

## RP3021

# THE AUSTRALIAN HOME RENOVATION: MEDIA & DESIGN CHOICES

### Context

Renovation is less damaging to the environment than demolition and rebuilding of new homes. Low carbon renovation in particular, can make an impact on the reduction of carbon emissions of households. By multiplying the effect across millions of dwellings, there is scope to significantly reduce carbon emissions on a regional and national scale.

There are barriers that renovators face before, during and after a renovation, which affect and restrict their decisions. These include insufficient involvement of stakeholders such as building professionals and intermediaries, media influences and close social networks, in the different stages of the process.

Reinforcing the network of intermediaries through public communication in media can assist in the successful engagement of homeowners in low carbon renovation.

### Aim

To create new insights of homeowners' design decisions, and their potential for low carbon choices, in each stage of a home renovation.

### Research questions

1. What are the stages of a home renovation from the perspective of homeowners?
2. What is the role of media and intermediaries in the renovation decision making process?



Participants discussing that renovation is considered a social practice, despite being an 'out-of-ordinary' event.

### Methodology

The methodological approach aims to **reinforce the involvement of stakeholders** in the home renovation process.



Homeowner during home visit

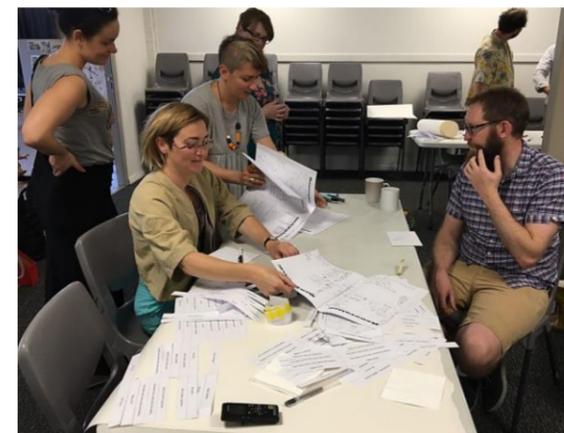
Inspired from principles of **design anthropology**, which embraces collaborative input of users to the generation of knowledge as well as examples of **visual and sensory ethnography**, recorded home visits took place as a first step of investigation.

During the visits, extended interviews and audio/video recording allowed a close analysis of the household site as the hub of people's dreams, aspirations and activities and as a way to understand the context of homeowners' (design) decisions. A cultural prop in the form of a printed renovation Storybook, used to capture renovators' journeys.



Storybook samples

Additionally, a **participatory workshop** held at the end of all the interactions with homeowners and professionals brought together the two main perspectives.



Participants mapping during the workshop

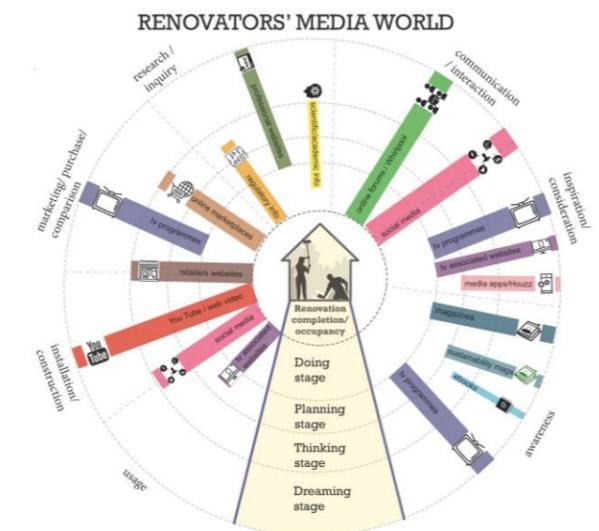
Two collective maps of the renovation stages were put together by the workshop participants and then overlaid with the media and intermediaries used at each stage of the process.



Samples of mapping

### Anticipated results

Analysis is ongoing. Media and intermediaries maps will be produced to explain the findings. The research aims to strengthen of the link between social practices and architectural design. It addresses the relationship between social practices and architectural design, seeking to understand how everyday household practices affect the form and function of physical space.



### Further information

<https://australianrenovationsdesignandmedia.wordpress.com/>  
<http://www.lowcarbonlivingcrc.com.au/research/program-3-engaged-communities/rp3021-media-and-communication-strategies-achieve-carbon>

### Contact

Aggeliki Aggeli  
Swinburne University  
[aaggeli@swin.edu.au](mailto:aaggeli@swin.edu.au)