



# Research IN INTERIOR DESIGN

Research is a component of any domain in order to define the characteristics, disparities, and prospective possibilities that are advantageous or perilous for that domain. Numerous businesses employ to identify areas of improvement, which are then incorporated into product or service development strategies. Large firms can typically do their own research to have a better understanding of their internal situation and beyond. Nevertheless, we should add a note that it is quite pricey. In 2021, Samsung, a global leader in electronics, telecommunications and digital media innovations, invested approximately 19 billion dollars in research and innovation. Software services companies, as well as equipment manufacturers, actually spend extensively on that area.

Nonetheless, we cannot deny that interior design is also significantly influenced by research. GlobeScan and Inter IKEA Group performed a survey of 30,000 individuals in 31 areas in 2021 to discover their attitudes, feelings, and behaviours regarding a greener and healthier way of life. In 2017, AkzoNobel, the manufacturer of Dulux and Hammerite paint, invested £10.7 million in a research centre in northeast England. Houzz, an online community and software for architecture, interior design, and home decoration, conducts annual surveys to determine clients' thoughts concerning major renovation budgets, impressions, and expectations.

Both interior design and architecture are heavily reliant on innovation, making the significance of research an intriguing topic for discussion. In this way, each project proposal is a testing instrument, and each performed work provides the designer with essential information for making a decision. Clients are currently seeking designers with a solid understanding and experience of research approaches for assessing design results.

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The majority of the design phase, however, is instinctive and non-conscious, relying on symbols and implicit knowledge as opposed to rational thought. On the other hand, the primary reason for research in interior design is the client's desire to learn about the firm, its projects and staff expertise, length of time in business, office location, client testimonials, etc. Numerous researchers have emphasised the importance of incorporating research into interior design learning. Integrating the research process into academic assignments allows students in improving their ability to think critically, as the new design students have little or no skills to detect credible sources and do not value research in their design concepts.

In addition, it is most likely impossible to establish a study topic and then comprehend how to convert it into universally applicable results without a literature review. Literature refers specifically to the numerous sources of knowledge already available in the domain where the researcher's topic belongs and where, if the research succeeds, the project's results will remain. In another sense, research subjects are derived from engagement with the literature, and research supplies the literature.

Interior design requires a full application of several different theory frames and methods to effectively convey the visual impression and meaning of the projects. Given the explosive increase of specialised expertise, it is vital to investigate how practical study results might be conveyed to the design professionals who require them the most. Thus, to adequately represent the clients, it is no longer an option to continue creating, distributing, and applying research in design projects; it is already a requirement.

