



## FACTSHEET 3

# House of the Future

An estimated 18 million people in 17 cities and towns visited the national celebrations known as the 1951 Festival of Britain. More than 10 million tickets were sold for the main exhibitions at the South Bank complex in London. By comparison, the Millennium Dome received only 5.5 million visitors in 2000.

The Festival of Britain was a big boost to British people only six years after the end of the Second World War. The exhibitions listed below reflected the growing interest in design and technology; especially when it came to domestic and everyday applications.

- **DISCOVERY AND DESIGN** explained how traditional British craftsmanship was being replaced by scientific knowledge and new techniques in the production of such things as domestic equipment and the objects made from plastics.
- **PEOPLE AT HOME** showed how, in all rooms of an ordinary house, designers and scientists were combining to solve many domestic problems - in furniture and floor coverings, light fittings and other essentials.
- **PEOPLE AT PLAY** was devoted to sports, camping, games, recreations, toys and hobbies, with a section on clothes for leisure wear.
- **THE HOUSE OF THE FUTURE** was a guess at what future homes would look like and what kind of domestic appliances they would contain. [nb to designers; it would be great to get photos/illustrations of The House Of The Future, 1951]

**Using John Lewis's Virtual House as your basic model, we want you to design a brand new HOUSE OF THE FUTURE. What do you think houses will look like in 25 years time?**

Here are some questions to think about before you start drawing and designing?

- What new mod cons will fill the kitchen?
- What will TVs, music systems and phones look like?
- What kind of materials will designers use, how will they mix them?
- Will everybody have their own robots to do the household chores?
- Will we wear computers on our wrists?
- What kind of furniture will be fashionable?
- Will people live in houses, or will a lack of space mean they live in tall, narrow flats?
- What kind of energy will drive power in the house – solar, electric, nuclear?
- What social and environmental changes will influence house design? Bigger or smaller families? More elderly people? Hotter summers, colder winters?