

Reincarnated McMansion

7.

Auditing, Dismantling, Rebuilding

Project scope:

Quantitative environmental:

- Quantify the total embodied energy of the existing Mc Mansion – quantify the embodied energy of dismantling and rebuilding of the Reincarnated house(s).
- Introduce the idea of building material reuse in suburban architecture.
- Reduce carbon footprint of new home building process.
- Create a building model, that for its life, has best practice ESD – long term CO2 reduction.
- Draw attention to issues of adaptability within existing project home development.
- Reduce land fill (40% of land fill materials comes from the building industry).
- Create a housing model that encourages, through passive environmental strategies, sustainable life style choices.
- Increase green space ratio to building footprint, resulting in more trees and habitation for suburban wildlife (birds, insects, small reptiles and humans)!
- Create healthy living spaces
- Increase densities near bus/train routes.
- Reduce portable water use – rainwater collection and recycling, grey water reuse

Quantitative financial:

- Reduce material costs of new building.
- Increase the overall value of the site through design and dual occupancy.
- Create potential rental income from second home.
- Create employment

Cultural / Educational / Architectural:

- Engage the suburbs in an enriching cultural project.
- Draw attention to issues of environmental sustainability in suburban housing through a high profile project.
- Imbue humble materials (brick and tiles and timber) with cultural meaning and value through design and craftsmanship.
- Reaffirm McMansion culture as unsustainable.
- Design for adaptation and adaptive reuse of existing building.
- Challenge entrenched unsustainable building practices such as:
 - a) generally making houses bigger
 - b) building and designing with short term building life cycle projections
 - c) knockdown (send to land fill) rebuild (with new materials).



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Reincarnated McMansion as an analogy:

Reincarnated home: reincarnated self. To be reborn as a better version of oneself – the project encapsulates a powerful symbolic metaphor. The project thus seeks to transcend it's quantitative, aesthetic and social goals; emphasising a spiritual reading of the processes as an architectural, environmental and cultural cleansing.

An Art / Architecture project:

We seek to emphasise both the project's quantitative (architectural / environmental) as well as its symbolic and cultural aims and meanings.

For example, the auditing, dismantling, rebuilding and cultural contextualizing will be carefully documented in ways that mirrors fine art strategies. These documents; photographs; stop frame film (showing entire auditing, dismantling and rebuilding process taking place on site) will be art works.

Narratives:

The project and our approach has a number of built in narrative structures: there is artist / architect Mathieu Gallois's art and family back ground that has directly informed the project. There is the story of the McMansion owners, the media campaign that engaged them in the project. Then there is the history of omnipresent brick veneer homes and Australian suburbia (the failure of both structures in terms of ESD). Finally there is the suspense and drama of dismantling a home to rebuild two new homes with the same materials - what will the new homes look like, will the project be a success? The project ideas will be powerfully condensed into the stop frame short film that 'animates' the whole process.

