

Inside a Micro NYC Apartment From the Future (250 sq ft) | Tiny Spaces

https://www.youtube.com/watch?v=Kw7cx_JbvTY

Transcript: <https://dontveter.com/ec/nyc2.pdf>

Hi guys, today we are going to be doing something a little bit different.

We are in Hudson Yards with Ori and we're going to take a look at this apartment and this tiny space.

It's 250 square feet (23 sq mt) and we are going to see how they designed it.

We're with Hasier and I have so many questions so first tell us a little bit about the company.

First of all, hi Talia, nice to have you here.

Yes, thank you, I'm so excited.

Great, so, I'm the founder and CEO of Ori. (CEO = Chief Executive Officer = the guy at the top of the company, the boss, the owner, maybe the whole company in this case)

Okay, and what we do at Ori is we basically bring robotics, we use robotics to make spaces feel bigger than they actually are.

Yeah, as you know, in cities like New York, spaces are becoming smaller and they're becoming more expensive, so how can we use these new technologies to make people feel like it's, like, they're living in a much bigger, bigger, space?

Yes, I can already tell, like walking in and seeing this is 250 square feet, but it feels so much bigger.

And that's the whole point, you know, we want to prove to people that they don't need as much space as they think they need, so we created different solutions in this space to basically multiply space.

So how does this work, what is this?

So this is called the Ori cloud bed.

The idea is that when you think about small spaces, the biggest space killer of all is the bed, of course.

Now I'm sure you are familiar with those old, you know, Murphy beds and fall double beds, those were invented a hundred years ago.

Yes, so what we realized is that we needed a solution for the 21st century.

At the press of a button and that is the idea, you just go to your, uh, logo.

You see how it lights up and then you'll see a bed icon, nice, and then I just press it. Just go ahead.

Oh, my gosh, I love it, wow!

So this is a queen size bed, okay, dropping from the ceiling.

So is there a motion sensor if it comes down?

So the way it works, it's pressure sensitive, so you put, with two fingers, you'll be able to stop it and it will just retract.

Wow! And so everything, the couch, the desk, can stay where it is.

So we wanted to make sure there were two very clear functionalities, so you could have an amazing bedroom and at the press of a button an amazing kind of living room. Wow!

And you will notice how the back of the couch becomes the headboard. That's amazing!

The armrests become the side tables, and the coffee table, you don't even need to clear it out.

This is so cool! And I just, I like, where did you get the idea for this design?

Like, I love that when it's up, it just looks like a very cool looking ceiling, like it's art.

That was a critical part of the design which was we wanted to make sure, that when the bed is up, it doesn't feel like you have a bed hanging above your head. Right, right.

You want it to feel like a drop ceiling, but the whole idea is that we wanted to make sure that when people come in they don't even see your bed. Right.

Which is one of the biggest problems in the small space living. Right, right.

Your studio apartment feels like your bedroom. Do you wanna have some friends over?

People are sitting on your bed, it doesn't feel great. It's very awkward. So what if we could make it disappear?

And my favorite part [is] you don't have to make your bed.

I was just gonna say that, I was just gonna say, so you can keep the sheets on and the pillows, everything!

That is right, I have one of these at home and I can tell you I never make the bed.

As fast as it is, here, uh, and at the press of a button!

[Or with] your phone, or even you can use Alexa devices.

Oh, wow, so you can use Alexa to get it to go up.

Exactly! Do you want to do that? Yeah I, want to see it. Alexa, ask Ori to move the bed up.

Oh, my gosh, I love this, okay, so you have the bed and so is there a closet? Is this like the closet? Or ...

So that's the next, uh, surprise, uh, in this apartment. Okay.

Well, you see here right now, it's a library space, you even have, like, an open nook, uh, very nice, a lot of, uh, working from home these days. Very creative.

And what we learned through our research, uh, at MIT, is that people love walk in closets in this country.

I'm sure that's the video, everybody remembers, you know Carrie Bradshaw's, you know, walk in closet. Of course, Sex in the City, absolutely.

But the problem in this small space is, like this, is that there's no space for a walk in closet like that.

But what if you could create the walk-in closet when you need it and make it disappear when you don't need it?

So that's what we're gonna see. Yeah!

So another, uh, Ori square, you know, which is where the magic happens, yes and same idea, you know, the press of a button. No way!

This is, you know, Carrie Bradshaw's walk in closet. This is amazing!

I mean, think about it for a second, like a space, like a walk-in closet, like this is great for those 20-30 minutes of use a day, maybe less.

Yeah, but for the rest of the day it's just lost space, right?

Yeah, you could really ...

Exactly! What if you could recover that space for the, for the, living area. Right, yeah. You're not in the closet that much. Exactly.

Have you seen an increase in demand with covid, and people working from home and people, you know, wanting to maximize their space, because I've never seen anything like this and I'm, like, I want to tell everyone about it. Has this ...

Absolutely, I mean, these ideas were years in the making because the idea of mass urbanization and people moving to cities it's actually a trend that has been going for, for many years.

But what happened with the pandemic is that homes started to become so much more than they were.

You know, from being a place where we sleep and maybe relax, to be in your gym, be in your kindergarten, you know, be in your office.

So homes need to be so much more than they were, and that's when we want to bring technology to empower people to live large in a smaller footprint.

How does it move? Is it, how do you install it?

It's amazing, so we wanted to make them as disentangled as we could from the apartment because we want to go into existing buildings, too, right?

So for example, systems like this pocket closet, which is the name of this product, they have a track that you see on the wall.

Wow, I see it, it's barely noticeable.

Exactly. Think about it as an appliance, you know, you just plug it in, right?

Even when you think about things like consumption, like the consumption of one of these things when it moves, it's about 100 watts. Right.

Which is 10 times less than a hair dryer, you know, so this is the kind of scalability that we want to bring to all these solutions.

And so it's just one track for this. There you go. Massive walk-in closet. That's so amazing!

And then so, for the bed, how is that hanging there, and amazing [like] a cloud in the sky, like that.

So the funny thing about the bed is that it's actually not hanging from the ceiling it's attached to the wall.

We use drywall anchors, the same drywall anchors that you use to hang like a shelf, okay one of those shelves for books.

That's it, that's how we design it, so that you just mount it to the wall and then you just have the, the bed, the bed, just dropping from the ceiling.

Cool! So you have all of these great pieces and with the increased demand and people working from home, do you have something that's sort of like a desk space, an office area?

I see your face, I think you know the answer.

I do, I'm very excited about this, yeah, so, I mean, the same way we have a pocket closet, we also have a pocket office.

You know, press of a button and then this is your new... This is so great ... your new home office!

Wow! And the chair is there too.

Exactly! We wanted people to have this office away from the office. Wow!

So you have basically your beautiful zoom background, you know, that's a great zoom background.

Exactly, it's space for your monitors, you can also you know, pull out a bigger table, [there is] power.

Uh, and this really feels like a space to, you know, concentrate, right?

And even better, a space where you know when you're done with work you can basically make it disappear.

Tiny spaces are so popular, they're trending everywhere and people want to downsize, they want to live in these cities.

What we have seen with tiny spaces, and small spaces in general, is that there is a big limitation, and the big limitation is that we're still using 100 year old technologies, things like, you know, foldable beds and pull out couches which are great for occasional use.

But the moment you ask people to transform their space, every single morning, every single single evening, to make the space work, it becomes a hassle, it becomes a pain point.

So what if transformation could be effortless? What if you could transform a space three, four times a day instead of three, four times a month? Right.

And that's where we bring these technologies, you know, to make these spaces be more.

We know small spaces are coming whether some people like them or not. Right.

Because there's more people moving to cities, that's what it is?

What if we could make those small spaces feel much bigger. Right.

Who are you seeing come in, who are interested in purchasing these pieces and using them in these tiny spaces?

So right now we're in hundreds of apartments across the country.

Oh, that's amazing.

We work with real estate developers, uh, so in a lot of rental buildings, okay.

Developers basically, buy the products from us and then you as a tenant, you just rent the apartment with the technologies embedded.

Wow! That's cool! I would love to live in an apartment like this.

Exactly, so I mean, you can see, you know, from you know, student housing projects in places like Buffalo or Boise all the way to more, like luxury rentals in New York and San Francisco.

There's, like, the whole spectrum of spaces, it's not only a studio center like you can see, one bedroom, okay, two bedroom apartments.

At the end of the day, the way we like to see it is that you know every urban space is too valuable to be static and not responsive, so we're trying to bring that intelligence into those spaces.

So, my one concern would be if this bed is going down, like, does it ever fall, or you know is, is that something that people ... is a concern for people?

I mean, we take safety very seriously, of course, right?

So all these products that you see are, like, UL safety certified.

The same way your appliances are now, fridge, uh, or your microwave.

People ask us a lot, like, oh, what happens if it moves, so I'm gonna demo it to you.

Yeah, I'm gonna drop it down and then we call it a two-finger rule which is, like, literally with two fingers you can stop it.

Oh, that's so great! And like what happens if the power goes out,? Like, your bed's up there, you want to use your desk, what happens?

That's another very popular question that we get and of course we thought, we thought about it, so the interesting thing is that when the power goes out in all of these systems they become manual.

At the end of the day, large and small is relative.

What we are doing is, we are multiplying the space, we want to make it feel bigger.

That is so great, thank you so much for having me, this is amazing!

I can't wait to tell my clients and my friends because I've never seen anything like it.

It's so smart, it's so creative, let us know in the comment section what your favorite part of this apartment was and be sure to check in the description for more information on Ori.

I'm Talia McKinney with Tiny Spaces. Thanks for watching.