

# MILLENNIAL HOUSING

A modern bedroom interior featuring a bed with white linens and pillows on a dark rug. The room has a large window on the right side, casting light and shadows across a dark concrete wall. The overall aesthetic is minimalist and contemporary.

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# THE GENERATIONS.



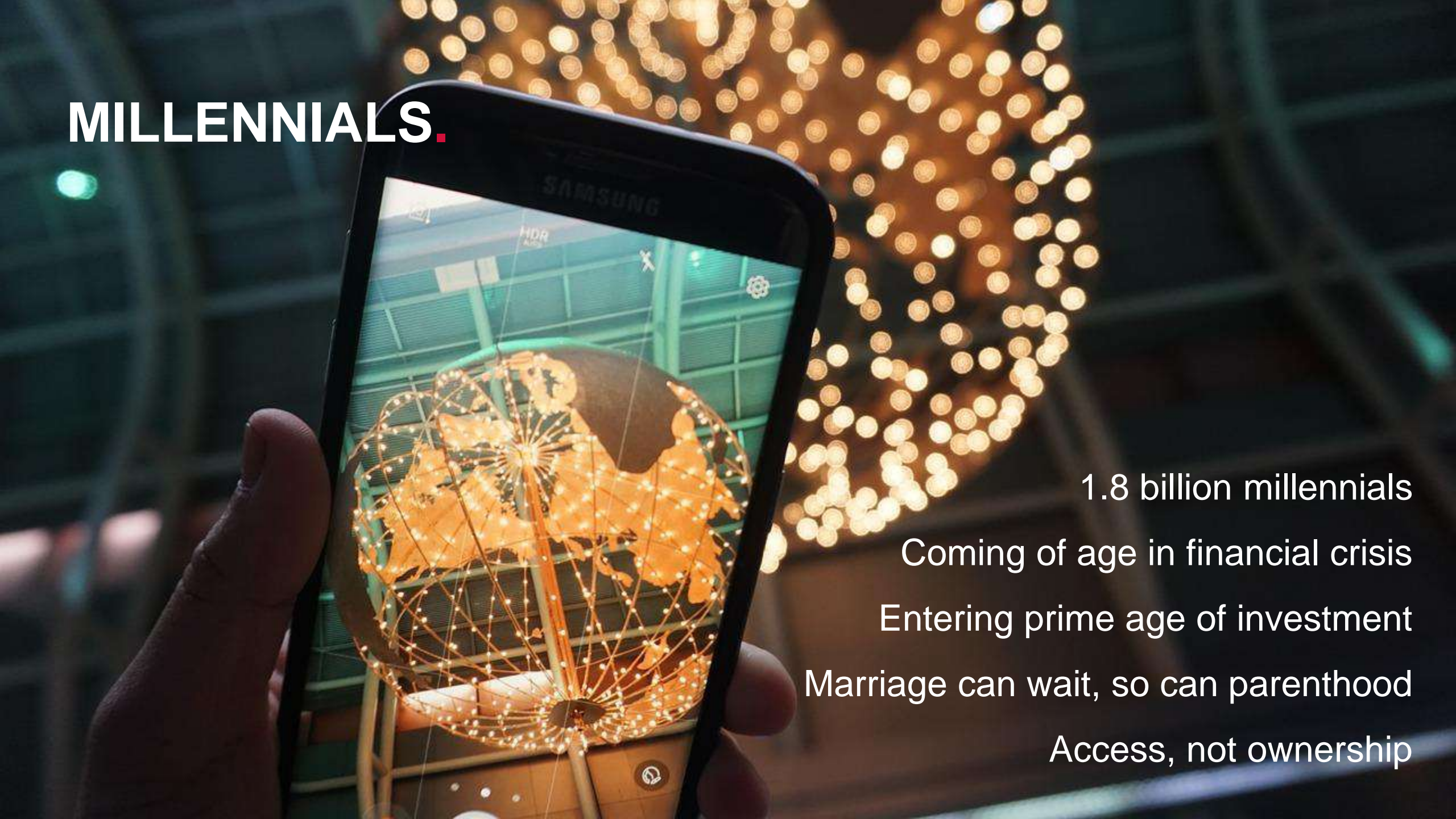
Baby Boomers: 1946–1964

Generation X: 1965–1980

**Millennials: 1981-1996**

Generation Z: After 1996

# MILLENNIALS.



1.8 billion millennials  
Coming of age in financial crisis  
Entering prime age of investment  
Marriage can wait, so can parenthood  
Access, not ownership



# **WORK PLACES.**

Jobs are driven by social media and travel

Commitments are difficult

Entrepreneurship is in the DNA

# HOUSING.



**Social and digital infrastructure**

**Affordability is 2<sup>nd</sup> priority**

**Work – home connectivity**

**High on amenities**

**Car parks are luxuries**

COMMUNITY

**CAN WE HELP THE  
FUTURE?**





**Compact homes**

**Subvention schemes, sale and lease back models**

**Cheap loans for young investors**

**Commercial real estate vs. Affordable housing**

**Sustainability is now acceptable**

A vibrant, high-angle photograph of a busy city street during the "golden hour" of sunset. The sun is positioned high in the sky, creating a strong lens flare and casting a warm, golden glow over the entire scene. The street is filled with a large, diverse crowd of pedestrians walking in various directions. On the left, a grand, light-colored stone building features a balcony with a Union Jack flag and a ground-floor storefront for "Superdry". A red traffic light is visible at the intersection. On the right, a Starbucks logo is visible on a building facade, and a red awning extends over the sidewalk. The overall atmosphere is one of a bustling, lively urban environment.

**THANK YOU**