This is some idea about China’s project: How to let people in China want to take care about their house, make house become a “HOME”

1. Forbidden City,
   Slogan : This is my house, This is my forbidden City.
   Reason: Forbidden City has been excising for more then 500 years, even though its made by wood it can still lasted long time because people took care of it.
   So we are comparison between HOME and the FORBIDDEN CITY. If people take care of their house as same as the Forbidden City, it must use more than 70 years.

2. We are thinking to the same idea with the great wall, each hose is one brick in the GREAT WALL so by maintaining the home, we keep the community stronger like the WALL.

3. Slogan : If you love your home, you take care of it and maintain it.
   (Put the Panda character in this idea)

4. People draw how tall their children are on the wall, that’s not only a growth record; it’s also the memory of whole family. If you move, those memory won’t back again.
   Example: (next page…)