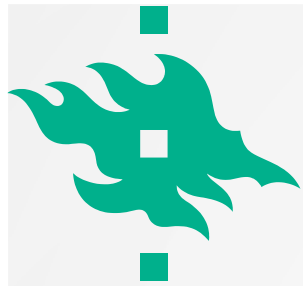


WOOD IN HOUSING RESIDENTS' VIEWS, EXPERIENCES AND FUTURE VISIONS

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GAINING CONSUMER INSIGHT HIGHLIGHTS OF KÄPY PROJECT RESULTS



International
research literature



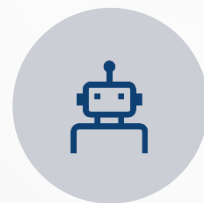
Future resident
interviews
(Palonen 2017)



Experienced resident
interviews
(Viholainen et al.,
forthcoming)



Metropolitan area
student perception
survey (n= 531)
(Nurminen 2019)



National consumer
perception survey
(n= 256)
(Lähtinen et al. 2019)



Consumer & expert
focus group study
(Harvio, forthcoming)



CONSUMERS AND HOUSING - WOODEN MULTISTORY BUILDINGS

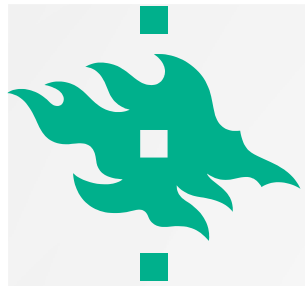
Consumers **appreciate** wooden buildings'

- well-being, aesthetics, eco-friendliness (Gold and Rubik 2009),
- naturalness (Nyruud & Bringslimark 2010)
- aesthetically pleasing, positive living environment, and use of renewable materials (Larasatie et al. 2018)

Consumers **doubt** wooden buildings'

- Durability (Høibø et al. 2015; Larasatie et al. 2018)
- Fire safety, ease of maintenance, modernity (Gold and Rubik 2009)

Urban consumers prefer concrete and steel to wood as a construction material - no experience from wood? (Høibø et al. 2018)



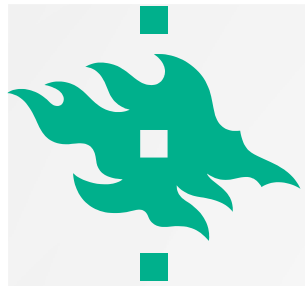
RESIDENTS ABOUT TO MOVE IN... CONSUMER VIEWS

*"I've been wondering whether the house is as **durable** as the stone high-rise, and also I'm little concerned about the **fire safety**." - Consumer 4*

*"I don't know at all which good technical qualities it has compared to concrete. That I know, that **wooden buildings tend to be colder**, their energy class is not so good, but other than that I can't say." Consumer 1*

*"It is a plus that it is **not a stone monster**. This I realised only later that it is a really great thing." – Consumer 3*

*"Wood is like **clean, soft, and quiet, atmospheric**, such things belong to it." – Consumer 2*



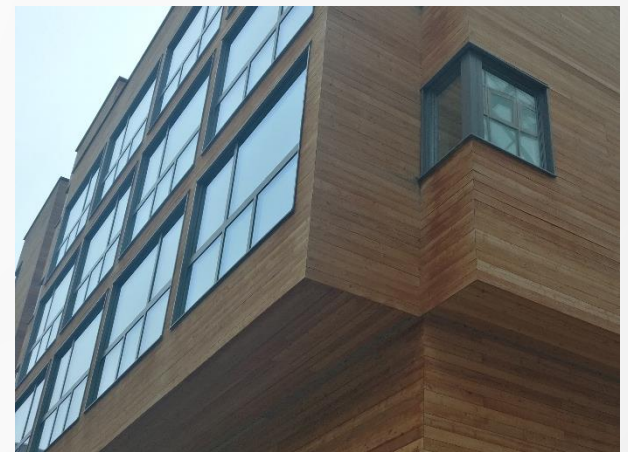
WOOD IN HOUSING CONSUMER EXPERIENCES

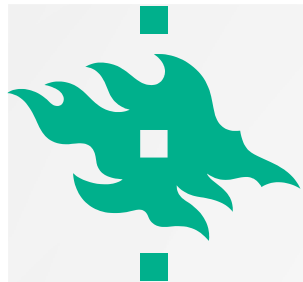
The materials have been good, **not hard or cold** so to speak, because they are wood... and the **sound, it doesn't echo** as much... and it's **nice to hang pictures and shelves on the walls**, as they are not concrete. You can just use a small drill.
- Interviewee 2, second round.

Also connected to [the healthiness of wood] the surface [of wood] **needs to be treated with quite a lot of chemicals and paints to make it durable**. Of course [wood] is from nature...but when you have to treat it to make it durable, that is another side of the matter.
- Interviewee 5, second round

What irritates me maybe the most is that when the washing machine is on, like now for example, **the floor vibrates**. And if it's really quiet when you are here, such as during the day, a washing machine [running] at a neighbour's will also create vibration. ... It is also irritating that the wood has been 'living' so for example the other bedroom door will not close properly, or it closes but sticks to the upper edge... These [skirting boards] have risen to where there is now a crack.
- Interviewee 6, second round

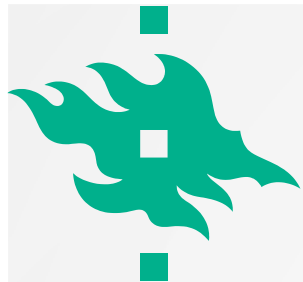
Every time someone asks where I live, I say that we have a wooden balcony access house. ... **I am so happy** to say **that this is a wooden** building.
- Interviewee 7, second round





STUDENT VIEWS OF WMC BY SELF-IMAGE AS CONSUMER

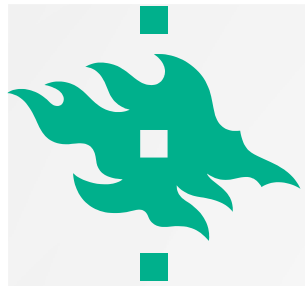
Eco-ethical consumers	<ul style="list-style-type: none">• Apartments in wood-structured buildings are ecological• WMCs more ecologically sustainable than concrete MC• Apartment made of wood ARE durable• Wood suitable in interior walls
Financially sensible consumers	<ul style="list-style-type: none">• Apartment made of wood are durable• Perceive WMCs more durable than concrete MC• Willing to pay little more rent for WMC
Hedonistic consumers	<ul style="list-style-type: none">• Apartments in wood-structured buildings are ecological• Perceive WMCs have increased fire risk
“Spenders”	<ul style="list-style-type: none">• Have concerns about fire safety• Apartments made of wood are NOT durable



CONSUMER PERCEPTIONS, PREJUDICES AND WILLINGNESS TO LIVE IN WMC

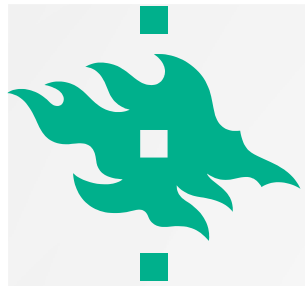
Technology and environment believers	Lack of prejudices against living in houses made of wood
Aesthetics and well-being believers	Willing to live in modern multi-storey houses

Lähtinen, Harju & Toppinen (2019)



FROM EXPERIENCES TO FUTURE VISIONS RESIDENTS CALL FOR INFORMING AND COMMUNICATION

“I see it [sustainability] as important, but I’m kind of sceptic if a magazine claims “wooden floor, wooden living is ecological”, then I don’t believe it. – **I’d like to see some calculations**, for example, how the whole life cycle is calculated. Like how everything really goes from [the beginning of] construction to demolition, as wood has a completely different lifetime compared to concrete for instance and so on. If the supplier says “wood is ecological”, or especially if they use it in marketing, then it might feel like greenwash. - - I don’t know if it [wood] is really more ecological or not.”
–Resident group



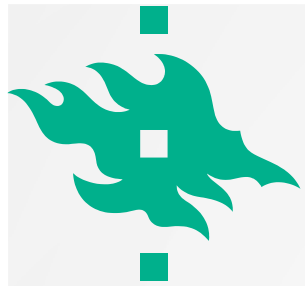
FROM EXPERIENCES TO FUTURE VISIONS VARYING VIEWS IN THE INDUSTRY

“The architectonic possibilities of wood are enormous (...) 3D, VR...”

- Group of architects

“Instead of making architectural pilot projects with a wow factor, let’s aim at mass production. (...) It leads to a horrible mess if everyone can influence everything and everything is modifiable. - Asking more opinions does not always lead to a better solution.”

–Group of industry experts



FUTURE RESEARCH NEEDS AND IDEAS...

Longitudinal resident studies

Consumer finance & WMC

Ideas, comments welcome!



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