



For immediate release

### **Futuristic Aluminum Mobile House Leads New Architectural Trend**

**【April 1, 2016 Hong Kong】** Attracting more than ten thousand visitors, ALPOD -- the brand new conceptual mobile house made of aluminum, made its debut during the Hong Kong edition of the 2015 Bi-city Biennale of Urbanism\Architecture (the Biennale) from last December till March 2016. More than 90% of the visitors were interested in the ALPOD given its mobility, design philosophy and stylish appearance.

Eric Kwong, managing director of AluHouse, who serves as the driving force behind the ALPOD project, says that aluminum's multi-faceted advantages of being light weight, strong, corrosion resistant, and impervious to fire and wind as well as its ability to dampen noise and insulate against heat will allow for more than 50 years of sound structural durability.

"Aluminum easily adapts to different climates and environments, and its light weight characteristics also enhance mobility, allowing a home to be moved from one place to another in an easy and convenient way without dismantling or reconstructing the facilities," says Kwong. "Moreover, aluminum can be recycled, making it a green, earth-friendly building material. In fact, today aluminum is widely used in the aerospace industry as well as in airplanes, the next generation of automobiles, and even the latest smart phones and telecommunication products."

"ALPOD can be built as a primary home or a suburban cottage for weekend enjoyment," he adds. "Moreover, it can be designed for business use such as an office, a mobile shop, a studio, an exhibition venue, or just an open space to let your imagination roam free." He envisions that ALPOD will facilitate a huge increase in the mobility and flexibility of the next generation of homes.

Designed as a personal and exclusive high-tech pod house, ALPOD surrounds its residents with a futuristic interior based on a contemporary, flexible open-plan living space that features advanced environmental controls, a special lighting design, full height glazing, skylights, plus kitchen and bathroom facilities. "The future even envisions pod houses to be stacked into uniquely designed multi-structures, revolutionizing and redefining our perceptions about what architecture should be and how our future city landscapes will evolve."

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Photo Download : <https://app.box.com/s/s4qv0y4j5y2au2d15zg0bxxzlixvbjpq>

**About ALPOD**

- Dimension : 13m (Length) x 3.3m (Width) x 3.3m (Height)
- Size : 43 sq. m. (480 sq. f.)
- Material : Aluminum
- Website : <http://www.alpod.com/>
- Facebook : <https://www.facebook.com/AluHouseALPOD>
- Instagram : <https://www.instagram.com/AluHouseALPOD>

**About AluHouse**

Established in 2012, AluHouse was developed as the first aluminum-built housing brand in China. AluHouse is a joint venture between the Asia Alum Group (AAG), the largest aluminum company in Asia, and AluHouse Company Limited. AluHouse focuses on developing aluminum housing projects for China and overseas markets.

Website: <http://www.aluhouse.com/>

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