

PROJECT 2 VALUE RECIPROCITY

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Suburban way of living

My upbringing shifted many times, and home can be considered all over the GTA, as well as the outskirts of York Region. Being the first in the family to be born in Canada, I experienced the outskirts of city living to the almost farm-like landscapes of what used to be King City. Recently, I've considered York Region to be where I've situated most comfortably and built up most of my meaningful experiences. There isn't much to do. Suburbia and short park trails are what surrounds me. Public schools and families raising their young. Grocery stores and patios overlooking parking lots.



The Relationship

I was the first in my family to be brought up in Canada. All my experiences have always been new and it's the only reality I've ever known. The rest of my family, having emigrated to Canada from Turkmenistan months before I was born, was looking at this land with new and opportunistic eyes. Myself, never having to compare one lifestyle to the other. To me, the Western ideologies and living on such lands has been engrained and I've never needed to adjust. I can get hard on the place I live in, constantly focusing on the downsides of living in rural towns or being hyper-critical of mid-town living and the politics of the areas that surround me. Always a little pessimistic of my experiences and having to live in a country that reeks of benefits, but also a disconnect from my own personal values. I've experienced primarily suburban living, a completely different mindset than those in the GTA. There's a slowness, which isn't exciting. A distance, not worth walking. And scenery, not worth observing. It doesn't mean it's all bad. Simply means my outlook on what I consider as my desired reality does not line up.

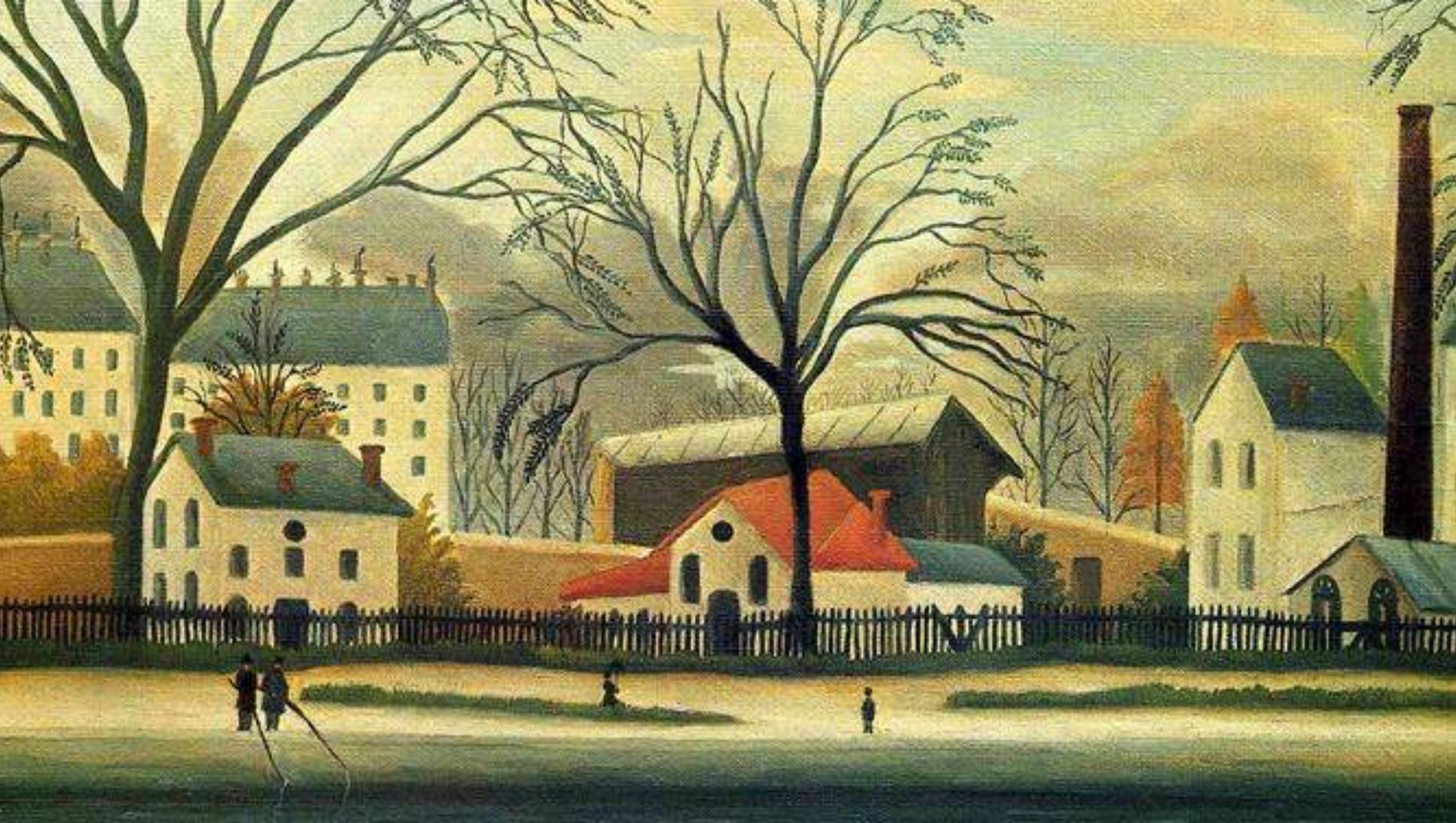
The background features a repeating pattern of overlapping, semi-transparent blue circles of various shades, ranging from a deep navy to a lighter, dusty blue. Interspersed among these circles are delicate, golden-brown, branching structures that resemble dried twigs or coral, with some showing small, pointed tips. The overall aesthetic is organic and textured.

What's there to offer?

Some may look at suburban living in York Region the perfect balance. An hour drive to the city. An hour drive to the cottage. Not too quiet, always children and neighbours outside on the lawn. To me, there's nowhere to go. A half hour walk to the nearest intersection. And for what? There isn't much to say. Nothing about it is new or worthwhile. Everyone knows exactly what is to be expected from living in areas as such. So perhaps, the only way to tell the story of such living, is simply to accentuate the truths and reality. There is a desire for stillness and hearing the neighbouring children play basketball on the streets. The occasional ice-cream truck that pulls by on a hot summer's day. None of it is bad. It's dependent on who seeks what.

Opportunity

People already know where they desire to be situated, and once a mind is set, it is hard to sway. Focus in on the people who simply want the quiet suburban living. The perfect opportunity and in-between isolation and nightlife when desired.



Execution

Simple photographs showcasing the real day-to-day life living in such areas is the right thing to do. Show the tranquility and the benefits of raising a family and going on walks through the paved streets and parks. Exemplify the small family-owned businesses and the mundane living and experiencing exactly what you want to experience. Where the air is a little cleaner, the roads aren't so loud, and where you can always expect the night to be soundless.



