

DEMOGRAPHICS

Multi-generational Mixed-Use Apartments

The rise of the multi-generational mixed-use housing concept is a trend with tremendous staying power. According to the [U.S. Census Bureau](#) baby boomers are projected to outnumber children by 2035 for the first time in US History. Accordingly, the population is expected to not only grow at a slower pace but age drastically. With this, it is inevitable that housing demands will have to answer to the multi-generational needs of the community. There are great contrasts between Baby Boomers and Generation Z, however their desires for multi-family housing communities are not that different. Gen Z is coming of age and by far the most diversified generation; they are native to technology, commonly co-habitate due to increased housing costs, and have come to expect amenities that meet their flexible lifestyles with a deep concentration on health & wellness. Meanwhile, Baby Boomers are becoming empty nesters, desiring to integrate into the urban community, and live an active lifestyle. Regardless of their differences, these two generations are coming together; they both tend to seek affordability, amenities and walkable locations. Architects and designers need to consider all tenants wishes, and while they may be alike they often manifest in different ways. The key is to develop a structure and atmosphere that integrates the needs of both generations in a seamless manner.

SOCIAL CHANGE

Affordable Housing & Social Change

Urban areas across the U.S. are increasingly addressing social issues with the redevelopment of neglected communities, specifically investing in the development of low-income housing, housing for the homeless, and facilities and care for those with mental health needs. Current affordable housing developments seek sustainable infrastructure in order to meet the design challenges for populated metro areas while developing an aesthetic that meets current trends, and satisfies the needs of a multi-generational community. Furthermore, architects and designers must consider the cost, aesthetic preferences, regulatory and OSHA requirements of special needs tenants. The revitalization of communities is necessary; however it will not come without innovations such as prefabrication, modular and smart homes. According to [BuiltWorlds](#), "Smart apartments technologies make buildings more efficient on two different fronts: energy management and people management. An American Council for an Energy-Efficient Economy (ACEEE) report states, "intelligent efficiency technology" could save the commercial and manufacturing real estate sectors over \$50 billion [annually]." New York appears to be leading the way in affordable housing innovations with two notable projects, [Chestnut Commons](#) and an [unnamed collaboration](#) between the New York Housing Preservation and Development Office, FullStack Modular, developer Thorobird, architect Think! Architecture and Design, and nonprofit BACDYS, who are in the midst of constructing more than 160 affordable housing units in NYC using pre-fabrication methods.

TECHNOLOGY

Prefab, Modular & Smart Homes

The technological trends in housing could not be more apparent than Amazon's announcement to invest in [Plant Prefab](#), a start-up company that builds prefabricated, custom single family homes, and multi-family homes. Amazon is only the second company in history to surpass a valuation of one trillion dollars (if you were wondering the first, it's Apple) and currently runs the Amazon's Alexa Fund, which provides up to \$100 million in venture capital funding to promote innovation in voice technology. Amazon aims to integrate smart home technology, with sustainable prefabrication that saves time and money and promotes accessibility to housing. According to [BISWorld](#), industry revenue for prefabricated home manufacturing (consisting of manufactured mobile homes, prefabricated wood buildings and non-residential mobile buildings) is expected to rise to \$11.2 billion by the end of 2019. Another notable investment by Amazon is the newly announced Virginia Tech Innovation Campus that will increase enrollment in computer science, computer engineering, software engineering, and related disciplines at its Blacksburg campus over the next eight years. Virginia Tech's dedication to technology and its integration in everyday life continues to thrive. Virginia Tech's Center for Design Research unveiled their [FutureHAUS](#) prototype in the 2018 Solar Decathlon Middle East competition, taking home a first-place victory over 14 other selected teams and is showcasing at [Expo 2020 Dubai](#). The FutureHAUS is an exploration in the integration of pre-fabricated, energy efficient and smart home systems for the future of affordable housing. In collaboration with [MillerClapperton](#), 48 five-foot Silver Metallic ALUCOBOND® PLUS composite panel overhangs were contributed by 3A Composites USA, which serve not only to shade the energy positive home but incorporates a 15 kilowatt photovoltaic array.

INTERIORS

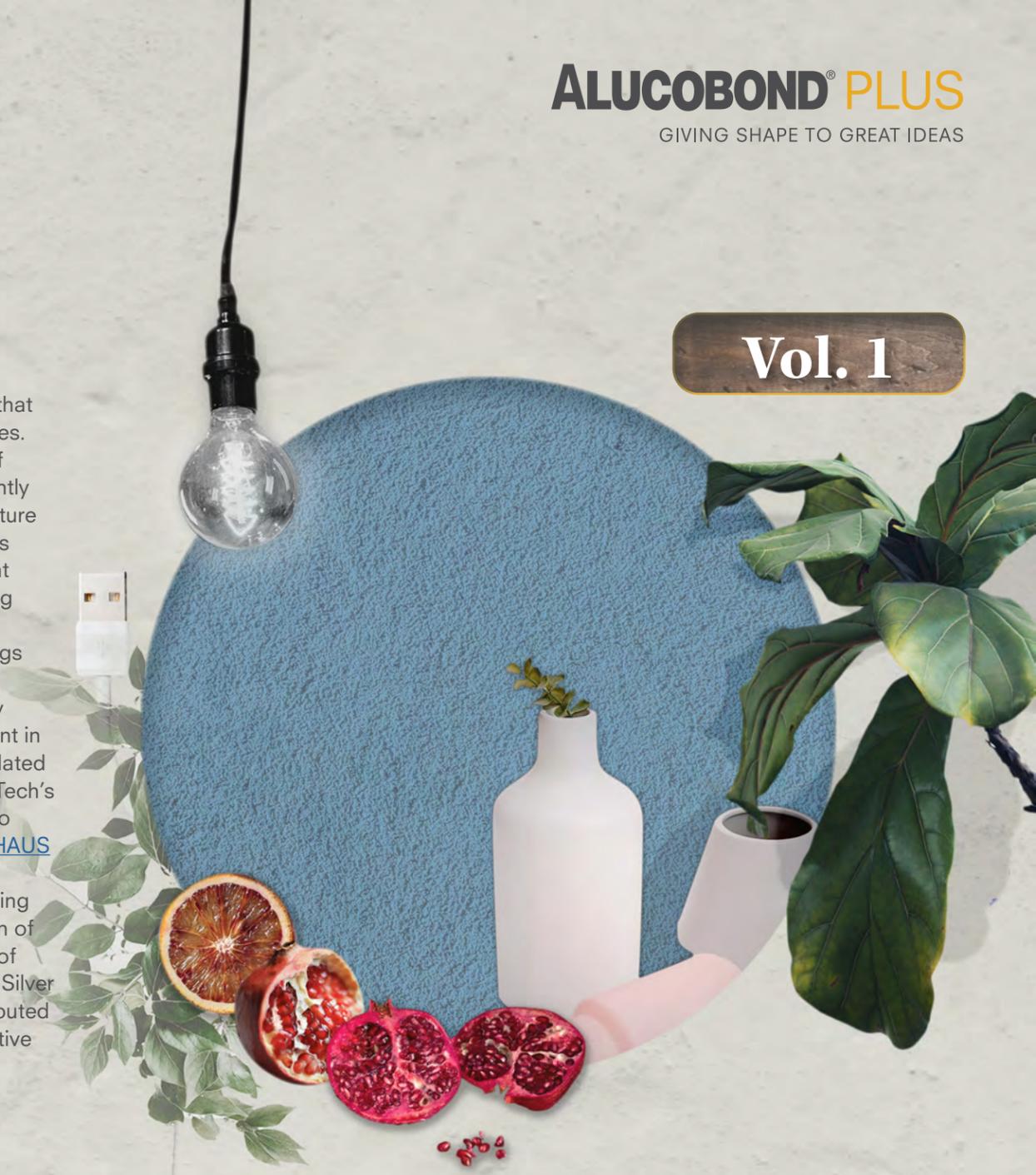
Health & Wellness

Homeowners desire a sense of health & wellness in their interior spaces, as well as, in their overall community, including: rooftop gardens, pool areas, grilling decks, fitness centers and clubhouses. Interior trends include:

- Living greenery
- Biophilic color palettes: blues, greens, browns, grays, whites, peach/pink/flesh tones
- Spaces that promote interaction
- **Sustainable materials:** carbon reduced concrete, woods, terrazzo, cork tiling, recycled paper, natural stone, bamboo
- Finishes that bring the outside in, such as hardwood floors, neutral stone countertops, integrated open spaces, natural lighting elements, concrete and stone along with aged precious metals and minerals

Multi-Family Housing

Exterior Color Palettes
See ALUCOBOND® PLUS finishes curated in two
multi-family housing exterior color palettes. [Page 2](#)



Let's
**Talk
Trends**

Multi-Family Housing

Vol. 1

The **Comal** color palette is influenced by a future that aims to integrate all generations, the digital and physical realms, natural vs. manufactured and traditional vs. new. What once were dichotomies are coming together to form a new community, a new experience, and a new urban landscape.

The **Lure** color palette is influenced by the merge of luxury and affordability. It relies on a use of different textures, iridescent finishes, and deep color tones based on simple luxuries, water, nature, rich stones, and earthy minerals, to promote visual interest while maintaining costs made possible by technological advancements in construction.

Comal



ALUCOBOND® PLUS
Sunrise Silver Metallic



ALUCOBOND® PLUS
Basalt Grey



ALUCOBOND® PLUS
Dusty Charcoal



ALUCOBOND® PLUS
Greyhound



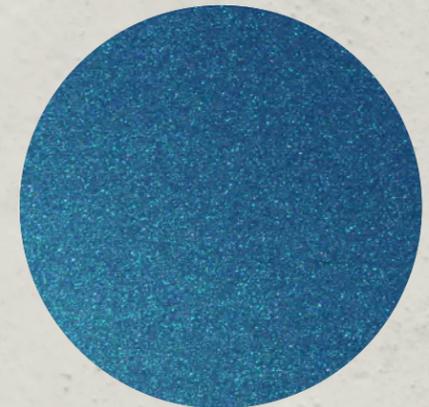
ALUCOBOND® PLUS
Sierra Sand



ALUCOBOND® PLUS
Rustic Walnut

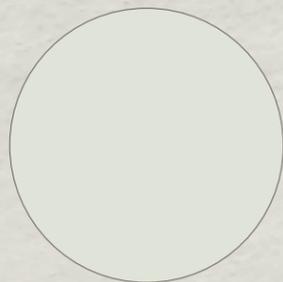


ALUCOBOND® PLUS
Beechwood



ALUCOBOND® PLUS
Ocean

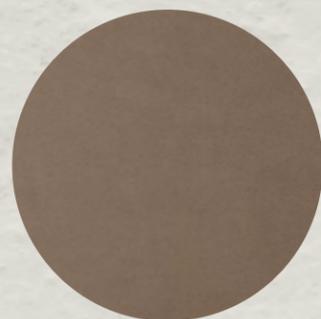
Lure



ALUCOBOND® PLUS
Bone White



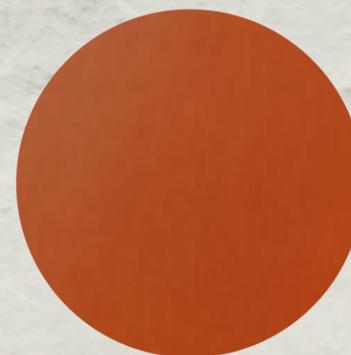
ALUCOBOND® PLUS
Native Copper



ALUCOBOND® PLUS
Driftwood Mica



ALUCOBOND® PLUS
Colorado Gold Metallic



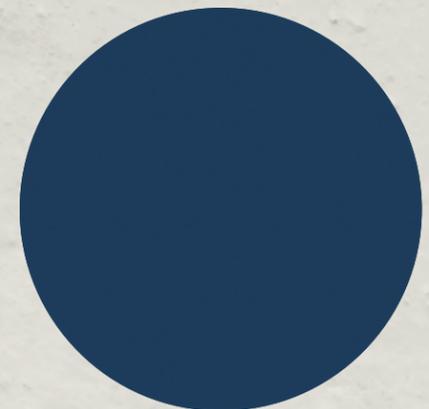
ALUCOBOND® PLUS
Cupral



ALUCOBOND® PLUS
Botanical



ALUCOBOND® PLUS
Statuary Bronze



ALUCOBOND® PLUS
Azure Blue