

## Q1

### *HOME REDEFINED – BEYOND SHELTER, INTO LIVING*

- Homes as emotionally intelligent and lifestyle-driven spaces.
- Design shaped by personal identity, culture, and community living.
- Flexible layouts responding to evolving family and work patterns.
- Seamless integration of interiors, architecture, and outdoor living.
- Natural light, airflow, and tactile materials enhancing daily comfort.
- Terraces, gardens, and outdoor zones extending indoor experiences.

## Q2

### *SMART & SENSORY HOMES + RESILIENT FUTURE-READY*

- Smart homes as intuitive, responsive ecosystems.
- Invisible technology enhancing comfort without visual clutter.
- Wellness-led design through light, air, acoustics, and biophilia.
- Adaptive layouts and multifunctional living zones.
- Energy-efficient systems and climate-ready interiors.
- Smart kitchens, spa-inspired bathrooms, and wellness tech at home.

## Q3

### *MATRIX OF MATERIALS – LIVING WITH INTENTION*

- Materials as the foundation of modern home design.
- Natural finishes—stone, wood, clay, metal, and textiles—defining warmth and longevity.
- Craftsmanship, restraint, and material honesty in interiors.
- Sensory-led material choices influencing comfort and calm.
- Wellness-driven finishes across kitchens, bedrooms, and bathrooms.
- Design that values longevity, meaning, and timeless appeal.
- Wellness reflected through intentional living, where materials, everyday rituals, and personal objects quietly contribute to emotional comfort and balance.

## Q4

### *RESILIENT & FUTURE-READY HOMES – SUSTAINABILITY & LONGEVITY*

- Resilience as a benchmark of quality in modern homes.
- Passive design principles improving efficiency and comfort.
- Climate-responsive materials and intelligent planning.
- Sustainability as long-term value, not just a trend.
- Water efficiency, renewable integrations, and thermal performance.
- Durable, low-maintenance finishes supporting homes that age well.