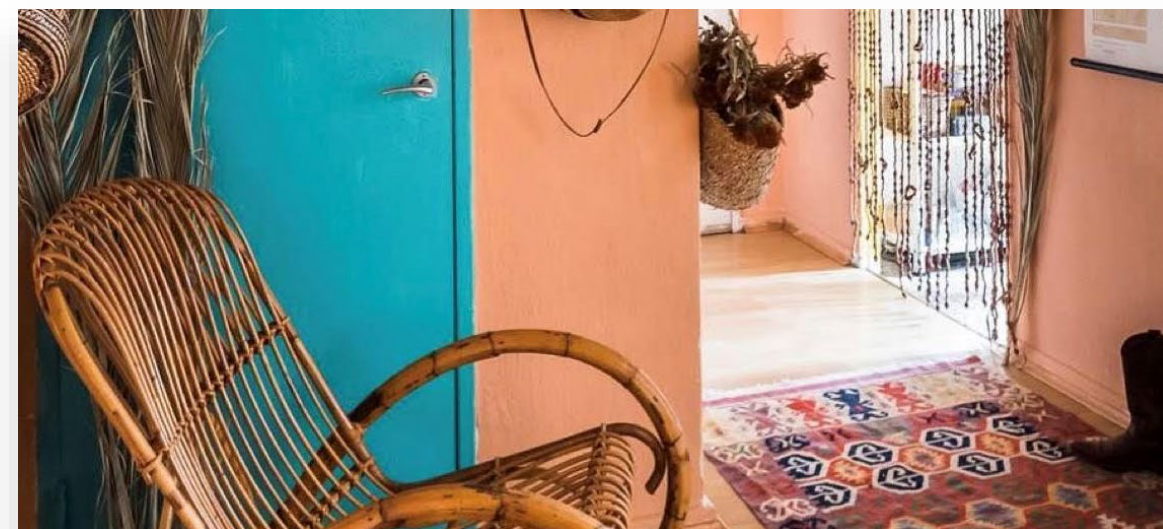


Space

A corner home in East Point, GA owned by a family from Guadalajara looking for a staying strategy to keep their asset in their family and not take up property values.



Challenge + Strategy

Atlanta is undergoing massive development. Investors are looking to buy from motivated seller in this rocky housing market. Value stability for current homeowners and renters are uncertain. Using Airbnb to list a home that tells the story of the family that owns it will allow the fabric of the neighborhood to remain. This strategy also enables staying power.



RESEARCH +
DESIGN
DEVELOPMENT

Airbnb Original Brand Story

Airbnb has continued to embrace the message of belonging. As a brand, they have championed messages of **acceptance, equality and belonging.**

Guadalajara Culture

Fun + Family + Food

Authenticity, Sustainability, And Efficacy

Good Will
Life Cycle
Facebook Marketplace

Key Story Elements

01

VIBRANCY OF MEXICAN CULTURE

Combining authentic patterns, colors and materials to transport the visitor to a Mexican casa.

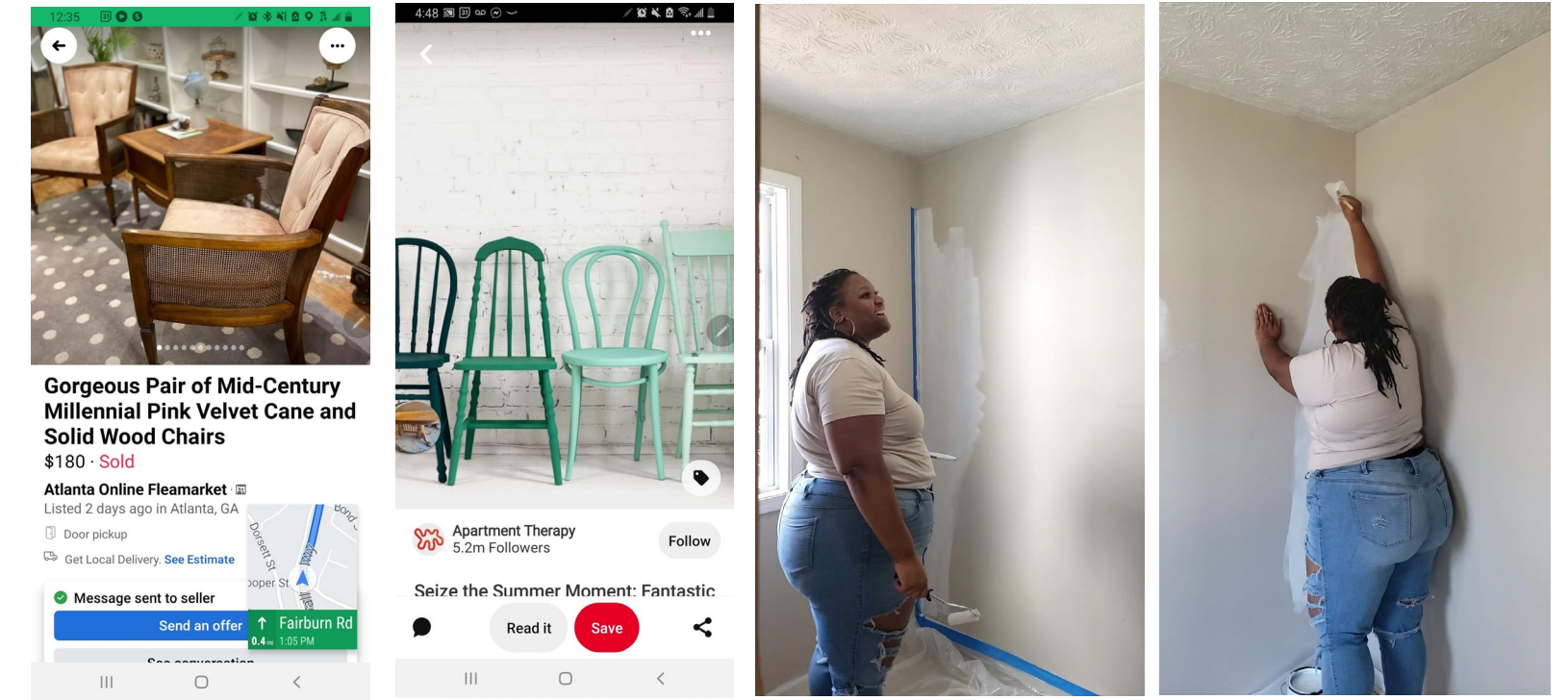
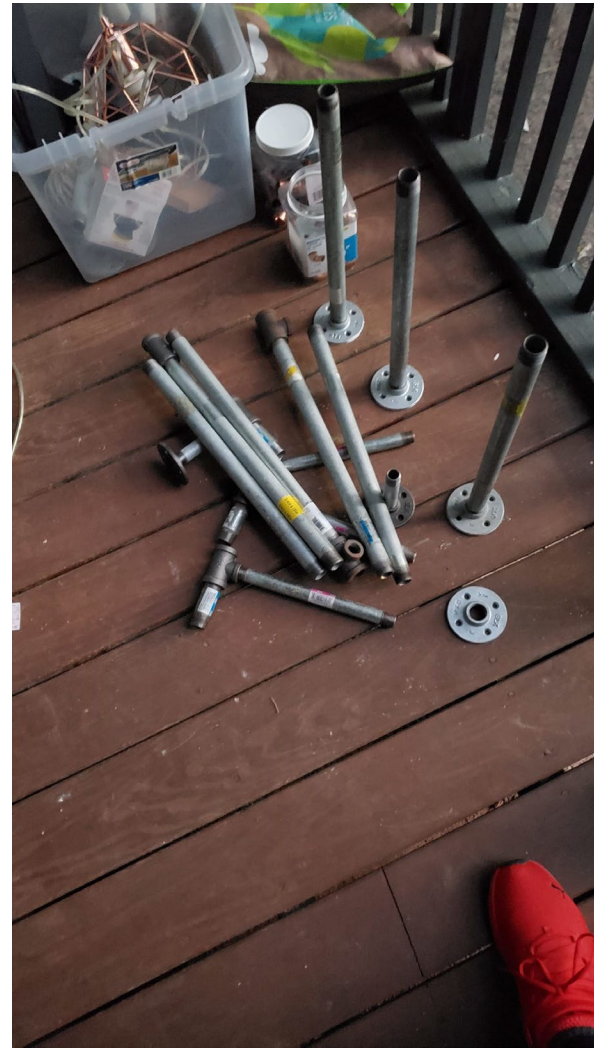
02

INVITATION TO GATHER

The culture is all about celebrating together, enjoying each other's presence. I reflected this in my space planning.



PROCESS



Utilized second-hand furniture to stay affordable as well as everyone, me included, getting our hands dirty with labor.

HISTOICAL INDEX

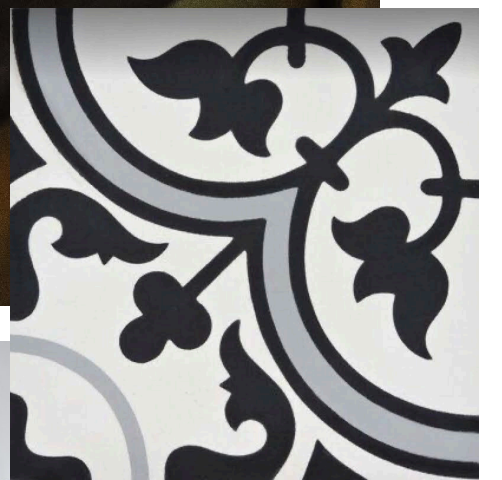
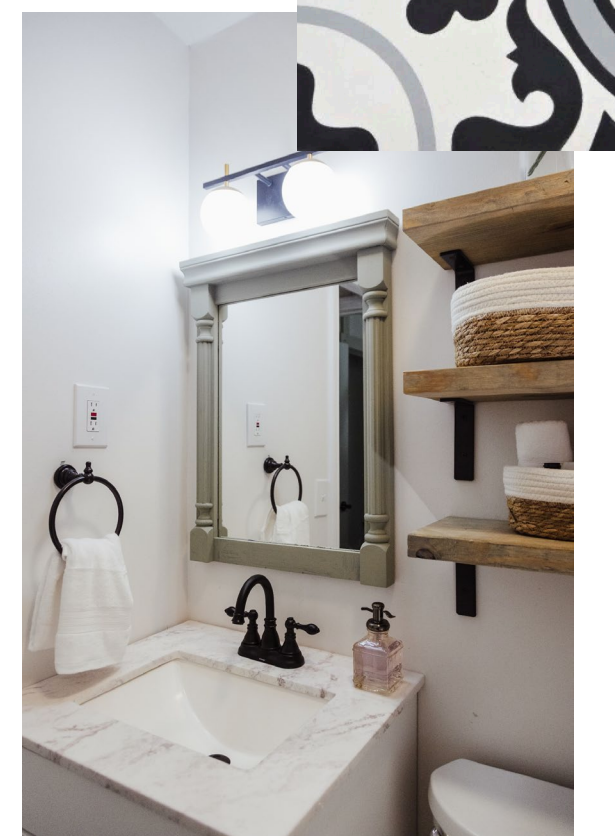
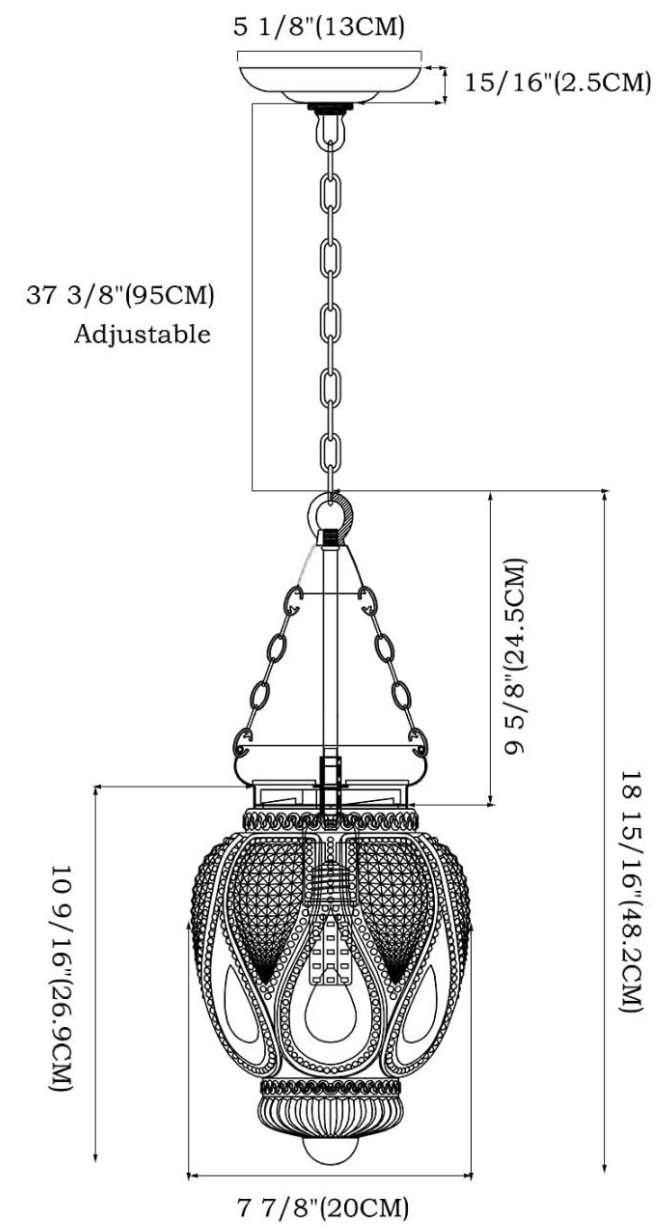


The casa is a place of gathering and celebration

I paid special attention to textiles, wood carvings, and found objects for hints of Spanish revival.

The original colors of Mexican houses were vibrant yellows, turquoise, burnt orange, and rustic reds with accents of warm and patina metals.

I hand painted furniture and décor pieces to give the playful and soulful texture of Mexico. I let the history inform my design choices always. Which was perfect for thrift sourcing and vintage finds.



Place

Casa de Fresca

Families from all over visit the Airbnb frequently. Our housing stabilization strategy seems to be working and preserving to fabric of our neighborhood.

