WRITING PORTFOLIO
THE POSSESSION
S E O N G M I N   K I M

CONTENTS

ABSTRACT

The concept of ownership in modern society has become incomparably different from the past. In a modern society that pursues temporary use rather than owning space, products, and even services, we will find out what it means to own.

Today, we live in an era of 'temporary approaches' in which we select goods or services rather than pursuing possession of the material property due to the rapid development of science, technology, and industrial structure changes.

In terms of the economy and society, the importance of using the concept of sharing is emerging as a solution to environmental issues in terms of sustainability, represented by global warming and environmental pollution, including the occurrence of surplus and idle goods due to wasteful consumption.

First of all, in this paper, I will study the cases of shared life that are being created around us through external and internal cases, and how sustainable it is compared to the old housing industry. Second, I will investigate the cases of idle space through Airbnb and find out how these new initiatives reclaim wasted space. Finally, I will look at the shared office case represented by WeWork, and I will look at examples of new workspaces for the changing work environment and methods through various shared office use cases.

Intensive changes are currently underway from the "era of ownership" to the "era of access-sharing subscription", but ownership is evolving without ending. Ownership is not over, but the way people own something or the concept of thinking about ownership is changing.

How are the spaces around us responding to the new era? Is the current concept of subscription and sharing the best direction for a sustainable future?

Fig 1. Seongmin, K. (2021) The subscription of economy[illustration]. Author's own
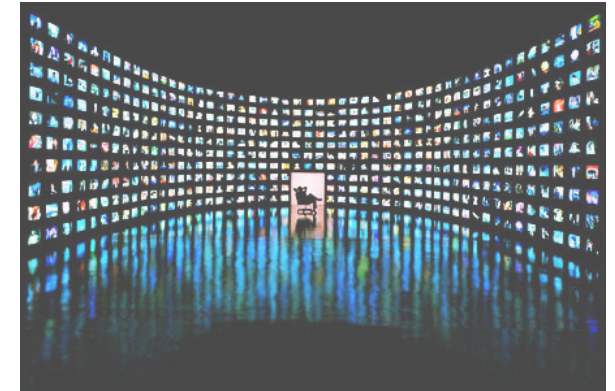
INTRODUCTION

Fig 2. Louie, P. (2009) 1Information Revolution #0001 – 500 T.V.'s. Available at:
https://psihoyos.photoshelter.com/gallery-image/Information-Revolution/
G0000oa2ESrcppaY/I0000g2ZuSjgZ4Ws

Economist and cultural critic Jeremy Rifkin predicted in his book 'The Age of Access' 20 years ago that changes in industrial structure and advances in science and technology will end the era of 'ownership' of material private property and will come the era of 'access' that purchase goods and services only when needed.

He also feared the indiscriminate commercialization or cultural uniformity, arguing that physical embodiments (real objects) would gradually lose its influence from an economic point of view, and that immaterial knowledge, information, and commercial culture would create greater wealth.[1]

1 Rifkin, J., 2000. The age of acces. New York, N.Y.: Tarcher/Putnam.

SHIFT FROM POSSESSION TO CONNECTION

To elaborate, Jeremy Rifkin argued that temporary usage would come to dominate rather than ownership in almost all fields, beyond simply predicting that a lot of activity will be carried out through network access and the industry based on it will expand. The concept of access he mentioned included changes in behavior from owning goods or property to borrowing or consuming cultural products, as well as changes in the way producers order (order production) or outsource certain functions to subcontract without directly owning factories, facilities, or manpower.

Even before the popularization of the worldwide web, people were already familiar with the daily life of accessing the network for a fee in the real world and entering the cyberworld, which showed the spread of the behavior of connections that use time and pay for emotions, knowledge, and experiences, not specific real life. If you replace the word "access" with "sharing," "subscribe," "freelancer," and "metabus (virtual reality)" as of 2021, you can see that many changes have occurred in the direction Jeremy Rifkin predicted 20 years ago when high-speed Internet was just spreading. However, Jeremy Rifkin's claim in the "The Age of Access" did not mean that the desire or longing for possession would decrease. He argued that due to rising asset prices, income polarization, development of the Internet, and

commercialization of culture, access (sharing and subscription) could be more reasonable in the sense of production and consumption than large-scale capital.

'Possession' is a human instinct, a very intensive desire, and perhaps a source of almost all human actions. The end of ownership predicted changes quite accurately, but more than 20 years later, I think it is a time when the approach and concept of ownership change once again with the rapidly emerging new technologies.

The meaning of possession has become more important, and the era has come when possession itself is also subscribed. Of course, each brand or company has made efforts to create a 'brand or product to own' and the change in consumers' consumption behavior, which is divided into luxury and cost-effective products' has already become an important change in the business field.

In addition, changes that allow individuals to access ownership of expensive assets, products, and spaces that were difficult to access are rapidly progressing. What we will take as an opportunity is a change in the concept of ownership to the public, which is also important for consumer behavior, business direction, and space design.

SUBSCRIBE ECONOMY

Given that people spend more time on online services such as social media, metabuses (virtual reality, games, etc.) and collaborative software, and the ways of community formation, exchange, and income generation are also diversifying, we are living in an era of selective experience based on access or subscription.

However, is it only a mega trend to subscribe to everything comfortably, take no responsibility, change your choice quickly, and recommend it to your taste without the burden of owning it yourself? What do I have left after I quit my subscription services?

Shared or subscribed businesses will continue to grow in the future. This is because rising asset value and income polarization are likely to accelerate further, so borrowing, sharing, or subscribing to low-priced items is a reasonable and realistic choice rather than purchasing assets or goods.

However, for people, 'ownership' is a basic and instinctive desire prior to rational decision-making. Our natural desires are to have our own cars, houses, books, companies and assets, so the sharing economy or subscription economy is often a realistic compromise that we choose becausethose things are difficult to attain

OCCURRENCE OF SURPLUS

The underused surplus of private resources had naturally existed, and the act of sharing or trading them between close people had long been with humanity.[2] Nevertheless, the recent emergence of the so-called "sharing economy" as a keyword in various fields shows that the transaction of extra resources, which was limited to relatively close distance and relations, is systematically emerging on a scale that attracts social attention. The surplus of individual resources that have been fragmented on a daily basis and individuals who need them are connected to the network and entering areas where peer-to-peer transactions are possible.

In particular, in the case of Airbnb in this study, participating individuals commercialize the extra productivity of 'space'. This is significant in that it used to exist as fragmented spaces that was previously difficult to connect with individual demand for finding accommodation spaces. In addition, the space commercialized as an accommodation through Airbnb is also a private residential space for individuals in many cases. From the comments so far, Airbnb can be seen as an example of using spaces that individuals do not use through online platforms. Examples of the use of extra space can also be found in WeWork and other cases of shared housing, and the contents will be revealed in a case study to be conducted later.

SHARING THE WORLD

Before getting into the main topic, I would like to examine the meaning of 'sharing'. Belgian philosopher Luce Irigaray wrote in her book 'Sharing the world' that shared space constitutes a third space between two people or two cultures, that is, neither mine nor anyone else's. Thus, she said, the space could be shared by both of them, provided that it was not subordinated by or to anyone.[3]

So what does Irigaray mean by a shared world? For Irigaray, humans confuse being-in-relation (with animals, plants, and other human beings) as dwelling in the same world. This perspective, however, does not take into account the possibility of a diversity of worlds, nor the difference between the world of a man and that of a woman, and their different ways of dwelling.[4]

Moreover, Irigaray argued that this same world does not exist without destroying the specific world in which each one lives. She says we get into reality when we face inevitable natural phenomenons such as hurricanes, tsunamis, earthquakes, volcanoes, droughts, tsunamis, the evolution of pathogens, and mutations. The real in nature is that which we can avoid only through chance when we are lucky, and

when we are not lucky must deal with to survive, most generally through some kind of collective human effort that is not race-, ethnic-, or culture- specific but reaches beyond these divisions.[5]

Irigaray says that "nature is a universal that is shareable by all, males and females, men and women, and can thus be of use in mediating between all".[6]

Problems such as global warming, resulting in sea-level rise, climate change caused by environmental destruction, and destruction of biodiversity, pollution, and diseases (especially coronavirus)could be the result of the pursuit of rapid growth, economic benefits, or convenience we have pursued so far.

The perception of ownership is rapidly changing, but the real meaning of sharing and consideration of the subscription economy seems to be fading due to the logic of economism. The negative effects of the natural environment that mankind has destroyed for decades under the name of growth will be repeated without meaningful research on sustainable development.

3   Schwab, G., 2011. Sharing the World. By Luce Irigaray and Teaching. Edited by Luce Irigaray with Stephen Pluháček and Heidi Bostic, Judith Still, Michael Stone, Andrea Wheeler, Gillian Howie, Margaret R. Miles and Laine M. Metaphilosophy, 42(3).
4   Wheeler, L., 2008. Kurt Lewin. Social and Personality Psychology x pp.1638-1650.
5   Schwab, G., 2011. Sharing the World. By Luce Irigaray and Teaching. Edited by Luce Irigaray with Stephen Pluháček and Heidi Bostic, Judith Still, Michael Stone, Andrea Wheeler, Gillian Howie, Margaret R. Miles and Laine M. Metaphilosophy, 42(3), pp.328-340.
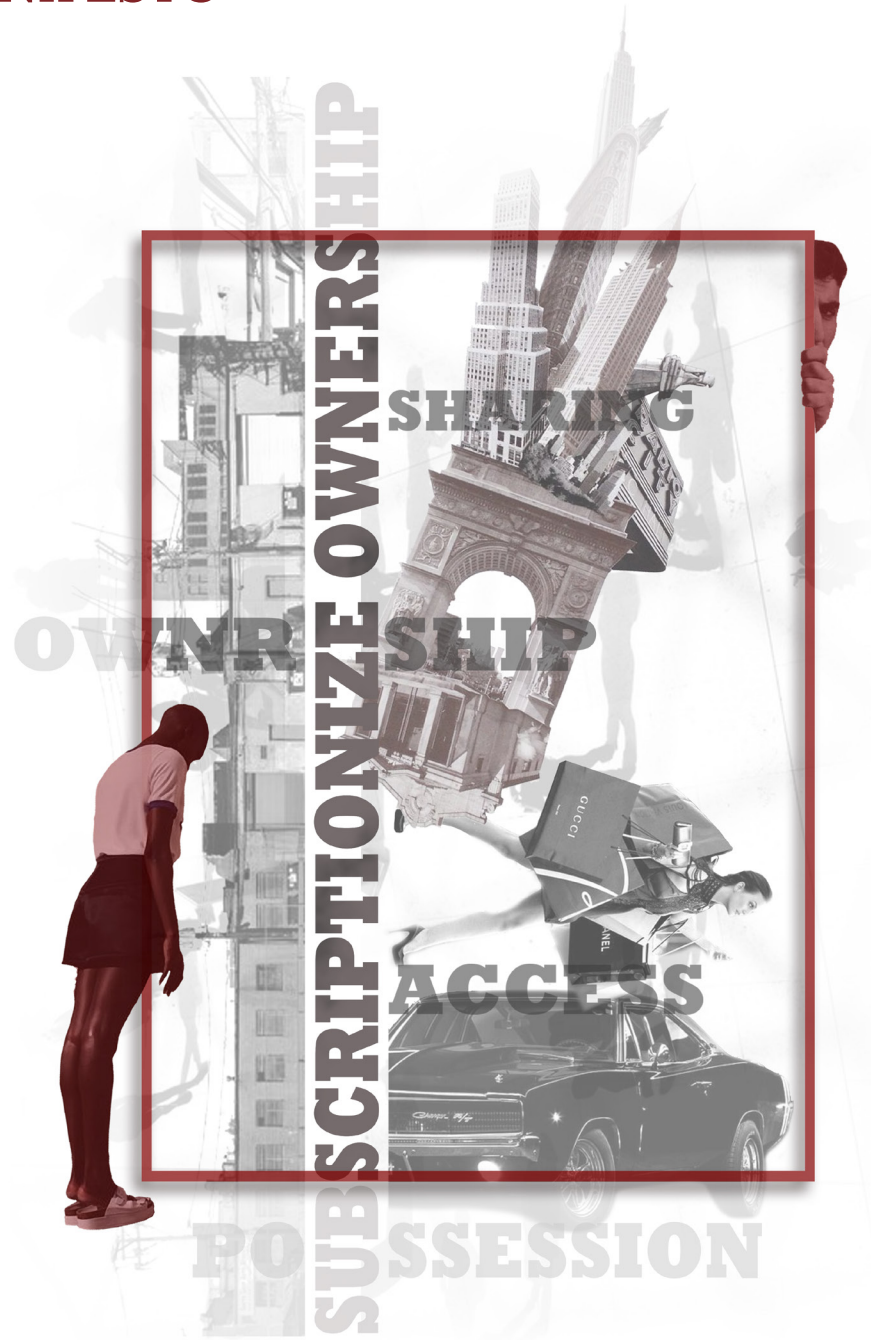6   ibid

2   Belk, R., 2014. You are what you can access: Sharing and collaborative consumption online. Journal of Business Research, 67(8), pp.1595-1600.

MANIFESTO

Living in a shared world, we can easily access things and take them at any time. We can access it using a small passage in our hands and get out of it at any time. We are free from ownership by sharing, and we are able to own everything in a different way even though we do not own anything. However, unfairness also coexists behind it. Only some rich owners hide behind these systems to monopolize goods, thereby accumulating more wealth. As a result, people who are alienated appear, and the resulting problems also clearly exist. I tried to show this ambivalence of sharing in my image, and I hope it will be an opportunity to think about how sharing in the true sense should be achieved.

Fig 3. Seongmin, K. (2021) The subscription of ownership[illustration]. Author's own

SHARED LIFE
COMMUNAL LIVING

In this chapter, I would like to compare cases of shared life different from the past through internal and external cases and explore examples in a more sustainable direction.
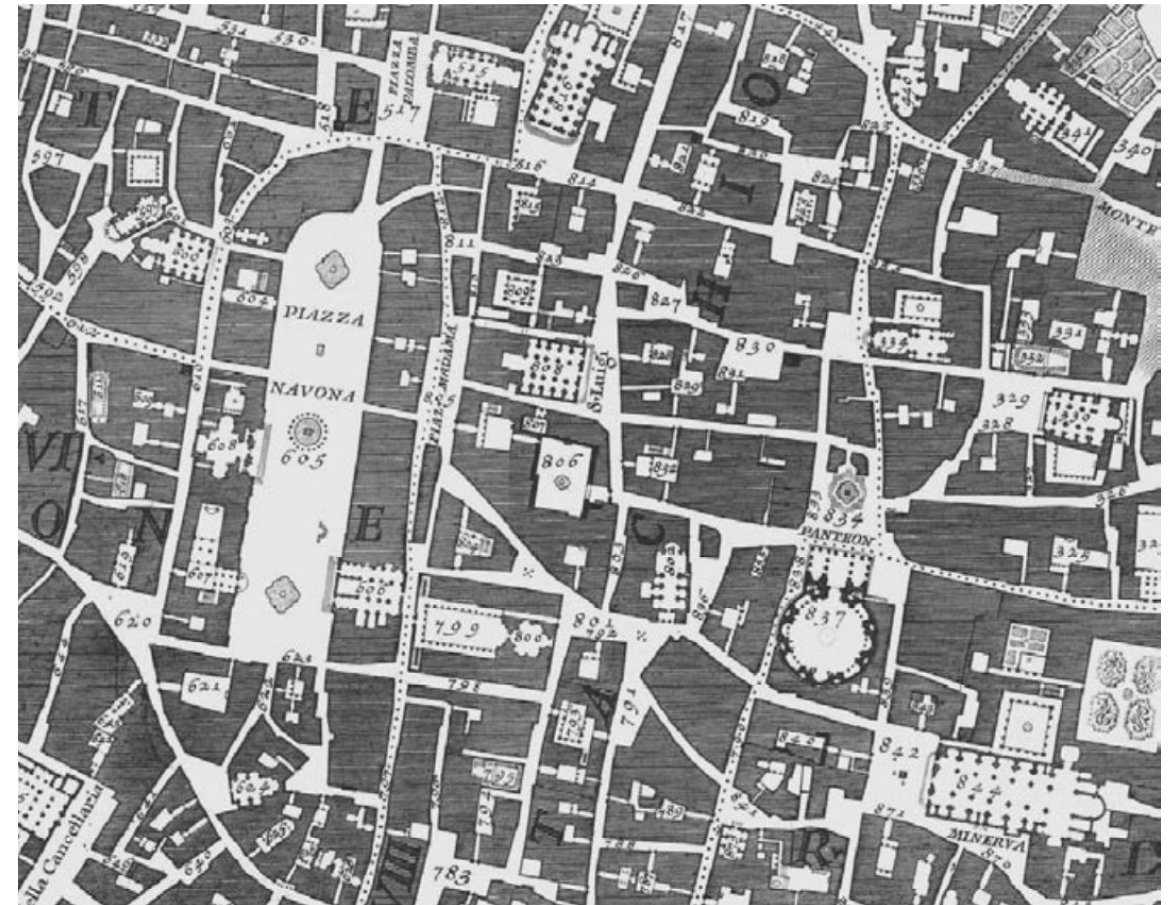
Fig 4. Giambattista, N. (1748) 18th-century Roman map Fragment. Available at: https://landlab.files.wordpress.com/2009/03/gianbattista-nolli-pianta-di-roma-17482.jpg

This is a 18th-century Roman map Fragment by Giambattista Nolli (1748). If you go a little further to the east, you will find the Borromini Church surrounding the Pantheon, Navona Square. The interior of the church is drawn jointly within a solidly built block of the city and makes this ambiguous state of "sacred" space an elegant visual expression that cannot be easily classified within the historical-public/black-white binary logic of the map. Navona Square was built on the traces of the stadium, a circus of Emperor Domitian, which shows that heterotopia can develop into a public place over time.[7]

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7 Oliver, R., 2010. Heterotopia and the City: Public Space in a Postcivil Society edited by Michiel Dehaene and Lieven De Cauter. Journal of Regional Science, 50(4), pp.15.

Peter Barber says,

"The building we live in is to create a small square for the people who live there, and to enable them to build relationships with each other."[8]

In a well-integrated city, people can see each other. People can create a more consistent society because they share public places.

The problem of publicity is caused by rapid liquidity and urbanization in modern society. With this phenomenon, along with various social phenomena, public spaces are also demanding a new paradigm. In the past, "public" and "private" are concepts with a clear boundary, with a dichotomous character, and in private spaces, one's domain is a personal space that is clear and not infringed by the outside, while the public domain has the concept of feeling publicity with common sense. According to this concept, public space was an area surrounding private space, and private space was an area that should not be exposed.

In modern cities, the conflicting concept of the boundary between private and public is cracking. Due to the ambiguity of these boundaries, the values of various people are becoming more prominent. The domain is formed according to the actions of these various people. The concept of private and public in Nolli's plan has recently been analyzed as a changeable space rather than a binary space.[9]

The contrast between black and white on the original map visually reproduces the description of the city in terms of the dichotomous confrontation between public and private. The inner space drawn in white is shown on the map as a continuous part of the continuous matrix of urban public space and has been consciously interpreted as an extension of the outer public space.

Reading the map in this way misses the most important point. The interior space left in white is a space that can be shared, not a public or private space. What this map eloquently demonstrates is the necessary connection and partial overlap between public and shareable spaces. This space is necessarily a collective space or a shared space.[10]

It can be said that the space that realizes intermediate publicity in the modern sense cannot be defined by the dichotomy between public and private matters. Therefore, as expressed in the map of teasing, the public space that can realize intermediate publicity is a space where the distinction between black (building as a private space) and white (open space as public space) is blurred.

8   Mallett, L., 2019. Top architect and urbanist reveals how to tackle London's housing problems. [online] Standard.co.uk. Available at: <https://www.standard.co.uk/homesandproperty/property-news/how-to-fix-london-s-housing-problems-architect-peter-barber-calls-for-an-end-to-right-to-buy-and-a-100mile-city-around-the-capital-a128536.html>.

9   Oliver, R., 2010. Heterotopia and the City: Public Space in a Postcivil Society edited by Michiel Dehaene and Lieven De Cauter. Journal of Regional Science, 50(4).
10   ibid

The cultural facilities of the Rijksmuseum Museum, the Van Gogh Museum, the Stedelijk Museum, and the Music Building on the IJ, the Netherlands, share the Museum Square. From 1999, when the museum plaza was built, to recently, the plans that have been taking place around this plaza are realizing the "The privatization of plaza". In the Museum Square, many people are creating various activities and creating a lively public space.

Completed in 2012, Benthem Crouwel's Stedelijk Museum is taking part of the new building up and the rest down underground, leaving the existing building intact. The main entrance is open in all directions, making it an open space with a transparent extension line. This open space provokes various actions by facing the plaza, and in this public area, people can create a private area through the medium. The open spaces facing the square consist of a restaurant, a souvenir shop, and a book shop.

Fig 5. Jannes, L. (2012) Stedelijk Museum Amsterdam . Available at: https://www.archdaily.com/350843/stedelijk-museum-amsterdam-benthem-crouwel-architects

The Shared Space Movement criticizes modern urban planning and road design philosophy that only considers traffic circulation efficiency as isolating all users, cars, bicycle drivers, and pedestrians using the streets and destroying the natural activities and minds of public spaces in the city. In addition, it is argued that cars, bicycles, and pedestrians use streets together regardless of area, and the speed of traffic flow is naturally controlled and the relationship between citizens becomes close in the process of always discussing each other's movements. If that happens, complex traffic laws and complex and ugly signs that harm the aesthetics of the street can be drastically reduced, helping design urban environments, according to shared space advocates.[11]

Fig 6. DI, H, F. (2013) Graz – Sonnenfelsplatz. Available at: http://www.begegnungszonen.or.at/details.php?Projektnummer=1

Sonnenfelsplatz is approximately 4000m² in size and is a daily junction with approximately 15,000 vehicles per day, approximately 8,000 cyclists, approximately 14,000 pedestrians and 4 city bus routes. During peak hours, 3400 pedestrians and 640 cyclists per hour move around the square, making it clear that car traffic doesn't make up the bulk of the traffic. The project aims to create a livable street space for all, thereby improving the coexistence of road users. Public spaces are designed to be places of meeting, communication and social exchange while maintaining their function as a transit space. The redesign made the square a place of social interaction and improved the quality of stay. A wider and barrier-free sidewalk, seat elements, tree planting, drinking fountains, and wider cooking space in public places have been created.

11 Falk, D., 2021. Begegnungszonen in Österreich. [online] Begegnungszonen.or.at. Available at: <http:http://www.begegnungszonen.or.at/details.php?Projektnummer=1>.
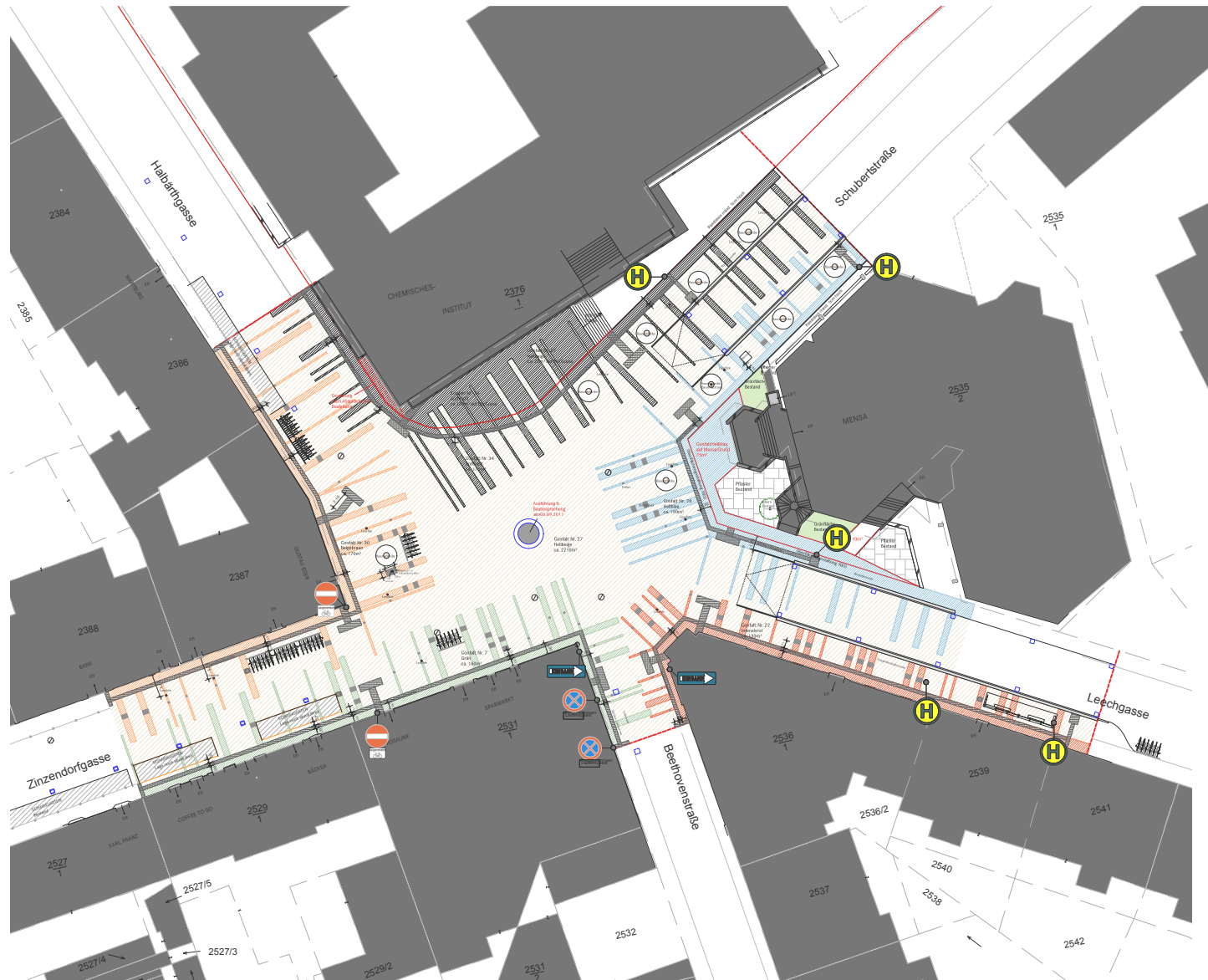
Fig 7. DI, H, F. (2011) Gestaltungsplan mit Farbnummern_NEU. Available at: http://www.begegnungszonen.or.at/details.php?Projektnummer=1

The sharing of the private domain and the privatization of the public domain, viewed from the external domain are closely related to the subject of my writing subject, ownership, and sharing.

A more diverse perspective and approach to looking at the private and public domains can suggest a new way of using the remaining space. In such an shared space, people can use the space more flexibly, which gives the space a stronger purpose of use. As a result, the space given a new purpose of use has stronger sustainability.
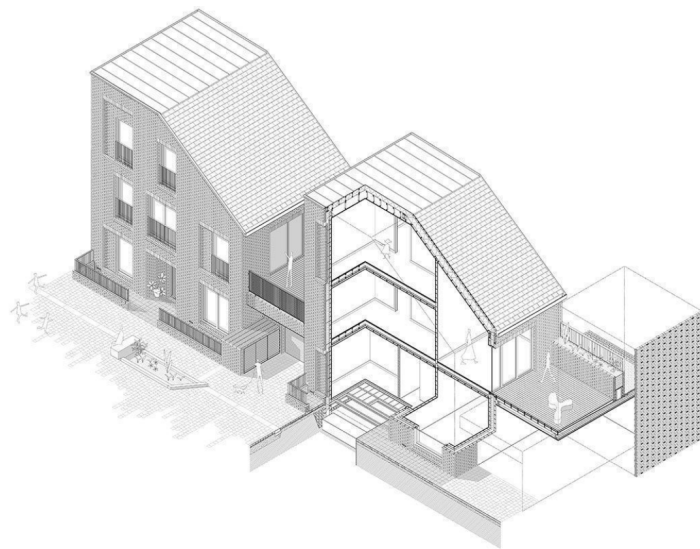
Changes to the shared housing method may be a natural phenomenon as the meaning of 'ownership' changes. The shift from ownership to sharing and subscription is changing the way we own space in various ways. We are ready to share all but the least private space. If sharing space in the past was an inevitable phenomenon that occurs for financial or physical reasons, it would be more accurate to see today's shared life as voluntary.

Sharing is the act and process of distributing ours to be used by others, and the act and process of receiving something from others to use, which means voluntary lending, adding and allocating resources, and not only physical places or objects, but also people, non-physical ideas, values, and time.[12]

The expansion of the sharing concept and the development of the sharing economy also brought about a change in the type of physical space, and the meaning of the sharing space was also expanded, and the development of

technology enabled space sharing beyond physical limitations. Completed in 2017, Dujardin Mews (Karakusevic Carson Architects + Maccreanor Lavington) is the first social housing to be built in 40 years in the Enfield area. In this housing complex, 38 new houses exist in four different types, and the sides of each unit are connected to other units to create a sense of community, provide opportunities for activities and passive monitoring, and meetings with neighbors. The new public space is used to create landscaping and travel routes throughout the site. In addition, community facilities create meeting spaces for residents, seats, pedestrian entrances, and new spaces for schools and childcare centers.

This social housing restricts ownership of the real estate from individuals, instead of providing users with cheaper rents and amenities. This can compensate for the problems of housing supply in the long run and enables careful design for a more sustainable life in residential facilities. The building achieved Code for Sustainable Homes (cfSH) level 5.

Fig 8. Karakusevic, C. (2017) Dujardin Mews, London Borough of Enfield. Avaliable at: http://karakusevic-carson.com/work/dujardin-mews

Fig 9. Karakusevic, C. (2017) Dujardin Mews Illustration, London Borough of Enfield. Avaliable at: http://karakusevic-carson.com/work/dujardin-mews

12   Belk, R., 2014. You are what you can access: Sharing and collaborative consumption online. Journal of Business Research, 67(8).

Fig 10,11. MVRDV. (1997) DOUBLE HOUSE UTRECHT, Utrecht, Netherlands. Avaliable at: https://www.mvrdv.nl/projects/164/double-house-utrecht

Built-in 1997 in the Netherlands by architect MVRDV, this residential space is a good example of the form of shared housing in the past when it was passive.

This building was constructed by interpreting the requirements of the second generation members in one continuous volume. The outer surfaces are traces of force that make the boundaries of each thread. The cross-section made of these traces serves as a contact point for living space, and as a result, the two families recognize each other's existence and communicate through irregular boundaries. The method of forming the boundary between internal and external spaces through this cross-sectional configuration suggests the possibility of a shared life different from a single configuration.

They live by sharing the same building site and recognizing each other's existence, but there is no sharing of private areas.

Proposed by Naruse Inokuma, the house naturally allows low-level people to share and manage each other's space. Each room (private space) is arranged in three dimensions inside the house, and the rest (public space) is designed to give different comfort. These attempts allow each resident to use the shared space as an expansion of individual rooms. There are 13 bedrooms in the building, which are divided into several floors. In the middle of the floor, a lug was placed in a part of the space except for the room, creating a space where you can sit, talk, and relax. Stairs and passages are scattered into rooms, but they are also connections and sharing spaces that connect rooms.

The house proposed by Inokuma takes the form of a more powerful shared dwelling. Users can use a wider space instead of sharing their private areas, and as a result, forced encounters are made.

The meaning of the form of shared housing as a sustainable architecture is that it can accommodate more diverse people with a limited building. In other words, in an era where single-person housing types are increasing, individuals do not need to own a lot of space, and each resident has a different period of residence. I think that shared housing complements this diversity and increases the use cycle of the building, which further strengthens the purpose of the building's existence.
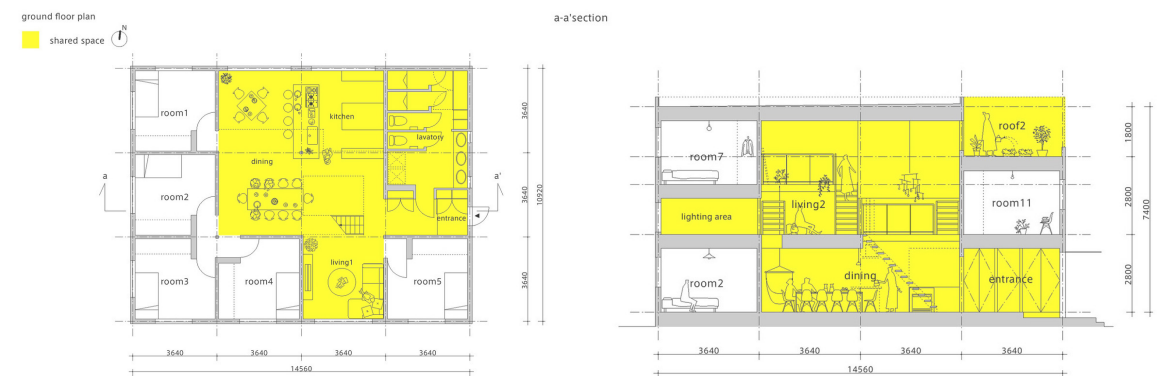

Fig 12. Masao, N. (2013) Naruse Inokuma Architects,LT Josai Shared House, Nagoya. Available at: https://www.archdaily.com/497357/lt-josai-naruse-inokuma-architects

OCCURRENCE OF SURPLUS

There are surplus spaces of unused private resources around us. Sharing or trading these spaces with close people has been an act that has been done for a long time. Surplus spaces that are abandoned not only in cities but also around the world are discarded without finding new uses or abandoned on the side of the city. These spaces can be used in a variety of ways depending on the changing lifestyle and residential environment, and individuals can use their surplus space as a means of economic activity and at the same time use wasted space.

Recently, the so-called sharing economy has emerged as a keyword in various fields, and the use of surplus resources, which previously took place only concerning relatively close distances, has been widely carried out without restrictions on distance or relationship due to the development of networks. This is also worth noting in terms of the environmental use of surplus resources.

As a "sharing economy" platform, Airbnb is being evaluated as a representative sharing economy company today in that it gives others the right to use a space that was previously private and exclusively owned. Also, in that Airbnb targets lodging spaces between users, it has the character of a lodging business or accommodation brokerage business similar to existing hotels and hostels. As of 2019, there were 7 million Airbnb listings worldwide and more than 160 million users.[13] This tells us that the active use of idle space is welcomed all over the world.

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13   CURRY, D., 2021. Airbnb Revenue and Usage Statistics (2021). [online] Business of Apps. Available at: <https://www.businessofapps.com/data/airbnb-statistics/>.

First of all, Lessig (2008), who defined the sharing economy relatively early, saw it as a combination of uncommercialized sharing with traditional commerce.[14]

It is said that this has entered the realm of economic activity as the act of making one's possessions available to others or shared with others is systematically priced.

In particular, the characteristic of the sharing economy emphasized here is the development of information and communication technology that made this possible.

It is also defined as access-based consumption in that it grants temporary and flexible access to goods or services that already existed for a certain purpose based on the mediation of an online service platform.[15]

Specifically, in the case of Airbnb, this means renting an existing space for residential purposes to travelers who need it for accommodation at a price.

In the research and proposals, Airbnb is mentioned as a representative successful sharing company.

Peerspace[16] is an American idle space sharing platform

14   Lessig, L. 2008. Remix: Making art and culture thrive in the hybrid economy, London: Penguin Books.
15   Bardhi, Fl. and Giana M. E. 2012. Access-based consumption: the case of car sharing, Journal of Consumer Research 39(4), 881-898.
16   Peerspace. Avaliable at: https://book.peerspace.com/about

occurrence of surplus

There is a new studio built in an old abandoned railway tunnel. The Huddersfield to Meltham line was closed in 1969 and was part of an isolated railway tunnel. In the 1990s, a millionaire built an art studio for his wife there and had a home cinema installed. Years passed and Mr. Attmere bought the property in 2020 and decided to make it more relatable to its history.

The site is located in ancient woodland, surrounding an area with a 30-foot waterfall cascading into a pond. The surrounding area is quiet and peaceful as if you are on a remote island. The tunnel, which had been abandoned for decades, met new challenges and acquired a new purpose of use, providing customers with a completely different experience from the commonly accessed experience in the city.

As a result of transforming these old spaces, spaces that previously belonged to everyday life or were outside of concerns about recycling are gradually entering the realm of tradable products. Also, these attempts are expected to enrich the perspective of looking at various forms of everyday extras.

In particular, in the case of Airbnb, the p2p transaction method of the online platform has been extended to the realm of private residential space, which means that spaces, which used to be the realm of individuals, are expanding to the realm of sharing.

Most of the daily spaces were not previously used as accommodation spaces, and remained as extra spaces for a temporary or certain period. Airbnb can be seen as providing conditions for utilizing idle space by connecting individuals who own these spaces and individuals who need them.

Fig 13,14,15. Airbnb (2021) The amazing Airbnb apartment built into an abandoned Huddersfield railway tunnel. Avaliable at: https://www.examinerlive.co.uk/whats-on/whats-on-news/gallery/amazing-airbnb-apartment-built-abandoned-20455783

company founded in 2014 by Rony Chammas and Matt Bendett. Consultants using idle space conduct consulting that allows them to use spaces that are difficult to trade for various purposes through general sales and leases such as idle facilities and free space, as well as arranging and intermediating customers. They attract people who have idle spaces that can be used for various purposes and connect them to customers who will use these spaces. It also calculates the vacancy rate of space to find other utilization values and proposes a space utilization plan.

For example, many people need space for a variety of reasons, such as a space to rest, a space to exercise, a space to meet and talk, and a space to gather and study together, but they often have to pay a fairly burdensome amount to get the space they want. Peerspace rented a theater space during non-screening hours to a yoga trainer to conduct yoga classes. It also proposed new ways to utilize idle spaces, such as using the kitchen of a restaurant during non-business hours as a place for cooking classes.

Peerspace pays attention to the added value generated by converting the concept of 'ownership' for objects into 'sharing'. In other words, idle resources trapped in the concept of ownership are finely divided into units of use and time to provide them to those in need at reasonable prices.

The idle space utilization consultant pays attention to the added value generated by converting the concept of 'ownership' for objects into 'sharing'. In other words, idle resources trapped in the concept of ownership are finely divided into units of use and time to provide them to those in need at reasonable prices. There are more than 20,000 empty commercial spaces in London alone due to the impact of the pandemic caused by the coronavirus and changes in consumption patterns online.[17]

The use of such idle space is thought to be an adaptive recycling method that can be made at the personal level. It is a more flexible method of using idle space, which is different from the corporate-level shared office mentioned in the next chapter.

Fig 16. Peerspace (2021). Utilization of idle space. Avaliable at: https://www.peerspace.com/

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17   Thousands of empty London properties could be used, think tank says Avaliable at: https://www.bbc.co.uk/news/uk-england-london-45720960

However, the emergence of Airbnb is not only positive in terms of all industrial environments. Problems caused by Airbnb, such as housing conflict, fair competition controversy, and the collapse of the existing lodging industry, are emerging. A prime example is that in Barcelona in July 2014, more than 200 local hosts took to the streets to defend their right to continue host activities, which are the basis of their side income, for imposing a fine of €30,000 on Airbnb for serious local law violations. You can also see a backlash in France and Los Angeles over Airbnb's benefits from taxes such as hotel taxes.

Dr. Tarik Dogru(an assistant professor of hospitality management in the Dedman School of Hospitality at Florida State University.) investigated the effects of Airbnb in 10 major cities in the United States between 2008 and 2017 and quantified the negative effects of Airbnb. Whenever Airbnb's rent increased by 1%, hotel profits fell 0.02-0.04%. In particular, looking at New York City, it is estimated that there was a loss of about $91 million to $365 million in 2016.[18]

The sectors that appear to have suffered the most damage were the economic sector and the luxury hotel industry. This can be interpreted as a new discovery of Airbnb stepping into the realm of a luxurious experience for users.

The study also found that medium-sized hotels were negatively affected by Airbnb.According to past studies, the prices of the two sectors were very similar, so users did not want to switch to home-sharing rentals.However, a new study from this study shows that more and more consumers are attracted to Airbnb rental real estate.

The commercialization of extra space through Airbnb gives the remaining space a strong purpose of use, which is becoming a more sustainable way to use space. However, as mentioned earlier, Airbnb's success has a strong impact on the hotel and lodging industries of the old era, which rather shows that it can lead to larger abandoned spaces that have been pushed out of competition. The existing hotel industry is an industry that returns to a thorough economic logic that is completely different from Airbnb's business area. This may mean that large hotels can probably give up everything more easily than private operators.

The sharing economy is indeed confusing many businesses, including the lodging and tourism industries. Accommodation providers in the sharing economy who do not comply with the old rules have become a potential major competitive platform for hotels.[19]

What is the final destination of the city where Airbnb continues to expand? Some cities have been transformed into theme parks for tourists, becoming a "new Venice" where locals are chased away. These concerns would not be absurd delusions.

Almost half of Barcelona's Airbnb accommodations are houses or apartments. The idea of kind locals sharing spare rooms is gradually transforming into investment purposes for large-scale investment institutions. It owns dozens of real estate and monopolizes rental income as a profitable apartment for long-term residents.

As a result, the resident population of the Gothic Quarter has decreased by 45% over the past 12 years.[20]

As an alternative to a sustainable sharing economy in response to environmental issues, I reckon Airbnb has potential in various directions. The concern of efficiently using limited spatial resources will deepen over time, and the weight of the concern is not light. Therefore, it seems that we can expand and apply to urban area cases and discussions on the commercialization of a wide range of extra resources by closely analyzing the specific extra space of the city.

Fig 17. Tom, S. (2016) Airbnb Is Facing an Existential Expansion Problem. Avaliable at: https://hbr.org/2016/07/airbnb-is-facing-an-existential-expansion-problem

18   Dogru, T., Mody, M. and Suess, C., 2019. Adding evidence to the debate: Quantifying Airbnb's disruptive impact on ten key hotel markets. Tourism Management, 72, pp.27-38.
19   ibid

20   Tom, S., 2016. Airbnb Is Facing an Existential Expansion Problem. [online] Avaliable at: <https://hbr.org/2016/07/airbnb-is-facing-an-existential-expansion-problem>.

SHARED WORKSPACE

Today, the development of information and communication has created an environment where people can work regardless of location and time, and there are also business nomads. This phenomenon created a space called a collaborative space. The difference from existing spaces is not that simple spaces are planned and distinguished, but that they have the characteristics of open shared spaces. It is an office space where you can share ideas and cooperate rather than just an existing office without partitions. It can be said that it is more reasonable to understand this phenomenon as a culture rather than a simple change.

Although the term "co-working" is still ambiguous in an academic sense, this term can be understood in a sense of a culture.

Although this term was not used previously, a space for hackers to work together and share information similar to the current co-working space, called C-Base Station, which started in Berlin in 1994, had previously existed.Seabase is a non-profit organization for improving hackers' knowledge and technology and provided a physical space for hackers to meet and collaborate through Seabase Station.

In 1999, Bernard DeKoven first used the word 'co-working together' to describe 'working together qualities', and Brad Neuberg first used co-working related to shared offices in 2005. Neuberg's creation of San Francisco Coworking Space in the Spiral Muse, a building of a feminist organization in San Francisco, is known as the first co-working space.[21]

21 The Start of Coworking (from the Guy that Started It). Available at: http://codinginparadise.org/ebooks/html/blog/start_of_coworking.html

Today, there is also an increasing position that the place used for public purposes, centering on the purpose of use, is a public space. The public concept is gradually loosened and expanded.[22]

Covid-19 had many downfall impacts, one of which led to significant changes to the demands for office spaces. A huge shift occurred from working in traditional offices to home setup offices (remote working). Many office buildings are vacant, and many companies are moving offices to smaller spaces. A large amount of telecommuting will continue even after COVID-19 is over. According to Derwent London and IWG, demand for office space in London has begun to rebound, but as future work materializes, company preferences are changing to new buildings and short-term leases. According to the real estate group CBRE, the overall vacancy rate in the British capital increased from 8% to 9.3% in the first six months of this year.[23]

Companies' demand for flexible space due to infectious diseases is expected to increase gradually. New leases have been reduced, but few people give up flexible office space. The advantage of flexible office space is that it is easier for companies in the trend, such as hybrid offices, to adapt to the office for a number of reasons. They also provide alternatives to companies that have not yet figured out what to bring in the future. I think this can be the biggest advantage of co-working space companies such as WeWork*

* Founded in 2010, WeWork is a flexible shared workspace for technology start-ups and a commercial real estate company for companies. WeWork designs and builds physical shared spaces and office services for entrepreneurs and businesses.

As mentioned earlier, today's concept of public space is gradually occupying a wide area, and what used to be just a space to work together has now become a collaborative workspace where people share ideas, collaborate, and create creative results.

The co-working space of people gathered under a common theme gives this space a stronger purpose of use, and has a stronger holding power than the existing office space with a single purpose. In other words, this space created through the subscription of many people, rather than the ownership of a single entity, can be operated flexibly. It is a space that can rapidly change in response to infectious diseases or disasters and a space that can survive in an era of changing characteristics of buildings that can flexibly change their character.

VU (Village Underground) is an international platform for culture and creativity. The Village Underground is not only used for co-working but also used as a space for various types of events. Concerts, exhibitions, plays, conferences, workshops, and more. Some of the activities are co-produced with VU London acting as a promotion. A platform for artists and professionals in both fields.

Each container has 5 rooms and is designed for professionals in the creative industry. Available for monthly, daily, or hourly rentals, it is also open to colleagues who need to work just a few hours or days in this inspiring environment.

VU's philosophy is not only to transform obsolete objects or spaces but also to rebuild and regenerate the devastated areas of the city in which it was installed. In this way, they contribute to new communities in completely abandoned or uninhabited areas.[24]

Companies such as Roam are using old hotels to participate in the nose walking and living trends. The company changed the purpose of the oldest hotel in Miami to make it a live performance and workspace.

Programs that can adapt more flexibly to changing situations make space available longer, which I think can give the number of unused and discarded spaces.

22   Eunha, S. 2012. Shared Space and Community. Journal of North-East Asian Cultures, 1(32), p.63.
23   Hammond, G. and Provan, S., 2021. Hybrid working and climate fears steer London office demand, say groups. [online] Ft.com. Available at: <https://www.ft.com/content/fd8b3d98-3c4e-49bc-b3ef-25a03d17dfa7>.

24   Divisare. 2021. João Cassiano Santos, Joana Astolfi · Village Underground Lisboa. [online] Available at: <https://divisare.com/projects/273889-joao-cassiano-santos-joana-astolfi-village-underground-lisboa>.

Fig 18. Divisare. (2021) João Cassiano Santos, Joana Astolfi · Village Underground Lisboa. Avaliable at: https://divisare.com/projects/273889-joao-cassiano-santos-joana-astolfi-village-underground-lisboa

HOW TO REDUCE THE ENVIRONMENTAL IMPACT OF CO-WORKING

When we use the co-working space, furniture, home appliances, utilities, office supplies, security facilities, and maintenance are included in the monthly rental cost. All costs can be predicted in advance, and there are no initial costs for users. Users share resources necessary for work and help minimize waste. Reducing the number of resources people consume on a daily basis is one of the basic components of sustainability.

As food and fuel, space is a limited resource. Companies that use co-working spaces pay only for the space they use. You can rent any amount of space for every additional person you add, reducing the risk of overcharging your space needs. In addition, all necessary facilities are prepared in one space. Reducing the number of times you have to use your car can help you avoid wasting fuel and save time and other costs.

The cost and environmental damage of utilities such as gas fuel and electricity are increasing rapidly. Using a co-working space allows you to work in an optimized environment, which means users waste fewer resources than working in their own office at a lower cost.

CONCLUSION

In recent years, the rapid development of informatization played a major role in the diversification of space types. Breaking away from the traditional space type, a new type of space continues to be supplied. When Walkman and CD players first came out, they first appeared as enjoying the personal time while listening to music or radio with earphones on in public places. These days, due to the evolution of smartphones, the type of space may change depending on whether or not Wi-Fi is available.

Nomadiccape, which comes from this phenomenon, means "nomadic landscapeization in public space."[25] A new type of space has emerged as a place where communication and connection can be established as a space with diversity that can be free from time and space while performing the existing public role in the public space. This is also creating a new type of community. With simultaneous access to digital wireless devices, ubiquitous-based communities can be implemented.

This shows that new spaces and new types of communities are created by the development of modern industries and technologies.

25   Eunha Sohn. (2012). Shared Space and Community. Journal of North-East Asian Cultures, 1(32), p.6.

The 21st century is an era of rapid changes in technology and the living environment. Living in this era, we are experiencing a 'super-connected society' where everything is connected. With the advanced technology created in the process of the 4th industrial revolution, the conditions of human life are becoming richer. In particular, the development of information and communication technology (AI, IoT) will affect the composition and operation of the city along with big data technology and is expected to bring about major changes in urban design.

However, the steep and fast-growing population, environmental pollution caused by urbanization, and infectious diseases such as COVID-19 have given new challenges to mankind's future, and with the emergence of a sharing economy that efficiently uses resources from an economic and social point of view, shared lifestyles are gradually settling in us. Human society has always faced new problems and has been constantly striving to overcome them. The answer to the new model that human society should go to in the future may be a sharing economy. Therefore, as architecture is an industry that is related to the sharing economy, various studies on residential styles that meet new economic, social, and cultural trends should be attempted, and spatial forms appropriate for future society should be established from various perspectives.

While the shift from ownership to sharing is underway, ownership is becoming more important in other ways. However, research on how to reduce unnecessary resource waste and conserve resources through various studies of sharing and subscription rather than owning should be continued.

Sharing or subscription-type businesses will continue to grow in the future. This is because as asset value rises and income polarization is likely to accelerate further, borrowing, sharing, or subscribing to low-cost goods is a reasonable and realistic option rather than purchasing assets or goods. In addition, changes that allow individuals to access 'ownership' of expensive assets, products, and spaces that were difficult to access are rapidly progressing.

What we will take as an opportunity is a change in the concept of 'ownership' to the public, which is also important for consumer behavior, business direction, and the idea of a new space.

Is the space we create useful for consumers? Do they want to have it? Is it worth it to share?

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