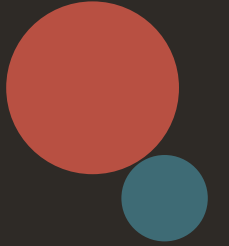


Holitecture

Sustainable Architecture Made Simple

Maryam Abbakyari PhD

PhD, Socio-Cultural Sustainable Architecture
Research and Practice across the UK and Nigeria



The Big Idea

Holitecture makes sustainability make sense. It turns environmental, socio-cultural and economic sustainability into clear, practical guidance that anyone can act on, not just experts.

● Environmental

- Low-carbon design
- Passive strategies
- Responsible materials
- Data-driven performance

● Socio-Cultural

- Cultural practice
- Community identity
- Human experience
- Well-being

● Economic

- Affordable construction
- Operational efficiency
- Accessible materials
- Context-appropriate methods

The Problem

Sustainable design is failing the people who need it most.

- **Information overload**

Sustainability is buried in technical jargon, so most people assume it is complex and expensive, and never begin.

- **Loss of identity**

As communities chase “modern” buildings, they inherit homes that are hot, costly to run and disconnected from local climate and culture.

- **Missing voices**

The social and cultural side of design is routinely ignored, leaving low-income communities unseen in the decisions that shape their homes.

Why It Matters

People want comfortable, affordable, sustainable homes yet many do not know where to begin.

Holitecture closes that gap.

Accessibility

Complex ideas become clear, practical steps, so more people can act.

Affordability

Good design is built from local, accessible materials, not costly imports.

Community value

Local knowledge shapes every space, making dignified housing achievable for everyone, not only the wealthy.

The Approach

Keep It Super Simple. Clarity is the whole point.

- **Practical guides**

Real-world, actionable tips for design and construction.

- **Case studies**

The pillars of sustainability shown working in real communities, beginning with northern Nigeria and expanding globally.

- **Multilingual access**

Knowledge built to reach diverse communities worldwide, including Hausa and Kanuri.

The Vision

A world where good, sustainable design belongs to everyone.

Global movement

Simple, affordable solutions shared worldwide.

Cultural celebration

Local identity and vernacular design honoured, not erased.

Empowerment

Communities equipped to make confident decisions about their own environments.

Democratisation

Great design opened to all, no longer reserved for the few.

Partner with us!

Together we can make dignified, sustainable housing the standard, not the exception

Join the movement: maryam@holitecture.com

