

HOMES BY
HOMEY

Where the body returns
Homes built around the body and mind.

I · THE GAP

The compromise: It was meant to be the dream.

For most people, building a home happens once. It is the largest and most stressful undertaking of their lives, and it usually arrives at the moment the family is growing and the stakes are highest.

Jonathan watched it go wrong from the inside. He began as a developer, then as a builder, and families started asking him to build for them. The pattern was always the same. An architect would meet a family for an hour and hand back a design. By the time the quotes came in, the cost had run past the budget by a margin no one had prepared for. Finishes were stripped back. Decisions were made under pressure, and the invisible things, the parts of a home you live inside but never see, were the first to be cut.

Nowhere in that process was there a standard. No checklist in the hands of the architect, or the builder. And no one whose only job was to stand for the family.



I · THE GAP

He built the Home he could not find.

Building for developers taught him the other half of the problem. A developer builds to sell. The body that would sleep in the rooms, and the years the home would hold, rarely entered the calculation. The home was a product. The person was a buyer.

So he stopped. For two years he took no developer work, and put everything he had into a single home, one he meant to live in for the rest of his life. Into it went years of construction and development, and eight years spent deep in health and wellness. Every choice was deliberate. Then he built another, and another.

Through those homes, Homey was born.



II · WHAT HOMEY IS

One practice, responsible for the whole home.

Homes by Homey is a wellness architecture consultancy. Its work is to stand for the family across the entire life of a home, and to hold that home to a single Standard.

The idea underneath it is simple. A home should attend to the most basic things a person needs: shelter, water, food, and safety. Attend to those with real care, and the home becomes the quietest form of support a person can live inside.

So Homey does three things. It takes responsibility for the whole build, end to end, so the family never has to coordinate architects, builders and engineers alone. It holds every home to the Homey Standard. And it stays, long after handover, keeping the home and the life inside it well.



III · THE STANDARD

Eight principles. One Standard.

The Standard began as a checklist on a building site, a way to make sure a home met a real measure rather than drifting to whatever was cheapest or easiest. It became a written specification, refined each year, held in every Homey home. A home earns the Homey name only when it has been measured against the Standard, first at design, and again at completion. If something has not met it, it is corrected before the home is handed over.

i

Climate & Air

You breathe the house before you notice it, all day, without choosing. The air is filtered, ventilated, held at the right humidity, and monitored.

iii

Sleep & EMF

Sleep is the one thing the bedroom exists for. The electrical field can be cut at the circuit through the night, with blackout, circadian light, and sound designed out.

v

Materials

A house keeps giving off its materials for years after it is built. Everything is chosen for what it releases, or does not: low, zero VOC finishes and natural materials.

vii

Space & Psychology

How a space is proportioned changes how it feels to be inside it. Scale, sequence, and the balance of private and shared rooms are shaped around the people who will live there, with an environmental psychologist on every project.

ii

Water

Every drop that enters the home is filtered, run through the fresh grandeur water systems, with a copper element in the line and pressure engineered so the water runs right at every tap, in the kitchen, the bath, and the pool.

iv

Acoustics

Noise is a form of stress, and the home is built to keep it out: internal walls insulated, plant and machinery isolated, and an acoustic consultant on the project from the first drawings.

vi

Light & Nature

We are built to move with the light. Rooms are oriented to the day's sun, the lighting shifts with the hour after dark, and every home holds a real connection to living nature.

viii

Technology & Security

The best technology in a home is the kind you never think about. One quiet system runs light, climate, sound, access and security, there to remove friction and keep the home safe.



IV · THE CONSULTANCY

The build, off your shoulders.

From the first day, the work that usually falls between architects and builders is carried by Homey. The family is never left to find, interview or vet the people who will design and build their home. Homey does that, on their behalf, and stays with them long after the keys change hands.

It begins with discovery. Across three sessions, in three settings, Homey learns how the family actually lives: how they sleep, how they work, the rhythm of the week, the ages and lives of the children. From this comes a brief, a portrait of the people, not a list of rooms.

Because Homey builds and develops, it can hold the design to the budget in a way an architect alone cannot. Every service, every pipe, every point is documented before construction begins, so little is left to chance, and there are far fewer surprises later.



IV · THE CONSULTANCY · THE NINE PHASES

The journey, in nine phases.

1 Discovery

Three sessions to understand the family and write the brief.

2 The Brief

The people, set down on paper, as the measure for every decision.

3 The Architect

Homey presents and vets architects for the brief and the site. The family chooses.

4 The Design

Held to the brief, the budget and the Standard, and fully documented.

5 The Builder

Several vetted on capability and resources, quotes checked, the chosen builder locked into a contract that protects the family.

6 The Build

Homey runs it as project manager, on site each week, controlling cost and timeline so a builder problem never becomes the family's problem.

7 Furnishing

Around six months out, the in-house stylist helps furnish the home so it is ready on the day.

8 Handover

Defects resolved, quality checked, the home measured against the Standard, and a maintenance protocol handed over.

9 Living in

The home is enrolled in continuing care, and the relationship carries on.

V · THE HOMES

Where the Standard lives.

Alba House, in Northcote, is the first home built to the Standard. Low-toxin materials, circadian light, hydronic heating through every level, a whole-house water filter, solar with battery and backup, a fresh-water pool beside a cold plunge. The light through the entrance was measured before the brickwork began.

The second Northcote home holds the same Standard in a warmer palette. The townhouses, two side by side, are the first wellness townhouses the practice has built, and show the Standard is not reserved for large lots. Three more homes are underway in the inner north.

Not every family wants to build. With development partners, Homey also creates homes already held to the Standard, so a family can simply move in.

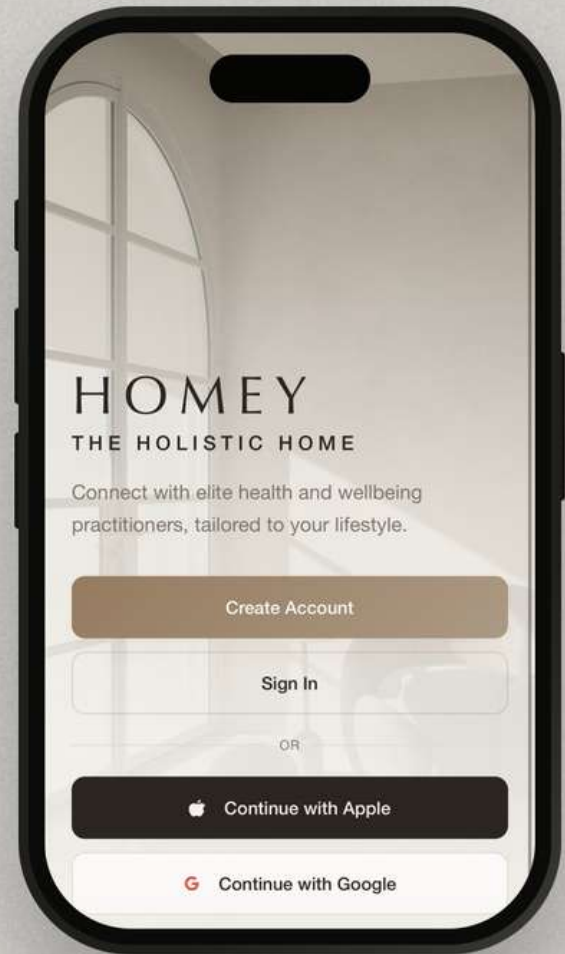


VI · AFTER HANDOVER · THE HOME

Held, long after handover.

From the day the family moves in, the home is held through the Homey app. Early in the build, while the structure is still open, the home is 3D scanned, so Homey keeps a record of where every pipe and wire runs. Nothing about the home is guessed at later.

From that record, the home's upkeep is known and scheduled in advance: filters replaced, solar and battery maintained, the garden kept, the timber and stone cared for at the right interval. The maintenance protocol lives in the app, under the home's own profile, and simply happens. The family does not manage it.



VI • AFTER HANDOVER • THE LIFE
INSIDE IT

A home that looks after its people.

The same app brings a vetted network of practitioners and services to the door. Sound, breath and movement sessions, and whole experiences composed from them. The everyday, too: groceries, laundry, a hand with the home. Dozens of services, booked from the palm of the hand.

Every practitioner has been chosen personally, over years, for the quality of what they do. The people Homey sends into a family's home are held to the same standard as the home itself.



VII • THE CONCIERGE

The world, within reach.

Beyond the home and the body is the life around them. Through the app, residents reach a concierge built on years of relationships: travel arranged, a table found at a restaurant that is fully booked, access to events and people that are otherwise hard to reach.

For families who want it, a personal assistant can hold the details of a life, the birthdays, the anniversaries, the things worth remembering, and quietly take care of them.



What you eat, taken as seriously as where you live.

A home built around the body is not complete without the food inside it. Through the app, a family can order private dining, a chef for the evening, or the week ahead prepared for them.

Food by Homey is led by Daniel Lee, formerly private chef to a prime minister of Singapore, who has cooked in some of the world's most respected kitchens. A dedicated kitchen is opening near the first hub of homes, with a supermarket planned to follow. In time, seasonal menus with visiting chefs, and a place to sit and eat.

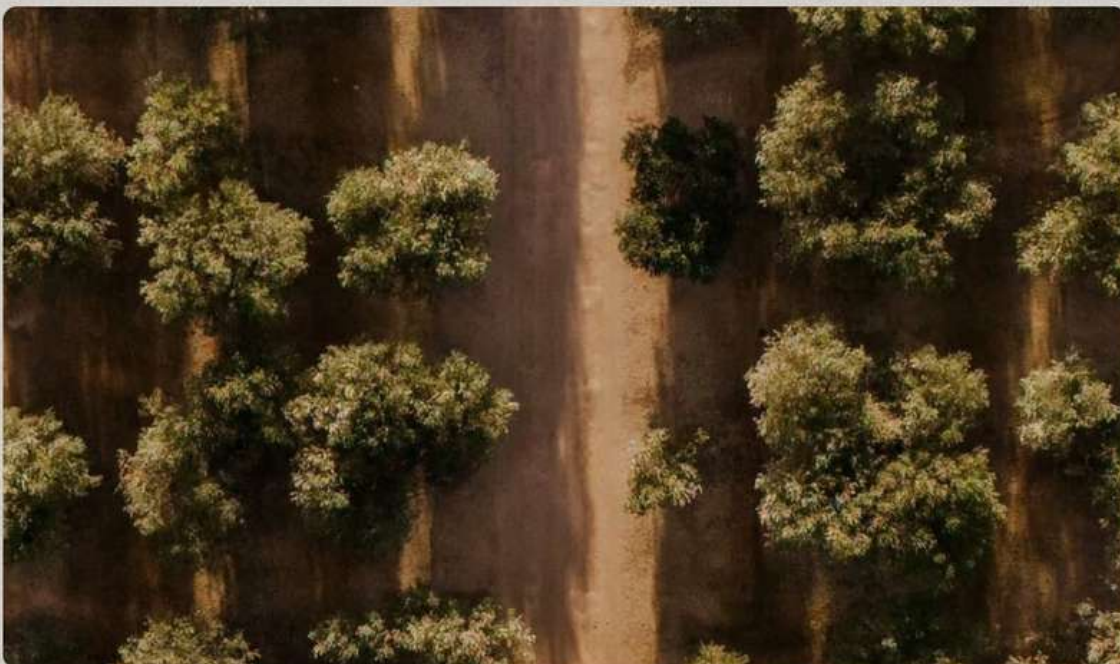


IX · THE FARM & THE WATER

A farm, a grove & a spring.

Food by Homey rests on the family's own farming infrastructure: a certified-organic olive grove producing award-winning oil, nine years running, pasture-raised lambs, and chickens, so eggs can reach a table the day after they are laid.

And there is water. A source found after a year of searching and drawn from deep underground, independently tested and exceptionally clean. None of this is sold. It is grown for the family, and shared with the community around the homes.



X · SAFETY & COMMUNITY

Well surrounded.

Homey attends to the last of the basic needs, safety, with the same care as the rest. Alongside the homes, the practice is building a response residents can call on, and it can help make any home more secure.

And it builds community. Wellness is not something done in isolation. It is a life lived among people who share the same care and the same quiet: gatherings, shared practitioners, run and swim clubs, new homes opened to the community first. As homes gather in a neighbourhood, the infrastructure of a careful life deepens, and its cost comes down. Not by lowering the Standard, but by sharing what holds it.





The Home is the way in.

*A Homey Home is where it all starts; The shelter,
the water, the food, the care and the community
that gather around it.*

It starts with a conversation...

HOMES BY HOMEY . NORTHCOTE, MELBOURNE.