

Zoning
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For Record
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Hi, I'm Graham Hill.

I'm a designer, entrepreneur and new yorker of 14 years. I've built and sold 2 companies to date, I'm the designer of these two iconic new york cups and my firm, LifeEdited, are experts in designing small sft per person apartments.

The U.S. has supersized itself in the last half century. The average house has gone from 1,000 to 2,500 sft with smaller families...so we have about triple the space we used to. Despite this massive increase in space, we've also become such shopaholics that we have a separate 22 billion dollar personal storage industry. Way more space, way more stuff yet it turns out we are not any happier, are more in debt and have larger footprints.

We believe that with smart design, we can create really compelling, fulfilling ways of living that are smaller. That done right these can allow us to live within our means financially and environmentally. And that a simpler life is a happier one.

I've lived in our 420 sft prototype apartment on Sullivan for a year. It has room for a couple, has a great home office, guests can stay over in a civil manner, has a ton of storage and I regularly have sit-down dinners for 12 people.

I've lived large in a 3600 sft home and I can honestly say that I very much enjoy living in my small apartment. It's just right. Easy to clean and does everything I need it to. I'm saving money and reducing my footprint.

And by the way...this way of life isn't unique. Many countries in Europe with happiness levels similar to ours are living with half the square footage we do.

The response to the apartment has been truly amazing and illustrates the broad appeal. My TED talk got 2M views and my op-ed in the Times was the most emailed article for 5 days straight. It's not simply students but people of all kinds in their 30, 40s, 50s and up that are attracted to this way of life.

It also works for the city:

-PlaNYC? Easiest way to go green is to go smaller.

-Hundreds of thousands moving here but not enough space? We need density.

-Keeping ourselves competitive? Studies show that density increases innovation.

People get this...they're overwhelmed with how supersized we've become and understand intuitively that happiness is about experiences, it's about relationships, it's about time...and that a smaller, simpler way of life is one that can give you more money and time to focus on the

important stuff.

So, despite being on the Jonathan Rose team and having only come close to winning, I want to show my support for this project.

Small living is just common sense. Done right, Less can truly be more.

+++++more at lifeedited.com+++++