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"We are born into the built environment, we spend the vast majority of lives within the built environment, and most of us will die in some form of the built environment. All throughout our lives we will need to manipulate natural materials to construct and maintain the built environment. The ways in which we assemble those materials to form parks, build buildings, and adorn our interiors tells the story of our civilization."ⁱ— Dak Kopec, co-editor of *The Routledge Companion for Architecture Design and Practice* ("This book considers architecture's interdisciplinary nature, and addresses its current and evolving perspectives related to social, economic, environmental, technological, and globalization trends. These challenges are central to the future direction of architecture and as such this *Companion* will serve as an invaluable reference for undergraduate and postgraduate students, existing practitioners and future architects.")ⁱⁱ



Write a comprehensive statement 'about' your ideal design firm that communicates your 'approach' to work and working.

▪ **Answer the following questions in your statement:**

- How will the design, construction, or installation of your projects or products respond to, and intervene on behalf of human physical and emotional needs (*your responsibility and accountability to protect the health, safety and welfare of users*)
 - Will you inform the design of your projects or products by?
 - Evidence-Based Design
 - Environmental Psychology
 - Psychographic, ethnographic, and sociocultural research
 - Performance Data
 - Neuroscience Research Data
 - Universal design, accessibility and ergonomics
 - Will your designs de-stigmatize the aged, the ill, and disabled?
 - Will your environmental goals be germane, or applied to your design process?
 - Sustainability, LEED, Net Zero, Zero waste, water conservation, energy consumption and output, air quality, materials, building life cycle, etc.
- **How will you define your role in social and ethical issues affecting communities?**
- **Describe how the structure of your organization solves problems via team-driven and interdisciplinary roles. Is it:**
 - A small local general practice
 - An international Starchitecture practice
 - A specialist niche practice
 - A traditional regional delivery driven practice
 - A practice in emerging economies
 - A global interdisciplinary consultancy
 - A subcontractor/specialist supplier
 - A design houses/creative agency
 - Will your organization thrive better with non-design/in-house consultants?
 - Legal, political, governmental, scientific, engineering, etc.
- **Describe the physical (and/or virtual) office environment/culture for maximum productivity and well-being:**
 - A consultative, networked collaboration of satellite locations
 - A traditional single location

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- **Will the services you provide be:**
 - Supplied by your core team (full-service)
 - Farmed or networked out to trusted consultants
- **What will be your brand?**
 - Describe your brand, your unique approach, your ethics, etc.
- **How will you incorporate technology as a system of design and delivery?**
 - Responsive 'smart' technology
 - Cross 'code' with design
 - Modeling software

READ: [The top 5 issues affecting interior design today](#)

"Interior design is undergoing its most drastic transformation since the sustainable design revolution of the 1990s. 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." ⁱⁱⁱ

READ: [7 Reasons Architecture \(As We Know It\) Is Over](#)

"So this isn't just about remaking our marketing... it's about remaking ourselves." ^{iv}

READ: [What is the future of Architecture Practice?](#)

"At this point we can understand why certain types of architecture firms/ offices can remain stable, grow, or falter in the coming years. Responding to the challenges of interdisciplinarity in architecture practice, networking, branching, financial and commercial literacy, IT development, integration of architecture education with practice, and developing a culture of practice within a firm are the major practices to adopt in order to keep up with the pace of practice in the future. The firm types that the report suggests to maintain stability in the near future have already incorporated many of these factors in their modes of practice. The ones that will most probably grow are the ones that are efficiently integrating these practices in their systems. Where these practices cannot be applied, the firm is most likely vulnerable to be swept away by the growing architecture industry." ^v

READ: [The Future of Evidence-Based Design](#)

"In the future, I don't know how you're going to be an interior designer and not use EBD for accountability," ^{vi}

READ: [Futurescape](#)

"As designers, we will not be able to create solutions based on aesthetics alone," Aznavoorian predicts. "We'll need to understand business, brand, culture, religion, age. Our approach to problem solving will need to engage different disciplines on our project teams — psychologists and sociologists, for instance — the richer our solutions will become. I believe that choice will be a prime driver of where the profession ends up 10 years from now." ^{vii}

READ: [25 Ideas Shaping The Future Of Design: What the landscape of design will look like in 2020?](#)

"To design the cross-platform experiences of the future, everyone's brains will meld together. I see Jony Ive taking over software design at Apple as the way things will continue to happen in the future; the distinction between industrial design, digital design, and system design will continue to blur." ^{viii}

READ: [Designing a Multidisciplinary Future at the GSD](#)

"The future of design is this absolute multidimensional world of integrating design disciplines. We're all overlapping, and there are fewer barriers between them," ^{ix}

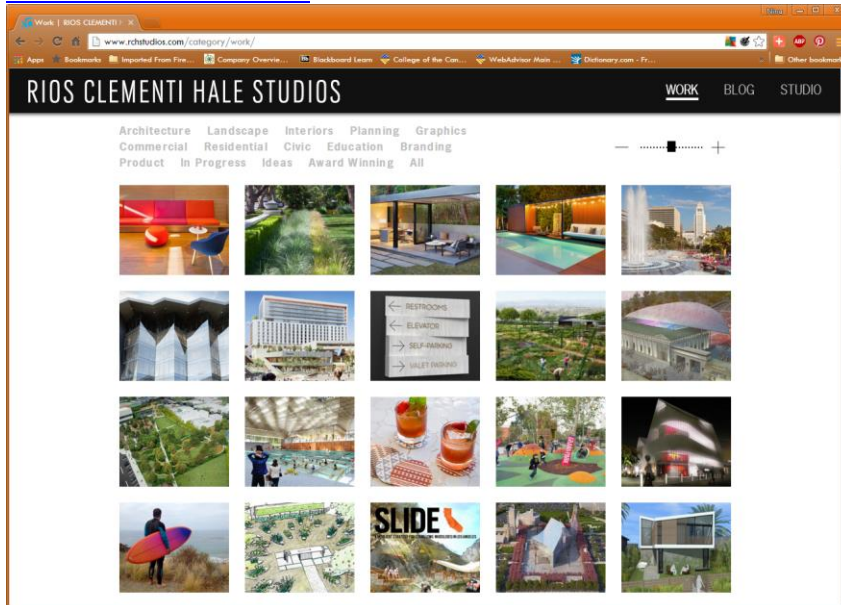
▪ **FUTURE TRENDS**

- [Designers and architects sound off on future trends](#)
 - "Despite advances in building and technology, many architects and designers say they are frequently asked to preserve existing floorplans while adapting interiors for modern living. Additionally, they are designing smaller kitchens, smaller footprints, even small lot developments. Looking forward, designers anticipate more sustainability, increased transitional spaces and adaptability." ^x
- [If You're Wondering about the Future of Interior Design, Look to the Schools](#)
 - "Today's graduate students are taking on complex and timely issues that designers in every specialty need to be concerned with." ^{xi}

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EXAMPLES:

- [Multidisciplinary Design Studios](#)
- [Rios Clementi Hale Studios](#)



- **GLOBAL FIRMS**
 - [MAD Architects](#)
 - Founded by Chinese architect Ma Yansong in 2004, MAD Architects is a global architecture firm committed to developing futuristic, organic, technologically advanced designs that embody a contemporary interpretation of the Eastern affinity for nature. With its core design philosophy of Shanshui City – a vision for the city of the future based in the spiritual and emotional needs of residents – MAD endeavors to create a balance between humanity, the city, and the environment.
- **RESIDENTIAL**
 - [Vibrant Affordable Housing Prototypes in Los Angeles](#)
 - [MAD Architects Envision the Future of Housing in Los Angeles](#)
 - [Firms specializing in Residential work](#)
 - [The Coming Decade for Residential Design](#)
 - Adaptable, connected homes are here, but changes in scale and function will define the home of the (near) future.
- **DIGITAL FABRICATION**
 - [Gramazio Kohler's Robotic Arm Creates an Elegant Twisting Brick Facade](#)
 - Advances in computers and fabrication **technology** have allowed architects to create fantastic designs with relative ease that in years past would likely require the labor of countless master craftsmen.
 - [Fab Four](#)
 - Is digital fabrication more than a hobby? These four designers see it as a process that could affect the way we make everything from lighting fixtures to heating systems. They discuss the tools and challenges shaping the printed environment.
- **FURNITURE/INDUSTRIAL/PRODUCT DESIGN**
 - [Firms specializing in Furniture Design work](#)
 - [a select list of furniture designers](#)
- **HOSPITALITY**
 - [Hybrid Thinking and the Future of Hospitality](#)
 - "Hybrid thinking require that the components behind the ideas are multidisciplinary is not only a multidisciplinary team is a "team of multidisciplinary people." Our team is composed of people who have worked in different professional environments—architecture, interior design, branding and

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research—and come from different cultural backgrounds. Even when we brainstorm we generate hybrid ideas which are always strongly represented in the final product."^{xii}

- [Hospitality: The future of hotel design](#)
 - "The hotel sector has seen a shift in its approach to branded design, and as such Architects and Interior Designers need to be aware of operators changing needs and customers' expectations, and design accordingly."^{xiii}
- [The Hospital of the Future Will Look Like This](#)
 - "One thing is for sure: the world will always need healthcare. With an ageing population and the average life expectancy worldwide predicted to reach 73 years by 2025^[1], there are more and more people needing access to healthcare at a time when healthcare systems are being told they need to cut costs. Globally, healthcare providers are looking to deliver better, more efficient, and more effective outcomes for the world's ever-growing number of patients."^{xiv}
- **COMMERCIAL**
 - [The Workplace of the Future](#)
 - "To make the best design decisions today, corporate interior designers must understand what the workplace and workforce will look like tomorrow."^{xv}
- **URBAN PLANNING/LIVING**
 - [8 CITIES THAT SHOW YOU WHAT THE FUTURE WILL LOOK LIKE](#)
 - "High tech materials, sensor networks, new science, and better data are all letting architects, designers, and planners work smarter and more precisely. Cities are getting more environmentally sound, more fun, and more beautiful. And just in time, because today more human beings live in cities than not."^{xvi}
 - [10 Cities That Are Shaping The Future Of Urban Living](#)
 - "Cities are frequently at the front line of innovation when it comes to addressing the changing problems of urban life. Plans to combat climate change, bring about cleaner air and create safer, healthier spaces for citizens are all being executed by mayors and councils in the world's major metropolises. As more than half of the world's population now lives in urban areas, these initiatives are increasingly important to ensure that the future of city living is a bright one."^{xvii}
- **HEALTHCARE DESIGN**
 - [Reflecting on the Future of Healthcare Design](#)
 - "Healthcare planners have a unique role in this era of change within healthcare, to balance what is possible today with what will BE possible in the future. They need to develop a design approach that doesn't limit the limitless future, but can embrace changes in medical practices and technologies as they occur."^{xviii}
 - [Healthcare Spaces of the Future: Smart Design, Healthier Patients](#)
 - "A growing number of healthcare facilities are partnering with real estate and architecture firms in an effort to change that—by creating built environments that combine patient needs with smart design. The desired result: a better patient experience, which can yield happier and healthier outcomes overall for patients as well as providers."^{xix}

ⁱ "Architecture: Posts." *Architecture: Q&A with Dak Kopec, Co-editor of The Routledge Companion for Architecture Design and Practice*. N.p., 30 Nov. 2015. Web. 02 Feb. 2016.

ⁱⁱ "The Routledge Companion for Architecture Design and Practice." *Established and Emerging Trends (Hardback)*. N.p., n.d. Web. 02 Feb. 2016.

ⁱⁱⁱ "The Top 5 Issues Affecting Interior Design Today." *Inhabitat Green Design Innovation Architecture Green Building*. N.p., n.d. Web. 02 Feb. 2016.

^{iv} "7 Reasons Architecture (As We Know It) Is Over." *ArchDaily*. N.p., 23 Apr. 2013. Web. 01 Feb. 2016.

^v "What Is the Future of Architecture Practice ? - Arch2O.com." *Arch2O.com*. N.p., 29 June 2015. Web. 01 Feb. 2016.

^{vi} "The Future of Evidence-Based Design." N.p., n.d. Web.

^{vii} "Futurescape." *Thought Leadership : Publications : IIDA*. N.p., n.d. Web. 01 Feb. 2016.

^{viii} "25 Ideas Shaping The Future Of Design." *Co.Design*. N.p., 23 Mar. 2015. Web. 01 Feb. 2016.

^{ix} "Designing a Multidisciplinary Future at the GSD | Stories | Harvard Alumni." *Harvard Alumni*. N.p., n.d. Web. 01 Feb. 2016.

^x *Los Angeles Times*. Los Angeles Times, n.d. Web. 01 Feb. 2016.

^{xi} "If You're Wondering about the Future of Interior Design, Look to the Schools." *Metropolis Magazine*. N.p., n.d. Web. 01 Feb. 2016.

^{xii} "Hybrid Thinking and the Future Of Hospitality - Lifestyle Strategy and Design - Architecture and Design." *Hybrid Thinking and the Future Of Hospitality - Lifestyle Strategy and Design - Architecture and Design*. N.p., n.d. Web. 01 Feb. 2016.

^{xiii} "Chapman Taylor." *Hospitality: The Future of Hotel Design*. N.p., n.d. Web. 01 Feb. 2016.

^{xiv} "The Hospital of the Future Will Look Like This." *GE Healthcare The Pulse*. N.p., 07 Jan. 2016. Web. 01 Feb. 2016.

^{xv} "The Workplace of the Future." *Corporate : Designing Specific Spaces : Publications : IIDA*. N.p., n.d. Web. 01 Feb. 2016.

^{xvi} "8 Cities That Show You What the Future Will Look Like." *Wired.com*. Conde Nast Digital, n.d. Web. 01 Feb. 2016.

^{xvii} Robins-Early, Nick. "10 Cities That Are Shaping The Future Of Urban Living." *The Huffington Post*. *TheHuffingtonPost.com*, n.d. Web. 01 Feb. 2016.

^{xviii} "HKS Architects - Reflecting on the Future of Healthcare Design." *HKS Architects - Reflecting on the Future of Healthcare Design*. N.p., n.d. Web. 01 Feb. 2016.

^{xix} "Healthcare Spaces of the Future: Smart Design, Healthier Patients - Blueprint, Presented by CBRE." *Blueprint Presented by CBRE Healthcare Spaces of the Future Smart Design Healthier Patients Comments*. N.p., 24 Aug. 2015. Web. 01 Feb. 2016.