

# BUSINESS CASE

## Pilot study



## U SIEBIE MIMO WIEKU wzorcowe mieszkanie seniora

Date: 16 February 2021



### Pilot identification

Organisation: **Fundacja Mimo Wieku**  
City: **Warsaw**  
Country: **Poland**

Current phase: **Showcase**  
(constant updating)  
Surface: **51 sqm**

### Pilot overview

#### General presentation

The model apartment AT HOME DESPITE THE AGE is a bottom up initiative led by the Mimo Wieku Foundation with the aim to present a complete solution of dwelling environment suitable for contemporary seniors and seniors-to-be. Designed in 2015 and launched a year after it has shown as a successful project. For the last two years the venue has been visited by more than 2000 individuals including representatives of local authorities, NGOs, designers, developers and manufacturers of construction materials and equipment and last but not least potential end-users. Despite being apartment ready to move in, the dwelling subject to constant enhancements serving as a living lab and test bed for new solutions. It has also proven to be a great place for conducting surveys among potential users and shareholders of the investment processes.

#### Project team

Designed by dr arch Agnieszka Cieśla and dr arch Jan P. Cieśla, operated by Mimo Wieku Foundation. Privately financed. Initiative has been supported by the Embassy of Danemark, the Capital city of Warsaw and Bielany District. System and equipment providers include Pressalit, ABB, blum Signify, Daikin.

**Homes4Life**

EUROPEAN CERTIFICATION FOR AGEING IN PLACE



Homes4Life is a project which received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N° 826295.



## Key highlights

### Age-friendliness approach

A dwelling based on the principles of active aging and aging in place. It is an example of a space offering a healthy and safe environment with future proof solutions anticipating potential challenges resulting from the aging of the users. Safety, comfort and ease of maintenance are the key features of the apartment facilitating an independent and active lifestyle at every age.

#### PHYSICAL



The thorough design has been largely influenced by contemporary best practices and latest versions of standard in every aspect of comfort:

- ergonomics
- daylight, illumination and views
- indoor air quality
- temperature, humidity and air movement
- acoustics.

Low tech solution go hand in hand with state-of-the-art ICT solution. Both practical and user friendly.

#### ECONOMIC



The project considers the peculiarities of real estate market in Poland as well as buyer preferences. The size, equipment choice reflects the purchasing power of potential buyers. Multiple scenarios of equipment upgrades are possible so that the initial cost is kept at comparable to standard unit level with option of staged purchases to follow. The apartment is also an example attractive unit for rent with extended target group.

#### PERSONAL



The main theme for the interior is seaside evoking thoughts around freedom open horizon. The users experience a combination of sky views through the windows, paintings depicting popular vacation destination and a collection of thoroughly chosen and placed family pictures.

#### SOCIAL



Despite rather humble size the apartment features comfortable space to receive guests. It is a part of a modern housing development with a wide range of users from different age and social groups. The semi-private garden and restaurants, shop and beauty studio in the ground floor of the building encourage social interaction. not to mention nearby park and vibrant neighbourhood of the Bielany district.

#### OUTDOOR ACCESS



The apartment is located in the neighbourhood of the Bielany district, in the proximity of local community centre, overlooking a park and within walking distance to metro station, bazaar and multiple playgrounds.



**We cannot accept the fact that statistically the most dangerous place in the world for a 60+ person is her or his own dwelling. Architectural barriers, low comfort bad access and social exclusion need to be addressed in modern housing now. Mimo Wieku apartment is our innovative yet feasible proposal. A dwelling for the future: Spatially and socially inclusive; technologically resilient. Fostering independent, active and healthy lifestyle at any age”** | dr arch Jan P. Cieśla, operated by Mimo Wieku Foundation