

Simply Home—

Affordable housing creates good neighbors

Traveling and Virtual Exhibit



Introduction Video

Play



Need and Challenge

The Simply Home exhibit was curated and designed by KHC staff as part of an overarching strategy responding to a need to build awareness and transform attitudes about why affordable housing matters, showcasing real faces of affordable housing.

Affordable housing is about creating good neighbors, building strong communities, and simply bringing everyone home.



Need and Challenge

The need and challenge fueled the concept.

Families and Communities

- Families and those in the workforce need stable, safe, quality affordable housing close to jobs, schools, and other services in their communities.
- Seniors need homes with support services or be able to age in place, so they can thrive in their golden years.
- Adaptive reuse of abandoned buildings removes blight in communities and creates unique places to call home and strengthens communities.



Need and Challenge

Connect and Make Impact

- Connect viewers with real people like themselves.
 - Photos focused on: families, workforce, seniors, and communities.
- Help partners advocate for the development and preservation of affordable homes.
- Re-frame how public and policy-makers view affordable housing in their community.
- Partners were invited to submit photos to be a part of the exhibit and be a champion for affordable housing in their community.

Need and Challenge

Challenges for a public awareness campaign.

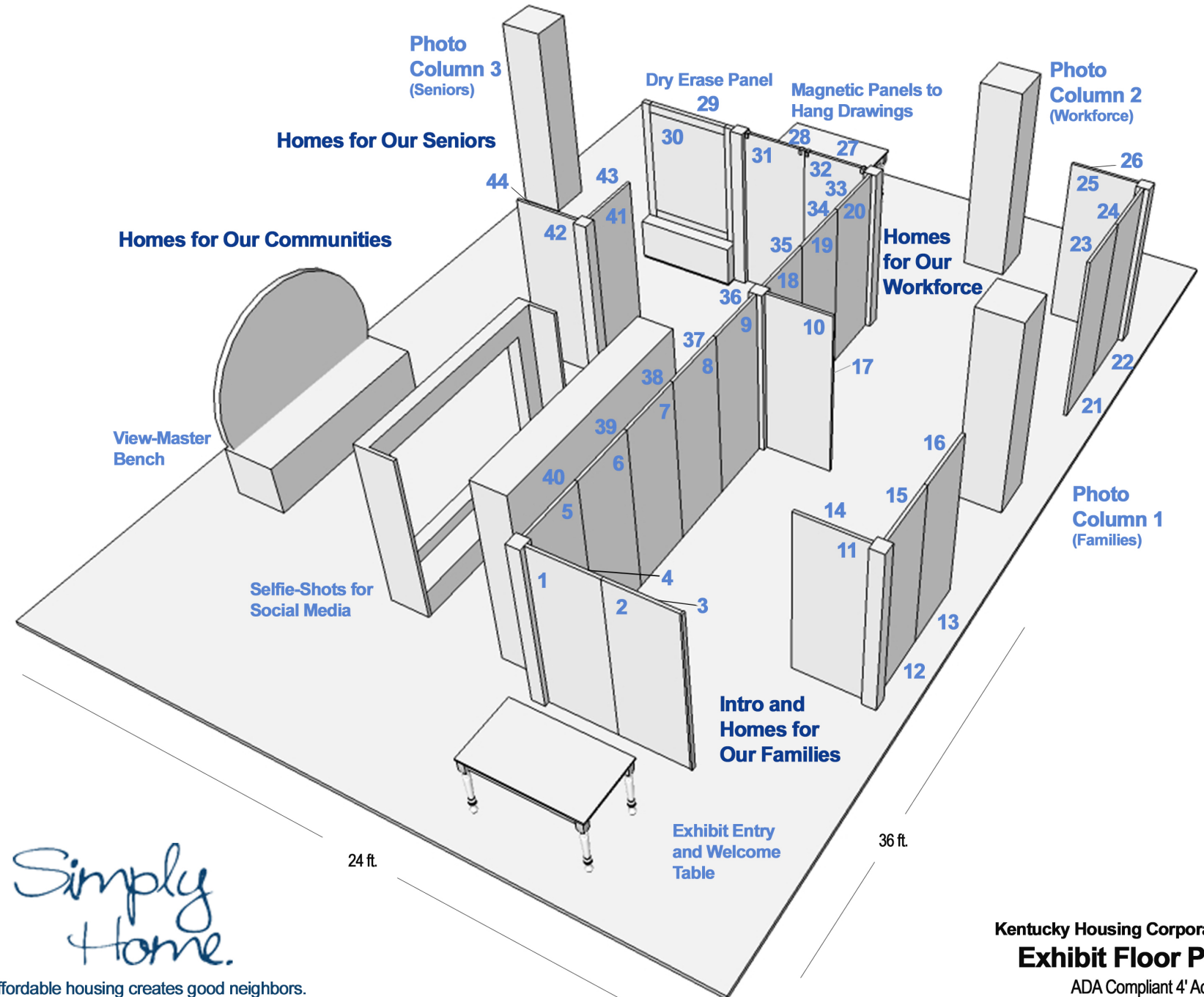
Calls to Action

- Be a good neighbor.
- Partner with others in your community to create holistic housing solutions that will strengthen and sustain both families and communities.
- Join the campaign on social media: #SimplyHome and #FacesOfAffordableHousing.
- Bring the Simply Home Exhibit to your community for up to 30 days.



The Numbered Blueprint

Concept comes to life—the exhibit structure includes 20, 36x80-inch panels, three 8-foot photo columns, a large view finder showing photos of community as a visual-interest piece, and over 50 photos and art pieces created by staff and housing partners to create the following four sections: Our Families, Our Workforce, Our Seniors, Our Communities—innovative housing that transforms communities.



Simply Home.
Affordable housing creates good neighbors.

Kentucky Housing Corporation
Exhibit Floor Plan
ADA Compliant 4' Access

Creative Design Elements

Mixing photos of thriving seniors and mixed-media painting.



Creative Design Elements



Interactive Stations

Voting Jars:

What do families need most to have affordable housing?

- Fresh Food
- Healthcare
- Jobs

All three are integral to living a healthy life and having a home.



Interactive Stations

Art Station for Children:

What does having a home mean to you?

- Children have an opportunity to create and post their artwork

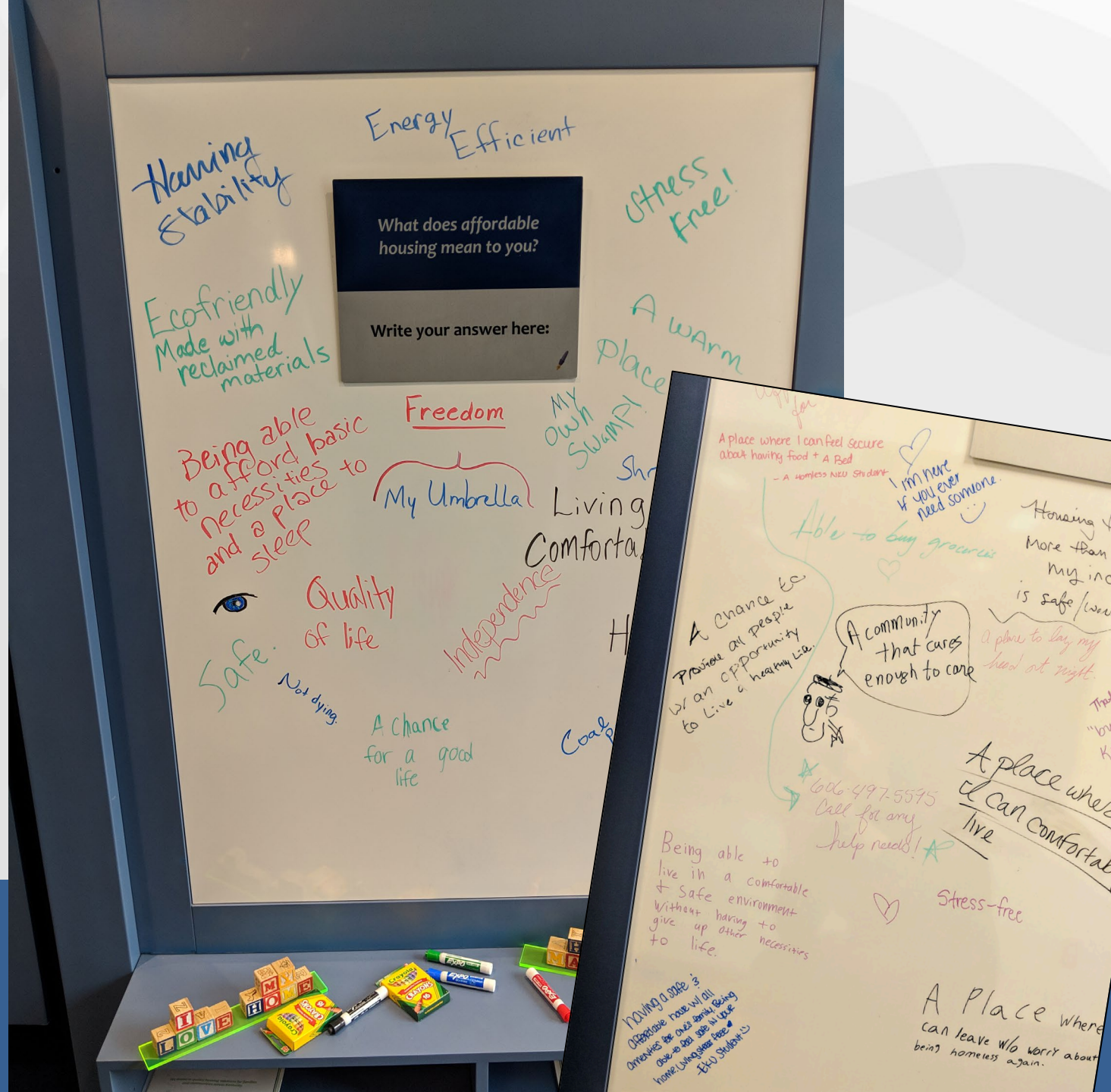


Interactive Stations

White Board:

What does affordable housing mean to you?

- Having stability
- Being safe, having a safe place to sleep
- Affording basic necessities
- Living comfortably
- Good quality of life
- A community that cares...



Interactive Stations

Selfie-Shot Frame

Join the campaign on social media:
#SimplyHome and
#FacesOfAffordableHousing.



Budget

Small budget to maximize:

500 wooden tokens for voting jars, interactive station (also serve as business cards)	\$269
97 metal prints of various sizes	\$4,700
Storage and transportation crates to protect the investment	\$7,977
The Exhibit Panels, View Finder, Photo Towers	\$25,697.88
TOTAL	\$38,643.88

Travel costs, ancillary costs for small exhibit staging items and supplies, staff time to curate the exhibit/virtual exhibit, collecting images and stories over time, along with the paintings are not included in total costs shown.

Results

- The exhibit launched in time for the 2018 Kentucky Affordable Housing Conference with nearly 500 attendees to help generate buzz and requests for setup.
- Since launch, the exhibit has been set up at two different conferences held at the Lexington Convention Center, Northern Kentucky University, and Morehead State University, Eastern Kentucky University.
- In 2020, the Kentucky Historical Society has requested a six-month+ install at the Old Kentucky Capitol building bringing in more housing partners, weaving in more history, and creating programming for students and families about the importance of housing to citizenship and empowerment.

Virtual Tour

See the virtual on KHC's website: www.kyhousing.org/SimplyHome

Simply Home.

[Welcome](#)

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Best of HFAs: Communications session

Affordable Housing Creates Good Neighbors

 Homes for Our Families

 Homes for Our Workforce

 Homes for Our Seniors

 Homes for Our Communities