



For immediate release

Debut of the 2050 Mobile House

【December 7, 2015 Hong Kong】 High construction costs form part of the reason why Hong Kong people often fall short of their dream of owning property. Under the theme of “VISIONS 2050 - Lifestyle and the City”, ALPOD as the futuristic aluminum mobile home designed, engineered, and produced by a team of Hong Kong visionaries, will make its debut during the Hong Kong edition of the 2015 Bi-city Biennale of Urbanism\Architecture (the Biennale).

Eric Kwong, Managing Director of AluHouse, who serves as the driving force behind the ALPOD project, says that aluminum’s multi-faceted advantages of being light weight, strong, corrosion resistant, and impervious to fire and wind as well as its ability to dampen noise and insulate against heat, will allow for more than 50 years of sound structural durability.

“Aluminum easily adapts to different climates and environments, and its light weight also enhances mobility, allowing a home to be moved from one place to another in an easy and convenient way without dismantling or reconstructing facilities,” says Kwong. “Moreover, aluminum can be recycled, making it a green, earth-friendly building material. In fact, today aluminum is widely used in the aerospace industry, as well as in airplanes, the next generation of automobiles, and even the latest smart phones and telecommunication products.”

“ALPOD can be built as a primary home or suburban cottage for weekend enjoyment,” adds Kwong. “Moreover, it can be designed for business use such as an office, a mobile shop, a studio, an exhibition venue, or just a space to let your imagination roam free.” He envisions that ALPOD will facilitate a huge increase in the mobility and flexibility of the next generation of homes.

“Designed as a personal and exclusive high-tech pod house, ALPOD surrounds its residents with a futuristic interior based on a contemporary, flexible open-plan living space that features advanced environmental controls, a special lighting design, full height glazing, skylights, plus kitchen and bathroom facilities,” says James Law, Chairman, CEO & Chief Cybertect of James Law Cybertecture.



Dr. Andy Lee, Director of ARUP, also agrees that the ALPOD is an unprecedented innovation that is brilliantly engineered to be the next generation of home living. “The future even envisions pod houses to be stacked into a uniquely designed multi-structures, revolutionizing and redefining our perceptions about what architecture should be and how our future city landscape will evolve,” adds Law.

Designed as an aerodynamic monocoque structure with a futuristic aluminum shell, ALPOD offers a sleek layout featuring an open plan with no columns. The large sliding glazed windows allow a harmonious nexus of the indoor and outdoor environments, ushering in natural light and air. ALPOD’s interior is brilliantly conceived as well with a fitted kitchen and bathrooms, plus all-inclusive air conditioning, power source, and lighting. So it is essentially a ‘plug-and-play’ home.

The Hong Kong edition of the 2015 Bi-city Biennale of Urbanism\Architecture (the Biennale) under the theme of “VISIONS 2050 - Lifestyle and the City” will be open to the public from December 11, 2015 to February 28, 2016, in the Kowloon Park and Hong Kong Heritage Discovery Centre. The Biennale is a curated showcase of inspirational works by leading international and local creative visionaries from the fields of architecture, urban planning and design to create the city of the future.

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About ALPOD

- Dimension : 13m (Width) x 3.3m (Length) x 3.3m (Height)
- Size : 43 sq. m. (480 sq. f.)
- Material : Aluminum
- Website : <http://www.alpod.com/>
- Facebook : <https://www.facebook.com/AluHouseALPOD>
- Instagram : <https://www.instagram.com/AluHouseALPOD>

**About AluHouse**

Established in 2012, AluHouse was developed as the first aluminum-built housing brand in China. AluHouse is a joint venture between the Asia Alum Group (AAG), the largest aluminum company in Asia, and FastAL. AluHouse focuses on developing aluminum housing projects for China and overseas markets.

Website: <http://www.alu-house.com/>

About James Law Cybertecture

James Law Cybertecture is a Hong Kong based international multidisciplinary design company covering the fields of Architecture, Interiors, Products and Technologies developing designs based on its proprietary concept of Cybertecture.

Website: <http://jameslawcybertecture.com>

About Arup

Founded in 1946, Arup is the creative force at the heart of many of the world's most prominent projects in the built environment and across industry. Arup is truly global. From 92 offices in 40 countries, their 12,000 planners, designers, engineers and consultants deliver innovative projects across the world with creativity and passion.

Website: <http://www.arup.com>