



Peninsula Chinese Business Association

美國華聯商會

Leading because we care

July 1, 2022

Dear Members and Friends:

I spent forty years in my career designing houses. These houses weren't just shelters to meet families' needs - they were the foundation for people from different backgrounds to construct their dream homes.

Let me share how the ancient home was discovered.

Many years ago, people lived like wild animals, wandering the wilderness. Then one day, a lightning strike started a fire in the forest, and people began to gather around it in a circle to warm their bodies. Standing together, for the first time, they began to talk to one another and share ideas about settling together. They were learning to make themselves at home without having a home. Some climbed up the trees, others dug caves on mountainsides, and some imitated the bird nests. They made places of refuge out of mud and twigs. Soon, by observing the shelters of others and adding details to their inventions, they constructed better huts to enhance safety, unity, and comfort as time passed.

I often see advertisements saying, "Luxury Homes for sale." I am curious who can determine the luxury of a house or a home? One of the most expensive houses in the world belongs to Mukesh Ambani, one of the wealthiest men in the world. It isn't a palace in a park - it's a thirty-story high-rise in the center of Mumbai. Do you think it is luxurious?

The reality is that there isn't an industry standard to define luxury. A luxury home is characterized by a point of origin representing where one comes from and whom they think they are. A home constitutes a body of images that gives humanity proof or illusions of stability. Home represents stability in an unstable world.

Home is made to make us what we are. Building a home often involves rebuilding somebody else's. Our homes are little worlds arranged from fragmentary pieces of the larger one beyond them. As we learn more along the way, we build geography, a history, and science of ourselves as we build those little worlds.

A home other than attached to bricks and mortar, also to a sense that they deserve to belong in their surroundings, to shape them, to change them, and in doing so, to dwell in them. If one thing I assume is luxury for a house, it must be private. Privacy is a privilege; it lets dreamers dream in peace and heals relationship wounds so that we can live happy lives. Privacy has always been a scarce and costly resource in urban areas, and for many people, it is still an unaffordable luxury.

Please stay tuned. I will discuss maintaining health and relationships in next month's newsletter, which begins with caring for your house.

Sincerely,

Johnny DaRosa

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President

johnnydarosa@post.harvard.edu