

Heyday Partnership Recent Projects

Heyday is a Los Angeles based design/build/develop firm. Their mission is to improve the quality of building in working class neighborhoods throughout L.A. These neighborhoods are plagued by formulaic stucco-box homes, and their goal is to provide a new paradigm of design and construction that provides better living space and a more interesting street-scape. By having the contractor, architect, and developer in the same office, Heyday creates a home that is optimized for construction, financing and most importantly: living.



The paper used to print this brochure is FSC® SFI® certified.
Made with 10% PCW.



Using teapots as an analogy; if the generic teapot is represented as x , and the highly customized teapot is y (in this case a Morphosis teapot for Alessi) then the concept for Heyday's work is $x+1$. As seen in the diagram to the right, teapot x as well as $x+1$ are both porcelain, have lids and spouts, and the same form in general, however by simply putting the parts together differently the interaction changes drastically.

Philosophy





x = stucco box, corporate, status quo, generic, easy, lazy, simple, typical, disposable, cheap
y = superfluous, ideal, deceptive, snobby, custom, high maintenance, exclusive

x+1 = conscientious, committed, thoughtful, fresh, respectful, intriguing, challenging, inclusive

x+1

