

PLAY  
PLACE

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Reeves.Yan.Jin.Qianye.Xia.Camille.Provost.Cayetano.Sanzdesantamaria.



## MEET PLAY-ce...

WITH A VISION FUELED BY EMPATHY AND A DESIRE TO MAKE A DIFFERENCE. PLAY-ce ENVISIONED A CITY WHERE THE ACT OF PLAYING/WORKING OUT COULD SEAMLESSLY COEXIST WITH COMPASSION AND CARE FOR THE HOMELESS COMMUNITY. THIS VISION MATERIALIZED IN THE FORM OF A DESIGN THAT WOULD ATTACH ONTO EXISTING GYM EQUIPMENT, UNFOLDING INTO A BED-LIKE STRUCTURE AT NIGHT.

THE CURRENT HOUSING CRISIS IS A RESULT OF VARIOUS SOCIOECONOMIC FACTORS, HAS ENGULFED THE CITY, LEAVING MANY RESIDENTS STRUGGLING TO FIND AFFORDABLE AND SUITABLE HOUSING.

AT THE HEART OF IT LIES THE ACUTE SHORTAGE OF HOUSING SUPPLY. WITH A RAPIDLY GROWING POPULATION, FUELED BY BOTH DOMESTIC MIGRATION AND INTERNATIONAL IMMIGRATION, THE DEMAND FOR HOUSING HAS SKYROCKETED. HOWEVER, THE CONSTRUCTION OF NEW HOMES HAS FAILED TO KEEP PACE, EXACERBATING THE PROBLEM. OVER THE PAST DECADE, LONDON HAS WITNESSED A SURGE IN PROPERTY PRICES, FAR OUTSTRIPPING THE RATE OF INCOME GROWTH, RENDERING HOME-OWNERSHIP AN ELUSIVE DREAM FOR MANY.

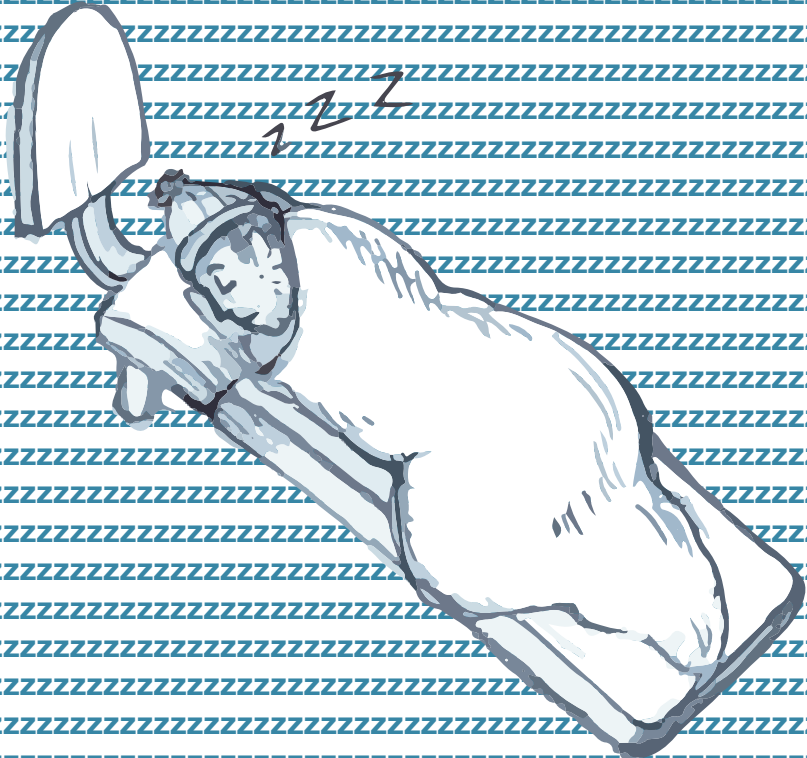
LONDON HOUSING CRISIS IS NOT MERELY A HOUSING PROBLEM BUT A SYMPTOM OF DEEPER SYSTEMIC ISSUES RELATING TO URBAN PLANNING, SOCIOECONOMIC INEQUALITY, AND HOUSING POLICY. WITHOUT DECISIVE ACTION, THE CRISIS THREATENS TO FURTHER DEEPEN THE DIVIDE BETWEEN THE HAVES AND THE HAVE-NOTS, ERODING ITS SOCIAL FABRIC. OUR PROJECT SHOULD NOT BE SEEN AS A PERMANENT SOLUTION BUT RATHER AS A PROPOSAL, HIGHLIGHTING THE RANGE OF POSSIBILITIES OPEN TO US IN TACKLING THIS CRISIS IF WE WORK TOGETHER AS COMMUNITIES.



AND NIGHT FALLS...









ONE OF THE PRIMARY REASONS BEHIND THIS HOUSING SHORTAGE IS THE INTRICATE WEB OF PLANNING REGULATIONS AND BUREAUCRATIC HURDLES THAT STIFLE DEVELOPMENT. STRINGENT ZONING LAWS, CONSERVATION EFFORTS, AND COMPLEX APPROVAL PROCESSES HAVE HINDERED THE CONSTRUCTION OF NEW HOMES, PARTICULARLY AFFORDABLE HOUSING UNITS. AS A RESULT, LONDON FINDS ITSELF IN THE GRIP OF A HOUSING MARKET WHERE DEMAND FAR SURPASSES SUPPLY, DRIVING UP PRICES AND EXACERBATING THE AFFORDABILITY CRISIS.

THE IMPACT OF THIS CRISIS IS FELT MOST ACUTELY IN CERTAIN BOROUGHs, WHERE POPULATIONs ARE DISPROPORTIONATELY AFFECTED. BOROUGHs SUCH AS WESTMINSTER, KENSINGTON AND CHELSEA, AND CAMDEN, KNOWN FOR THEIR PRIME LOCATION AND HIGH PROPERTY VALUES, HAVE WITNESSED A SURGE IN HOMELESSNESS AND HOUSING INSECURITY. THE JUXTAPOSITION OF OPULENT MANSIONS AND TOWERING SKYSCRAPERS WITH MAKE-SHIFT SHELTERS AND OVERCROWDED ACCOMMODATIONs EPITOMIZES THE STARK INEQUALITY THAT PLAGUES THE CITY.

ACCORDING TO DEPARTMENT FOR LEVELLING UP, THE NUMBER OF HOUSEHOLDs IN TEMPORARY ACCOMMODATION IN LONDON HAS REACHED STAGGERING LEVELS, SURPASSING 100,000 IN 2023. 104,510 HOUSEHOLDs WERE FOUND TO BE LIVING IN TEMPORARY ACCOMMODATION - UP 10 PER CENT FROM 2022. THIS INCLUDES OVER 64,000 (64,940) HOUSEHOLDs WITH CHILDREN.

1. 6pm onwards

2. locate play-ce

3. unfold

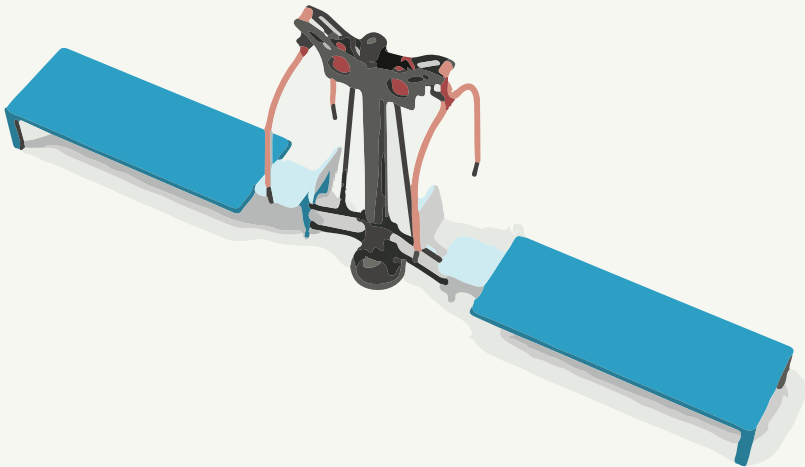
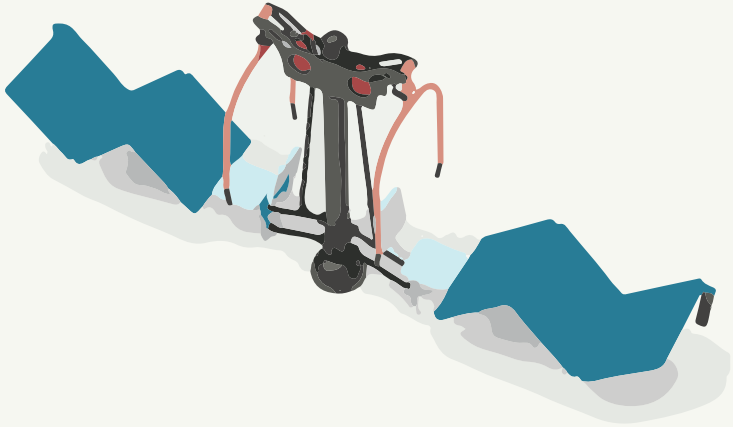
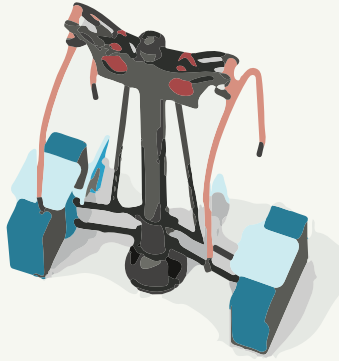
4. sleep

5. 6am onwards

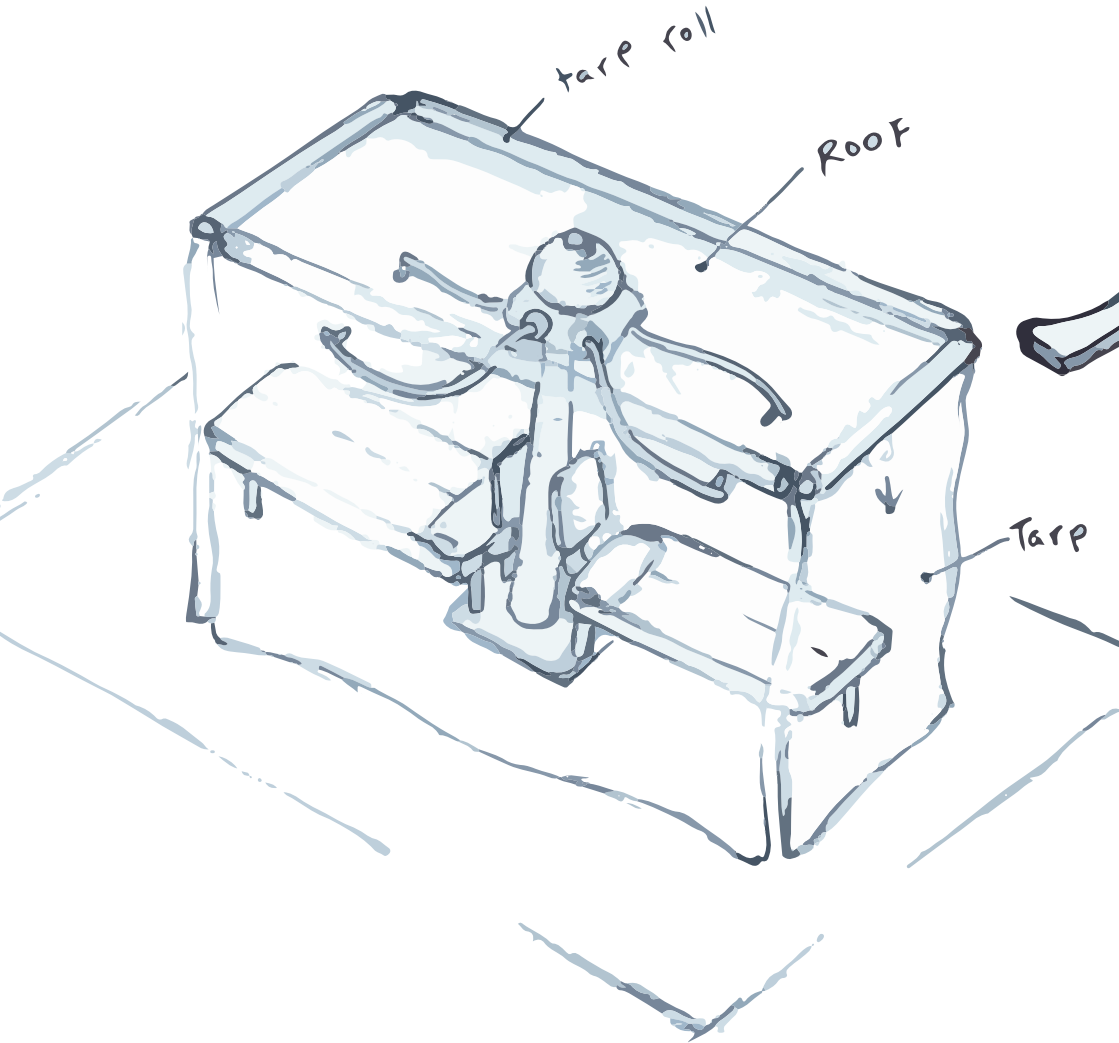
6. fold

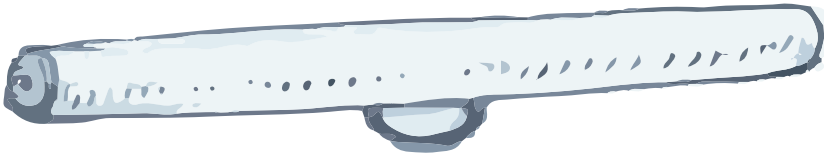
7. clean



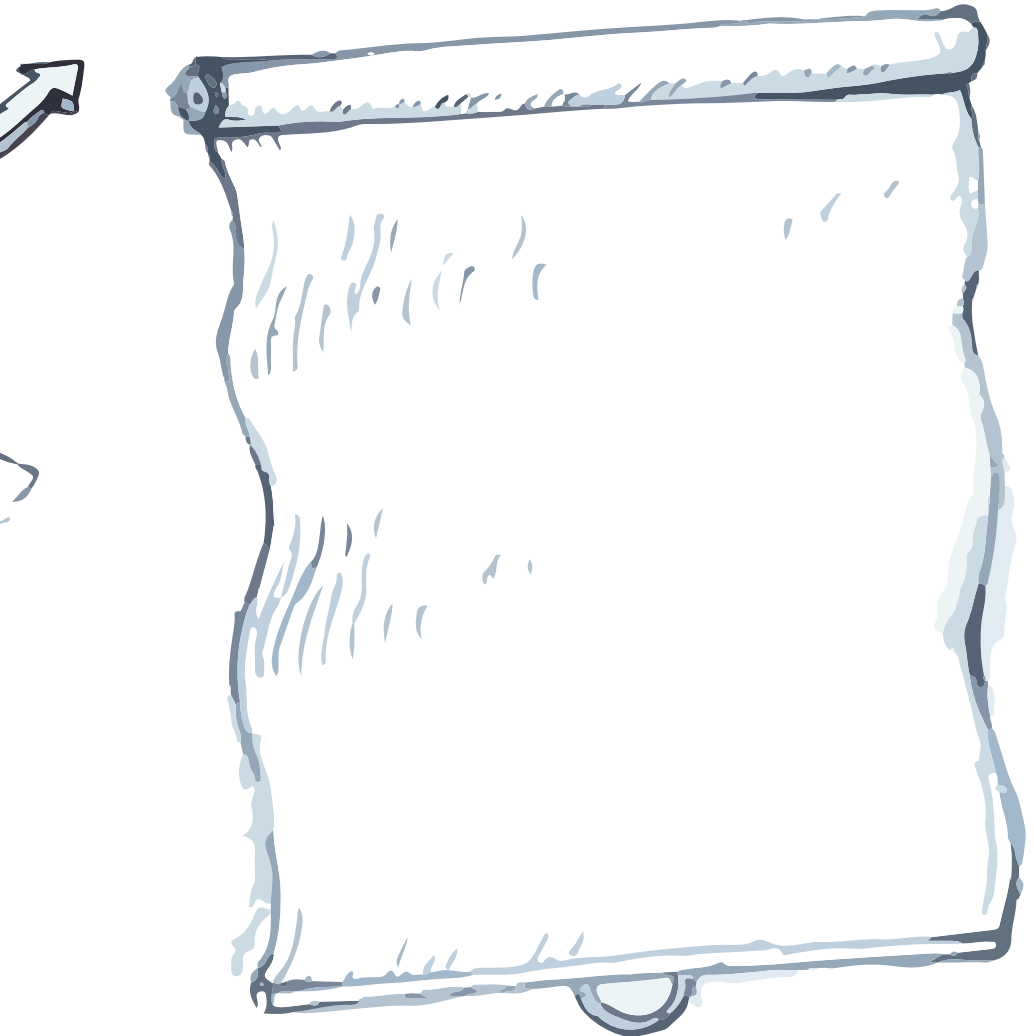


RAINY, WINDY, TOO LIGHT, MORE PRIVACY...

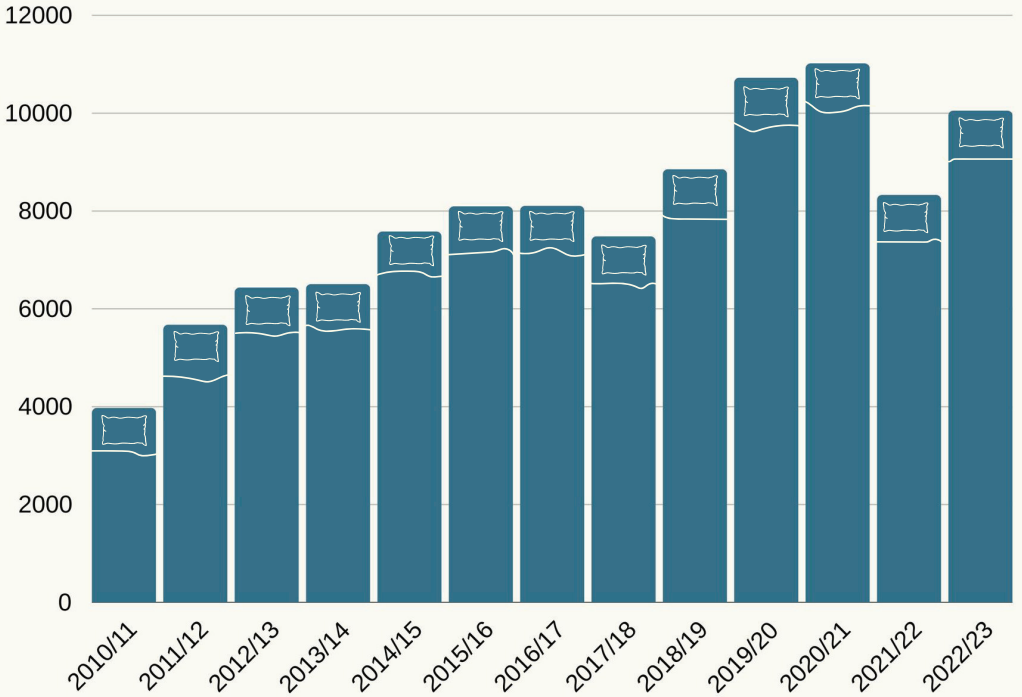




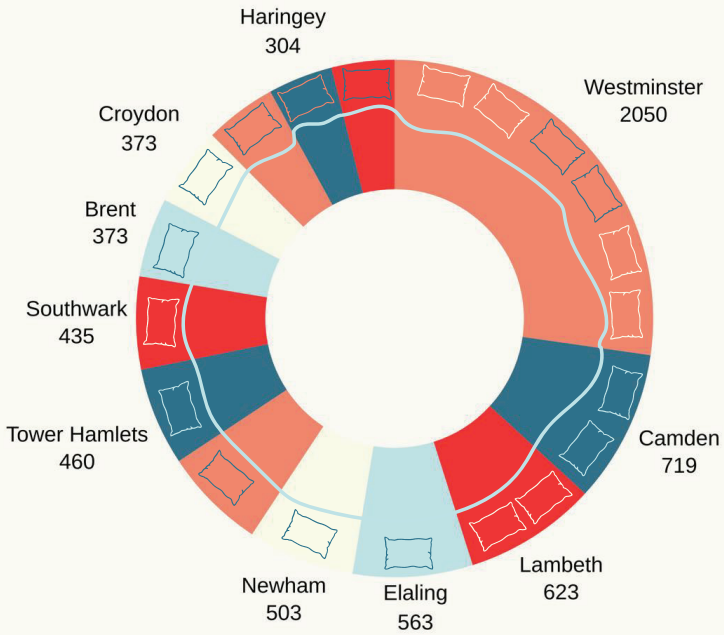
Tarp rolls down



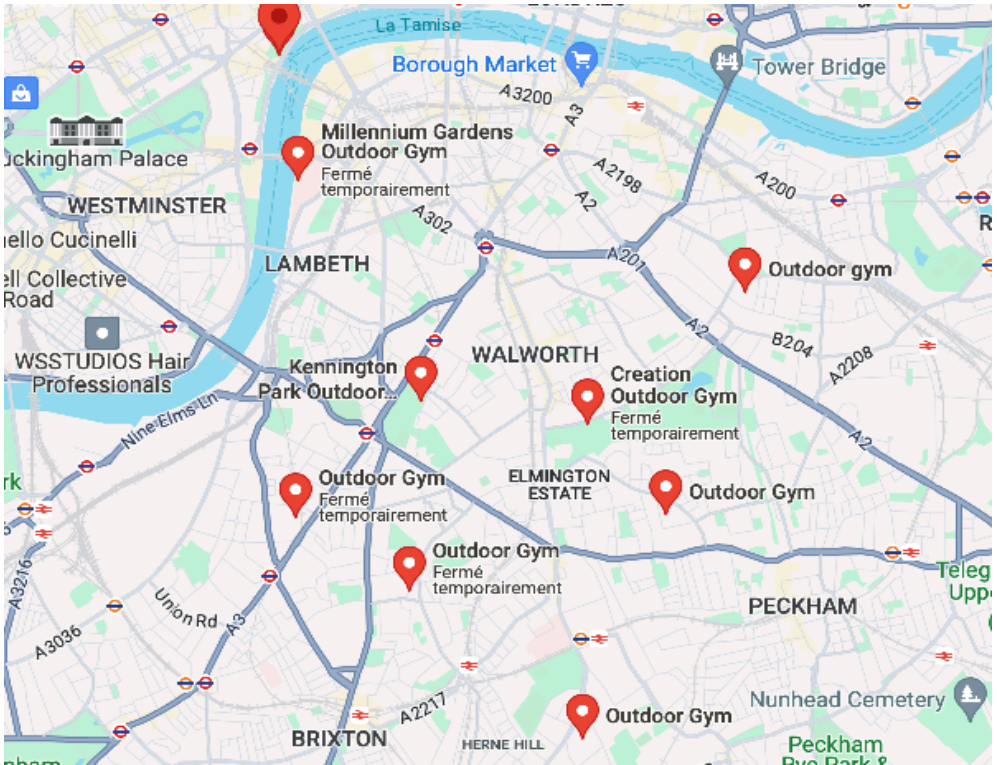
NUMBER OF PEOPLE REPORTED TO BE SLEEPING ROUGH IN LONDON FROM 2010/11 TO 2022/23



### NUMBER OF PEOPLE REPORTED TO BE SLEEPING ROUGH IN LONDON IN 2022/23 BY BOROUGH



# Where can you find a play-ce ?







London SE1 3FT

London SW8 1JB

London SE1 5RZ

London SE5 7SQ

Kennington Park Rd, London SE11 4AS

London SE5 8HT

50 Mountearl Gardens, London SW16 2NP

9 Victoria Embankment, London WC2N 5AQ



IN RESPONSE TO THESE CHALLENGES, POLICYMAKERS AND HOUSING ADVOCATES HAVE CALLED FOR URGENT ACTION TO ADDRESS THE ROOT CAUSES OF THE CRISIS. MEASURES SUCH AS INCREASING INVESTMENT IN AFFORDABLE HOUSING, STREAMLINING PLANNING PROCESSES, AND IMPLEMENTING RENT CONTROLS HAVE BEEN PROPOSED TO ALLEVIATE THE STRAIN ON LONDON'S HOUSING MARKET. HOWEVER, TACKLING SUCH A MULTIFACETED ISSUE REQUIRES CONCERTED EFFORTS FROM BOTH THE GOVERNMENT AND PRIVATE SECTOR, ALONG WITH A COMMITMENT TO PRIORITIZING THE NEEDS OF LONDONERS OVER PROFIT MARGINS.

LONDON HOUSING CRISIS IS NOT MERELY A HOUSING PROBLEM BUT A SYMPTOM OF DEEPER SYSTEMIC ISSUES RELATING TO URBAN PLANNING, SOCIOECONOMIC INEQUALITY, AND HOUSING POLICY. WITHOUT DECISIVE ACTION, THE CRISIS THREATENS TO FURTHER DEEPEN THE DIVIDE BETWEEN THE HAVES AND THE HAVE-NOTS, ERODING ITS SOCIAL FABRIC. OUR PROJECT SHOULD NOT BE SEEN AS A PERMANENT SOLUTION BUT RATHER AS A PROPOSAL, HIGHLIGHTING THE RANGE OF POSSIBILITIES OPEN TO US IN TACKLING THIS CRISIS IF WE WORK TOGETHER AS COMMUNITIES.