LITTLE BOXES MACHINE

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Development of Cloned Housing Suppresses Diversity. Mass production of identical houses lends itself to be the downfall of individuality and diversity within American cities. Tract housing, with its minor variances and major profits for developers and builders, steals not only the home buyer’s money, but also their choices and individual style. Where this style and individuality once dominated American landscapes, today’s tract homes are more prone to represent conformity and blandness. Where the home was once a symbol of family, pride, and identity, so called “cost cutting” and mass production has replaced this symbol with monotony and one-fits-all floor plans. Homes should be an expression of personality, not a manifestation of the corporate developers’ and builders’ greed. Homebuilders today, more often than not, build tract homes using mid-to low-level quality products and then charge exorbitant prices. Development of cloned homes therefore becomes no development at all, rather a repetition of basic elements whose consequence demoralizes diversity.