. Furthermore, it is evident that people are ready to sacrifice their functional necessities and comfort for display. "In order to express themselves people try to fulfil these images but they create other problems for themselves like expensive designs, energy losses, extreme heat, privacy etc." (Architect #6, Appendix G).

An example to this can be a couple in their sixties who have lived and worked in England all their lives. After saving enough money they decide building a house in Cyprus in which they will stay every summer maximum one month. In reality they only need a two-bedroom housing layout with minimum facilities. In contradiction they demand for a 600 m<sup>2</sup> layout. Their prior aim is to make a statement and they disregard the negativity this layout will bring in terms of maintenance, heating/ cooling, cleaning etc. (Architect #1, Appendix B).



It can be underlined that in the research context incompatibilities occur in terms of economic, social, usage and context based realities. Most problematic one among above stated incompatibilities is usage based followed by social incompatibilities as gained from the field research. Usage based incompatibilities have been mentioned throughout this subheading. Additively, social incompatibilities can be listed as; loss of traditional single family house attributes that were suitable for island lifestyle and culture. For being in line with the trend, visuality based new villa housings have been accepted even though they do not fit island lifestyle. Accordingly, courtyard culture resulting from hot and humid weather has been lost and replaced by life in artificially cooled interiors. Carefully thought spaces of the traditional housing suitable for lifestyle and functional requirements were lost gradually.

In addition to global tendencies in the small island of North Cyprus it is possible to see that people are greatly affected by each other. There is a competition in owning better things than their friends, family and neighbours. Lastly, it is seen that images are also unsuitable with economic and national reality of the island. It should be noted that North Cyprus's economic condition, material availability and locally produced building materials are limited compared to other developing countries. So, images seen in magazines, internet etc. cannot be fulfilled also by restricted, limited and expensive sources. On the other hand, environmental factors are also sacrificed for fulfilling the image. Some examples are; bedrooms with huge openings facing neighbours garden, seaside villas not designed in accordance with the beautiful sea scenery and so on.

## **4.2 Influences of Images on Architects and the Communication Process with the Customer**

Architects and their design abilities have always been highly respected since they formed the buildings and by that they implicitly shaped lives of individuals. As it is supported during the interviews; architects are the ones who create both image and reality of man-made environment. Therefore, in this research the harm of unreal images has been defined from the beginning but it should also be mentioned that architects are also seen to contribute to the creation of these harmful images in today's world.

As architects our jobs may not be as vital as a doctor but it is clear that we touch people's lives and have effect on their psychologies. This effect can be seen in two ways; first as users and second as people seeing and experiencing that building. Buildings form the cities and cities have a big impact on people who live there, so architects job should never be underestimated (Architect #4, Appendix E).

Model houses are known to be produced by the housing industry and shown/ presented to the client. However, are professionals (architects and interior architects) in a way forced to design these models by the reason of customer demand and economic needs or are they designing them willingly just because they know that customers might favour it? Nowadays, it is clear that widespread images regarding housing have affected also the architect and her design choices in addition to the user demands. Majority of the architects interviewed accepted that they are under the influence of these image-based design tendencies. Most of them subsequently mentioned that this influence is not because they favour these designs; it is because of economic reasons they are forced to serve to extreme expectations of the customer. An architect states that "Of course I am, but not because I like; but when customer demands these images, you also become a part of them. On the other hand, these images act as reference points between customer and architect" (Architect #3, Appendix D). Another similarly expresses that,

For sure, often we need to step out of our own ideals and style even if we do not want to. This mainly results from economic necessities. Sometimes we end up doing demanded designs that we know to be wrong. It is of course hard to confess this (Architect #7, Appendix H).

In addition, some of the designers interviewed answered that they are not influenced at all and some were very offended with the question. One architect answered by stating positive sides of being also an academician,

Having a stable financial earning from academic duties, I have a chance of choosing my client. Since I do not need money from architecture to continue my life I can choose opportunities of quality design. As a result I am not very much under the influence of the market (Architect #5, Appendix F).

Continuing further, image world gives chance to both user and architect to establish an accurate communication medium together. Visuals (from internet, magazines, books etc.) have become an inseparable part of the design process used by customers followed by referring to other people's houses or popular housing sites, explanations, lists and small drawings. However, it should be underlined that this communication has never been easy, especially in the design of the family house because of the contradiction between architect's and user's differing ideals. For architects perfectly articulated, simple and clean organization of architectural space is satisfactorily prominent to start with whereas dwellers prefer a multi-layered, ambiguous and aesthetically complex but less clear man-made environment (Pallasmaa, 1992). It is clear that ideals of customer and designer have always been challenging yet with the emerging images these home ideals transformed into another dimension.

With the emergence of images the design process has become even harder for some architects and eased for others. Knowing somebody else's needs in the best way for them and creating a design was already challenging but with the impact of images users

now have other wants, expectations beyond their needs and this makes the process even more challenging. On the contrary, for mass consumption companies and architects who have solely economic earnings in mind, design becomes easier since customer is telling exactly what she wants. From this perspective, architects job becomes remarkably easy.

For the architects who have their own style, trying to be loyal to some principles these images make the communication harder. For these architects' customers demanding features of visual appearances is challenging since they value function, environmental factors and such...On the other hand, for the architects who have only profit in their minds it does make design easier. Customer is telling exactly what she wants; when architect obediently copies and does it the design process gets remarkably easy (Architect #7, Appendix H).

Unfortunately it made the communication harder. People became very persistent in their wants and persuading them towards correct decisions is very challenging. They demand insistently only because they saw it in their neighbour's house, a magazine or such; just to be in line with the trend...In contradiction for some architects who are having difficulty in producing a proposal, ready images coming from the user make their job easier (Architect #11, Appendix L).

A positive aspect mentioned of majority of interviewees is images being beneficial for professionals in the imagination process of the customer as a visual model and ease the design process. Moreover, images also make users express themselves easier by giving messages to the professionals about their personal values and desires. Images carry meanings about the user about their origin, status, lifestyle, values and likes.

Images make the process easier. Images are beneficial in communication and finding out likes/ dislikes of the customer. This way preferences and wants are easily specified. I try to communicate with my customer towards any image like clothing, an accessory, a window. In this way I try to catch the essence of their style since it is often hard to express yourself by words (Architect #15, Appendix N).

### **4.3 Consequences of Image-based Design Tendencies**

Image-based design tendencies of the housing market have brought with it some negative consequences. Firstly, as home became a commodity of the market it is seen that *architecture has lost its deeper meaning*. "The structures which were means to create a

new architecture have been wrested from us and turned into commercialized decorative ends in themselves with no inner value” (Schildt, 1986, p. 202) In this era designs that are based on visuality and display are widely seen. Accordingly, these designs lack a lot of aspects such as traditional aspects, environmental and climatic suitability, functionality and so on. Model houses brought the problem of global and anti-cultural environments. Traditional norms and standards were lost in the process. However, it is seen that these circumstances bring up a number of serious problems for some people since these houses are not suitable to their lifestyle. There is a major population who are attached to their traditions, have habits resulting from their beliefs, values; this types of users cannot easily give up all these. As stated by one of the interviewed architects, “Modelled designs are not compatible with island lifestyle, culture, climatic and environmental factors” (Architect #11, Appendix L).

In the past people designed and built houses by trial and error, according to climatic factors, environmental qualities and so on. Now it is seen that people stopped paying attention to these. Most dramatic examples are villas near seaside often facing opposite road, having their dull façade facing the sea etc. It should not be forgotten that this design is made by an architect but also accepted by the user (Architect #4, Appendix E).

In addition, it is seen that *users of the island are after the model merely because of the image it offers*; longing towards villas, swimming pools and large square meters. Yet, it is clear that these demands are not by the reason of necessity. Lifestyle of the island is getting more and more modern, young children are leaving home sooner for education or work in other cities or countries and immigration is very common. So in result, families are getting smaller and the pursuit of the model brings with it extremely large square meters which are not used, heights that can't be heated, unused terraces, uncared gardens, unhygienic and inefficient pools.

Another problem faced is *standardization of housing neighbourhoods*, which imposes certain forms and plan types. “Naïve and natural formation of streets and neighbourhoods have turned into similar and standard streets” (Architect #3, Appendix D). Moreover, by vast amount of ready-made house construction the context started to become a monotonous atmosphere together with a standardized plan typology.

Standard and average norms are becoming the product of design. All layouts have; open kitchen living room, 3 bedrooms in high majority, parental bedroom en-suite containing dressing room and WC, a terrace, a garden and so on. These examples impose a family typology; a couple (woman and man), two kids one girl and one boy. This typical family actually does not exist. These typologies are not desired by individuals; in opposite housing market has formed these desires and imposes them on people. There are divorced couples, single individuals, families with three children, couples with no children etc (Architect #6, Appendix G).

Template house layouts have entered the terminology of architecture with the capitalist system and its aim of economic earnings. In the changing society we see a lot families not fitting into this category. Does a family house always need to have three bedrooms and a living room? People are forced into some templates. These templates have for sure affected the ideal home notion. It is evident that every individual has her own different ideal home. It is very surprising to see ready-made house neighbourhoods are highly selected by the customer as fulfilling the dream home. One or two types of houses are designed and multiplied; differences among people are disregarded. It should not be forgotten that every individual has a different character. Housing complexes should be designed with differing options or be more flexible (Architect #5, Appendix F).

As Hayden suggests, “we have not merely a housing shortage, but a broader set of unmet needs caused by the efforts of the entire society to fit itself into a housing pattern that reflects the dreams of the mid-nineteenth century better than the realities of the late twentieth century” (1984, p. 14).

Towards supporting the upper statement one of the interviewees stated that, “In my opinion ideals should change according to user lifestyle, requirements, wants and

there cannot be pre-set ideals relevant for all. What housing industry builds are houses and what we architects try to accomplish is truly to find the dream homes of the user” (Architect #1, Appendix B).

On the contrary a few of the architects underlined some positive aspects of these mass houses,

In my opinion ready-made houses fulfil a majority of functional needs of the customer. Reason is they are built by trial and error; so, their flaws are tested and improved. Starting from spatial definitions to the furniture they are all thought well. By standardization, experience and improvement of mistakes of previous designs, I can see that basically they function well (Architect #10, Appendix K).

Moreover, these houses are selected by the customer mostly because they can see and fully experience the spaces prior to the purchase. It is seen that there can be misunderstandings in communication about the design between architect and customer since some individuals are deficient in visualisation; even by 3D drawings a complete understanding of the space may not be perceived.

Another consequence of model houses is *visual pollution*. Ready-made houses that are designed without consideration of flexibility, change and alterations result in visual pollution by user’s own additions without a professional. This problem is tried to be solved by after purchase consultancies of the firms.

Some leading companies are trying to control this pollution by setting specific places to insert the air conditionings, not giving permission to closing of balconies or adding self-built garages. If you do want to do something you have to contact their office and get help from them (Architect #1, Appendix B).

Furthermore, it is obvious that enormous amount of alterations are made to the standardized residential environments are also seen to *damage individuals and nations economy*.

Society is very diverse yet housing market wants to place them all in these typology. People are obligated to make alterations in these ready-made houses to make it fit their living style. It is evident that nearly %90 of the ready-made houses are modified after occupation...In Cyprus example people both pay for the house and for the alteration. This is both a loss for the user and national economy (Architect #6, Appendix G).

Lastly, in the context it is evident that in-between spaces are started to be lost unfortunately, since housing markets aims to maximise the profit and usage of maximum closed space. Additively, this tendency is also seen in the user, altering open spaces into closed, for the creation of a bigger interior space. This effects the space articulation and privacy of the individuals. In some examples, even some parts of the front garden is closed and living areas shift to a part of the garden that is very close to the public area, street.

Lack of in between spaces in transition from public to private and undefined open spaces are widely observed in the new organizational schemes. Moreover, semi open or open spaces are often closed by residents to be added to the interior square meter...This is a pity since the island offers good weather all year long. Also regulations and laws about leaving a certain amount of space between the buildings and public spaces are also not obeyed. This is a very common tendency; cafes are seen to be occupying even the sidewalks in some parts of the city (Architect #4, Appendix E).

#### **4.4 Concluding Remarks**

Firstly, it is possible to say villa type housing typology is highly preferred by the island society since it is a continuation of traditional single family house with garden. Moreover it is a lifestyle favoured deeply by the reasons of; being close to nature and autonomy it offers together with it being symbol of success and status. Secondly, users tend to select modern images while professional believes in suitability of



traditional and regional models or early modern models better to the island. Thirdly, it is evident that mass-produced housing complexes have an effect on the customer and their attributes are highly demanded. Moreover, these models tend to influence also the professional not by the reason of admiration but mostly by economic reasons and high user demands. Fourthly, communicating through images both eases and challenges the professional's job. Makes it easier since communication through more concrete images helps customer to express herself easier and help professional to understand her wants. However, also since customers are insisting on formal attributes and disregarding functional necessities in the process, it makes the architect's job harder for creating a quality environment according to her ideals. Fifthly, often individuals express themselves to the professional by the usage of images found on the internet, magazines, etc. Moreover, they also tend to refer to acquaintances houses and popular housing sites as models. Sixthly, it is clear that demanded houses do not in reality suit to user's needs; they generally reflect how the individuals want to express themselves to the world and are in general according to display. Furthermore, these houses also often lack suitability with culture, lifestyle and climate in addition to personal necessities. Seventhly, consequences of these model houses are architecture losing its deeper meaning and becoming unsuitable for cultural and environmental factors. Moreover, individuals are seen to demand unnecessary attributes in sake of display and disregard real necessities. Other consequences can be stated as; standardization of housing neighbourhoods, visual pollution and damaging national and individuals economy. Eighthly, new/ changing/ popular trends in housing are modern models coated with attractive new material, have big openings, maintained nature/ exterior and open plan. It is clear that all

interior has become the display. In addition, most important architectural feature is still façade followed by interior design.

## Chapter 5

### CONCLUSION

As mentioned before, home is a notion very close to our hearths and carries a vast importance for individuals. Even by some home is argued to be a subject beyond the limits of architecture. From another perspective it is suggested that architecture cannot be considered as a separate discipline since today all disciplines are affecting and merging into each other. From the gaps in the boundaries architecture merges with other disciplines like art, philosophy, literature, cinema, photography. These thoughts can be summed up by suggesting architecture has always been an important profession in affecting and being affected by a lot of disciplines. Today with the dominance of images of consumer society, from a state where architecture carried value, meaning and architects were seen as gods; our society reached to a state of mass-consumed homes lacking meaning and architects as simple professionals. Nowadays it is obvious that globalism has brought with it causeless consumption and need of display; which is also highly nurtured by the social media. Housing sector, similar to every part of our life has changed dramatically by the course of events. Dynamics of today's consumer society inevitably affected the needs and demands of users and also house images in their mind. It is clear that home images created by the consumer society tend to play more important role than the demands and realities for the user. These images are not the ideal model home which suits the one in users mind and also does not meet their needs. Consequently due to this dilemma, individuals search for their dream/ ideal home has been harmed. Naïve dream home image in the

individuals mind and need of achieving it has started to lose its meaning. Is the buildings designed by the architects and constructed by the developers today are built by the purpose of fulfilling the ideal? This is a very complicated question generally in the whole world as well as in the research context of the thesis. Housing market nowadays is in pursuit of money. This is a depressing knowledge gained from the field research also damaging the architect as a trusted professional. Yet user's existing tendency, desire and demand to consume these images / models should also be underlined.

In the past evidently architects were responsible to design important monumental buildings and mansions for the noble classes however majority of the houses were built by low income individuals and families themselves. With the emergence of modernity, house became centre of attention and architects started involving with residential environments instead of monumental and representative buildings. After architects involvement with home together with the other partners of the housing industry, home drifted away from its innocent traditional image towards a commodity in the changing modern world. Doubtlessly, the image-based purchases for expressing status and investment support the certain type of housing and the way of life; accordingly suburban villa or single family house became very crucial. In the island for instance single family houses were widely used in the past however nowadays growing habitation tendency is towards these new and popular villa type housing which has some similarities with suburban house and its closely linked with the 'dream family house'. Furthermore, by the reason of international non-recognition and embargoes North Cyprus faces, it is seen that in the island investment is made by land/ house. In addition, houses have to be chosen among accepted images in order to become a valuable investment.

Evidently, all the concepts mentioned in the chapter two are seen to nurture the model house and inspire its divergent imaginability. It is seen that ideal home concepts discussed in this chapter all evoke certain images in the professional's mind regarding their building typology, façade, interior layout or other attributes. In contradiction, model house cannot be pictured in the peoples mind and moreover there is no knowledge about it until it appears in an advertisement or media. Housing market creates and produces new models nearly every day to attract a differing target group and this results in rapid production and consumption of these certain models. They become the trend one day and they may be lost at the other. Consequently, by the bombardment of the diverse models any of them can hardly be specified. Model house is seen to be an image-based notion created by the pursuit of modelling and exists in dreams, discourses more than the reality.

Moreover, single family houses are discussed in relation to lifestyle, trend and fashion, consumer society and display tendencies in chapter 3. Suburban villa is seen to be idealized by its signature lifestyle, family type and neighbourhood. Accordingly, this tendency has been supported and being advertised by the market towards creating an image of a dream home/ life. Most important result of this chapter can be stated as creation of man-made and unnatural housing environments. Starting from the exterior qualities continuing to interior spatial layout and user attributes it is clear that new necessity of display created by the market has caused disregarding of real functional necessities and standardization of the needs/ demands. In time, division of the formal and informal zones are even lost; entire house has become for display. Moreover, it is clear that market is using certain strategies to make these images more demandable. Most frequently used and remarkable strategies detected can be stated as; *trend-setter* strategy that aims to create new parameters of taste, *beautification* strategy presenting products with display concerns,

*status-boosting* strategy aims to link products directly with users status and *genderism* strategy that advertises products based on their gendered attributes.

In the field study chapter, research questions mentioned in chapter one have been accordingly used in an in-depth interview to architects. Beneficial information about the subject and the context has been gained and written in detail in Appendix, image-related data has been inserted directly into the literature in Chapter 3, discussed throughout the thesis and reality-related data has been subdivided into headings according to research questions, discussed in Chapter 4.

Image and model as different terms are closely linked and frequently used in the text by replacing each other to support the argument the thesis. Their meanings have been deeply discovered as the research deepened. It can be stated that they are both concepts used by someone for representing an idea, a sample to users. Yet, their aims are slightly different. An image can basically be everything in today's world; text, picture, advertisement, motto, movie and so on. Images aim being effective in a wider spectrum and they are variable. They impose a bigger picture consumers want to consume by possibly usage of everything we come across. On the other hand, model notion is seen to be used in majority together with and in relation to home/house as an architectural product and outcome of design. It is thought, designed, planned notion created by stakeholders of the market for attracting the user. Additively, model house is also referred to as model home according to the role it plays. It is known that according to circumstances it shifts closer to user and popular culture to be presented as home; nurtured by the professional icons, professional-elite culture and becomes a house.

As results of this research, we put forward the following statements. Individual's valuing display over everything is seen widely in today's global society together with the island society. Models are closely related with how individuals want to express themselves and how they externalise their desires. Skilful salesman have discovered this fact and are producing 'image-based model houses/ homes' accordingly. In the North Cyprus context it is also clear that 'being in an island psychology' stimulates the tendency towards global trends. Small society of the island desires to fit in worldwide trends and tendencies to be a part of the global society. Among user's demands and preferences it is possible to see more image based tendencies that do not really reflect the reality. In many cases individuals are willingly paying a big amount of money to façade and exterior view of their houses and not wanting to have insulation 'because it is too expensive'. It is evident that for being in line with the image users are sacrificing other aspects, necessities willingly. At this point 'role of user' is very important. User needs to be educated since in today's housing market user has become the dominant decision maker. In this setting educated and conscious user with the ability to choose reasonably among intense bombardment of images is crucial. If architects obediently fulfil every need and want of their client, this often will result in replicating all or some aspects of commercial and social desire. Individuals may have difficulties in blending image and reality since they are not professionals, the demands may be disconnected. Often, in the design process a whole image is formed by the help of architect. Yet, in today's housing market architects often prefer to increase consumption and accordingly users are manipulated towards the image based qualities that do not fully satisfy functional necessities. On the other hand, these image-based model houses are also seen to affect the communication and design process between professional and customers. From one perspective it eases the process because communicating through images is more

definite and clearly perceived by the customer. Yet, some architects also argue that it makes the process harder since user's are insisting on attributes they don't need and not wanting functional necessities they do need. Additively, consequences of these model houses are in general negative. As a start, model houses affected by the global trends have damaged traditional housing and its value. Standardization of the housing neighbourhoods by the increase of mass-produced model houses has brought monotony together with unfulfilled unique needs. Consequently, standard housing layouts offered by the housing companies resulted in individuals making alterations mostly without the professional in the island. This resulted in visual pollution of the housing neighbourhoods and moreover damaged individuals and national economy since individual both pays for the house and the additional alteration cost. Moreover, open spaces and in-between spaces started to be lost in designs by professional's tendency to increase interior square meter in addition to user's tendency towards closing open spaces for similar reasons. This can be considered as a huge loss in a beautiful island with naïve nature and perfect warm weather.

To conclude, evidently like everywhere in the world island is affected by the global trends and tendency towards housing models and images. Thesis considers this issue and intents to reveal it in accordance to literature, field study and analysis. This research has given the results explained briefly above, detailed in Chapter 4 and narrated in the Appendix about the incompatibilities between images and realities created by model houses. In further studies the subject can be widened, studied in more detail for a greater impact. Moreover, it is possible to question contemporary user and his/her aesthetic expectations and values. What makes the ideal and beauty according to differing user; social classes, socio-economic and cultural classes? As it is underlined by many researches, research itself is an adventure. Certain questions



are chosen to be asked and they bring the research to a certain point and results. Hopefully this speculation will be beneficial for the field, moreover help creating awareness and curiosity to the subject.

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## **APPENDICES**



## Appendix A: Interview Questions to Academic- Designer Architects/

### Interior Architects about Model House and User Tendencies

- 1) In the culture of Cyprus single family housing (villa type housing) carries a big importance and it is one of the housing types primarily preferred by the user nowadays.

What are the reasons for this preference according to you?

- 2) Which one of the following villa type housings define a fashion in housing and constitute a model?

Why do you think so?

Which one does your customer commonly prefer?



a) Picturesque



<http://www.doveconstruction.com/en/completed-projects>

b) Neo-Classic



<http://www.northernlandcyprus.com/wp-content/uploads/2014/04/123.jpg>

**c) Modern**



Günçe, K., Ertürk Z., Ertürk S. (2008) Prototype Dwellings, *Building and Environment* 43, 823–833

**d) Traditional and Regional**



**e) Early Modern**

**f) Other**

**3) Can you say that images of model housing sites and/ or similar other images are being demanded as house models by your customer?**

Do you think as an architect you also are time to time under the influence of the images housing market has produced?

- 4) Do communication with customer through these images make it easier to communicate, yes or if no why?
- 5) In this communication how images are generally expressed?
- 6) Do you think that generally described housing models overlap with/ suit to user's economic, social, usage and contextual based realities?

Or in which ways they overlap and which ways they don't? Can you explain the incompatibilities by examples?

- 7) If it is possible to say these image-based housing models produced by housing industry for consumption are able to affect even the custom made designs, can you mention emerging problems by these models directing housing design and production?
- 8) If changing lifestyles effect on house model is taken into account, what are the new/ changing/ popular trends in housing?

Which one is used widely in the expression of lifestyle housing type, façade or interior layout?

## **Appendix B: Interview with Architect #1**

***1 In the culture of Cyprus single family housing (villa type housing) carries a big importance and it is one of the housing types primarily preferred by the user nowadays.***

***What are the reasons for this preference according to you?***

Prior to everything, single family house with garden is for both Cypriot Turks and Greeks the ideal traditional housing type formed by common lifestyle, habits and climate. Today single family house which was something ordinary for Cypriot culture has now left its place to 'villa housing'. Villa type housing is generally two story mansions, big in square meter, has a garden, terraces etc. Yet, as a word it is used wrongly by the society. Even the houses that do not qualify as villa housing are called in that name. It is a trendy word imposed to society. Evidently, villa type housing in the North Cyprus context resembles something other than the simple home for society; being a villa owner is a sign of high class and status, being in line with popular culture/ trend. Moreover, villa type housing is generally not built from necessity of housing it is built as a second or third retreat house away from the city and is a high status symbol and investment tool.

***2 Which one of the following villa type housings define a fashion in housing and constitute a model?***

***Why do you think so?***

***Which one does your customer commonly prefer?***

According to my observations in recent years, most of the customers are demanding modern images. It is possible to see a modern tendency towards housing in façade, housing layout and material. One of the reasons may be people starting to drift apart of older images such as picturesque and neo-classic since they are not the current trend. Another reason may be mass media and its influence on people. With social media to movies all popular media is influencing lifestyle, habits and even ideals of individuals. While house should be an expression of the culture, it is now changing towards more global images. Like popular music and fashion there are now popular housing styles, types, façade and layouts. These are not anymore in the hands of the housing market; it is in the hands of social media and popular consumerism.

***3 Can you say that images of model housing sites and/ or similar other images are being demanded as house models by your customer?***

Yes they are. It should be underlined that there is ongoing interaction between housing/construction companies that produce and sell mass housings, housing sites and customers. Mass housing firms, construction companies, housing firms are willing to alter their architectural style and improve conditions in housing such as; landscape design, common facilities like internet, generator etc. in order to make their houses more desirable investment tools and a bigger profit. In fact housing markets images do influence housing type and visual design qualities of the house. In addition individuals needs also influence housing market and their designs back.

Housing market designs according to likes and tendencies present in the society for increasing economic earnings.

***Do you think as an architect you also are time to time under the influence of the images housing market has produced?***

Certainly. As you know all individuals favour a style more than others and as an architect I think it is natural to have a style I feel closer too. For me this is modern style. When I work in this type of projects I feel I am more productive, happy and efficient. So, of course we are as architects influenced by some things/ styles. Yet, as for me I don't think that I am influenced from the customer.

***4 Do communication with customer through these images make it easier to communicate, yes or if no why?***

Actually it should make it easier in theory but when you show a design, a visual to a customer some can understand and say their opinion about it. However, some customers don't have the visual ability to understand it. In the second case it can mislead the communication between architect and customer. It can mix-up the process. So, to overcome this generally inspirational images and 3D designs are not used solely, description and plan drawings are also used. Talking about specific lifestyle habits can be also a way to double check customer desires.

***5 In this communication how images are generally expressed?***

Generally they show images. Secondly, some people give specific details about lifestyle, dreams and expectations. Thirdly, they refer to their friends or relatives houses and the things they like/ dislike in those residential environments. They also give other architects designs as example and few people describe by hand drawings.

***6 Do you think that generally described housing models overlap with/ suit to user's economic, social, usage and contextual based realities?***

***Or in which ways they overlap and which ways they don't? Can you explain the incompatibilities by examples?***

It actually differs, however generally it partly overlaps and completely doesn't. An example to this can be a couple in their sixties who have lived and worked in England all their lives. After saving enough money they decide building a house in Cyprus in which they will stay every summer maximum one month. In reality they only need a two-bedroom housing layout with minimum facilities. In contradiction they demand for a 600 m<sup>2</sup> layout. Their prior aim is to make a statement and they disregard the negativity this layout will bring in terms of maintenance, heating/cooling, cleaning etc. In my opinion ideals should change according to user lifestyle, requirements, wants and there cannot be pre-set ideals relevant for all. What housing industry builds are houses and what we architects try to accomplish is truly to find the dream homes of the user.

It should be noted that many of these ready-made houses are changed after purchase. After living in that environment people tend to make changes and make the house more appropriate for themselves. Owners make additions such as; building garages, closing their balcony for creating a room etc. in order to fulfil their needs.

As a result of this, nowadays a vast majority of housing companies offer individuals opportunities to make these standardized homes personalized. This generally occurs when people purchase these houses before or during construction. Preferences in layout, materials etc. can be made. Companies offer these preferences to answer a wide variety of people's wishes and longings towards 'home'. In return customers feel/ act as if they are not buying a ready-made house; they are buying a custom-made house. Individuals feel happier even from minor changes like a windows place or size, because they contributed to the design. Changing something in a ready-made house makes a statement about not being standard. Interestingly, people prefer to buy ready-made houses that are cheaper and spend a lot of money on them to alter; even though at the end they spend much more than custom-made designs.

***7 If it is possible to say these image-based housing models produced by housing industry for consumption are able to affect even the custom made designs, can you mention emerging problems by these models directing housing design and production?***

One of the problems is architectural visual distortion and corruption by the additions and alterations made on ready-made houses without an architect. Local government holds the control over these changes however; they are weak in surveillance of the law. Even when reported these illegal constructions cannot be stopped, so people continue to do so. Government fails to prevent these illegal constructions made by users. As a result there is an overall visual pollution. Some leading companies are trying to control this pollution by setting specific places to insert the air conditionings, not giving permission to closing of balconies or adding self-built garages. If you do want to do something you have to contact their office and get help from them. Yet, governments have to be more dominant in this process to end this problem. Secondly, designs that do not reflect the lifestyle are also a problem. Lastly, agricultural lands are corrupted and turned into housing sites resulting in environmental damage.

***8 If changing lifestyles effect on house model is taken into account, what are the new/ changing/ popular trends in housing?***

Lately I started thinking that Cypriot society should be researched by sociologists not only in subject of housing but in overall behaviour. It is clear to me that society is moving towards an unknown direction. Users, house owners really do not know what they want. There are people who build houses for showing off to their neighbours and people they know. Society and their behaviour have dramatically changed. Home making has been altered by capitalism and its economic gains. I truly think that this is a national loss. Capitalist system entered the island in the process of Annan Plan. At that period a lot of construction firms started appearing, international investors have entered the housing market. This was the breaking point. At the time, a lot of buildings were built beyond requirement and without analysing contextual necessities.

***Which one is used widely in the expression of lifestyle; housing type, façade or interior layout?***

In majority, people give importance to visuality in contradiction to functionality. By making the façade more charming, housing market aims to increase the purchase. People are mostly interested in how their house is seen from outside, as a display of

their lifestyle, personality, status, class, etc. More dramatically, people are seen to choose the façade and spend money on it instead of central heating arguing that island has a hot climate and has short winters. Furthermore, individuals even do not want to spend their money on fundamental things such as; insulation, quality material and infrastructure saying that it is not important, in contradiction demanding all kinds of expensive and unnecessary visual elements both in exterior and interior of their houses. This decreases both durability and interior comfort of the houses.

## **Appendix C: Interview with Architect #2**

***1 In the culture of Cyprus single family housing (villa type housing) carries a big importance and it is one of the housing types primarily preferred by the user nowadays.***

***What are the reasons for this preference according to you?***

Being closer to soil, nature is something valued in the island. Accessing to nature just after going out a door is valuable and it is widely seen that people plant some vegetables, fruits, trees and flowers to their garden. It is also an environmental friendly act to plant seeds you consume in your garden and after when they become trees plant them in other areas. This is of course easier in this kind of housing type. Also parents generally want their children to see this environmental act as an example for the world's future. Secondly, this housing type evokes status and wealth since it is bigger, expensive and luxurious compared to an apartment flat. Thirdly, it resembles images and warmth that make a house home. Also, in the scale of North Cyprus villa type housing is a continuation of traditional housing and values. Furthermore, this housing type emphasises freedom and independence. With the rising problems in co-habitation in apartment flats people tend to choose this type of housing in the context.

***2 Which one of the following villa type housings define a fashion in housing and constitute a model?***

***Why do you think so?***

In my opinion traditional and regional housing is the ideal model for this island. All other examples are imported and fail to reach standards of traditional architecture and its suitability in terms of climate and lifestyle. Early modern type housing is also suitable since it did take attributes from traditional housing and made it modern. Yet, house designs of today do not take lessons from the past. Not only they are not compatible with the island, they also harm the identity of the island and bring it towards an uniform global image.

***Which one does your customer commonly prefer?***

Customers generally prefer modern housing examples.

***3 Can you say that images of model housing sites and/ or similar other images are being demanded as house models by your customer?***

No, this never happened to me. I am not very active in housing industry. However, I think that this has possibility to happen and maybe happened to my colleagues. I came across customers bringing me a photo, an image from internet or describing their neighbour's house and wanting the same house.

***Do you think as an architect you also are time to time under the influence of the images housing market has produced?***

No, I definitely will say that I am not.



**4 Do communication with customer through these images make it easier to communicate, yes or if no why?**

It makes it easier. Architects generally do not copy the images customer brings yet they understand from these images the style, wants of the customer easier. These images guide architect and ease the communication process.

**5 In this communication how images are generally expressed?**

Images found from internet are the most widely preferred communication tool.

**6 Do you think that generally described housing models overlap with/ suit to user's economic, social, usage and contextual based realities?**

**Or in which ways they overlap and which ways they don't? Can you explain the incompatibilities by examples?**

I don't think they overlap. Customers often demand more than they need. For example imagine couple whose children have grown and left the house and only are coming time to time. Moreover, their development right in the land is 300-350 m<sup>2</sup> but this couple wants a 500 m<sup>2</sup> house. After the construction, house is made bigger by extensions illegally. Main reason is the need to show off and display need widespread in the society.

**7 If it is possible to say these image-based housing models produced by housing industry for consumption are able to affect even the custom made designs, can you mention emerging problems by these models directing housing design and production?**

As far as I'm concerned villa housing sites are the biggest problem of Cyprus. If I had a change I would make a law and forbid copying more than 5-6 per house. Because when one house is multiplied by hundred problems start. Ready-made housing sites decrease the value of architecture since they are basically several designed houses being copied in a certain land for economic earnings. When this is done climatic factors are disregarded and immediately comfort levels drop. Secondly, model house images bring uniformity and monotony to the city. Natural development of city is interrupted. In contradiction to natural developments that develop in time these model houses are constructed instantly. Thirdly, green is harmed. In the law it is cited that a certain portion of the land has to be left green but they do not leave any nature. Companies are doing this to increase construction land while customers favour it to minimize garden maintenance fees and cleaning labour.

**8 If changing lifestyles effect on house model is taken into account, what are the new/ changing/ popular trends in housing?**

Modern attributes are seen widely. Also glass is used in vast amount.

**Which one is used widely in the expression of lifestyle; housing type, façade or interior layout?**

Generally I observed that material and space sizes carry a big importance. I think people did not reach the level where they aim to reflect their lifestyle, class, status, occupation by their house. They are still in the lower level. Instead of spatial language, organization and quality customers favour spatial size.

## **Appendix D: Interview with Architect #3**

***1 In the culture of Cyprus single family housing (villa type housing) carries a big importance and it is one of the housing types primarily preferred by the user nowadays.***

***What are the reasons for this preference according to you?***

Actually my customers these days are preferring apartment flats widely. Still, I think it should be underlined that the preference mainly results from income level. Upper middle class prefers semi-attached house models and upper class customers prefer villa type detached housing.

***2 Which one of the following villa type housings define a fashion in housing and constitute a model?***

***Why do you think so?***

***Which one does your customer commonly prefer?***

Modern type is highly favoured in these years since popular media is directing individuals towards that direction. Simpler and more functional designs are seen.

***3 Can you say that images of model housing sites and/ or similar other images are being demanded as house models by your customer?***

Yes, actually it can be said that housing sector and especially real estate sector created these demands and presented them to the customer altering their wants, needs and dreams.

***Do you think as an architect you also are time to time under the influence of the images housing market has produced?***

Of course I am, but not because I like; but when customer demands these images, you also become a part of them. On the other hand, these images act as reference points between customer and architect. Moreover, when an architect designs a good mass housing project it is a good advertisement since they are many in quantity and are noticed by many people.

***4 Do communication with customer through these images make it easier to communicate, yes or if no why?***

In perspective of visual communication it is beneficial. Often customers are weak in expressing themselves so these images aid in that respect. Still, it is dangerous when same image is demanded. Architect has the job to interpret these images and understand their essence; not draw the same thing. To some point images are beneficial but sometimes it is negative when customer insists on something.

***5 In this communication how images are generally expressed?***

They generally communicate through visual material such as; Pinterest and other individual's houses.

**6 Do you think that generally described housing models overlap with/ suit to user's economic, social, usage and contextual based realities?**

***Or in which ways they overlap and which ways they don't? Can you explain the incompatibilities by examples?***

I don't think they do. This mainly results from unskilled architects which do not fulfil their customer needs and try to hide their inefficiency with impressive visual elements. Good architects who do their job well, try to design according to users needs and wants. Housing culture does not exist in Cypriot society. Homes do not overlap with the culture, lifestyle and habits of people. In addition, society sees architects as people who deal with the technical details and get the necessary permissions for construction. They do not value them as professionals. In fact I truly think that we do not know how to get professional service in general.

**7 If it is possible to say these image-based housing models produced by housing industry for consumption are able to affect even the custom made designs, can you mention emerging problems by these models directing housing design and production?**

All these problems started with bloom in the housing sector after Annan Plan. This bloom is from my point of view a tragic event since at the time ready-made housing sector has emerged. This resulted in deformation and corruption of architecture in island. A lot of ready-made houses were built especially for British people for whom island became interesting with the possibility of peace. Moreover, a lot of investors and contractors have come to the island at the time.

Some of our colleagues give prices less than half compared to our office as a result of these ready-made designs. Architects are the ones to blame since they are diminishing themselves and decreasing their own value. They forget what we did learn in our education. In result of this kind of firms, people settle and buy houses that are cheaper yet weaker in architecture. This results in decrease of architectural value.

By the reason of economic earnings and profit, companies try to use maximum of the space they legally can use disregarding customer needs. This results in the decrease and disappearance of in between spaces like semi-close, semi-open spaces. Also people close their balcony space and even their gardens to maximise interior square meter. Socializing and public spaces decrease by the same reason in apartment blocks.

Naïve and natural formation of streets and neighbourhoods have turned into similar and standard streets. Feelings of belonging started to decrease since home has started to turn into a fast changing moving images and an investment tool.

**8 If changing lifestyles effect on house model is taken into account, what are the new/ changing/ popular trends in housing?**

Western type living is idealised and open plan has become widespread. Open kitchen is widely preferred by couples and families since they do not see each other all day because of the demanding works, they do not want to be apart when they are at home. This resulted in separate 'pantry' turning into kitchen for activities causing inconvenience like frying. So, big kitchen equipped with all is used for making

coffee to the neighbours while little pantry is used for all the cooking. Here also we can see that how visual individuals have become. Technical improvements are seen together with new materials.

***Which one is used widely in the expression of lifestyle; housing type, façade or interior layout?***

In today's century everything has become visual from individuals to design. Generally visibility is in the spotlight and façade and visual qualities of the house are in dominance. Life quality improvement and such are not seen as aims. House is used to display and for reflecting a person's status, lifestyle and class. There is a widely believed understanding that if you have a bigger house than someone you are higher in class. It should also be underlined that a Cypriots value their cars a lot and this also results from their need to display themselves. Car is something seen by everyone while house is more intimate.

## **Appendix E: Interview with Architect #4**

***1 In the culture of Cyprus single family housing (villa type housing) carries a big importance and it is one of the housing types primarily preferred by the user nowadays.***

***What are the reasons for this preference according to you?***

Apartment culture does not really exist in Cyprus. Moreover, living in a small island close to nature individuals like to experience this closeness; being close to soil and green. This is something very valued by Cypriots.

***2 Which one of the following villa type housings define a fashion in housing and constitute a model?***

***Why do you think so?***

***Which one does your customer commonly prefer?***

This selection actually differs according to the perspective of the individual towards home and culture. For example some people insist on an inclined roof, stating they cannot picture a home without that. As an image in some individuals head a home has to have a roof to become one. They see flat roof houses as imperfect. Yet some are worried about piling up rain water or heat insulation in absence of a roof.

***3 Can you say that images of model housing sites and/ or similar other images are being demanded as house models by your customer?***

Yes, they are. Time to time we come across customers asking for a ‘showy entrance’, ‘high ceiling’ etc. They are concerned mostly about the image they display to outside. Function is not very demanded, package of the housing is much more valued. People do not want to spend money for example on insulation of their house but are willing to pay for a granite surface or six meter high columns in their entrance. These examples show how in general customers value the image. I think this is a reflection of the society sociologically. In general people value the package more than the product inside.

***Do you think as an architect you also are time to time under the influence of the images housing market has produced?***

Customers generally come to an architect when they have seen examples of her work and want to work with her. My customers select me similarly and I think that my job is to help them in achieving the house that they want. So yes, according to their wants even though very opposite to my own style I try to synthesize them with mine and design what they desire. I never copy exactly but I try to design in a manner that fits both to their wants and my style.

***4 Do communication with customer through these images make it easier to communicate, yes or if no why?***

Home is and has always been something intimate for people and architect are of course under the influence of the user and their wants. At the end they are the ones who will live there. They often have specific wants and do not let architect free in design; they include themselves in the design and moreover interfere. Communication is in general challenging. In comparison in design of commercial buildings customers specify the requirements, desires and leave the rest to the designer. In housing customers interference may also result from their knowledge about the building. They fail to interfere to a theatre building for example because they lack needed information.

Some customers insist on formal decisions and are hardly persuaded towards possibilities improving spatial quality and comfort. Problem is that individuals sometimes cannot see the results of their decisions; architects have to guide them through the process. In my opinion in residential design architects need to leave their designer ego to one side and try to make best of what customer desires since it is their most valuable space. I do not completely try to satisfy my own ego as a designer or do exactly same of client wants; I try to find a middle path. If the customers are happy after living in the house that I designed, that is my success.

***5 In this communication how images are generally expressed?***

Firstly images are widely seen; secondly sometimes customers make hand drawings. Thirdly, customers make lists about their requirements and desires.

***6 Do you think that generally described housing models overlap with/ suit to user's economic, social, usage and contextual based realities?***

***Or in which ways they overlap and which ways they don't? Can you explain the incompatibilities by examples?***

Sometimes it is hard to depict what the customer really wants. Even with the help of plan drawings, 3D drawings customer sometimes does not really visualize the design. When the construction is nearly done some incompatibilities may occur. In my opinion ready-made housing market is getting successful because of this reason. Users have the chance to see and experience the house in reality before they buy it. Moreover, custom-made designs are much more expensive compared to ready-made houses. Yet, when communication is good I think I make my customers happy by designing a compatible house to their wants. As architects our jobs may not be as vital as a doctor but it is clear that we touch people's lives and have effect on their psychologies. This effect can be seen in two ways; first as users and second as people seeing and experiencing that building. Buildings form the cities and cities have a big impact on people who live there, so architects job should never be underestimated.

***7 If it is possible to say these image-based housing models produced by housing industry for consumption are able to affect even the custom made designs, can you mention emerging problems by these models directing housing design and production?***

Monotonous designs emerged designed for general public not for specific individual and their needs. Moreover, unnecessary and exaggerated designs are observed

exceeding user needs. Houses are seen as a way of showing off status more than necessity.

Some trends are used unreasonably. For example in an apartment block recently made I came across wrong usage of metal and glass balcony parapets. Designers have used this new, modern and trend parapets intentionally to be in line with the fashion. However it is seen that this is the small balcony where most of the residents dry their laundry and the glass actually in function creates visually bad scenery. So, actually usage of ordinary type parapet wall would have been more successful.

Furthermore, in the past people designed and built houses by trial and error, according to climatic factors, environmental qualities and so on. Now it is seen that people stopped paying attention to these. Most dramatic examples are villas near seaside often facing opposite road, having their dull façade facing the sea etc. It should not be forgotten that this design is made by an architect but also accepted by the user. Additively, lack of in between spaces in transition from public to private and undefined open spaces are widely observed in the new organizational schemes. Moreover, semi open or open spaces are often closed by residents to be added to the interior square meter. Closing also is seen widely in the very big square meters, so it is not about bigness or comfort anymore it is about making a statement. This is a pity since the island offers good weather all year long. Also regulations and laws about leaving a certain amount of space between the buildings and public spaces are also not obeyed. This is a very common tendency; cafes are seen to be occupying even the sidewalks in some parts of the city.

***8 If changing lifestyles effect on house model is taken into account, what are the new/ changing/ popular trends in housing?***

***Which one is used widely in the expression of lifestyle; housing type, façade or interior layout?***

In façade new trends are coating materials like aluminium and glass; these are highly used. Technologic awareness has raised; heating cooling systems, sun energy panels are now seen and became standard concerns.

In interior layout formal living room with display function has left its place to open plan kitchen. Open kitchen is accepted widely and became a trend however the display function of this kitchen results in a secondary small and closed kitchen for all the actual cooking. This is also an indicator of the display concerns of the society. A high-tech kitchen with all the equipment remains unused while a much smaller and less equipped small kitchen is used for all the cooking.

## **Appendix F: Interview with Architect #5**

***1 In the culture of Cyprus single family housing (villa type housing) carries a big importance and it is one of the housing types primarily preferred by the user nowadays.***

***What are the reasons for this preference according to you?***

First thing that comes to my mind is Mediterranean culture. People from that culture value spending time outside- both in garden and outside the house. Moreover, such an ideal is also questionable for me. I think until a certain age people do not value their houses in this culture they mostly spend a lot of time outside of the home; long hours of working, socializing etc. Life is extroverted and by this reason individuals value their cars, clothing more. As people get older they seem to settle down and value their homes much more.

***2 Which one of the following villa type housings define a fashion in housing and constitute a model?***

***Why do you think so?***

***Which one does your customer commonly prefer?***

Our office has a modern style and our customers are accordingly. I do value and respect traditional and regional, early modern architecture; and their spatial quality but I think that real architecture is modern architecture. Real architecture is when spatial arrangement, interior qualities and solid-void relationship forms the exterior image. What we experience in a space is the most important virtue. We often do not accept picturesque or neo-classic style housing projects.

***3 Can you say that images of model housing sites and/ or similar other images are being demanded as house models by your customer?***

Yes, people demanding image-based attributes are very common. I generally try to talk with the person according to her wants and explain importance of spatial quality. If person insists than I generally tell her that we cannot work together because I think this is a disrespectful behaviour towards architect. Architects are not professionals who do technical drawings. Individuals of course have dreams and specific wants but architects are for predicting what customers can't. If the process works out successfully image-based wants are in general interpreted and added to the design considering spatial quality at first.

***Do you think as an architect you also are time to time under the influence of the images housing market has produced?***

I don't think I do. Being both an architect and academician has its benefits. Having a stable financial earning from academic duties, I have a chance of choosing my client. Since I do not need money from architecture to continue my life I can choose opportunities of quality design. As a result I am not very much under the influence of the market. Moreover, it is known that individuals select architects according to the



image, style they desire. In some cases people choose their architects in reference to their past work, recommendation and to make a statement to others.

***4 Do communication with customer through these images make it easier to communicate, yes or if no why?***

Sometimes yes, sometimes no. Yes, because it is much easier to understand the style and wants of the customer through communication with images. It is often hard for people who aren't architects to express themselves. Images are very beneficial for the communication but this does not mean that we copy the picture exactly.

No, because some people insist for the exact copy of the image. It is generally very challenging to persuade them. Sometimes you are able to persuade and other times you have to either do clients demand or decline them. Residential environments are one of the most challenging building types for architects. Individuals dream for years and you try to fulfil these desires. Often they insist on some attributes and you need to respect them.

***5 In this communication how images are generally expressed?***

Most generally wants are expressed with the help of images generally through mobile phones and explanations. Secondly, in our office in order to understand our customer's style we expect them to choose between some exterior and interior home images from the books we supply. These selections are powerful hints in understanding individual's character and style.

***6 Do you think that generally described housing models overlap with/ suit to user's economic, social, usage and contextual based realities?***

***Or in which ways they overlap and which ways they don't? Can you explain the incompatibilities by examples?***

No. Being small society individuals are affected by others easily and there is always an interaction. There is always a race in owning things and this is a signifier of status. Generally demands far exceed the needs. When all the functions demanded are organized often we come across houses that are 400 m<sup>2</sup>. As a result customers insist on the functions and also insist on 200 m<sup>2</sup>. Awareness of individuals is very low. Visual alphabet, culture of the society is very limited. Design is something unknown. Furthermore, people know what they see and in this setting they mostly see designs with low quality. Quality designs initial requirement is quality customer.

***7 If it is possible to say these image-based housing models produced by housing industry for consumption are able to affect even the custom made designs, can you mention emerging problems by these models directing housing design and production?***

Is the buildings built by contractors or architects today are built by the purpose of fulfilling the ideal? This is a very hard question. In the scale of North Cyprus I doubt that reaching an ideal is the concern. Housing market nowadays is in pursuit of money.

In another perspective nowadays housing in North Cyprus is seen to have a hybrid style. I think this has resulted from the multi-cultural past of the island; Venetian,

Lusignan, British, Ottoman. In today's ready-made housing it is possible to come across influences from these civilizations used in combination. Negatively, these architectural elements are not used by architects and demanded by the user for their functional qualities but for their visual appearance. In our time conscious usage of architecture is not often seen. Visuality is one of the main problems. This is the result of image based designs and their imposition. Interior spatial qualities are not considered while design and afterwards with façade coating and elements this deficiency is tried to be covered up. In architectural education first aim in architecture is spatial quality and its reflection to exterior or elements in exterior giving quality to interior. People are tricked with the exterior appearance of the houses.

One other problem is monotony of 3 bedroom family homes. Template house layouts have entered the terminology of architecture with the capitalist system and its aim of economic earnings. In the changing society we see a lot families not fitting into this category. Does a family house always need to have three bedrooms and a living room? People are forced into some templates. These templates have for sure affected the ideal home notion. It is evident that every individual has her own different ideal home. It is very surprising to see ready-made house neighbourhoods are highly selected by the customer as fulfilling the dream home. One or two types of houses are designed and multiplied; differences among people are disregarded. It should not be forgotten that every individual has a different character. Housing complexes should be designed with differing options or be more flexible.

Furthermore, in the island construction rates are rapidly increasing and there is a high majority of unused houses and houses bought for investment. In addition, demands exceed needs and this brings with it increasing energy consumption, carbon emission. Another is alteration of the residential ready-made buildings after purchase since desires differ from person to person. Individuals do not want to invest big amounts of money to custom-made designs yet consume same or more for the ready-made designs after these alterations. These do affect the nature and additively personal and national economy.

***8 If changing lifestyles effect on house model is taken into account, what are the new/ changing/ popular trends in housing?***

In façade new materials like aluminium panels are used which in my opinion is a very commercial material unsuitable for residential environments.

***Which one is used widely in the expression of lifestyle; housing type, façade or interior layout?***

Interior design started to become popular. This resulted from the need of personalization of the houses. Individuals who purchase ready-made houses alter the interior to make it more theirs. Similar to exterior in the interior also it is possible to see stereo type furniture and organizations.

## **Appendix G: Interview with Architect #6**

***1 In the culture of Cyprus single family housing (villa type housing) carries a big importance and it is one of the housing types primarily preferred by the user nowadays.***

***What are the reasons for this preference according to you?***

Honestly, according to my observations currently apartment flats are preferred and purchased widely mainly by economic reasons. First preference of people is often villa type housing in the island, yet if economically they cannot afford it they prefer apartment flats. It can be stated that villa housings are generally individual's second house after living in a more economic apartment flat and saving money people reach their dream and buy a villa. Villa type housings were dominant 2-3 years back and still in some regions they are dominant. Reasons for this may be being closer to traditional lifestyle and culture, being close to nature and soil. There is an ongoing tradition of living in a one story separate house. Co-habitation is not in reality integrated with the society.

***2 Which one of the following villa type housings define a fashion in housing and constitute a model?***

***Why do you think so?***

***Which one does your customer commonly prefer?***

Customers tend to choose the architect with whom their styles are similar. At this point according to our office style we generally are asked to design modern residential buildings. Still, it is hard to talk about a pure modernism in the island. We are sometimes asked to integrate some traditional elements and local materials into our design. Functions and layouts get closer to modern yet customers generally feel closer to local attributes and ask for these. A very few who lived abroad, studied/ worked for long years have a different perspective and desire pure anti-contextual modern designs.

***3 Can you say that images of model housing sites and/ or similar other images are being demanded as house models by your customer?***

Yes, but generally demanded examples are from abroad not North Cyprus. In my opinion this results from poor quality examples in the island.

***Do you think as an architect you also are time to time under the influence of the images housing market has produced?***

Yes of course. There are two stages of this influence. Firstly the negative effect; in time these produced images also start to form customers likes. Customer comes to a stage where she is accepting/ demanding whatever is presented to her. At the end these stereo type images are being demanded from us. As a positive effect; some of other architects quality buildings that designed with modern style in turn are also affect our own images positively and create awareness among users towards the style. Our housing designs are also circulating and creating an interaction. Being

aware of the images in your style, respecting positive attributes or criticising negative of others work creates an interactive environment.

***4 Do communication with customer through these images make it easier to communicate, yes or if no why?***

When thought as a communication medium images make it easier. Every customer has their differences. Not all can communicate through 3D images and plan drawings. Also, I think customers bringing example images of their likes are important to understand the style and wants better.

***5 In this communication how images are generally expressed?***

Often in custom-made designs I come across customers demanding by referring to several images of houses they like from magazines or a neighbourhood. Moreover, users show us images of interiors, furniture, equipment etc. Some people communicate through their current living environment especially in terms of spatial size and likes/ dislikes.

***6 Do you think that generally described housing models overlap with/ suit to user's economic, social, usage and contextual based realities?***

***Or in which ways they overlap and which ways they don't? Can you explain the incompatibilities by examples?***

Customers bring several images to aid communication but often do not know what they really like in that picture. As architects it is our job to interpret and psychologically understand what they in reality liked in that image; feeling of spatiality, a vase or just the colours? Copying the same image is actually not what they truly want as they demand.

In our society we often come across incompatibility with the images they show and their own economic condition, national condition and land conditions. For example, they sometimes demand all transparent bedrooms in middle of the city in a closely spaced neighbourhood. Massive square meters are also desired disregarding the conditions and exceeding necessity. In order to express themselves people try to fulfil these images but they create other problems for themselves like expensive designs, energy losses, extreme heat, privacy etc. It is sad that they are ready to deal with the problems as long as they have the image. As architects we try to direct them towards more reasonable solutions.

Another example, customers bring some examples with them to express themselves but often these images are out of reach for their budget. That space and material quality, equipment is not reached and a reduction becomes necessary. How much cropped is not a problem but as an image they want a resemblance with the examples. People demand these images since with globalization everybody started travelling and experiencing different parts of the world. However, they see these examples and demand them without thinking about cultural, lifestyle, economic differences of the island; material coming to the island, skill of workers and contractors, architects, user's economy and such.

***7 If it is possible to say these image-based housing models produced by housing industry for consumption are able to affect even the custom made designs, can you mention emerging problems by these models directing housing design and production?***

Most of the problems start by firms designing one house and multiplying it. They sell people the image of single family house with garden yet do not show them the closely placed context, privacy issues, infra-structure and co habitation problems. An illusion is created. Images are altered different than the reality. It is easy to place a material in 3D software, there are 500 examples yet only 10 of them come to Cyprus. In addition it is again easy to put a colour on a wall in 3D software but to bring that colour to Cyprus and finding a durable one to withstand the sun is hard. In the image everything is possible but in reality there are a lot of problems. It should be underlined that these 3D perspective images are sometimes used manipulatively to be misinterpreted by the customer.

In interior layout we see a typology is formed. Standard and average norms are becoming the product of design. All layouts have; open kitchen living room, 3 bedrooms in high majority, parental bedroom en-suite containing dressing room and WC, a terrace, a garden and so on. These examples impose a family typology; a couple (woman and man), two kids one girl and one boy. This typical family actually does not exist. These typologies are not desired by individuals; in opposite housing market has formed these desires and imposes them on people. There are divorced couples, single individuals, families with three children, couples with no children etc. Society is very diverse yet housing market wants to place them all in these typology. People are obligated to make alterations in these ready-made houses to make it fit their living style. It is evident that nearly %90 of the ready-made houses are modified after occupation. However, these alterations often do not result well since seeking professional help is not popular. It is interesting that ready-made houses are mostly popular because people do not wait for the design, construction and readily buy them. However, ready-made houses can be considered as bases to build upon in North Cyprus. Actually, in Holland the ready-made houses are sold to people only with completed infrastructure, technical equipment, exterior walls and façade. Rest is done by the owner by architectural assistance. This is a clever idea since they buy the house cheaper without the interior and organize according their wants. Contradictorily in Cyprus example people both pay for the house and for the alteration. This is both a loss for the user and national economy.

***8 If changing lifestyles effect on house model is taken into account, what are the new/ changing/ popular trends in housing?***

Open plan concept and more spacious spaces are getting popular. Open kitchen is one of the most popular interior qualities nowadays. Since kitchen became a visual place pantry spaces have emerged to store the mess. Also glass usage has increased and this creates relationship between interior and exterior/ garden. En-suite rooms have gained popularity mostly in parent bedrooms. Garage spaces that are connected to the interior and guest rooms are widely seen. In bathrooms also we see an open space without separation, walking showers instead of bath tubs.

***Which one is used widely in the expression of lifestyle; housing type, façade or interior layout?***

We see all in equal importance in expression of status, class and lifestyle. Yet, façade and housing type are visible to everyone so they carry more importance. Human psychology should really be studied to understand but basically even when looking at the cars people drive it is clear that aim is to show off. People do not choose according to lifestyle, function, distance, economic power in buying a car; they choose according to the image. Situation is no different in housing.

## **Appendix H: Interview with Architect #7**

***1 In the culture of Cyprus single family housing (villa type housing) carries a big importance and it is one of the housing types primarily preferred by the user nowadays.***

***What are the reasons for this preference according to you?***

Firstly, in my opinion there is a rooted desire that comes from our culture about living in a villa house. I grew up in a single family house with garden and I firstly started living in an apartment flat when I got married. According to me, my life quality decreased in the apartment flat. Not as a designer but as a father I can say that I wanted my children to grow up in the same a quality I did. In in the apartment flat I saw them growing up with a lower life quality than I did in my childhood. Afterwards, in my own house selection I choose my ideal not towards building but lifestyle, social life it offers. I selected a ready-made villa house site that had old neighbourhood culture where children can play safely and are not stuck in front of TV, PlayStation. After school my children come, take their bike and don't come until it is dark. My neighbourhood has qualities similar to my own childhood; this is what I truly wanted for my children I think that every parent wants their children to be happy, since childhood is the happiest time of an individual's life before the stresses of life emerge. Secondly from another perspective, villa type housing demand has become a trend in the society of North Cyprus more than a necessity.

***2 Which one of the following villa type housings define a fashion in housing and constitute a model?***

***Why do you think so?***

Early modern is and will be a good model, an ideal for the island in my opinion. Evidently, it is thought thoroughly and professionally considering climatic and environmental conditions, lifestyle, housing layout etc.

***Which one does your customer commonly prefer?***

Unfortunately what are being demanded by the customer are picturesque and neo-classic examples. Especially Cypriots that have lived out of the island most of their lives prefer these examples. One of the reasons for this may be them being lost in the big society and not recognized as citizens in both countries. Now that they return back they want to show that they are here, from here and are rightful citizens of the island. I did have customers stating this desire openly. All the suppressed feelings while living in a foreign land gets exposed in the residential environment. Exaggerated features such as massive square meters, unnecessary spaces, inclined roofs, towers and so on are demanded not by the reason of necessity. On the other hand, it is seen that people living in the island prefer modern examples.

***3 Can you say that images of model housing sites and/ or similar other images are being demanded as house models by your customer?***

Yes, definitely. Actually, I wish that my customers did demand quality architectural elements from housing sites but in contradiction they demand square meters bigger

than their relatives, pools bigger than their neighbours and so on in order to make a statement about themselves.

***Do you think as an architect you also are time to time under the influence of the images housing market has produced?***

For sure, often we need to step out of our own ideals and style even if we do not want to. This mainly results from economic necessities. Sometimes we end up doing demanded designs that we know to be wrong. It is of course hard to confess this.

***4 Do communication with customer through these images make it easier to communicate, yes or if no why?***

For the architects who have their own style, trying to be loyal to some principles these images make the communication harder. For these architects' customers demanding features of visual appearances is challenging since they value function, environmental factors and such. In housing customers do not in general list their necessities, tell you about their budget and leave the design process in your hands. They more likely interfere in it. This is a challenge since %60 of the customer is not aware of design and its process. On the other hand, for the architects who have only profit in their minds it does make design easier. Customer is telling exactly what she wants; when architect obediently copies and does it the design process gets remarkably easy.

***5 In this communication how images are generally expressed?***

Firstly communication is expressed with visuals; from internet, books and secondly by descriptions. Thirdly some customers do not have any visuals or ideas and ask for a sample project proposal from the architect.

***6 Do you think that generally described housing models overlap with/ suit to user's economic, social, usage and contextual based realities?***

***Or in which ways they overlap and which ways they don't? Can you explain the incompatibilities by examples?***

According to me, %65-70 of the residential environments do not overlap completely with their owners wants and needs. Demands are often more than their owners needs and in reality do not fulfil real requirements. We come across customers who have the economic power, want a lot of things but give a restriction in terms of square meter. As another example some individual's wants exceed their real needs. It is evident that individuals have a tendency to insist on things that are not really required or decline the necessary features. Customers demand what they want to reflect about themselves.

Users request designs that are not suiting to islands climatic conditions; highly inclined roofs, materials and so on. Actually, users in general do not pay attention to climatic and environmental conditions; they are interested in function and form. These conditions are seen as the job of the architect. When the architect as well does not do her job well, we come across buildings with low thermal comfort and sun control. It is sad to see that most of the people get used to back room being cold, front room getting sun in the morning and so on; they actually arrange their lives accordingly.



***7 If it is possible to say these image-based housing models produced by housing industry for consumption are able to affect even the custom made designs, can you mention emerging problems by these models directing housing design and production?***

One of the problems is standardization. Housing market prisons individuals to live in similar features, materials and lifestyles. This has its advantages like social unity, neighbourhood etc. In addition, it is advantageous since it reduces class differences but it also sets people apart from uniqueness and individuality.

***8 If changing lifestyles effect on house model is taken into account, what are the new/ changing/ popular trends in housing?***

These preferences change according to economic state of the individual but as a common preference it is possible to say that contemporary and modern architecture and its attributes such as vertical and horizontal façade elements, new materials (stone veneer, aluminium composite façade coating) are widely selected. It is possible to say the preference is affected by the fashion globally.

***Which one is used widely in the expression of lifestyle; housing type, façade or interior layout?***

In the culture of the island being in line with fashion is valued and affects all vital decisions such as car, location of house, selected house and even dog breed. Statement is tried to be made through these attributes about status, class. Vast majority of people do not live the life they desire in order to fit to the trend and society.

## **Appendix I: Interview with Architect #8**

***1 In the culture of Cyprus single family housing (villa type housing) carries a big importance and it is one of the housing types primarily preferred by the user nowadays.***

***What are the reasons for this preference according to you?***

This results from villa housing being one of the indicators of economic power and success. It can be stated that individuals first live in rental apartment flats, save money and afterwards buy a villa house starting from 180 m<sup>2</sup> continuing towards 400 m<sup>2</sup> depending on the budget. Moreover, people value garden in Cypriot society, even when they travel abroad they tend to live in suburban environments out of the city. People want to live in a house with a garden disregarding size and attributes. Resulting from this, villa houses that have small square meters (120-130 m<sup>2</sup>) similar to apartment flats are widely seen. In addition, co-habitation is not something society is used to and also good at. Problems are seen in most co-habited environments in the island and these often cannot be fixed even by the law and regulations.

***2 Which one of the following villa type housings define a fashion in housing and constitute a model?***

***Why do you think so?***

***Which one does your customer commonly prefer?***

I can say that traditional housing and early modern are ideals, models for the island. This is because these styles fit into our cultural background. They are designs done with great effort and thought. Modern buildings built nowadays actually are much worse than buildings built in 1950s. Essence of modernism and its principles are lost and manipulated towards sales. Contractors coat the buildings with artificial new materials such as aluminium cobalt and think that it becomes a modern building. In the past more natural colours and material were seen as a quality of the Mediterranean architecture and actually fitted better to the environments than the so called modern.

***3 Can you say that images of model housing sites and/ or similar other images are being demanded as house models by your customer?***

This never happened to me and I will not let anyone demand that from me. I am a designer who is experienced on custom designs and the work that I do is my reference. Often people choose their architect accordingly and as I made myself known this way they do not come to me for such projects.

***Do you think as an architect you also are time to time under the influence of the images housing market has produced?***

No I am not. On the other hand I see that there are a lot of architects under this influence. I see that some companies take built custom-made houses as examples and turn them into mass produced houses. They take these houses as examples however

reduce the budget, minimize the square meter, quality of materials and price. Yet at the end they use the overall image in other to sell.

***4 Do communication with customer through these images make it easier to communicate, yes or if no why?***

I think images make it harder because in the individuals mind they set architecture, modernism and a lot of notions wrongly. Architecture is not designing one building and multiplying it. At least there needs to be 2-3 examples in a housing complex for differing orientations for climatic factors. Market creates wrong information and perception in individuals mind towards architecture and architect.

***5 In this communication how images are generally expressed?***

They express with images and I recommend architectural magazines to choose from instead of internet and housing market of North Cyprus. However I do not start design with images I often first finish the plan layout and afterwards form the façade. Therefore, I ask customers to describe their functional necessities.

***6 Do you think that generally described housing models overlap with/ suit to user's economic, social, usage and contextual based realities?***

***Or in which ways they overlap and which ways they don't? Can you explain the incompatibilities by examples?***

Customers in general do not know what they truly want. It should be noted that everybody is not very conscious about their wants. For example, space sizes are a good example in this matter, people often want a 'big' kitchen but do not know it in square meters. Often I advise my customers to measure their current living environments and address their wants in reference to current. Often wants do not fit needs but I as an architect try to overlap their wants; this is a part of my job. With my pursuing technique I have never faced incompatibility in the end yet it is evident that a lot of architects face this dilemma.

***7 If it is possible to say these image-based housing models produced by housing industry for consumption are able to affect even the custom made designs, can you mention emerging problems by these models directing housing design and production?***

Meaning of design is reduced by housing market and society is divided into stereotype categories. Lifestyle is not considered in designs. Architectural concerns are mostly lost by contractors but also by architects in this construction madness of the island. Origin of the problem is in the architects and them being manipulated by the housing industry; they should design freely. These manipulated designs afterwards form the needs of the customer resulting in a worse scenario. Technical requirements such as climatic control and comfort are disregarded in most designs.

***8 If changing lifestyles effect on house model is taken into account, what are the new/ changing/ popular trends in housing?***

Modern architecture is in fashion. Large windows have become a trend with the global modern architecture. Window shutters are changed by sun blocking elements and relationship between exterior and interior increased. In the culture of the island

kitchen carries a big importance and centre of life, in interior layout a sofa set is often placed in it. Moreover, kitchen often opens to a balcony. A pantry is also a must. Informal living room has also gained importance and formal living room has started to disappear. Still, it is often seen that people demand a guest room in the ground floor equipped with its own bathroom both for the guests and for themselves when they get older.

***Which one is used widely in the expression of lifestyle; housing type, façade or interior layout?***

Façade is highly valued but as an architect I try to persuade people towards interior layout by listing their functional needs and leaving the façade to my professional aesthetic.

## **Appendix J: Interview with Architect #9**

***1 In the culture of Cyprus single family housing (villa type housing) carries a big importance and it is one of the housing types primarily preferred by the user nowadays.***

***What are the reasons for this preference according to you?***

I totally believe that this is a result of Mediterranean lifestyle. We enjoy being outside, spending time outside, making barbecue in our garden, meeting with our neighbour in the garden for a coffee and so on. Even in the selection of outgoing spaces we prefer ones that have exterior spaces. Moreover, people want their children to live a quality life in villa housing. Villa housing is closely linked with family lifestyle. Also, this housing type is linked with prestige, high status and class. Additively this tendency comes from culture and past. Wide spread selection of villa housing does not depend only to one reason in the island it is effected by all these reasons. Apartment flats were built afterwards by rising need of housing, economic aims of contractors, as investment tools and competitive nature of the market. Apartment flats were always seen as the first step in the social ladder, since they were selected if the person/ family lacked economic power for buying villa housing.

***2 Which one of the following villa type housings define a fashion in housing and constitute a model?***

***Why do you think so?***

***Which one does your customer commonly prefer?***

In my customer profile people do not prefer traditional and regional housing examples. It is in general selected as a secondary recreation house in the country for the weekends or retirement. In my opinion ideal for society of North Cyprus is early modern housing, unfortunately it is not demanded. I wish it was more valued in the island. Instead individuals favour aluminium facades, exaggerated features and new materials. My company's customer prefers modern architectural style mostly as our company profile is modern in terms of plan layout and façade.

***3 Can you say that images of model housing sites and/ or similar other images are being demanded as house models by your customer?***

Yes, popular images and features are widely demanded by the customers. This is interesting for me because Cyprus is a small island far away from a lot of things yet with globalization society is aware of everything happening in the world, fashion and trends etc. moreover they demand them in their house. I even came across individuals wanting same image of a ready-made design for their own custom-made design. Furthermore, certain popular architects are selected widely by the users. I think if the architect persuades customers towards the importance of functional requirements these images do not create a problem.

***Do you think as an architect you also are time to time under the influence of the images housing market has produced?***

Yes, customers do come to architects with demands but it is in your hands to guide them. With the contractors dominance in the field this is challenging. I think that with persuasion and determination these images can be altered, at the end we are also indirectly/ directly producing the images. Time to time I confess that I do designs that are out of my and my companies design style. Unavoidably architects are under the influence of these images since they are widely demanded by customers. I think that customers should be made happy and they are the ones that will live in that environment. Holding onto ideals tightly is not reasonable under these circumstances. So, I design in demanded style and try to fulfil all demands as possible. I try to warn customers about the disadvantages of their wants and also try to create the maximum comfort I am capable of. Happy architects are the ones who are able to find customers with similar tendencies with them because it is really hard to make customer happy while making yourself happy professionally.

***4 Do communication with customer through these images make it easier to communicate, yes or if no why?***

I think it makes it easier because it gets easier to understand what the customer really wants and shortens the design process. Wrong or right these images give the essence of desires of the customers, constitutes a starting point. Without the images the communication between designer and customer is often very challenging since it is hard to communicate through conventional ways; explanations, 2D drawings. 3D drawings and images ease the communication. For the start images are very beneficial and during the process it is designer's job to shape these wants.

***5 In this communication how images are generally expressed?***

Internet is widely used in communication. Some bring images and demand the same/ similar design features, some expect a proposal from you. In addition, people refer to previous, current spaces they have lived and their actions in them. Moreover, in general people demand by referring to the things they do not like and what they do want instead. Features that make them happy are not commonly expressed. I generally ask my customers to list both the things that make them happy and things that don't because there is a possibility to lose likes while fixing the dislikes. Afterwards I also ask for the functional necessities. Lastly, exterior view and façade qualities are discussed. Economic power of the user is an inevitable part of the process.

***6 Do you think that generally described housing models overlap with/ suit to user's economic, social, usage and contextual based realities?***

***Or in which ways they overlap and which ways they don't? Can you explain the incompatibilities by examples?***

People generally value formal qualities in their household. First of all I try to persuade my clients about the importance of interior design and relationships of the functions. I state that most important aspect is what you see and experience when you enter the front door not the garden door. Exterior is formed by the interior. At the end both customer and architect mutually compromise and meet in the middle.

I don't think they do in some examples. People who are in better economic state value status and class expression more than function. They demand two staircases, massive spiral staircases for making a statement. As designers we try to explain importance of living spaces in comparison to circulation spaces. Often they insist and we design accordingly to make them happy. Often wants exaggerate needs and budget of the customer. It is evident that customers demand models that do not fit to culture, lifestyle of the island.

***7 If it is possible to say these image-based housing models produced by housing industry for consumption are able to affect even the custom made designs, can you mention emerging problems by these models directing housing design and production?***

I clearly don't know if this is a problem or if it creates a problem. For architects there are numerous problems but people demand these image-based features. These images are liked firstly by their prices and their formal model. I don't think that for people there are big problems. We should remember that we are designing for a non-architect.

In our society there are still people who go to contractors for house designs and see them as authorized professionals in this matter. This generally results from economic power. Contractors are known to sell houses cheaper than architects. They do not have designer's ideals and mostly aim to building and selling. People do not want to pay another fee also for the design. Also sometimes architects who work in the sector start to change into contractors with the influence of the market and sales necessities. I want to underline that contractor and architects working together create a balance since architects are too idealist and contractors are focused too much on economic profit.

When housing markets primary aim became sales; size, material used are all changed towards more profit making ones. Size and location are two of the most criticized aspects of our company's designs. People complain about room sizes, lacking spaces and so on yet do not see that we made the choices towards more moderate prices. User profile and budget is carefully analysed and a price appropriate to them is set. This does affect all attributes of the design starting from square meter. It should be underlined that all designs have a better alternative yet budget is an important factor. You can design something perfect in every dimension but cannot sell. At the end all companies are as successful as their sales. If the country's economy was better I believe that architecture would be much better. Additively, in the mass housing examples designer tries to design for appealing to a lot of people that give importance to differing attributes; budget, façade, housing layout etc. Moreover, difficulties in living in an island also makes the process harder; shipping necessary materials because they are not produced and available in the island, their changing costs due to sterling, euro, dollar prices and so on. Budget of the customers together with quality of the material coming to the island is very low; infrastructure is missing. In addition, political embargoes make the Cypriot companies and investors to depend on outer forces and complicate the decision making process. I truly think that the bad examples of ready-made houses result because of all these. It is hard to think about an ideal in these circumstances. Residential environments are challenging to design in either way. Most of the problems faced in mass houses are not faced in

generally in custom designs. There are also some positive aspects of mass houses; safe and controlled environment, maintenance of garden and exterior spaces.

***8 If changing lifestyles effect on house model is taken into account, what are the new/ changing/ popular trends in housing?***

Yes, there are but in our country there have been minor changes. People nowadays demand simple, buildable and modest designs compared to the exaggerated needs of the past. Awareness has risen in terms of interior layout and requirements.

***Which one is used widely in the expression of lifestyle; housing type, façade or interior layout?***

I don't think that Cypriot people like to express their lifestyle too much. This is generally seen in people who lived and worked abroad or in foreigners. I really think that Cypriots do not have the extra money for such things. However, for a few façade and interior qualities are important in expression of lifestyle.



## **Appendix K: Interview with Architect #10**

***1 In the culture of Cyprus single family housing (villa type housing) carries a big importance and it is one of the housing types primarily preferred by the user nowadays.***

***What are the reasons for this preference according to you?***

I can say that we have a lot of examples of it in the island; it is type of housing widely seen and forming the environmental texture. Moreover, it is a reaction towards one story houses seen in the period before 1974. It is known that with modernism two story villa type housing became the new trend; it was a signifier of new housing and prestige. I think that by the reason of smaller square meters, what we see in the island can be best categorized as bungalow type.

***2 Which one of the following villa type housings define a fashion in housing and constitute a model?***

***Why do you think so?***

***Which one does your customer commonly prefer?***

In majority there is a tendency towards modern and simplistic features nowadays.

***3 Can you say that images of model housing sites and/ or similar other images are being demanded as house models by your customer?***

My style is definite, that is why I may not answer this question correctly. I have been demanded models a lot in the past mostly in neo-classic style. Now my customers demand modern models because I declined designing in other styles in the past and this is well-known. So, individuals ask for my professional help in that respect.

***Do you think as an architect you also are time to time under the influence of the images housing market has produced?***

As an architect I am not but in customers I can see the influence of images. They always have exemplar pictures and images when they come to me.

***4 Do communication with customer through these images make it easier to communicate, yes or if no why?***

I think that when customers look and select some images they are not actually sure what they like in them. They say that they like something yet often when I propose something contradictory, they like that as well. I don't think customers are really aware of what they want or like, images do not really change anything.

***5 In this communication how images are generally expressed?***

Customers come in with images. Additionally, I generally use a method for expression. I give my customers a catalogue or book of my own and I want them to put a sign on minimum ten of their likes. Afterwards I ask them what they like in that

image. Sometimes they like a tree, a flower pot, an object but put a sign on the overall exterior view of a house. These selections give clues about their desires.

**6 Do you think that generally described housing models overlap with/ suit to user's economic, social, usage and contextual based realities?**

***Or in which ways they overlap and which ways they don't? Can you explain the incompatibilities by examples?***

In my opinion ready-made houses fulfil a majority of functional needs of the customer. Reason is they are built by trial and error; so, their flaws are tested and improved. Starting from spatial definitions to the furniture they are all thought well. By standardization, experience and improvement of mistakes of previous designs, I can see that basically they function well.

**7 If it is possible to say these image-based housing models produced by housing industry for consumption are able to affect even the custom made designs, can you mention emerging problems by these models directing housing design and production?**

Repetitive plan types and similar/ monotonous residential architectures are problems as a start. Furthermore, I think the most important problem is ready-made houses being built as compact inflexible houses that allow no extensions and when people do add by themselves it brings with it a visual pollution.

**8 If changing lifestyles effect on house model is taken into account, what are the new/ changing/ popular trends in housing?**

I can say that there is a radical change in materials. Moreover, people are demanding divided plans instead of open plan; mostly closure of kitchen. By experiencing open kitchen and understanding that its visuality needs more household labour people now want to return to separate kitchen. Massive glasses and colours white, grey are huge trends. Pool is one of the trends as well.

***Which one is used widely in the expression of lifestyle; housing type, façade or interior layout?***

This differs according to economic power. Some people buy prestigious enormous villas from successful housing companies, specific sites, designed by popularly known architects. It is a privilege to live in these sites. In contradiction some people only buy a house for their functional necessities. If I speak for a section that has a certain economic power yes they do use house as an expresser of lifestyle; mostly exterior is used in this expression together with efficiently designed interior.

## **Appendix L: Interview with Architect #11**

***1 In the culture of Cyprus single family housing (villa type housing) carries a big importance and it is one of the housing types primarily preferred by the user nowadays.***

***What are the reasons for this preference according to you?***

Cypriots do not like to live in apartment flats; they do not like the lifestyle of it. Moreover, apartment flats are linked with low income people and students. People do not know and are not interested that there are modern luxury apartment flat examples in Turkey and abroad. Individuals instead insist on villa type housing with garden. They have this kind of prejudice, a house image.

***2 Which one of the following villa type housings define a fashion in housing and constitute a model?***

***Why do you think so?***

***Which one does your customer commonly prefer?***

In the ready-made houses in present modern style is widely chosen. Individuals do not really understand modernity and ideals behind it but link it with other things such as prestige, keeping up with fashion/ trend etc. From another perspective, it is possible to say that because of its moderate price people demand modern. If people have the economic power they shift toward more prestigious examples. In custom-made houses we see picturesque and neo-classic styled residential buildings. Individuals demand big, massive, luxurious houses.

***3 Can you say that images of model housing sites and/ or similar other images are being demanded as house models by your customer?***

Yes, they are. People demand popularly accepted images. Furthermore, I see for some people this selection is because of price. Customers ask me to copy house of someone for a much cheaper price. When some architects accept such demands, it is demanded from all of us. Another reason is status concerns. Individuals that are members of a certain class tend to select images similar to people in the same class. Also selections of certain architects are seen in this respect.

***Do you think as an architect you also are time to time under the influence of the images housing market has produced?***

I don't think I am under the influence of these images but I sometimes take inspiration from other architects designs and material usage. I never do the same but I interpret. I can say that copying a design is unethical for me as a designer but we see that new graduates are fulfilling such demands to enter the market or earn money easily.

***4 Do communication with customer through these images make it easier to communicate, yes or if no why?***

Unfortunately it made the communication harder. People became very persistent in their wants and persuading them towards reasonable decisions has become very challenging. They demand insistently just to be in line with the trend. For example individuals demand a neo-classic entrance arch in a purely modern environment. With 3D images individuals are presented their wants and tried to be persuaded towards more reasonable selections. These three dimensional drawings, design of several alternatives and persuasion process makes the process even more challenging. In contradiction for some architects who are having difficulty in producing a proposal, ready images coming from the user make their job easier.

***5 In this communication how images are generally expressed?***

Users refer to popular housing sites, magazines, other people's houses.

***6 Do you think that generally described housing models overlap with/ suit to user's economic, social, usage and contextual based realities?***

***Or in which ways they overlap and which ways they don't? Can you explain the incompatibilities by examples?***

Wants are in general not compatible with needs. People don't really need a lot of things they demand. Demands are towards luxurious living and exterior display. In the island people mostly prefer ready-made houses for their reasonable prices yet also prestigious high class examples of mass produced houses are seen in the island. These are often preferred by people because they can see the finished construction and buy what they see.

***7 If it is possible to say these image-based housing models produced by housing industry for consumption are able to affect even the custom made designs, can you mention emerging problems by these models directing housing design and production?***

Modelled designs are not compatible with island lifestyle, culture, climatic and environmental factors. Individuals find an example from another country and want the same disregarding its harmony with the island. Demand of highly perpendicular roof is an example. Customers want it without knowing the usage of it for high snowy Nordic countries.

***8 If changing lifestyles effect on house model is taken into account, what are the new/ changing/ popular trends in housing?***

***Which one is used widely in the expression of lifestyle; housing type, façade or interior layout?***

In general façade is the only concern. They value exterior view so much that efficiency of interior is in the background. So much that I came across customers who wanted windows for the façade to look fancy yet in the interior the window actually didn't open to any space and was closed by a gypsum board. Another example is decision of not placing any window in some spaces because it will spoil the exterior image without being concerned about a vital necessity of air circulation.

## **Appendix M: Interview with Architect #12, 13 & 14**

***1 In the culture of Cyprus single family housing (villa type housing) carries a big importance and it is one of the housing types primarily preferred by the user nowadays.***

***What are the reasons for this preference according to you?***

One of the reason is individuality and creation of own territory. Co-habitation examples are also seen but in the society separate family houses are more valued. Additively, Cypriots are an extroverted and open society. So, housing type with a garden fits their personality, lifestyle and culture better.

***2 Which one of the following villa type housings define a fashion in housing and constitute a model?***

***Why do you think so?***

***Which one does your customer commonly prefer?***

It differs from person to person. Individual's perception change according to where they grew up. Exaggerated, luxurious and picturesque examples are widely selected by people who have lived in the island. In contradiction, people who have lived abroad tend to value more simplistic, efficient and modern designs. I think simplistic approach is more suitable to the island and the lifestyle. In Mediterranean and Aegean islands it is possible to see subtle designs and colours. Transparent and translucent solutions can be applied to connect exterior and interior better. This will enhance the extroverted nature of the society.

***3 Can you say that images of model housing sites and/ or similar other images are being demanded as house models by your customer?***

Yes, they are mostly demanded by people who have dreamed and worked for having a house for long years. Picturesque housing examples are mostly demanded by these customers. All features of their dream house are specifically thought. Personal choices get involved highly in the process. Interestingly, popular and widely seen elements are demanded by the user even in custom-made designs.

***Do you think as an architect you also are time to time under the influence of the images housing market has produced?***

Residential environments are not places for architect egos; they are valuable dream spaces of the individual. I am not under the influence of these images but I always try to design in line with my client's style and wants. I do not believe being insistent on a style if the user will not be happy. Every architect of course has a style and it is natural to decline the customer if meeting in a mid-point is impossible. I generally try to persuade my client towards more reasonable decisions.

***4 Do communication with customer through these images make it easier to communicate, yes or if no why?***

In conscious clients it makes the process easier since they know what they want. In contradiction some people do not have the awareness or visual capacity and demand that building's roof, that's entrance, that's terrace etc .without thinking about the harmony of elements. Some individuals do not have a visual perception to understand drawings, models or 3D images. Sometimes the process is very troubling. High preference of ready-made houses may result from this reason; they can buy what they see in reality.

***5 In this communication how images are generally expressed?***

Explanations, small drawings are ways of expression. Moreover, people generally refer to houses from their near environment and people they know.

***6 Do you think that generally described housing models overlap with/ suit to user's economic, social, usage and contextual based realities?***

***Or in which ways they overlap and which ways they don't? Can you explain the incompatibilities by examples?***

I really think they are not compatible, users do not select according to their lifestyle and culture. I think they moreover want all popular features disregarding their necessity, harmony with each other. I generally recommend my customers flexible solutions so that in case they are not happy in that environment there will a chance for a change. It is evident that house is a status symbol. Individuals tend to exaggerate and demand unnecessary and luxurious details, materials. Awareness is not high. Some individuals are not even sure about architect's role in the housing market. While by some architect is seen as a technical person who gets the construction permissions and arranges the columns and beams, while others think of the architects as a person who designs façades.

***7 If it is possible to say these image-based housing models produced by housing industry for consumption are able to affect even the custom made designs, can you mention emerging problems by these models directing housing design and production?***

Firstly environmental monotony is clear. Secondly, aesthetic and formal trends/ decisions are in primary importance in comparison to functionality and efficiency. Furthermore, buildings without a design harmony are widely seen containing a lot of elements that are popularly demanded.

***8 If changing lifestyles effect on house model is taken into account, what are the new/ changing/ popular trends in housing?***

***Which one is used widely in the expression of lifestyle; housing type, façade or interior layout?***

Nowadays linear, straight and continues lines are seen widely in façades. Yet it is in general not applied successfully. They are strictly formal and have no functionality. These elements are seen in architectural magazines, liked but used without understanding their function.

## **Appendix N: Interview with Architect #15**

***1 In the culture of Cyprus single family housing (villa type housing) carries a big importance and it is one of the housing types primarily preferred by the user nowadays.***

***What are the reasons for this preference according to you?***

In the island apartment culture does not exist and co-habitation is not widely accepted. Moreover, a relationship with soil is highly valued similar to the Mediterranean lifestyle.

***2 Which one of the following villa type housings define a fashion in housing and constitute a model?***

***Why do you think so?***

***Which one does your customer commonly prefer?***

Previous selections were towards picturesque and neo-classic examples. Afterwards a trend towards modern architecture was seen up until previous year. Yet this modern examples contained luxurious, exaggerated new materials and façade elements; lacking pure modernism. Today's preference is towards simple, modest designs and elements. These are timeless designs closer to pure modernism.

***3 Can you say that images of model housing sites and/ or similar other images are being demanded as house models by your customer?***

No, because I think if a person wants house with these images, she can easily buy from ready-made houses. In contradiction, customers who prefer to work with me do because ready-made houses don't fit to them in terms of; layout, life quality, material etc. They may like them as images but it does not overlap with their needs and wants. Co-habitation in apartments similar to proximities in housing site neighbourhoods is also a reason in selection of custom-made designs. Moreover monotony in designs, poor quality of materials and small square meters are some other reasons.

***Do you think as an architect you also are time to time under the influence of the images housing market has produced?***

No, I don't think I am influenced at all.

***4 Do communication with customer through these images make it easier to communicate, yes or if no why?***

Yes, images make the process easier. Images are beneficial in communication and finding out likes/ dislikes of the customer. This way preferences and wants are easily specified. I try to communicate with my customer towards any image like clothing, an accessory, a window. In this way I try to catch the essence of their style since it is often hard to express yourself by words. It is interesting that sometimes they say that they want a modern house but show a completely different style in images. I can say that awareness is low.

***5 In this communication how images are generally expressed?***

Mobile phones are widely used in showing liked images and styles. Moreover, customers also refer to other individual's houses.

***6 Do you think that generally described housing models overlap with/ suit to user's economic, social, usage and contextual based realities?***

***Or in which ways they overlap and which ways they don't? Can you explain the incompatibilities by examples?***

I don't think people are aware of their wants. They have a lot of demands that are not in relation to each other. Furthermore, wants exceed needs. In general when all wants are listed I come across 250 m<sup>2</sup> houses where customer has a land of 180 m<sup>2</sup>.

***7 If it is possible to say these image-based housing models produced by housing industry for consumption are able to affect even the custom made designs, can you mention emerging problems by these models directing housing design and production?***

One of the most important problems is distortion and presentation of images as wanted by contractors. In advertisements house is placed in other location, in 3D drawings sizes are manipulated by changing perspective angles, drawing are not same as reality, sun direction is manipulated, scenery is changed, material is not the same and so on. Customer wants to purchase the image she saw. Yet in reality these images do not exist or are different than the image.

***8 If changing lifestyles effect on house model is taken into account, what are the new/ changing/ popular trends in housing?***

In interior design multi-functional spaces are popularly seen like combining functions like sport room, hobby room and laundry room. Additively, open kitchen combined by living room and TV area is favoured and seen as a good solution because of daily distance of the family members. In the present I am coming across customers who are different than common customer profile, more aware and in control of what they want in comparison to past years. Exaggerated designs seen in 1990s and towards beginning of 2000s that featured arches, towers, massive interior spaces has started to decrease and new trends is towards usage of new façade elements. Coating materials for the façades has been developed by the improving technology and are used in vast majority by architects without paying attention to appropriateness to climate. With this a change in the façades are seen but I don't think this is in a good way.

***Which one is used widely in the expression of lifestyle; housing type, façade or interior layout?***

Interior design layout; spatial sizes and relationships are used widely.



## Appendix O: Pilot Questionnaire to Academic- Designer Architects/

### Interior Architects about Model House

1) When customers come to you for design, how do they in general express themselves with? *Rate from 1-4:*

- explaining the image in their minds
- showing somebody else's house as example
- showing their likes from sources like magazines, internet etc.
- showing famous architects designs

2a) What are the characteristics of the images in the users mind?

- a) Historical b) Picturesque c) Modern d) Well-known

2b) Please describe your answer

.....

3) In general which user groups is dominant in the decision making process?

- a) Female user b) Male user c) Children d) Other.....

4) Which one of the following is seen more widely favoured by the user?

- a) Form b) Colour c) Material

5a) Do modelling trends in housing change as often as fashion?

- a) Yes b) No

5b) How do you define the change period?

- a) 3 years b) 5 years c) 10 years d) 20 years

6) Which one of the following is the trending housing type nowadays?

- a) Villa house b) Apartment flat c) Villa in a housing site d) Apartment in a housing complex e) Other.....

7) Do you think that these desired images are dream and want of the target user or are they triggered by other factors?

.....

8a) Do trends change according to user, gender, status and class, occupation etc.?

- a) Yes b) No

8b) Why do you think so?

.....

9) Which one of the following spaces have the most importance in model house?

*List first 3:*

- Entrance
- Kitchen
- Dining room
- Living room
- Bedrooms
- Hobby spaces
- Wet spaces
- Storage spaces
- Garden
- Terrace

Other.....

10) Which one of the following elements have the most importance in model house?

*List first 3:*

- Neighbourhood
- Surrounding of the building (garden, garage..)
- Name of the building
- Building typology (apartment, single housing..)
- Entrance
- Terraces and balconies
- Roof
- Relationship between spaces

Other.....