



# THE APARTMENT OF THE FUTURE

## Challenge

Graham Hill, CEO of the LifeEdited, had a vision to develop an **optimized urban living space** that would provide people with more money, health, space, and energy. He bought a **420 square foot apartment in NYC** and held the LifeEdited crowdstorm on jovoto, in collaboration with mutopo, to transform the small space into the **perfect apartment with an ultra-low ecological footprint**.

## SET-UP



Together, LifeEdited, mutopo, & jovoto identified the optimal **creative strategy** to leverage a global creative crowd.



This was a **public project**; creatives were invited to participate and engage in the global crowdstorm.

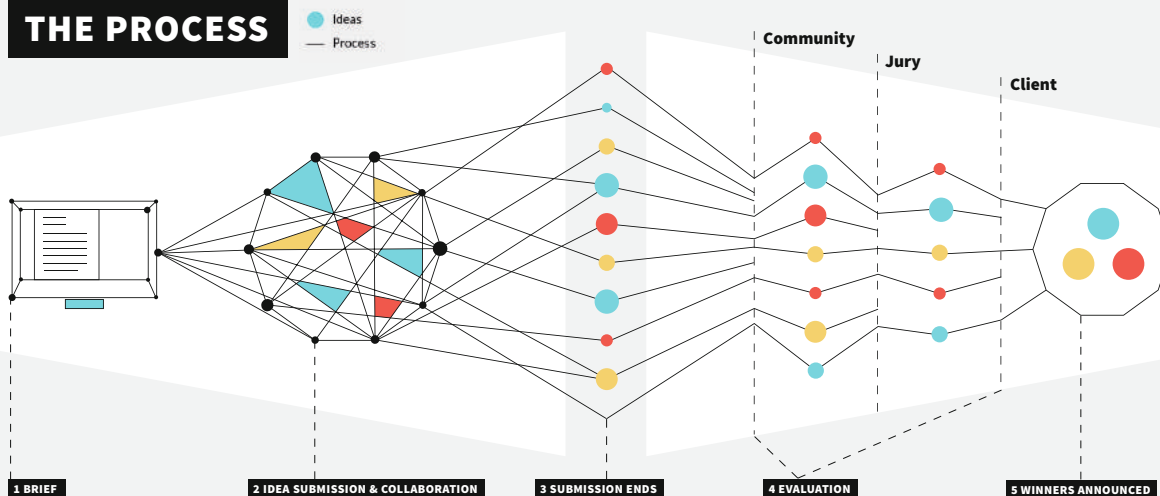


A total of **€62 000** (\$70 000) was awarded in prize money, including 1 jury award and 7 community prizes.



A **project jury** included 16 experts on architecture and design as well as journalists.

## THE PROCESS



## RESULTS

**297**

entries & 6 043 idea variations

**250**

participants from 81 countries

**67 304**

votes & 11 530 comments

**15m+**

media impressions  
(NY Times, Huffington Post, mashable)

## WINNING IDEAS



**One Size Fits All**, a collaboration by Catalin Sandu & Adrian Iancu (Romania) won the jury prize. The two architecture students from Bucharest had their idea into a reality: The Soho apartment was refurbished and, upon completion in May 2012, Graham Hill moved in.



*“The LifeEdited.com contest was to get people thinking about living smaller - and as one of few examples of crowdsourcing architecture, I was nervous! And then... amazed at the many enthusiastic discussions and incredible submissions! jovoto nailed it.”* – Graham Hill, CEO, LifeEdited

## About Us

jovoto is an **online crowdstorming platform**, where brands and organizations go to **solve design and innovation challenges** with a global community of creative professionals. The community today consists of **80 000 creative professionals** from architects to industrial designers and artists, from **153 countries**.

**FIND OUT MORE AT** [lifeedited.jovoto.com](http://lifeedited.jovoto.com)



## Contact Us



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