

CHANGE

Every professional designer needs to adapt to change...and in fact, embrace it. The most successful designers continue their education beyond earning a degree.

INTERIOR DESIGN 2016/2017 OUTLOOK AND STATE OF THE INDUSTRY

DOWNLOAD REPORT



[ASID Interior Design 2016/2017 Outlook and State of the Industry](#)

Advances made in creative methods, the application of **data**, neuroscience and health, and building performance are demanding new interior design leadership. Designers who have mastered the skills to create functional and beautiful spaces are reshaping the interior landscape, from historic preservation and adaptive re-use to innovation in newly constructed spaces to meet the needs of changing working-and-living prototypes. Design entrepreneurs have moved the delivery of their services into cyberspace and are practicing their profession in a mobile, connected community.

[Inhabit: Crandon Gustafson: The top 5 issues affecting interior design today](#)

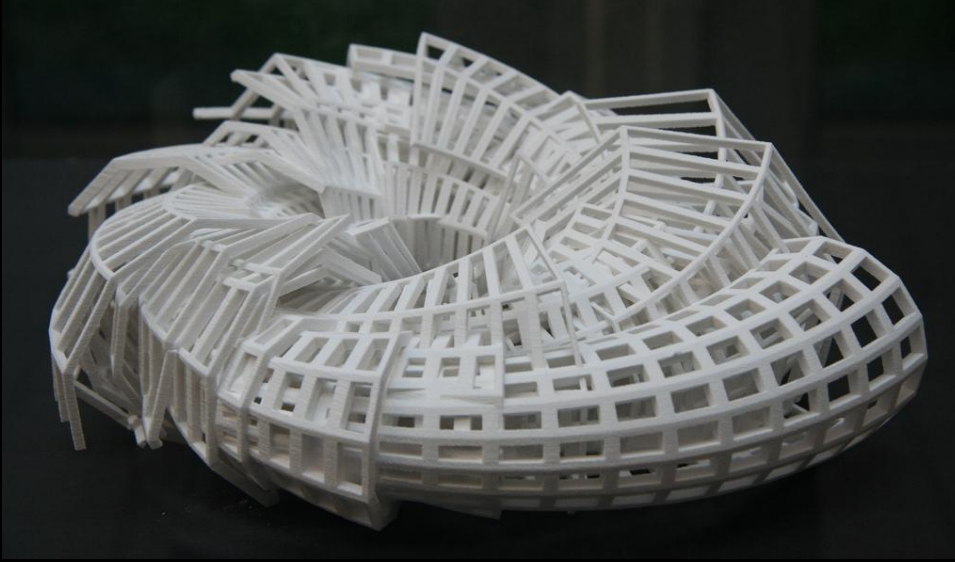
TRENDS

Trends have an undeniable impact on the practice of design.



After studying Greening Perspectives, Organic Dwelling and Spatial Extension, Li Edelkoort is now working on EMBRYONIC in this year's edition of the Trend Union Architecture Forecasting book. As a result of human evolution and the sum of our stories, the embryo represents an absolute symbol of our time: a growing organism whose senses are constantly evolving and expanding as far as possible. The EMBRYONIC publication combines architecture, interior design and lifestyle of our future life needs. It offers the marketing specialists, shopkeepers, interior designers, architects and designers a variety of interpretations that can be successfully combined with the past and the future, with the organic and the technological. They embrace the creations of the enveloping environments that grow with their inhabitants and constantly **adapt** to their needs to invent a new world. A world where people and nature live in a perfect union, where the faith of the individual and the creative potential are fed by an endlessly inspiring planet.

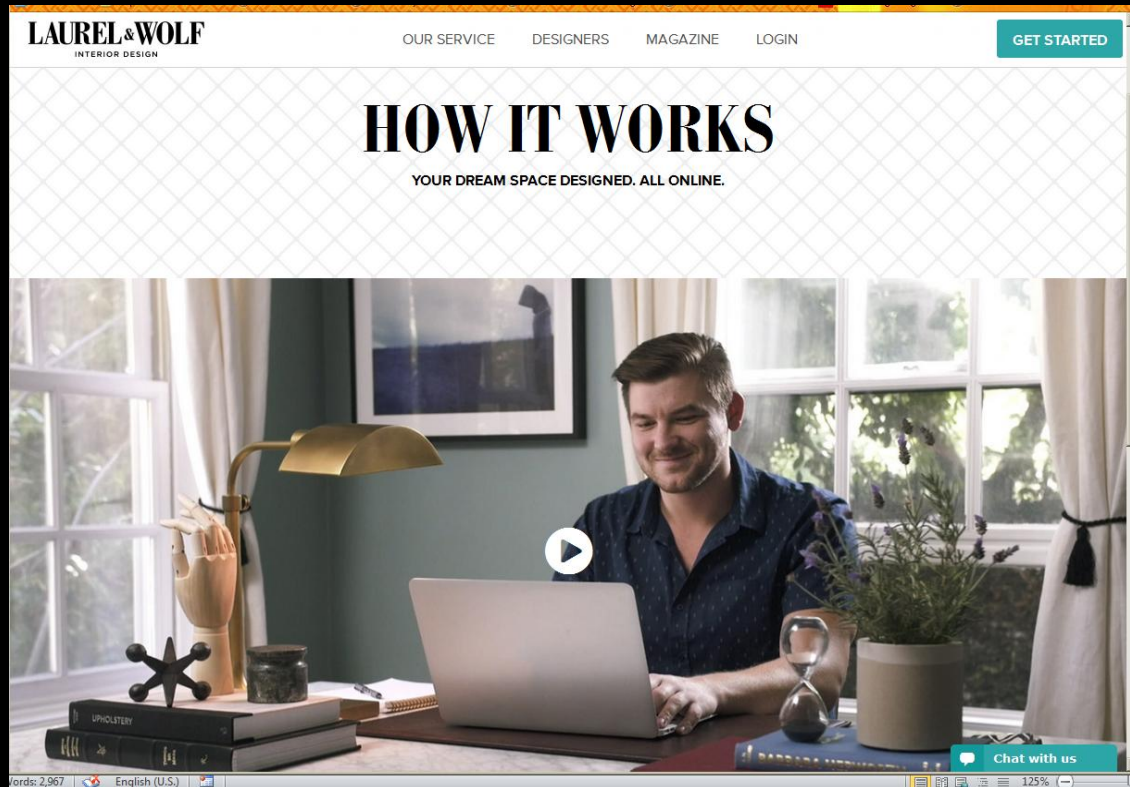
DIGITAL TECHNOLOGY



The increased technical complexity of construction detailing and new building technology, along with associated risk management, have led to a gradual erosion of architectural roles in favor of the subcontractor and contractor, who will continue to take on an increasingly larger part of the technical design work over the next decade.

What if the deliverables that architects and designers produced weren't a set of drawings? Designers in all disciplines are now working with software that allows them to manipulate 3D information. Programs such as Revit, Catia, Rhino, and Grasshopper are used by designers, while the structural fields are using RAM and RISA. What if these design models become the **deliverables**? The additional time spent deconstructing the 3D models into 2D details so that they can be re-compiled into fabrication models will no longer happen. Rather than re-compiling the deconstructed drawings that were done by the design team, fabricators can take the design intent from the model and fabricate their own system based on that design intent. By moving in this direction, it is now possible to create something in the field which is closer to the original design intent, but which the designer didn't traditionally detail. This delivery model reduces redundant costs, is faster to assemble in the field, and provides a much tighter tolerance. Emerging technology can help streamline the design protocol while also providing a more intelligent fight to retain design which is sometimes lost to value engineering and questions asked too late in the process.

DIGITAL TECHNOLOGY



From crowdsourcing products to virtual interior design and experiential e-commerce to mobile apps, technology is overhauling the shelter industry. Social media, mobile apps, and digital connectivity are changing the nature of designing the built environment.

Popular online interior design services [Laurel & Wolf](#) is the new iteration of online and digital design services. The company is the world's leading interior design **marketplace**, providing online interior design services to residential and commercial spaces powered by a talented community of professional interior designers.

E-COMMERCE MODELS



The interior design industry may actually be one of the best examples to examine in order to develop a complete picture of today's tech savvy, digital consumers.

When we combine the behavior triggers we find in visual search, add traditional discovery parameters such as browsing by “price”, “color”, “fabric”, and mix in flash sales models, we see the birth (and evolution) of popular e-commerce sites such as Joss & Main, Wayfair, and Hayneedle. These sites **aggregate** products into trends and themes and then allow consumers to narrow relevant results through key filters that they can utilize in order to search and find the goods they want. The stroke of genius in their business models is the limited availability of their products. Price, quantity, and/or time-constrained factors come into play, encouraging the customer to hurry and purchase something they would not have previously thought to seek out or buy in the first place.

[Macala Wright: 5 Ways Technology Has Impacted Interior and Home Design](#)

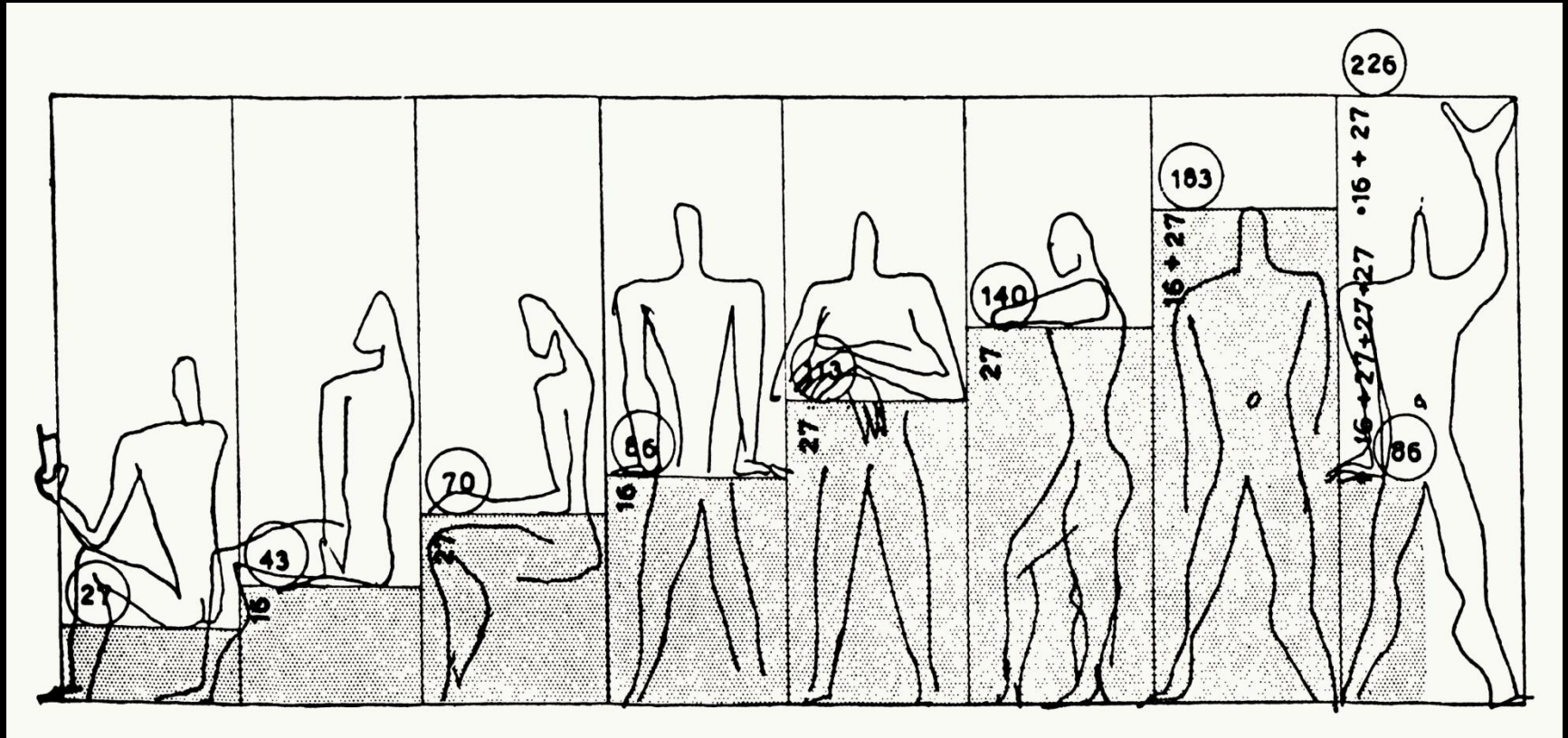
CLIENTS

Consumers continue to leverage technology as a way to take design into their own hands.



The masses can now receive interior design services as crowdsourcing, and community opinion has become a viable way to gain feedback from consumers via the internet. [40% of consumers search online](#) for products they want, using **social platforms** to [discover](#) new products. These active search and passive discovery behavior patterns have led to the creation of lucrative online business models.

CULTURE



Denise Guerin, principal at [Martin & Guerin Design Research](#) and author of the *Interior Design Body of Knowledge* studies, looking at the role and responsibilities of the interior designers of the future, provides insight on how interior designers must define and document how interiors change lives, improve the **human condition**, and add economic value to society. As interior designers, "We are the essential professional. We are the ones who create the spaces that we use. We design for people."

DIVERSITY



Interconnectedness in all its forms, including technology, multiculturalism and globalism, make diversity and inclusion more relevant than ever in design as well as all areas of business and culture.



From a practical (not to mention moral) standpoint, diversity and inclusion within the field of design lead to more innovation through problem-solving, whether in service to business or society. And that's what design is all about. In order to continue successfully and authentically leading improvement and change, design must openly **embrace** more diverse practitioners and retain them through inclusion.

BUSINESS

Our global economy and the economic recession have effected our business practices.

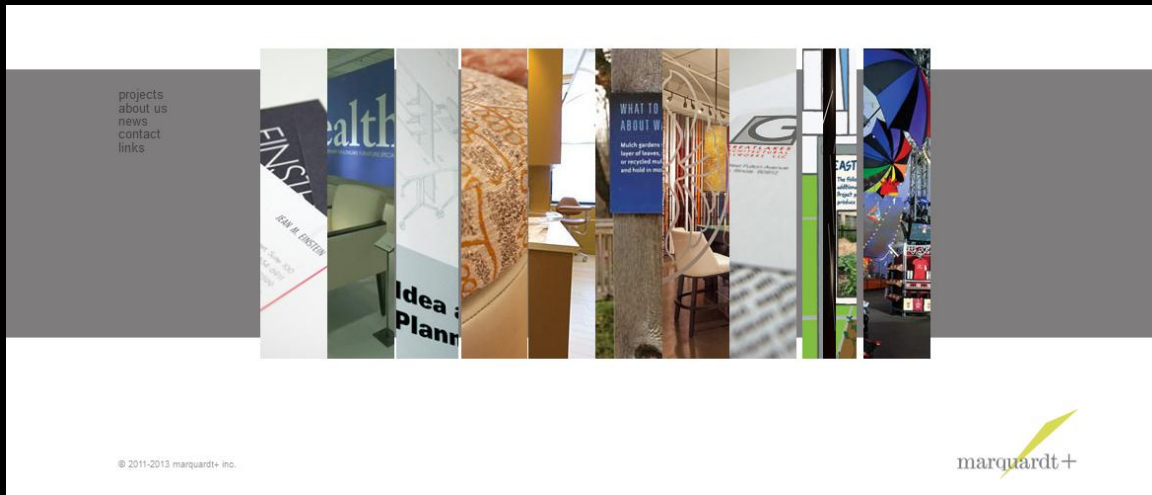


Not only will design firms have to focus on a financial and business approach rather than predominantly design-led offices, but also company names are predicted to rebrand businesses and insert 'spatial agencies' and 'design houses'. In order to compete against the cheaper workforces from the emerging markets and the financially savvy mega consultancies, the designer must learn to speak the language of the client particularly to become financially literate. In addition to **financial literacy**, the client-savvy designer must be able to see beyond 'designing a building' and offer a service that embraces the client's broader aims – becoming a problem solver as well as a designer.

PROFESSIONAL PRACTICE: CONTEXT

RENAISSANCE: MULTIDISCIPLINARY DESIGN

"Multidiscipline practice fosters good business as well as good design."



In a room full of designers, you're a Graphic Designer, Interactive Designer, Web Designer, User-Interface Designer, User Experience Designer, Packaging Designer, Industrial Designer, Interior Designer, Game Designer or something more abstract, like a Strategist, Planner or Branding Consultant.

Design is—at some level—engaged with the creation of the human layer of our world or, as historian of technology Thomas Hughes calls it, “[the human-built world](#).” But that creative process is sustained by the **cross-pollination** from one area of practice to another. Designers can also get caught in echo chambers, motivated by peer approval and using client work as merely a means to that end.

[David Whitemyer: Crossing Over](#)

PROFESSIONAL PRACTICE: CONTEXT

PROFESSIONAL IDENTITY

Interior designers of the future must be well positioned for leadership as they demonstrate strategic and tactical skills.



The [Council for Interior Design Accreditation](#) states in its 2014 Future Vision project: “In the future, the role of interior designers will become less narrowly defined as they operate in more integrated, **team-driven** projects. The scope of work will include clear cut tasks yet also will involve more open-ended types of problem-solving. Opportunities for innovation will increase through participation in interdisciplinary teams.

COMMUNICATION



We're working in a world where so many different cultures are operating at the same time, each with their own value system. If you want to be relevant, you need to be open to an enormous **multiplicity** of values, interpretations, and readings. The old-fashioned Western 'this is' 'that is' is no longer tenable. We need to be intellectual and rigorous, but at the same time relativist.

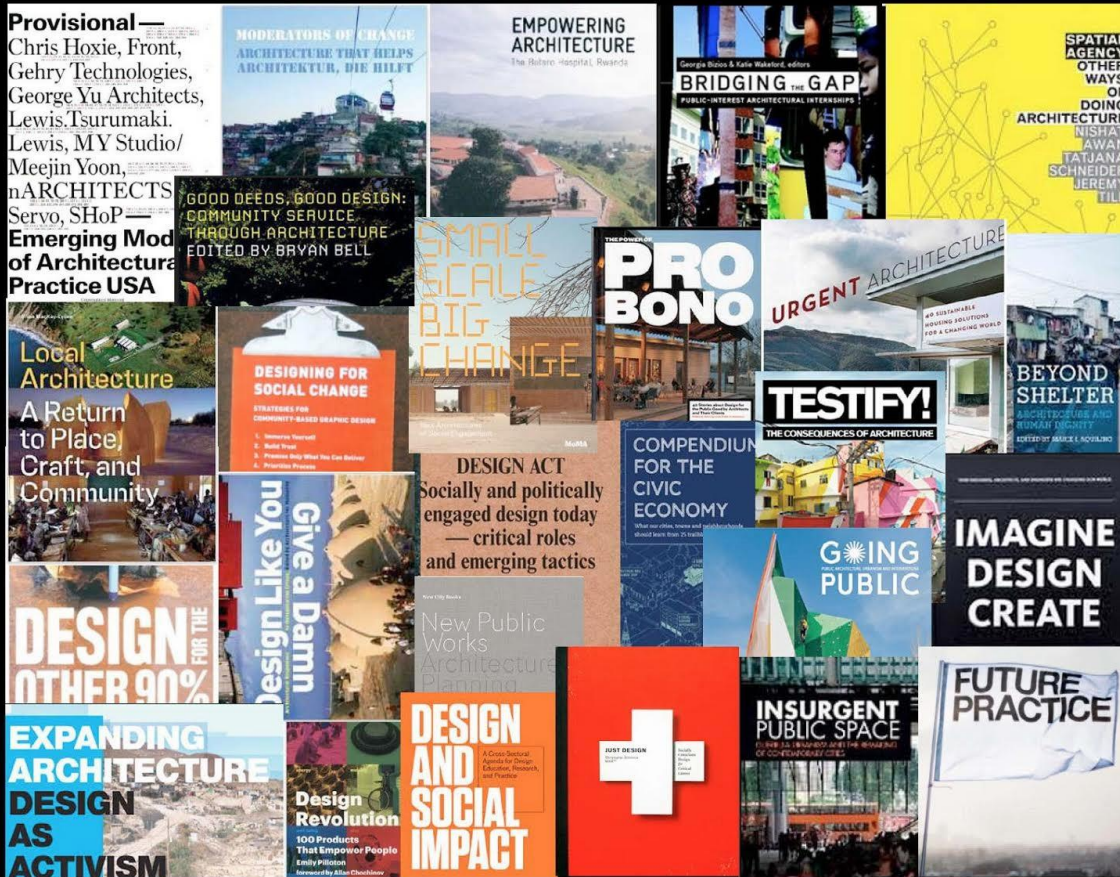
[Innovation By Design: Diana Budds: Rem Koolhaas: "Architecture Has A Serious Problem Today"](#)

PROFESSIONAL PRACTICE: CONTEXT

SOCIAL IMPACT & RESPONSIBILITY

Social impact design firms fund projects and develop viable business models, as well as how these new approaches to practice are redefining the scope of the traditional design process.

[Impact Design Hub: Gilad Meron, Mia Scharphie and Nick McClintock: 3 Business Models of Social Impact Design](#)



PROFESSIONAL PRACTICE: CONTEXT

SOCIAL JUSTICE

Every designer is now a member of the global community.



Concerns of social justice underlie environmental design activities at all scales in the 21st century. Increasingly, interior designers are called upon to articulate the benefits of their work to the individual, the group, and the larger community, and to find a balance of the greatest good in meeting competing demands. Access and use by all, ecological impacts, and participation of end users in the activity of design are just some of the examples of the new criteria for **ethical** design.

[Inhabitat: Crandon Gustafson: The top 5 issues affecting interior design today](#)

PUBLIC INTEREST DESIGN



Public interest design is a human-centered approach to the design of products, environments, and systems, expanding the disciplinary boundaries, professional practices, and relevance of architecture and other design disciplines in the twenty-first century

Public interest design uses methods from disciplines including architecture, landscape architecture, and planning while also incorporating methods from social sciences and community activism. Contemporary public interest design is neither a detached professional service nor a passive **advocacy** for the underprivileged. It actively integrates knowledge from local people with design tools and thinking to challenge dominant power structures through design.

SUSTAINABILITY & CLIMATE CHANGE



Increased energy use and attendant green house emissions are associated with increased urbanization. At the same time, climate change poses challenges for the built environment where there are tensions between rapid city building and low carbon growth.

[Usha Iyer-Raniga, Tony Dalton: Challenges in aligning the architecture profession in Indonesia for climate change and sustainability](#)

[aarhus arkitekterne Designs Revolutionary Proton Therapy Center for Denmark](#)

External factors and **environment**(amount of direct sunlight, external temperature, humidity and rainfall, wind direction, land structure and topography) greatly affect the way structures are built and thus directly affecting the interior qualities of the structure. Technological advancements have allowed us to artificially control the internal environment of a building irrespective of what's happening outside. But a carefully studied and well planned architectural space can easily cut the extra cost of air conditioning and other ventilation services.

[5 External Climatic Factors That Affect an Interior Design Project](#)

ECONOMIC CLIMATE



The current economic climate continues to waver while everyone in the industry (including clients) tries to adjust to a very different global rhythm.

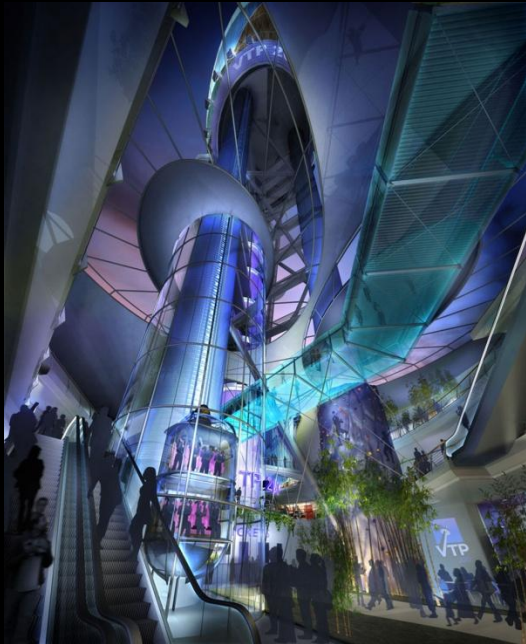
[Jack Anthony LaBarck: Good Management Vs Good Interior Design Vs Change](#)

Right now change is a necessity. Advances in building and information technology are driving the change, which was accelerated by the restructuring in the global economy. In the near future, architecture will be valued on economic, cultural and environmental performance. If architecture is to thrive, it needs to adapt to these shifts, where quick and dirty has eclipsed slow and polished, cheap and simple has taken over expensive and complicated. Today, disruptive technologies like building information modeling enables all firms to design better buildings and deliver them more efficiently. In the fiercely competitive marketplace, the real differentiator will be design. Design is one of the most powerful engines of innovation, and therefore among the most productive forces of economic **value creation**.

[ADD THOUGHT #5: Michael Speaks New Values for New Design](#)

EXPERIENCE ECONOMY

Interiors are the leading edge of the “Experience Economy.”



The user's experience is now central to the process of making decisions about volume, color, materials, lighting and furniture. The capability of interior architecture to convey messages and **stories** about spaces will build on brand identity, not only in retail and hospitality environments, but across the spectrum of interior settings. Data-mining and application of research will increasingly guide design decision-making, enabling the designer to understand the role of cultural and economic variables.

DESIGN STRATEGY



The Design Strategy approach asserts the leadership role of the designer as the entrepreneur of ideas, able to best serve clients as the connectors in this evolving process.

Awareness of the role of design in shaping human experience has caused firms, large and small, to cast themselves as design strategists, advocating for an integrated approach to solving their clients' problems. Shrinking office spaces, retail changes, and new patterns of residential living are just a few of the reasons that designers are connecting design solutions to contemporary social, economic and cultural **determinants**. At the same time, the interior design industry is changing, demanding a new kind of firm that operates on fewer resources and operates flexibly among a growing list of "players" seeking to expand their role in the process.

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WELL-BEING & HUMAN HEALTH



- Architectural Psychology
- Biophilic Design
- Cognitive Psychology
- Design Psychology
- Environmental Design
- Environmental Psychology
- Evidence-Based Design
- Hapticity
- Human Behavior
- Human Geography
- Human Spatial Perception
- Human-Centered Design
- Neuro-Aesthetics
- Neuro-Architecture
- Phenomenology
- Sensory Perception
- Spatial Cognition

The quality of our interior environment — where we spend more than 90 percent of our time, according to the Environmental Protection Agency — can have a huge impact on our health and well-being. The International WELL Building Institute has developed a **holistic approach** to health and well-being in interior places where we live, work and play by using the WELL Building Standard, which consists of principles grounded in a body of medical research. The WELL Building Standard focuses on seven major areas: air, water, nourishment, light, fitness, comfort and mind. The design of interior spaces impacts lives.

[Gretchen Gerding: How interior environments affect health, well-being](#)

ALTERNATIVE, EMERGING & NEW DESIGN CAREERS



The 2008 economic downturn, home improvement reality television, climate change, sustainability, refugee crises, the global economy, political upheaval, terrorism, 3-D fabrication, the DIY movement, shifts in culture, globalization and the third digital revolution are all game changers for the interior architecture profession.

The design profession is changing, and as a result, **opportunities** are being created to expand it. Emerging professionals, strongly armed with a rigorous design education, life experience, and mastery of relevant technological skills, are equipped with a firm foundation, methodology and sensibility to avail themselves of a wide array of career explorations. With their talents and abilities to intellectually and practically solve problems and think critically, while analyzing issues and influences, they are equipped to apply their skills to the design and development of products, services, construction, policy-making, advocacy, fabrication, management academia, entertainment, technology, research, art, and much more.



THE FUTURE IS OURS TO CREATE.

“The future is not a result of choices among alternative paths offered by the present, but a place that is created – created first in the mind and will, create next in activity. The future is not some place we are going to, but one we are creating. The paths are not found, but made, and the activity of **making them changes both the maker and the destination.”—John Schaar, Futurist**