

Reincarnated McMansion Project



The Reincarnated McMansion project proposes to audit, dismantle and rebuild a single McMansion dwelling. An unsustainable large home will be reincarnated into two or three best practice, zero emission smaller green homes using the existing McMansion building materials.

We seek to emphasise both the project's quantitative architectural and environmental value as well as its symbolic and cultural significance as a work of art.

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Please note: All the diagrams are indicate general Reincarnated McMansion strategies only. Final design and site lay out will be governed by the client or patrons' brief, site conditions and council regulations.

Reincarnated McMansion Project

This document summarises the Reincarnated McMansion Project's aims, project precepts and accomplishments, and outlines a partnership proposal

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Reincarnated McMansion Project

Project Team (alphabetical order):



Artist /
Undergraduate Architect/
Project Conceiver /
Project Manager
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Mathieu Gallois

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Peter Smith

Theorist

Naomi Stead, PhD

Senior Lecturer
School of Architecture
Faculty of Design, Architecture and Building
University of Technology, Sydney

Architect /

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Project Partners



Arup is one of the world's leading environmentally sustainable design engineering and design firms. Arup came to Australia in 1963 to undertake the structural design of the Sydney Opera House and has since developed a diverse practice in the Australasia region which has been – and continues to be – instrumental in some of the most impressive projects in NSW. Through our office in Sydney we bring together broad- minded individuals from a wide range of disciplines and through our work, we make a positive difference in the world. We are proud of the breadth of experience and range of skills we offer to our clients, who enjoy the advantage of being able to draw on Arup's vast national and global pool of skills and resources to complement our local delivery specialists in Sydney. Specialist bases continue to grow and now encompass a wide range of services including urban design, environmentally sustainable design, acoustic, transport planning, fire, lighting design, maritime, blast engineering and water engineering.

Arup – www.arup.com

Arup have pledge their engineering services on a pro bono basis towards the Reincarnated McMansion's realization.

Penelope Evatt Seidler AM

Director, Harry Seidler & Associates from 1964

Penelope Seidler has pledged financial support towards the Reincarnated McMansion's realization.

Other project partners

- ABC TV
- Pozible + their 10 creative partners across Australia
- National Institute of Experimental Arts
- The Australia Council for the Arts
- The Green Building Council of Australia

ARUP



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Context



Australia now has the largest houses of any nation on the planet - new houses in NSW are a staggering 100 square metres bigger than they were in 1984 (See 'Home Truths: Australia trumps US when it comes to McMansions', SMH 2009 at www.smh.com.au/national/home-truths-australia-trumps-us-when-it-comes-to-mcmansions-20091129-jyva.html). Similarly, our green house gas emissions per capita are the highest of all developed OECD nations.

Reincarnated McMansion Project

Premise:

60 – 80 tonnes CO2 to make



6-10 tonnes CO2 operational energy / year

The life cycle environmental footprint of a typical large poorly designed Australian home (over a 30 -40 year period) is approximately 300 – 400 tonnes of CO2.

The Reincarnated McMansion Project reuse of the existing McMansion materials will reduce the embodied energy footprint of the 'new' 2- 3 reincarnated homes 60 - 80%; and the 'new' 2- 3 reincarnated homes will be zero emission dwellings.

Reincarnated McMansion Project

Cost:



Please note: All the diagrams are indicate general Reincarnated McMansion strategies only. Final design and site lay out will be governed by the client or patrons' brief, site conditions and council regulations.

The cost of purchasing, auditing, dismantling and rebuilding a McMansion has been estimated by our team to be approximately \$AUD1.2 million.

The revenue from the sale of each dual occupancy residence has been estimated to be approximately \$650,000. The marketing firm Republic of Everyone estimates the media value of the project when realised will exceed \$2,000,000.

We estimate that the project can make a profit: the project therefore seeks investors rather than donors.

Please refer to the Reincarnated McMansion Funding Strategies document and to part 7 of this document for further information about the funding strategies of the project.

Reincarnated McMansion Project

The reincarnated mcmansion buildings feature:

Site area:	800sqm developed as dual occupancy (Existing McMansion building footprint 300 sqm – total floor space 450sqm)
Building footprint:	80 sqm x 2 (160sqm)
Total floor space:	320 sqm: as 2 x 160 sqm 3 bedroom detached dwellings
Total decks:	120 sqm
First floor balcony:	80 sqm (2 x 40 sqm)
Photovoltaic System:	28kW (14kw per building)
Hotwater system:	Evacuated tube solar hot water
Water supply:	60,000 litre rainwater tank
Parking:	6 bicycle spaces

Material and design strategies - *Low impact, Loose fit, Long life:*

- Ground floor
Pise rammed earth walls + timber cladding to north
Bedroom x 1 , bathroom x 1, open plan living / cooking / dining / garden
(designed for accessibility for elderly or mobility impaired individuals)
- First floor
First floor – Timber construction
Bedroom x 2, bathroom x 1, open plan living / cooking / dining / balcony
- The internal spaces have been designed to be adaptable for future changes
- The building's principle materials are recycled. The ground-floor's walls are the from the original McMansion bricks, tiles and concert slab (formed into a rammed earth (pise) like walls). The first floor is made from recycled wood (sourced from the recycled McMansion) and responsibility sourced timber
- The site has a street front display that communicates the building's real time energy performance to the neighborhood
- The roof has strategically designed eaves for full summer sun shading (of the building mass) and winter sun penetration (into living spaces)
- 60,000 litre water tank is Integrated into the overall plan and circulation program and doubles as first floor communal deck
- Orientation of the building's roofs is to the north so as to optimise solar harvesting
- The original McMansion footings are retained at ground level as a cultural reference point
- Garden features wide selection of edible and native plants
- Garden features wide selection of edible and native plants

Reincarnated McMansion Project

Grants, Research, Marketing and Media Coverage

In 2009, with the aid of a \$32k research and development grant from the Australia Council for the Arts, the team extensively researched the proposed thesis and published a forty-three page document on our web site. We also commissioned the marketing firm, Republic of Everyone, to compile 2 Power Point presentations that outline the projects demographics and marketing potential. In 2009, we met twice with ABC TV who have expressed interest in commissioning a three-part, three hour documentary about the project.

Symposiums, Radio Interviews and Talks:

- ABC Radio National By Design with Alan Saunders, 29 November 2008. Interview.
- Biennale of Sydney SuperDeluxe@Artspace, , 27 May 2010. Pecha Kucha presentation.
- HotHouse Symposium 27 - 28 July 2010, Utzon Room.Sydney Opera House <http://hothouselaunch.unsw.edu.au/> . Presentation.
- Powerhouse Museum of Sydney, 24 October 2010. Powerhouse Museum. Talk to coincide with Sydney Architect Festival.
- Museum of Sydney, Sunday 16th January 2011. Talk as part of Boomburbs exhibition.

Print Media Reviews and Articles:

- The Age, Flexibility the Key to a Lasting Future. Kath Dolan. Sept 4 2010
- Sydney Morning Herald. Would You Like Grass With Your Junior Mac? Josephine Tovey. July 28, 2010
- Sydney Morning Herald. Letters to the editor (in response to July 28 article)
- Time Magazine, USA. Reinventing the McMansion Barbara Kiviat Monday, Sep. 28, 2009
- Perspective Magazine HK. Patricia Nelson, Feature Review. Feb Issue #101.
- Artichoke Magazine Ray Egar. Review Reincarnated McMansion.
- 2011 Sydney Morning Herald. Family Deal, Reincarnated McMansion. Melissa Davey. 9 April 2011
- 2010 Blair French, Art Matters - catalogue essay SCAPE NZ 2010.
- Parramata Advertiser. Reincarnation Project to Bring Down the House. Scott Howlett. 10, 12 2008
- Campbelltown Macarthur Advertiser. Greening McMansionville. Michelle Taverniti. 3, 12 , 2008
- Camden Advertiser. Wanted: McMansions to Go. Michelle Taverniti. 3, 12 , 2008

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Marketing Potential of the Project



The marketing and public relations firm Republic of Everyone (R of E) was commissioned by the Reincarnated McMansion team. The following is a brief summary of their findings (the full Power Point presentations can be made available to potential sponsors):

McMansion demographics:

- 60% Australian born
- Average income \$80,000
- 90% office workers and professional

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Three core potential marketing target groups:

The architecture, building & design industry:

- Property Investors
- Commercial developers
- Architects
- Building & Construction industry associations
- Green Building Councils

Homeowners :

- New home builders looking for new ideas
- Baby Boomers and Empty-nesters
- Australians sensitive to rising energy costs

People who care about community and the environment:

- The 90% of Australians who say they care about the environment
- Local Governments
- Green Groups & NGOs
- Those critical of overdevelopment
- The LOHAS (Lifestyle of Health and Sustainability) demographic
- Church Groups

Republic of Everyone noted that the project has already captured the media's imagination and featured on ABC Radio, in local papers and in architectural press, as can be seen in the description of media coverage in the above section.

On top of this, the project is in discussion with the ABC for a 3-hour documentary.

We have also had preliminary interest from the National Geographic Channel and other US TV producers.



Potential Media:

The project's realisation makes for excellent televisual drama, particularly in the Australian media market, with its on-going interest in home renovation and building projects.

The process from consultation, seeing a home being reduced to rubble, to the reaction to the finished product will ensure vast print, radio and television coverage.

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Project Value:

The Republic of Everyone estimate the media value, in terms of exposure, to be already \$100,000.* That is a result of simply putting the concept to market. When realised, the total media value of the project would exceed \$2 million. These figures are based on editorial media value at 4 x advertising cost for the same reach, as per industry standard.

Potential benefits to sponsor:

- This project is not just another 'green' stunt.
- It is an authentic way of reaching a key demographic
- A sponsor could align their brand with cutting edge design, construction and sustainability leadership.
- It is an opportunity for your company to represent the project as an industry visionary and commentator.

Reincarnated McMansion Project

Moving forward

The Reincarnated McMansion project seeks to form a coalition of partners to finance the project's realisation. Penelope Seidler has pledged financial support towards the Reincarnated McMansion's realization.

The Reincarnated McMansion team proposes to conduct a crowd funding campaign to raise, independently of the project sponsors, an additional \$250,000 towards the project's realisation. The funds from the crowd funding campaign will act as budget insurance - to safeguard against contingencies. They could also be used to help service interest repayments on project loans.

Crowd funding is a dynamic participatory way to engage the wider community in the projects realization, further raising the project's profile and, in turn, the media value of the project.

The Reincarnated McMansion project has secured the support of a number of companies and professionals who have expressed interest in supporting our project's realisation.¹ Overall, we estimate that we currently have \$100,000 'in kind' sponsorship and subsidies¹. Our aim is to secure at least \$300,000 in in-kind support and sponsorship towards the project's realization.

To 'insure' against exceeding our project budget, we will adopt an aggressive project management strategy with our labour and product suppliers. In return for sponsorships and project association rights with the project, we will seek to sign contractual agreements with the majority of our labour and product suppliers, whereby they are paid only the cost price of their products, or 66% of their labour costs, until, and only if, the project makes a profit.²

The Reincarnated McMansion team offers potential investors the following:

- Marketing rights as sponsor

The total media value of the project is estimated by Republic of Everyone to exceed \$2 million.

- Project bragging and naming rights as sponsor
- Reincarnated McMansion project name association rights with investor's products.
- A share of TV, print and intellectual property rights

There is potential for investment in the project to be further recouped via an agreement between investors, our team, and ABC TV. Investors would own a share of the television documentary distribution rights and therefore receive sales revenue. The documentary, with its built in narratives and social, environmental, architectural and artistic themes will make compelling content for both Australian and overseas broadcasters, especially the United States.

Please refer to the Reincarnated McMansion Funding Strategies document for further information about the funding strategies of the project.

¹ These include our own team of architects, environmental consultants and project managers, Zimmerman Engineering, DA Landscape designs, Sydney Energy and Today.

² This strategy was successfully used by the producers of the Environmental film 'Age of Stupid'. The crew of the film all accepted reduced wages during the filming of the project and were paid in full when the project made a profit.