

# MANCHESTER SCHOOL OF ARCHITECTURE

COLLABORATION

COMMUNITY

COMPANIONSHIP

INTERACTIONS

## VERY MUCH MANCHESTER URBAN COHOUSING

### TEAM

Georgia Simmons  
Jingyi Cao  
Sak Lam Vito Wong  
Yue Yang  
Yutong Liu

### SKILLS

Digital Model Making  
Graphic Design  
Rendering  
Walk-through Video  
Hand Drawing  
Collaborating

### AGENDA

In this project, students will be produced a digital model and visualised concepts for a new co-housing scheme for MUCH, Manchester urban co-housing. The aim of the project was to assist MUCH to develop a focused strategic marketing and recruitment plan. The students also participated to develop some key marketing messages and materials for their website and for social media. The objective of the proposed material could potentially attract people to the housing scheme from all around Manchester, people at the lower end of the age spectrum (50-60 years old) as well as attract people with disabilities, people of colour, LGBT people and men.

Visit [msa.ac.uk](http://msa.ac.uk) for more information

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