CIDA
Future
Vision

2014

EMBRACING
THE CHANGES FACING
INTERIOR DESIGN IN
2017 AND BEYOND

Council
for Interior
Design
Accreditation

"The best way to predict the future is to create it." —Peter Drucker

Trying to define a **future vision** for the interior design industry is no simple task.

As an industry, we are deeply entrenched in a new era of design that's being informed and impacted by a new economy that is more open-sourced and technologically connected. We are living through an always-on system of social and knowledge networks that place a high value on the speed of connectivity, decision-making and the speed of delivery. At the same time, the public is more aware of the power and potential of good design. With that acknowledgment comes high expectations for meaningful and measurable results. It's a new day.

That's where CIDA comes in. We are here to ask the hard questions and to engage closely with interior design practitioners, educators, industry leaders and our allied partners to help define tomorrow's interior design industry. What does interior design education need to do—what must it do—to keep pace with a global economy? What's the job of interior design education and how can the education model evolve to align with changes in world? What must interior design education do to position and prepare interior design students for whatever tomorrow brings? What are the personal and technical skills and centers of knowledge that will better serve interior design students?

That's where you come in. As an invited designee to Future Vision on November 6-8, 2014, we thank you for agreeing to participate. We have high hopes for the session and are looking for you to help us map the future of the next generation of interior design educational standards—for the year 2017 and beyond.

Sound intriguing? Let's get started. Please read through the results of CIDA's Future of Interior Design National Survey with the objective of assessing the key trends that are influencing field. Tell us if the findings do or do not resonate or align with your worldview and/or practice experience. What trends do you see as most critical? What's missing? Be ready to share your experiences at Future Vision as we all actively listen and engage in what promises to be a lively debate.

1,000 PARTICIPANTS,
3 WEEKS OF DATA,
7 TRENDS

Trend 1. Expanding Professional Reach

Trend 2. Impact of Globalization

Trend 3. Worldwide Urbanization

Trend 4. Enhanced Building Performance

Trend 5. Human-Centered Design

Trend 6. Professional Challenge

Trend 7. Deep Design Process

trend

1 Expanding Professional Reach

Changing interior environments. Social, cultural and economic forces are reshaping not only the design of, but also the function and purpose of interior environments. Office spaces are getting smaller and more fluid; healthcare and senior living are becoming more like hospitality; hospitality is becoming increasingly experiential; homes, too, need to adapt to changing household demographics as work/live/play increasingly blur, and incorporate more multifunctional spaces. Future designers will need to develop new models for how interior environments support multiple modes of use.

67% of the respondents identify changing uses of interior environments will have impact on the practice of interior design in the future.

TREND

2 Impact of Globalization

Globalization. The globalization of goods and services, along with global communications and a growing educated middle class in developing countries, will increase competition in the building industry both within and across regions.

61% of the respondents report that globalization will have a definite impact on the practice of interior design in the future.

TREND

3 Worldwide Urbanization

Increased Urbanization. Nearly 8 in 10 Americans now live in cities. In developing countries around the world, the move forward toward more industrialization and technological innovation is resulting in mass migration from rural areas to cities, creating demand for affordable housing, new public spaces, schools, healthcare facilities and better working environments.

71% report that urbanization will impact the practice of interior design in the future.

TREND

4 Enhanced Building Performance

Smart buildings. Various types of smart technology, from systems that monitor building performance, indoor air quality and occupant safety to devices that adapt lighting and temperatures to occupant preferences and read vital health signs are being integrated into building systems. Designers will need to become experts in knowing how to integrate these technologies into spaces.

Higher standards for sustainable and environmentally friendly construction. More and more, tenants, building owners and governments are demanding that buildings achieve higher levels of performance in regards to conserving energy and water, as well as meeting or exceeding LEED standards for sustainable design and construction. The new "green" will include biophilic solutions and increased integration of nature or natural settings, such as gardens and ponds.

Respondents believe Smart Buildings (64%) and higher expectations for Sustainability (62%) will have a definite impact on the practice of interior design in the future.

TREND

5 Human-Centered Design

Healthy Buildings. The next "big thing" in design and construction appears to be the emphasis on making building, especially interiors, healthier—from improving air quality and eliminating toxins to using design to encourage occupants to practice more healthy behaviors.

Design for Special Needs. The movement to make society and public environments more inclusive for all is expanding beyond ADA and issues of accessibility to creating solutions that meet the needs of those with cognitive and other non-mobility disabilities or challenges as well.

Respondents believe Healthy Buildings (61%) and increased expectations for design for special needs (53%) will have a definite impact on the practice of interior design in the future.

6 Increased Professional Challenge

Decreased demand and profitability. Increased competition and cost-conscious clients have put pressure on A & D firms to keep fees down and operate at lower margins. Firms have to find creative ways to maximize their resources in order to survive and remain profitable. This had led to "leaner and meaner" firms with smaller staffs and more outsourcing and more ad hoc partnering on projects.

Threat to professional status. The interior design profession has been under attack in the past decade from non-professionals and those who want to de-regulate the profession. Legislation in some states has been reversed or heavily watered down. If unchecked, this trend could affect the ability of designers to practice to the full extent of their abilities, especially in commercial projects.

Vendor delivery, quality and reliability. As a result of the economic downturn, manufactures and suppliers have reduced their inventories and moved toward a more forward "on demand" or "just-in-time" fulfillment. Consequently designers are now having difficulty obtaining product in a timely manner. In addition, the amount of product coming from countries with lower standards and cheaper labor has raised concerns about product quality.

Increased competition. Facing competition from non-professionals, design software, internet sales, interior designers are increasingly seeing their skills and knowledge marketed by non-designers (e.g., decorators, organizers, stagers) who are using the available technology to offer "canned" design solutions or by once-to-the-trade only manufacturers who now sell directly to consumers.

Respondents believe that the following challenges to the field will have a definite impact on the practice of interior design in the future: Decreased demand (56%), Threats to status (53%), Vendor issues (51%), and Increased competition (44%).

7 Deep Design Process

Expanded role of technology, collaboration, research and testing in the design process.

Integration of New Technologies. In addition to "smart" technologies, interior designers will need to expand their knowledge base about new technologies and products, such as digital panel walls, and interactive devices, that are become standard features in retail, hospitality, healthcare, museums, libraries and other environments. And they will need to understand how to work with technical experts to implement them.

Accessibility and Affordability of 3D Modeling and Printing. Designers now have the technology to create 3D actual or virtual models of products and environments to help their clients better visualize design and to test out proposed design solutions. A&D firms are already using these technologies, which are becoming more affordable to small firms.

Cross-disciplinary collaboration and Integrated Project Delivery and BIM. "Faster, better, cheaper" is the mantra in today's construction industry, forcing A&D firms to change their business models to a more collaborative, shared responsibility approach. BIM technology supports this approach by making easier for the various members of the team to share designs, plans and information in the office or via mobile technology on site.

More widespread use of research and application of evidence-based design. The more technical approach to interior design has also increased interest in interior design research and the use of evidence-based design. Tomorrow's designers will not only need to know how to research and evaluate research studies, they also will need to know how to conduct and report on research using a variety of methodologies.

Respondents report that the following changes to the design process will have a definite impact on the practice of interior design in the future: Cross-disciplinary collaboration (54%), Accessibility of 3D modeling (47%), Research and EBD (43%), Integration of new technology into the process (28%) and Cross-disciplinary collaboration (20%).

Making
The Short List

After completing the close-ended survey ratings, participants were asked to pick the top 3-5 most impactful trends in their view.

TOTAL = 2308

1 Changing definition of interiors
(n=311)

2 Sustainability
(n=302)

3 Healthy buildings
(n = 243)

4 Smart buildings
(n = 226)

5 Decreased demand
(n = 194)

6 Threat to status
(n =188)

7 Increased competition
(n = 187)

8 Urbanization
(n = 180)

9 Globalization
(n = 176)

10 Design for special needs
(n = 151)

10 Research and EBD
(n = 150)