CONCEPT B:

THE INTERNET WORKSPACE THAT I AM CREATING IS BUILT ON BEING A NEIGHBORHOOD, LOCAL PLACE, CLOSE TO HOME, GEARED TOWARDS BUSY WOMEN WHO ARE HOMEMAKERS AND DON’T HAVE MUCH TIME TO COMMUTE.

THESE HOMEMAKERS COME TO USE OUR OFFICE PRIMARILY BECAUSE THEY ARE TRYING TO RETURN THE FAMILY VALUE TO THE HOME – WHERE THE HOME IS FREE FROM THE DISTRACTIONS OF TECHNOLOGY (THERE ARE ALSO RELIGIOUS VALUES OF PROTECTING THE HOME FROM NEGATIVE INFLUENCES THAT CAN BE POSED FROM THE INTERNET)

WE WANTED TO EXPRESS THIS CONCEPT BY CREATING ONE HOUSE WITH THE TECH CHIPS INSIDE IT, BUT IF IT CAN BE SIMPLY DONE, WE WANTED TO PORTRAY THAT THIS HOUSE IS SURROUNDED BY OTHER WARM “HOMEY” HOMES.

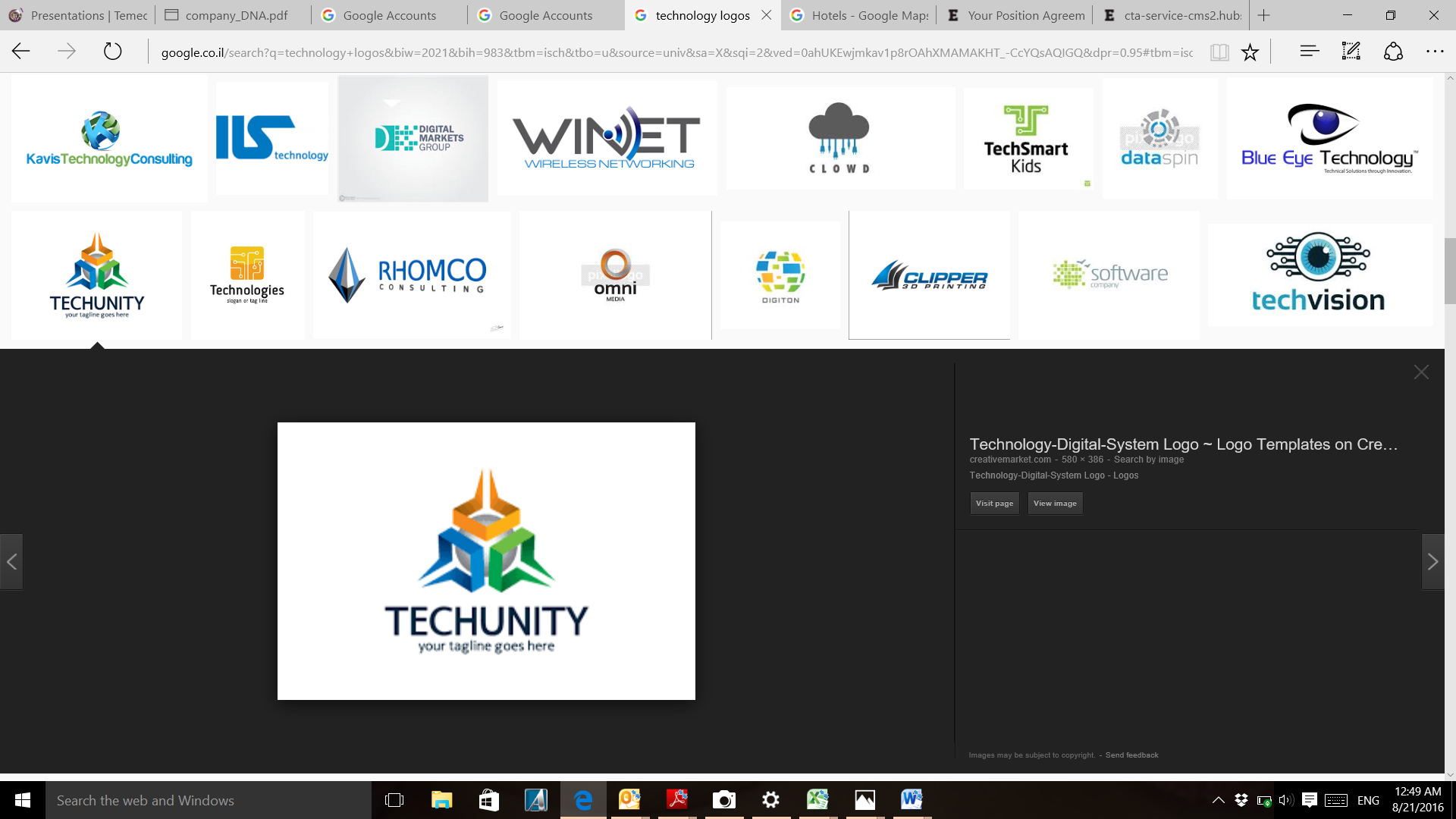
2 POINTS: 1) CLOSE TO HOME

2) REMOVAL OF WORK/ COMPUTER/ INTERNET FROM THE HOME AND USING IT OUTSIDE THE HOME.--

BELOW YOU WILL SEE SOME EXAMPLES OF MORE THAN ONE HOME… *the difficulty is in succeeding with a simple graphic*

[](https://www.google.co.il/url?sa=i&rct=j&q=&esrc=s&source=images&cd=&cad=rja&uact=8&ved=0ahUKEwiB4oXbrcvOAhWLbxQKHc6xClUQjRwIBw&url=http://www.freepik.com/free-photos-vectors/house-silhouette&psig=AFQjCNGL3kNJv_k8CJn6VTrsQK1_zNOaZw&ust=1471623183753656)[](https://www.google.co.il/url?sa=i&rct=j&q=&esrc=s&source=images&cd=&cad=rja&uact=8&ved=0ahUKEwiV6pzprMvOAhXI7xQKHXJJB2kQjRwIBw&url=https://fr.fotolia.com/tag/logo&psig=AFQjCNHDx-uHcDA-P74Z-LbtWsYoR0yUkg&ust=1471621228691302)[](https://www.google.co.il/url?sa=i&rct=j&q=&esrc=s&source=images&cd=&cad=rja&uact=8&ved=0ahUKEwjOoZ3IrsvOAhVLbxQKHdGJBsAQjRwIBw&url=https://creativemarket.com/stokk.co/667029-Shadowed-green-home-logo&psig=AFQjCNGL3kNJv_k8CJn6VTrsQK1_zNOaZw&ust=1471623183753656)

[](https://www.google.co.il/imgres?imgurl=http://us.123rf.com/450wm/vectorgraphics2014/vectorgraphics20141412/vectorgraphics2014141200007/34957152-home-icons-vector-design-represents-ecology-home-home-care-and-real-estate-logo-concept.jpg?ver%3D6&imgrefurl=http://www.123rf.com/clipart-vector/internet_logo.html&docid=XjDW0yT6K5uGgM&tbnid=kpPRwZGU9WImpM:&w=350&h=350&bih=983&biw=2021&ved=0ahUKEwiw3NXhq8vOAhXDthQKHZKOBJI4yAEQMwgrKCkwKQ&iact=mrc&uact=8)[](https://www.google.co.il/url?sa=i&rct=j&q=&esrc=s&source=images&cd=&cad=rja&uact=8&ved=0ahUKEwiV5NTlsMvOAhUCWhQKHXIdBLIQjRwIBw&url=https://www.dreamstime.com/stock-images-collection-3d-logos-real-estate-image18701534&bvm=bv.129759880,d.d24&psig=AFQjCNG3SRNdeGh8MfZ9-fUIVPh3SogDrg&ust=1471623528441485)[](https://www.google.co.il/imgres?imgurl=http://drexel.edu/~/media/Images/cae/Student%20Org%20Logos/CAEE%20Student%20Org%20Logos/smarthouse%20logo.ashx?la%3Den%26hash%3D432A077858000EEFD388EEEA4D7EC68E8148E5E1&imgrefurl=http://drexel.edu/cae/resources/current/Student%20Organizations/&docid=b7GdGU1nzhJw3M&tbnid=PIRQ9jTVTtQXcM:&w=350&h=163&bih=983&biw=2021&ved=0ahUKEwjStuntscvOAhVDVhQKHUl7Axo4ZBAzCBooGDAY&iact=mrc&uact=8) [](https://www.google.co.il/url?sa=i&rct=j&q=&esrc=s&source=images&cd=&cad=rja&uact=8&ved=0ahUKEwiOmdDcs8vOAhXDShQKHfH-ABYQjRwIBw&url=http://diylogodesigns.com/blog/home-logo-design-examples/&psig=AFQjCNGabQP0e8Ked-tRCwa_IKUyAHqLuw&ust=1471624265617640)[](https://www.google.co.il/url?sa=i&rct=j&q=&esrc=s&source=images&cd=&cad=rja&uact=8&ved=0ahUKEwiV5NTlsMvOAhUCWhQKHXIdBLIQjRwIBw&url=https://www.dreamstime.com/stock-images-collection-3d-logos-real-estate-image18701534&bvm=bv.129759880,d.d24&psig=AFQjCNG3SRNdeGh8MfZ9-fUIVPh3SogDrg&ust=1471623528441485)

[](https://www.google.co.il/url?sa=i&rct=j&q=&esrc=s&source=images&cd=&cad=rja&uact=8&ved=0ahUKEwiSre-ctMvOAhXFtxQKHbxSALUQjRwIBw&url=http://www.freepik.com/free-photos-vectors/house&psig=AFQjCNGabQP0e8Ked-tRCwa_IKUyAHqLuw&ust=1471624265617640)