

**CONTENT ANALYSIS OF FLOORPLANS FOR IDEAL APARTMENTS DRAWN BY HOUSEWIVES.** Lee, Y.S., Jung, H.W. Department of Housing and Interior Design, Yonsei University, Seoul 120-749, Korea. Lee, S.M.\* Department of Home Management, Sookmyung Women's University, Seoul 140-742, Korea.

The purpose of this study was to grasp the characteristics of the present housing culture, to predict the future housing culture and to suggest useful concepts in housing development through people's expressive floorplans for ideal apartment. It was also hoped to develop prototype floorplans and the simulated image of the houses.

To achieve this goal, content analysis was used. The research used an existing data set provided by a housing construction company that had held annual nationwide competitions to encourage housewives to draw up floorplans for ideal apartment. Of the 3,012 floorplans in 1993, 2,058 were selected by proportional stratified random sampling method and analyzed in 1994 and 1995. 213 selected variables were used to analyze the floorplans.

As results, 213 aspects appeared on those floorplans were identified and described. Taking into consideration the degree of popularity and cross historical comparisons, the results were divided into two parts: one to describe the present trends and the other to predict the future trends. The conclusions were as follows: 1) In terms of the characteristics of present housing cultures, the research reveals that respondents wanted more rooms. Most preferred a house that faced the south, bedrooms to be located at both sides of, or scattered around the central public space. Some placed importance on the effectiveness of housing functions and preferred gardens in the interior space. 2) With regards to predicting future housing, the respondent wanted to eliminate the closeness and overcome the limited space by expanding the verandah for active and visual use. Also there was a tendency for some to emphasize the number of bathrooms which separate the facilities by function. The respondents were enthusiastic with some of the traditional aspects of older housing designs and innovative housing shapes. 3) These trends were further analyzed according to different house size ranges. To visualize the implications, 5 prototype floorplans--one for each house size range--were developed. For one of them, 'interior space planning and design' was further developed. Additionally, several interior design ideas which reflect the trends identified above were suggested. CAD drawings, computer generated 3D images and some constructed photos will be presented at the conference.