

Part 1

No Place Like *Home*

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ENQUIRY

“How does our perception of ‘HOME’ change over time? And how can graphic communication design be used to clarify when, where, and why we construct a place we call ‘HOME’?”

This project explores how the concept of “home” evolves from childhood to adulthood—moving beyond physical spaces to become a personal, emotional experience.

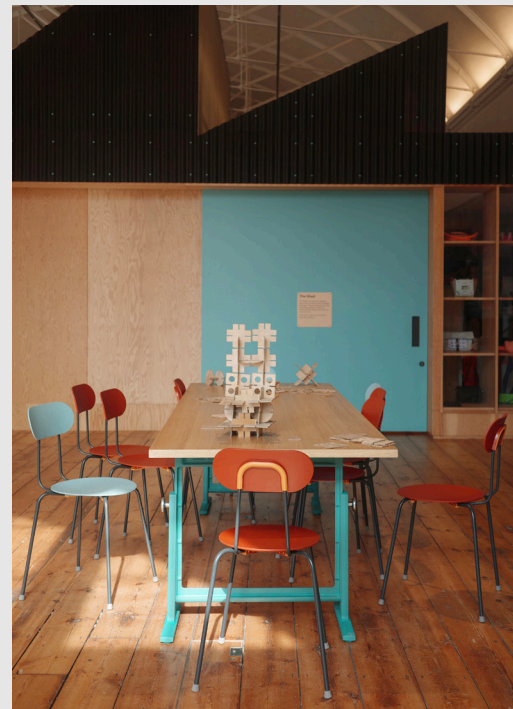
Growing up across cities, I rarely felt a strong sense of belonging. This inspired my interest in how toys, games, and objects tied to “home” can hold deep meaning.

Through surveys and interviews, I found that many adults view home as fluid, shaped by memories, relationships, and aspirations.

This work invites reflection on how we each define and carry our own sense of “home.”

INSPIRATION

My initial spark came from reflecting on my lifelong fascination with toys and games that mimic home environments. By looking back at childhood dollhouses, I noticed that as kids, we learn structured routines and specific functions of each room. This revealed how home was once seen as purely concrete and functional, laying the groundwork for my deeper exploration.



A pivotal moment occurred at the Young V&A Museum, where I encountered the statement “A home is more than a building. It’s where we feel we belong.” This insight connected to my personal experiences of moving frequently and searching for belonging. In parallel, I analyzed popular adult life-simulation and construction games like “Animal Crossing” and “The Sims”. Their broad appeal underscored that home is more than a place—it’s a comforting emotional state for both kids and grown-ups.

1. Name

2. City of Residence

3. Defining the Ideal 'HOME'

What is your ideal 'home'? Please provide at least three conditions that you think are necessary. (It may not only refer to a physical space, but also a collection of memories, identities, and emotions.)

4. Changes Over Time

Has your understanding and perception of 'home' changed as you have grown up? If so, please explain briefly or provide an example.

5. Homesickness

At some point in our lives, we all have to leave home. Do you get homesick? Why? Please explain briefly.

6. Iconic Element

What is the most symbolic thing in your home that makes it feel like home to you? Please explain and, if possible, include a photo. (This can be anything, such as specific objects, furniture, family members—including pets—or even the location/architecture/atmosphere.)

7. Missing Piece

Please give an example of one thing that you would ideally like to have in your home but don't have at the moment. Why can't you realize it at this time? (For example, because you need to move soon, or you're currently renting, or other practical reasons.)

To understand contemporary adult views on home, I distributed 70 questionnaires. Key questions included how one's definition of home changes over time, whether people get homesick, and what symbolic objects make a place feel like home. The diverse responses highlighted that home is tied to memories, emotional support, and the sense of identity people carry with them.



Format 269×190mm

Finishing Deboss, Foil

Extent 45pp

Binding Ring Bind, Pocket

Cover Hardback, cloth over spine

The title “No Place Like *Home*” suggests that home is unique and irreplaceable.

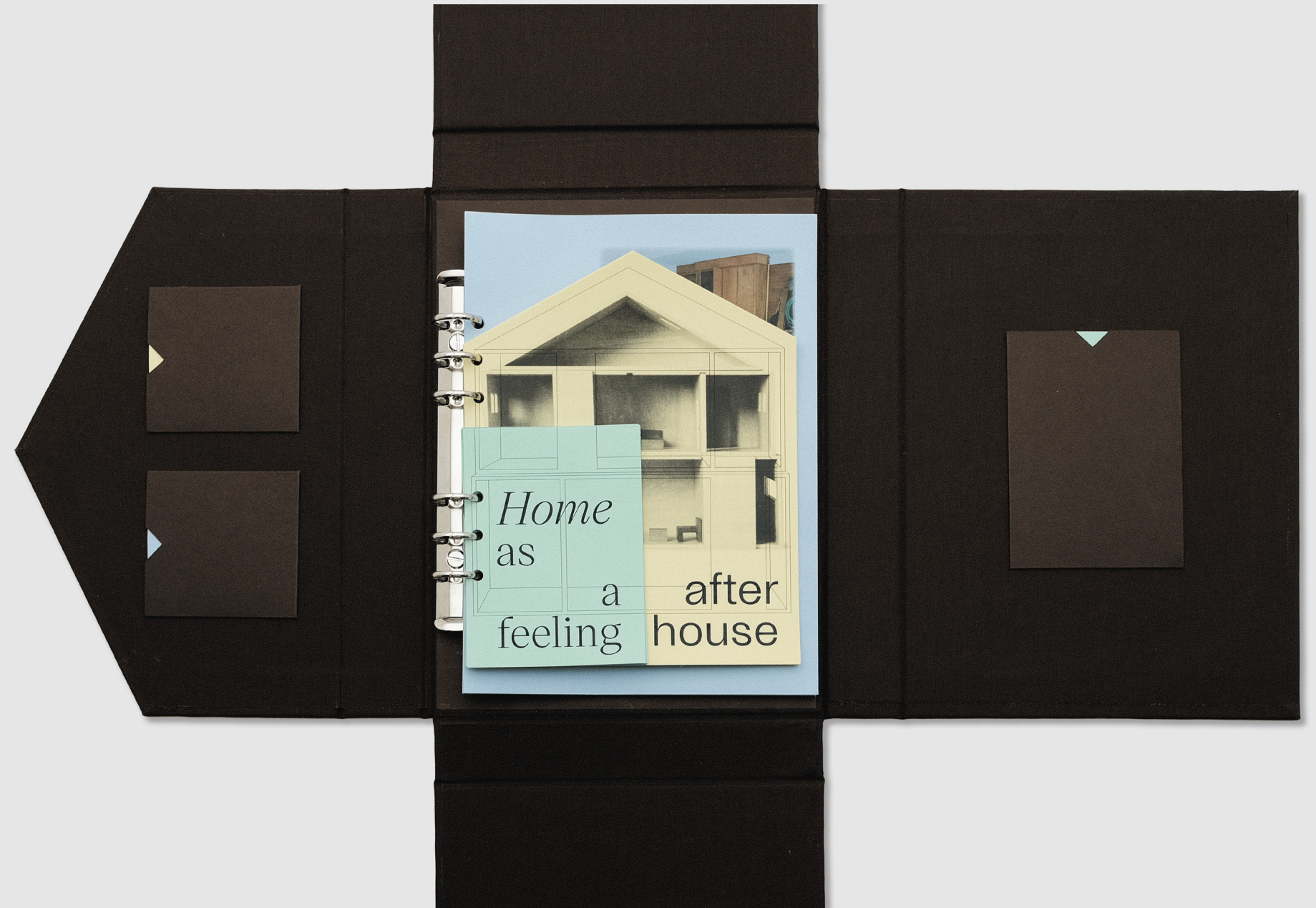
In this project, it also means:

Home is not a place—it’s something we carry with us.

Home is an emotional experience, not a fixed space. Once we leave a place we called home, it never quite feels the same again.



When you open the box, a second layer appears:
Come In, Stay Awhile.



This marks a transition—from thinking about home to experiencing it. It invites the viewer to step inside, take their time, and explore what home means to them.



Based on the research, I decided to create a flexible, ring-bound publication—an unfolding “Home Catalogue.”
Divided into three chapters.

Chapter 1

Home as a feeling

Contrasts childhood's neatly defined rooms with adulthood's more fluid, emotional perspective, using both personal stories and game-based research. It illustrates how simple, function-focused play evolves into a deeper, more subjective sense of belonging in later life.



Chapter 2

Home after house

Draws from the survey question “What is the most symbolic thing in your home that makes it feel like home to you?” Here, everyday objects are re-labeled or visually transformed to highlight their emotional weight.



Chapter 3

Home in Transition

Documents my real-life disruption when my rented apartment was listed for sale. It poses the question: “Who truly owns a home—the person who possesses it financially or the one who inhabits it emotionally?” It features a playful “moving checklist” that prompts readers to consider what intangible aspects of home they take with them when they move.



Pocket



On the left panel, two pockets hold contrasting emotions—one filled with traces of warmth and belonging, the other with fragments of displacement and longing. On the right panel, a single pocket holds unfulfilled wishes—things we desire in a home but have yet to find.