Council for Interior Design Accreditation

2018 Summit Report

A STRATEGIC VIEW TO THE FUTURE

Foreword

In April 2018, the **Council for Interior Design Accreditation (CIDA)** Board of Directors convened its annual summit of design leaders to consider implications of a 2017 CIDA-commissioned environmental scan of interior design practice and to strategically inform future accreditation standards development. The environmental scan was the second in a series of five annual scans.

The 2017 scan covered nine areas of inquiry within a specified scope: economy, social/demographic trends, regional trends, emerging technologies, higher education, wellness and health/environment, user behavior/interaction with interior environments, built environment and related disciplines, and interior design. The following report summarizes the:

A | Big picture trends identified in the 2017 environmental scan

B | Broad implications for interior design discussed at the April 2018 summit of leaders

C | Relevant content and learning for interior design education

CIDA will use the results of the above activities to strategically inform future accreditation standards development. The content is also intended to help inform interior design continuing education content and identify potential areas for future research.

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Economy

Global and US economies improving

China seeking to become the world's top economic power

US employment up but wages stagnant

US manufacturing makes a comeback, retail under threat

Economy

Broad Implications for Interior Design

1 DECLINE OF MIDDLE CLASS IN NORTH AMERICA; EXPANDING OPPORTUNITIES OVERSEAS

Wage stagnation, increasing economic disparity, and a decrease in the middle class in North America combined with the growth of the middle class in other countries will shift opportunities for the design industry. More traditional design work – the design, build model - may shift to developing nations while opportunities in North America shift toward rethinking and repurposing, with a focus on health, wellness, and ethical sourcing of materials. The North American trend toward de-globalization versus, for example, China's expansionist economic policies heighten the potential for stagnation among developed nations, but also may give rise to new forms of materials and material sources for design industry.

"A change in the middle class will correlate directly to a change in the design industry."

Factoring into economic trends are tectonic demographic and technological shifts. Among them, for example, 70% of the population is forecast to be economically dependent versus independent by 2030 and job automation and artificial intelligence will replace many traditional human activities in industry and everyday life. All of these shifts are intertwined and create dynamic opportunities, but also pose significant challenges for the design industry. The ability to learn, unlearn, and relearn basic skills is increasingly important to address wide ranging economic and societal changes. Adaptability as well as critical and strategic thinking are required for professional success.

"There is immense opportunity for design, a practice of problem solving, to prosper in nations with a rising middle class, while simultaneously redefining the profession's scope and value in advanced economies facing different circumstances."

2 E-COMMERCE TRANSFORMS RETAIL AND INFLUENCES THE BUILT ENVIRONMENT

E-commerce continues to grow and the retail sector is applying fresh strategies to brick-and-mortar locations. Brick-and-mortar locations are evolving toward experiential rewards well beyond the consumer purchase transaction, significantly altering the motivation to visit and the expectations of the designed environment. Retailers are increasingly embracing the pop-up concept, bringing people together for an event in small temporary spaces, focused around both human interaction and merchandise. These trends elevate the importance of brand psychology and human behavior in successful retail design.

"Retailers know–the experience matters."

The rapid growth of e-commerce has also created a greater need to integrate shipping and receiving strategies into the built environment along with problem-solving around container and waste management.

3 CONCERN FOR THE WELL-BEING OF FUTURE GENERATIONS

Economic and demographic forecasts, especially in developed nations, have given rise to concerns about the well-being of future generations and their ability to live independently. A shrinking middle class combined with an aging population that has fewer financial resources create the likelihood that multiple generations will share living quarters and other resources in the future. This trend may lead to families investing in property together and a demand for living spaces that meet multi-generational needs within one flexible environment.

NEXT: SOCIAL AND DEMOGRAPHIC TRENDS

Economy

Related Content and Learning for Interior Design Education:

A Design for diverse populations

B Understanding creative use of regionally available materials

C Ethical specification and material sourcing

D Methods for waste reduction and material handling

E Increased focus on product packaging design

F Experiential design

G Repurposing built environments and materials

H Design methods to support generational cross-pollination

I Methods to encourage human exchange, sharing, teaching, and collaboration

J Understanding production methods

K Budgeting and affordability

L Influence of "share economy" on design

M Design as it relates to adaptability for multiple users, functions, and life-cycle
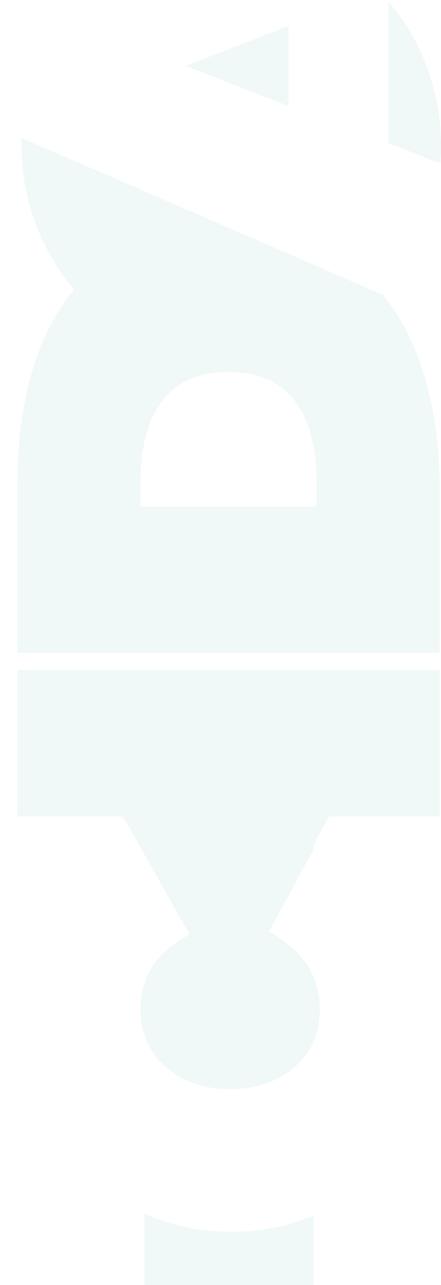
Social and Demographic Trends

BIG PICTURE TRENDS

Widening income inequality globally and in U.S. eroding social bonds

Fourth Industrial Revolution will impact many jobs

Demographic shifts creating social upheaval

Social and Demographic Trends

Broad Implications for Interior Design

1 WIDENING INCOME INEQUALITY INCREASES THE NEED FOR SOLUTIONS IN THE BUILT ENVIRONMENT

"Access to food, healthcare, and other basic needs may need to be integrated on a much broader scale into spaces that are a part of one's daily life."

Income inequality continues to trend upward creating an urgent need for access to social services and new ideas about how to provide these services to a growing population. Community spaces, such as offices, schools, places of worship, and health care facilities, offer opportunities to integrate a wide swath of support services to a variety of users, but may not be designed to leverage this opportunity. New social imperatives related to wellness for the masses may emerge, requiring spaces originally designed to achieve narrowly defined goals to shift toward more global priorities. Complicating this wave of need is an upturn in demand for premium services for those able to afford them.

The trajectory of income inequality will create upheaval in traditional "place" systems and give rise to increasingly adaptable shared spaces that serve human needs and wellness on multiple levels. Interior designers will need expertise in both systems thinking and human behavior

to create design solutions that address these complex societal issues.

2 REALIGNING HUMAN CAPITAL IN THE DIGITAL AGE

"The digital age is upon us and is causing disruption in ways both planned and unplanned."

The fourth industrial revolution means digital automation and artificial intelligence will replace human jobs and activities on a scale large enough to have significant social impact. As with any change, unanticipated opportunities and consequences will emerge as people adopt new behaviors – for better and worse. Education and training programs will emerge that focus on specific expertise and in human skills that are not readily automated. Education itself will continue to shift focus in content and delivery to address these changing demands. Certification and specializations may become more prevalent as individuals seek expertise and skills in emerging technologies and industry practices. Conversely, as it continues to evolve higher education will likely increase in value as the job pool becomes more focused on activities that require critical thinking and life-long learning.

While new opportunities will emerge, many other jobs will disappear and a large number of individuals will not attain the skills needed to change. This will add to the income inequality

gap and the need for the broader integration of social services in a variety of environments.

3 NEW NORMS EMERGE FROM DEMOGRAPHIC SHIFTS

Predictions show the US fertility rate will reach a record low and be paired with an aging population with longer life expectancy. This is ultimately forecast to shrink the pool of available long-term caregivers. Additionally, those who are able to work may be increasingly challenged to find employment. More than ever, environments will be focused on accessibility and wellness as the population ages. Environments that support multi-generational households will be in high demand as residential living evolves to accommodate multiple generations who depend on one another for basic needs. The stock of large, residential family homes will need reconfiguration to accommodate a less traditional generational mix with layouts that support privacy and cohabitation of adult partners and families. Additionally, health and social services will be integrated into living spaces differently. Zoning laws and ordinances may face pressure to accommodate multiple dwelling structures on one property. Interior designers have a significant role to play with their understanding of laws, codes, and regulations as well as human needs, universal design, familial systems and cultures, and complex problem solving to create designed environments that meet multiple needs.

NEXT: REGIONAL TRENDS (NORTH AMERICA)

Social and Demographic Trends

Related Content and Learning for Interior Design Education:

A Critical thinking, problem solving, and systems thinking

B Life-long learning

C Ability to tolerate and accommodate uncertainty

D User impact and documenting user impact

E The role of interior design in health and wellness

F Income inequality trends and impacts on designed environments

G The role of interior design as a community commodity

H Multi-generational dynamics

I Universal design

J Cultural and familial needs analysis

K Trends in healthcare and delivery of social services

L Privatization versus community resources
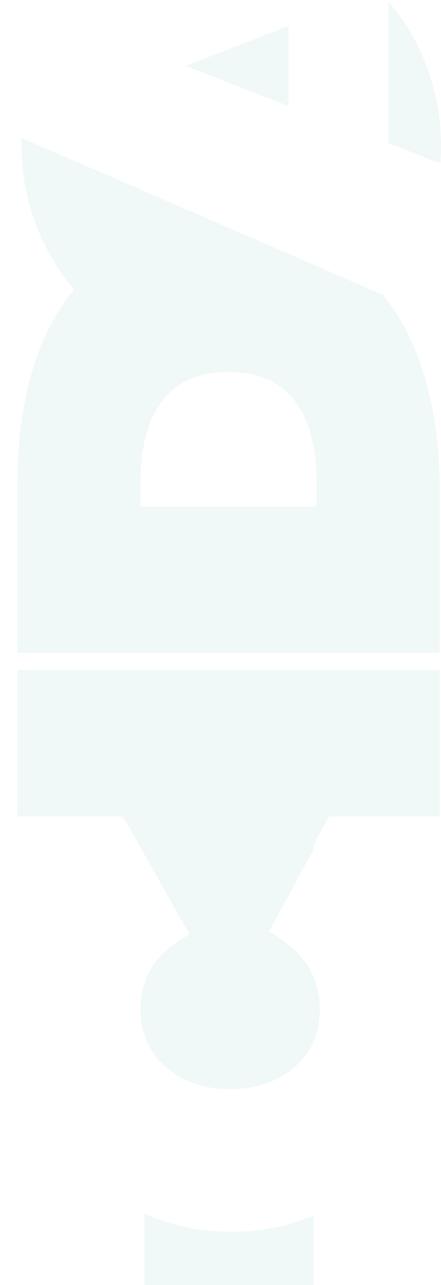
Regional Trends (North America)

BIG PICTURE TRENDS

Future of regional trade at risk

Income disparity affecting all three regional countries

Changing patterns of immigration and aging populations

Rising violence and human rights violations

Regional Trends (North America)

Broad Implications for Interior Design

1 TIGHTENING OF U.S. FREE TRADE RAISES BUILDING COSTS

"How do you bundle projects to deal with the rapids rates of cost fluctuation, while considering alternate materials, reuse, and adaptation."

The current trend of the United States tightening free trade especially its largest trading partners (Canada, Mexico, and China) is beginning to have an impact on the building industry. With tariffs being imposed on Canadian softwoods, Chinese steel, and aluminum from all importers, there is unease in the construction industry as costs are expected to rise. This also widely impacts all production reliant upon these supply chains, exacerbating the economic impact.

Those working in the built environment and construction will need to be proactive in keeping building costs at affordable levels in lieu of simply passing the costs on to consumers. Innovative solutions and alternatives for products that may be difficult to obtain will be in demand, including substitutions and new construction methods. Interior designers will need to thoroughly understand reuse/adaption of existing structures

and materials, economies of scale, as well as acquiring new knowledge about product and material performance characteristics. Interior designers should be prepared to research and apply innovative materials and methods to solve design problems.

2 AGING NATIONS CREATE SYSTEMIC CHANGE

In line with broader demographic shifts, the United States and Canada are considered "aging nations". This trend will tax current health care systems, housing stock, and work environments. New buildings will not be needed as the population contracts, but an abundance of opportunities to systematically address user needs, accessibility, and wellness in a broad range of existing spaces will emerge. Tectonic demographic shifts could become a change agent that leads to the wide-scale integration of new health and wellness imperatives in the built environment.

3 RISING VIOLENCE AND HUMAN RIGHTS VIOLATIONS INCREASE THE IMPORTANCE OF SECURITY

"What is our moral obligation? Are we part of the problem if we create highly secured environments that allow an unacceptable level of violence in our society to become normalized?"

A sharp increase in violence and human rights violations in the United States is creating growing unease and fear about personal security both domestically and abroad. The built environment is being called upon to respond by providing physical safety from acts of violence in public, private, and institutional spaces. In addition, there is a critical need to create a sense of safety and individual control within these environments to aid in users' mental health and wellbeing. Interior designers will need to understand security strategies and methods for using the built environment as a tool against violence. Additionally, they will need the research, design, and documentation skills to address increased requirements related to physical security and human psychology related to personal security and wellbeing.

NEXT: EMERGING TECHNOLOGIES

Regional Trends (North America)

Related Content and Learning for Interior Design Education:

A Designing for personal security and reduction of harm

B Human behaviors and perceptions related to security

C Fundamentals of active living at all ages

D Understanding of aging in place

E Technology integration and how it relates to aging with dignity

F Understanding globalization versus localization, especially as it relates to material sourcing

G Material sourcing and how to discern originality

H Understanding of reuse, economies of scale, and alternative products and materials
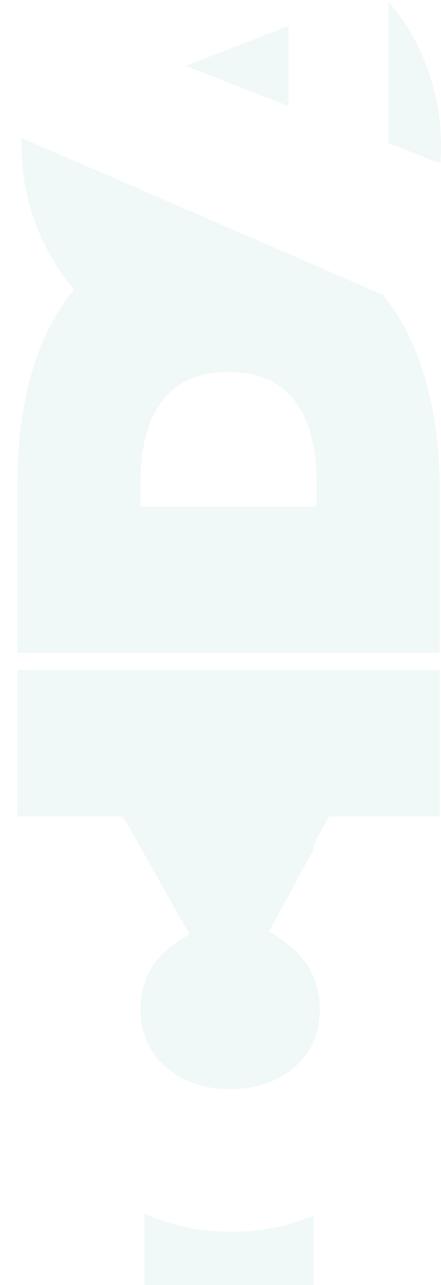
Emerging Technologies

BIG PICTURE TRENDS

Robots becoming more ubiquitous

Data gathering and mining permeating all aspects of life

Artificial intelligence combining with robotics, virtual reality, and artificial reality to create autonomous "learning" and "thinking" systems

Emerging Technologies

Broad Implications for Interior Design

1 **ROBOTICS AND THE BUILDING INDUSTRY UNITE**

The ubiquitous use of robotics will allow for adoption of pre-fabricated technologies as a viable building method. Homes and the built environments in general will increasingly feature prefabricated modules and/or components, leading to more efficient construction and less waste. Additionally, robotics will become more integrated into building control systems and consumer products, creating evolving requirements for planning, layout, maintenance, and adaptability. Interior designers will need to maintain current knowledge of robotics in building systems, products, and materials in order to effectively work with allied disciplines and design high-functioning, adaptable spaces.

2 **BIG DATA, SMART DEVICES, AND WIRELESS TECHNOLOGIES PERMEATE ALONG WITH THE NEED FOR SYSTEMS SECURITY**

"Technology is creating new vulnerabilities for security, privacy, and intellectual property. Designers need a better understanding of these issues today, and most certainly in the future."

Big data use is becoming integral to construction, architecture, and interior design products as a way of gathering and analyzing information about the environment, building performance, and occupant behavior. However, the potential for misuse, misunderstanding or misapplication of data is a growing concern. This may cause protectionist measures to be implemented, eliminating or reducing access to marketing and communication avenues previously taken for granted. In the future, more layers of hierarchy and specialists will be needed on design teams to manage sophisticated systems that both protect individual privacy and gather and synthesize data in the built environment. This implies the need for interior designers to understand data gathering, analysis, and application and also to have familiarity with applied technologies.

Smart devices, products, and systems are permeating human life, especially in built environments and transactional activities. The adoption and continuing advancement of these technologies substantially changes the human experience, how we behave, and what we need from our environments. Environments will be pushed even further to accommodate the visual and audible requirements related to using smart technologies while protecting the privacy and comfort of all users. Operators, developers and designers of spaces involving numerous occupants and supporting various uses will be pressed to support an array of interface options throughout those spaces. For example, rather than designated spaces for different types of work modes, all spaces in an office will be designed for work patterns that assume both independent work as well as virtual and face-to-face interaction with devices that respond to speech, touch, and gesture.

Wireless capabilities will be integrated into building systems with uninterrupted access to wireless anywhere at any time. Wireless, inductive charging for devices will become commonplace. Integration of these technologies will be in high demand as businesses and other built environments look to attract technologically savvy workers and consumers. Developers, designers, and contractors will need to be familiar with and design, source, and budget for specialized systems, materials, finishes, and technical expertise.

NEXT: HIGHER EDUCATION

Emerging Technologies

Related Content and Learning for Interior Design Education:

A Designs' adaptability related to technology and technological advances

B Awareness of future trends related to advancement in technology, for example, robotics replacing human activity

C Role of nanotechnology and impact on economy

D Understanding protection and appropriation of design

E Ethical issues related to intellectual property

F Data gathering, analysis, and application

G Understanding big data and how it is used in the built environment

H Exposure to trend data and how to validate sources

I Skills in communicating trusted source material and program-based design & evidence

J Electronic etiquette and device-free zones

K Knowledge of integration of wireless technologies in the built environment

L Specializations in technology and how these integrate with design of the built environment

M Craft and artisanship; the role of original pieces and products in design

N Space considerations for package management and packaging reuse, recycling, and disposal

O Sensor technology and the impact on users – physically, ethically, and psychologically

Higher Education

BIG PICTURE TRENDS

Enrollments continue to decline

Technology altering methods of teaching and learning, campus life

Student safety a growing concern

Higher Education

Broad Implications for Interior Design

1 ENROLLMENT DECLINES ALTER CAMPUS PRIORITIES

"Costs increasingly are shutting people out of education—what does this mean for diversity. How can institutions help provide access? Current building stock may need renovation to support innovation and new strategies."

Several dynamics are at play in the declining enrollments in higher education. One factor is the growing question regarding the value of education in terms of return on investment. Additionally, as the "culture wars" in the United States intensify, higher education has been a target with views of and trust in higher education plummeting among certain demographics. The for-profit sector has seen the greatest decline, possibly due to higher costs and the predatory lending practices of a few bad actors resulting in public scrutiny.

Decreasing enrollments overall mean that higher education campuses may put more investment into current building stock versus investing in new buildings. Additionally, higher education institutions will increasingly be looking to optimize the value of campus buildings and strategically reconfigure those spaces to attract and retain students.

2 TECHNOLOGY CONTINUES TO DRIVE INNOVATION FOR CAMPUS-BASED LEARNING, RESOURCES NEED THOUGHTFUL INTEGRATION

As technology advances, blended and collaborative learning is becoming more common place and students are using technology to access a wide array of resources. Higher learning environments need to integrate technologies and space planning that support these learning modes and collaboration. Students increasingly will need to learn how to employ various technologies and understand the usefulness and appropriateness of them in the design process and when communicating with others. Additionally, students will continue to have access to an abundance of information and need to understand how to discern what is valid, appropriate, and ethical to use at any given time. The thoughtful integration of visual tools, technologies, prompts, and resources will be important as these educational spaces undergo transformation for new forms of teaching and learning. Students will increasingly value and choose institutions based on technological capital and innovative teaching methods.

3 CAMPUS OF THE FUTURE IS MORE FLUID

Projections suggest the future model for higher education will break traditional programs into more fluid, personalized education experiences, allowing students to choose from a menu of options and build their own education. This model suggests that the traditional university will morph into one provider among many in an overarching collaborative educational entity. Students may partake in whatever offerings build their educational resume to the point of being granted an educational credential, whatever that may be – certificate, associate's degree, bachelor's degree, etc. These educational experiences will still include group collaboration or even a campus-based element, but will generally be more loosely configured and highly individualized. If this trend holds true, traditional classroom space would become obsolete and need to be adapted to other purposes in or outside the university. This future model also poses significant challenges to current forms of quality assurance and validation of educational credentials in the marketplace.

4 CAMPUS VIOLENCE ESCALATES NEED FOR SECURITY

Campuses are challenged to adopt new security measures and campus policies to guard against acts of violence and civil unrest. Institutions of higher education increasingly will be renovating structures and campus layouts to maximize security and mitigate harm in the event of violence.

NEXT: WELLNESS/HEALTH AND ENVIRONMENT

Higher Education

Related Content and Learning for Interior Design Education:

A Ability to use technology effectively and appropriately

B Use iterative process consistently throughout design programs

C Engage with multiple disciplines and expand collaboration

D Use critical thinking and synthesis

E Teach information literacy; discernment and selectivity of source materials

F Understanding team dynamics and collaborative technologies

G Ability to communicate the value of higher education
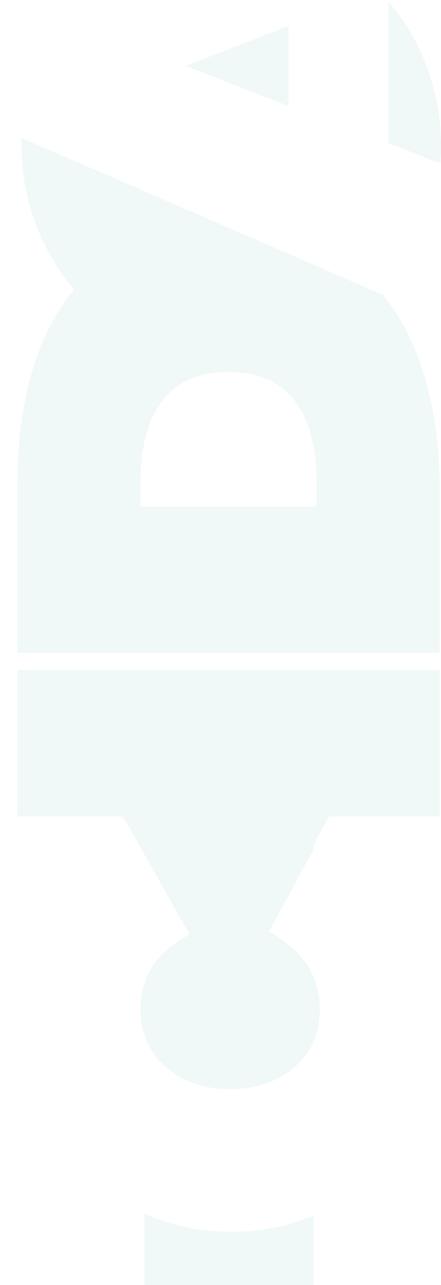
Wellness/Health and Environment

Access to care and costs cause major challenges to health care and wellness in U.S.

Growing awareness of social and economic impacts on health and wellness

Wellness has become a lifestyle for the affluent

Buildings and engineers looking beyond sustainability to reduce environmental impact of buildings

Wellness & Health/Environment

Broad Implications for Interior Design

1 VALID DATA NEEDED TO DESIGN FOR HEALTH AND WELLNESS

"How do we ensure future designers understand the reliability of data related to human behavior, health, and wellness?"

Comparison data and trend lines are needed to consider a systemic response to health and wellness. Whereas one might see heart disease being the leading cause of death in the U.S. and cancer the leading cause in Canada, the trend lines in both illnesses are trending down when compared with the general population, demonstrating that some success is being achieved in preventing and/or treating these illnesses. On the flip side, suicide rates and addiction, while less prevalent, are escalating, foreboding a growing mental health crisis. In order to forecast responses in the built environment, valid source materials and rigorous data analysis is needed in the areas of health and wellness. It will be increasingly important for students to discern the validity and comprehensiveness of data sets when designing to address health and wellness imperatives.

Additionally, valid sources should be referenced to define health and wellness. What does it mean to have a healthy society? What does it mean to be well? Interior designers should know how to discern the validity of source material that define these parameters.

2 SOCIETIES BEGIN TO ACT ON HEALTH AND WELLNESS AS AN ECONOMIC AND SOCIAL IMPERATIVE

"Clients need help reframing the built environment to a human health and wellness focus."

In the US particularly, health care costs are forecast to increase to unsustainable levels with an aging population and continued unhealthy behaviors leading to chronic disease. Data is showing the significant costs to business and individuals and forecast that all sectors of society with be impacted. Data also is showing the significant return on investment of actively integrating health and wellness principles in environments and communities. These factors are creating a strong demand for environments that promote health and wellness in our society. While much of this is presently focused on the work place, eventually real estate in all sectors will take cues from early adopters as consumers begin to demand more amenities that support their health and well-being. New tools will emerge to assist design professionals in creating spaces and communities that support the health and wellness of occupants and users. Additionally, new products and rating systems will emerge to differentiate materials in relation to health and wellness performance criteria.

### 3 SOME UNAVOIDABLE HEALTH TRENDS REQUIRE NEW THINKING

Some health trends are occurring now or are unavoidable in the future. While mitigating chronic disease through health and wellness is a worthy goal, the fact that chronic disease currently is on the rise and putting a strain on healthcare requires specific solutions. An aging population will require care even if they are healthier than previous generations. Assisted living will be in even higher demand at a range of service levels, including end of life care. Mental health and drug addiction have reached crisis levels and require new approaches to systemically deliver care and rehabilitation, as well as promote life-long treatment and recovery. Hospitals and recovery centers do not have the resources to absorb the increasing number of individuals who will need care and routine treatment for these myriad health issues – how will care be delivered and by whom? Some future care will likely be delivered "in place" and augmented significantly by technology. These are all real, immediate trends that require problem solving in the designed environment.

NEXT: USER BEHAVIOR/INTERACTION WITH INTERIOR ENVIRONMENTS

Wellness & Health/Environment

Related Content and Learning for Interior Design Education:

A Business models and how they are formulated

B Strategic thinking

C Human systems and experience: physical, mental, social, spiritual

D Ability to understand and propose technological solutions that support health and wellness

E Health and wellness standards regionally, reflecting social, economic, and political trends

F Health and care trends, and considerations for those in the built environment

G Data gathering and analysis

H Evaluating data for comprehensiveness and validity of source material

I Increased understanding of universal and inclusive design

J Sensory cues and how they influence design
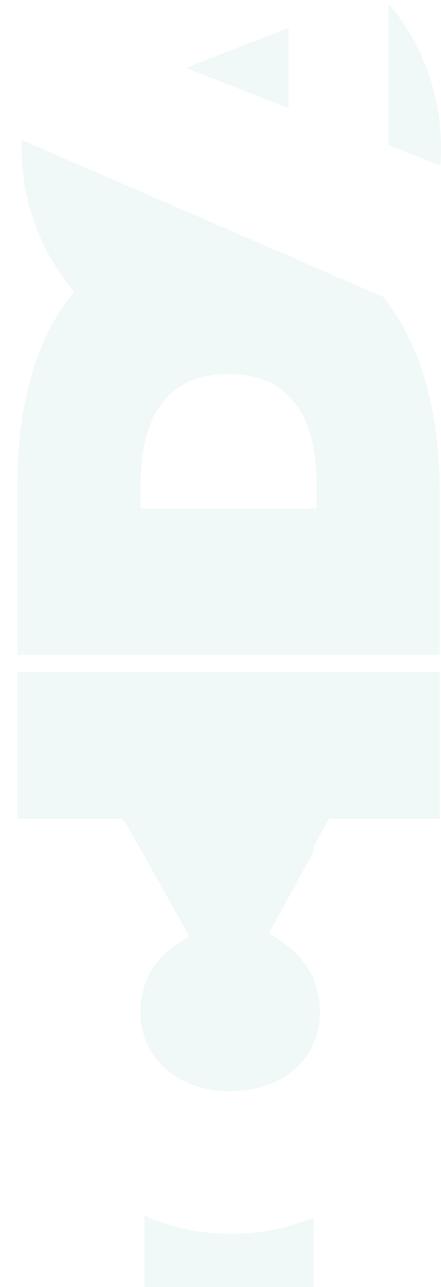
User Behavior/ Interaction with Interior Environments

BIG PICTURE TRENDS

Focus on occupants and human experience over building performance

Using big data to predict how occupants will respond to design choices

Evidence-based tools for evaluating impact of interior environments on occupants

User Behavior/Interaction with Interior Environments

Broad Implications for Interior Design

1 GREATER EMPHASIS PLACED ON PEOPLE AND THEIR SOCIAL AND PSYCHOLOGICAL NEEDS

"There is a broad cultural shift toward a healthier conscious and real estate is part of that. Developers will start to understand that built environments have greater value when health and wellness are systematically integrated."

The big trend in the built environment driving design is greater emphasis on how people experience the environment and how they behave and are rewarded as a result. While designers have long considered user needs, behaviors, and responses to the environment, the current movement is toward an even more robust set of performance criteria. New expectations are emerging that use neuroscience, technology, and big data as a backbone for creating spaces that deliver sensory, emotive, and innately rewarding (highly personalized) human experiences. Clients increasingly will be looking for expertise in proven scientific, data-driven approaches to designed environments that elevate the human experience and incorporate seamless, embedded technology. Health and wellness also is a major factor contributing to this human-centered movement.

Interior designers have the expertise aligned to human behavior and user needs and are well poised to support this wave of demand for human-centered design. It will be important for interior designers to have strong grounding in the sciences that underlie human response and behavior as well as technologies that increasingly play a role in human experience and data capture. Interior designers will also need the ability to research, analyze, and apply data and performance measurements related to human experience in new ways, while using a significantly larger scope of data points and sources. Interior designers will need to understand the dynamics of health and wellness and employ strategies that support these goals in environments that embed evolving technologies. Strategic collaboration with disciplines outside of the built environment will be important.

2 NEW TOOLS FOR EVALUATING OCCUPANT-CENTERED ENVIRONMENTS EMERGE

The capability to measure human response becomes even more robust with advances in technology. This creates more demand for data collection, management, and analysis, and also creates concerns for privacy and understanding the ethics and legality of data capture and surveillance.

New tools will emerge that seamlessly capture data and provide analytical feedback about occupants, resulting in an extraordinary amount of information available for research and performance evaluation. Significant advancements in knowledge about how humans experience a variety of environments will be made. This knowledge imparts the responsibility for interior designers to understand research and performance information and how to use it appropriately and effectively. Furthermore, interior designers should know how to use the tools for measurement in designed environments and the ethical considerations of collecting occupant-centered data. An abundance of opportunities to conduct new studies related to the built environment will be available for those who wish to pursue the research.

NEXT: BUILT ENVIRONMENT AND RELATED DISCIPLINES

User Behavior/Interaction with Interior Environments

Related Content and Learning for Interior Design Education:

A Change management and adaptability in the built environment

B Critical thinking and needs analysis

C Immersive design, i.e. technology and experiential design

D Knowledge of building systems that use or affect sensory response

E Understanding how to use big data in design solutions

F Understanding research and the ability to collect data in service to research

G Collaboration with the hard and soft sciences

H Consider dual degrees with hard and soft sciences

I Greater emphasis on undergrad research
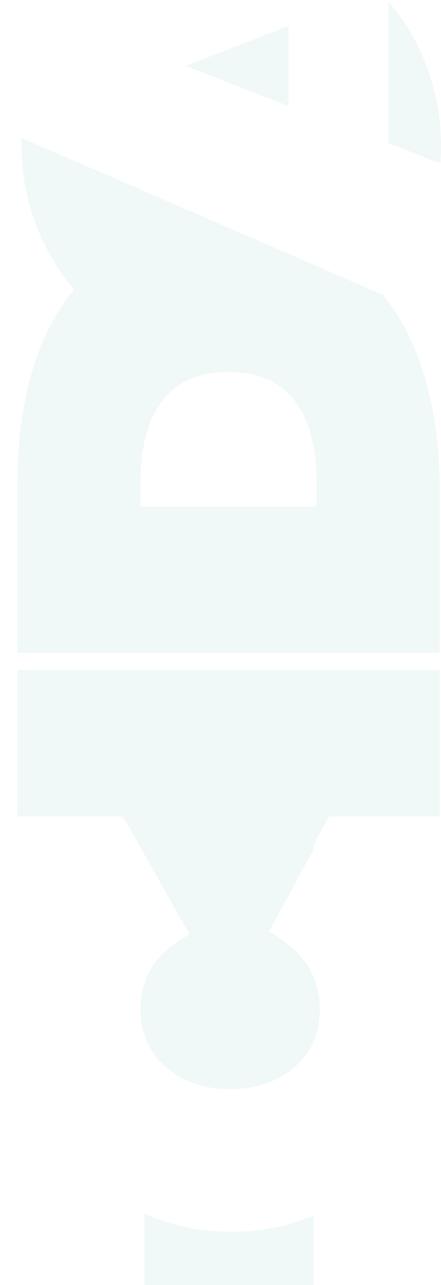
Built Environment and Related Disciplines

Responsible building is the new value-add

Tech skills will be part of future designers' toolkit

Technology integrating with all aspects of the built environment

Built Environment and Related Disciplines

Broad Implications for Interior Design

1 RESPONSIBLE BUILDING IS THE NEW VALUE-ADD IN THE BUILT ENVIRONMENT

"As the complexity of the built environment continues to evolve toward greater responsibility to the planet and society, interior designers increasingly need both specialized and general knowledge– and how to use it strategically."

Echoing trends previously reported, the built environment industry continues to move toward responsible design in terms of environmental, social, and health and wellness of occupants as core value-adds for clients. Greater emphasis is being placed on documenting the human, societal, and environmental impact of the built environment before, during, and after construction. This increases the need for interior designers to use research, be systems thinkers, and collaborate with experts outside their discipline. Having general knowledge about areas that influence society and the built environment, such as political ecology, cities and environments, international relations, environmental ethics,

science and technology, etc., will be highly valuable. Expertise in human behavior strongly correlates to this trend as well.

2 DESIGN TEAMS EXPAND

"Interior designers need to know how to interact with a multitude of specialists on teams, and how to fully integrate the contributions of all team members."

As the range of considerations in the built environment becomes more varied and complex, firms and design teams will expand into new disciplines, trades, and specializations in order to offer clients a suite of expertise. This is especially true as built-environment technology comes of age and continues to evolve at a rapid pace. Specialization will become even more prevalent and have a wider breadth and depth on design teams, including but not exclusive to advancing technologies. As emerging specialties become commonplace, design firms will increasingly include a varied scope of expertise in house versus using consultants. Designers themselves will be expected to have basic understanding of specialized content and terminology in order to collaborate with others. Integrative technologies that support collaboration will

continue to advance and require new learning and management techniques.

3 DIY, ON-LINE, AND RETAIL-BASED DESIGN SERVICES CONTINUE TO GROW

Mostly occurring in the residential design sector, the do-it-yourself industry, on-line design packages and tutorials, and retail-based services continues to grow. On the one hand, this may offer new opportunities to entrepreneurial interior designers. On the other hand, this may erode traditional, small-firm and sole practitioner residential design services. In any case, the general population continues to be attracted to design and interested in design services and materials that are both convenient and affordable. This creates opportunities and challenges for the design sector. Interior designers will continue to benefit from entrepreneurial thinking, business skills, and knowledge of consumer trends in order to leverage consumer behaviors and the evolving landscape of design products and services.

NEXT: INTERIOR DESIGN

Built Environment and Related Disciplines

Related Content and Learning for Interior Design Education:

A How technology has and continues to influence interior design

B Understanding of the range of occupants that design impacts

C Entrepreneurship

D Specializations and expertise influencing the built environment

E Evidence-based design

F Documenting and communicating value of design solutions in terms of economic and human impact

G Ecological, social, and human impacts of the built environment

H Products, materials, and methods that support human, ecological, and societal health and wellness

I Understanding consumer trends
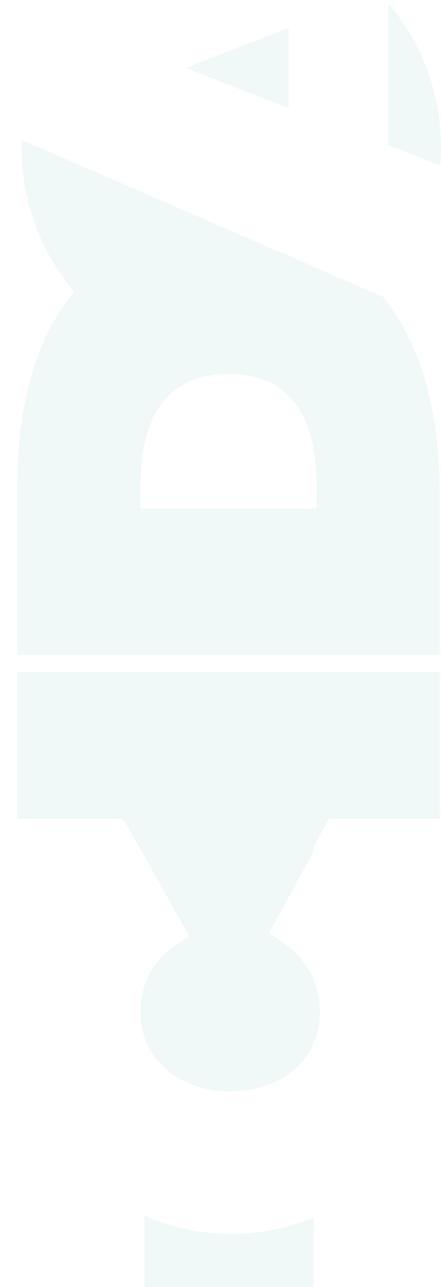
Interior Design

BIG PICTURE TRENDS

Increasing competition from non-ID services

AI and big data a potential threat to future need for some design services

Technological advances driving production innovation

Interior Design

Broad Implications for Interior Design

1 EMPLOYMENT IS UP FOR INTERIOR DESIGNERS AND THE SECTOR IS GROWING

Employment for interior designers is up 4% since 2016 and total interior firm revenues are projected to increase from 9 billion in 2016 to 12 billion in 2019 (stats from Oct. 2017 scan). This equates to increased competition to fill interior design positions and a strong likelihood that additional new providers, such as real estate and project management firms, will move into the service sector. Further, the proliferation of imagery available for providers willing to use "copy and paste" designs continues to grow. Interior design firms will need to develop strategies to maintain market share through advancing their methods and value proposition ahead of this competition. Design firms will increasingly need to document value and demonstrate expertise beyond what can be attained through other providers. The capacity to engage and leverage specialized knowledge, conduct and use research, and market and deliver original and tailored design solutions that achieve measurable return on investment for clients will be important. New graduates will likely find jobs fairly easily, but also will be expected to work long hours, which may lead to burn out. It will be important for the interior design sector to consider the long-term investment when hiring new employees and how to ensure those individuals remain engaged and professionally rewarded.

2 INTERIOR DESIGN PROFESSION AIMS FOR DIVERSITY

"The interior design profession recognizes the strength of diversity and is acting to improve its own."

More and better data is needed to track statistics in the interior design profession, but the statistics available clearly indicate a need for strategic action related to diversity. The interior design profession is recognizing that it must increase diversity and support more diversity in leadership positions. Positive steps are being taken to increase attention to this issue, and new initiatives are taking place to strengthen the profession's diversity.

As the profession continues to grow, opportunities abound to advance the cause of diversity; however, the pool of qualified and incoming practitioners could limit this potential. Interior design education is called upon specifically to increase the diversity of the pool of qualified entry-level practitioners. It has yet to be seen whether new diversity measures will be become widespread in interior design programs, but the impetus to do so is strong. The profession also is developing strategies to ensure diverse perspectives are engaged in design problem solving (beyond the diversity of the designers themselves) and enforcing specific diversity mandates on teams, in leadership and recruitment, and/or during the design process.

Diversity goals will continue to trend strongly in the interior design profession with specific mandates, policies, and initiatives becoming common place.

### 3 PRODUCT INNOVATION WELL DOCUMENTED; INTERIOR DESIGN LESS SO

"Innovation is key to the interior design profession's survival. Clients want new and original thinking that adds strategic value to their business and real estate. Why are we not talking more about documenting the value of innovative design solutions?"

It is important for interior design to communicate its impact and capacity for innovation more effectively, and champion innovative interior design beyond interior products. Documentation, data, and communication about results and client/human returns are necessary for the sector to compete effectively with a plethora of services being offered. Designers will need to know how to quantify their value beyond functionality if the profession is to thrive.

NEXT: ACKNOWLEDGMENTS

Interior Design

Related Content and Learning for Interior Design Education:

A Teach importance of diversity and inclusivity

B Exposure to leadership and leading research in design discipline

C Understanding interior design's specialized expertise in human behavior and response

D Strategic design thinking

E Intellectual property rights and issues

F Integration of sociology, anthropology, history, etc. into design problem solving

G Understanding of data gathering and analysis as it applies to human impact and demonstrating the value of interior design

H Methods of persuasive communication

I Exposure to data-driven marketing and case studies

J Threats and opportunities in the interior design profession

K Exposure to big picture trends influencing the profession's future, such as technology, innovation, inclusivity, and health and wellness
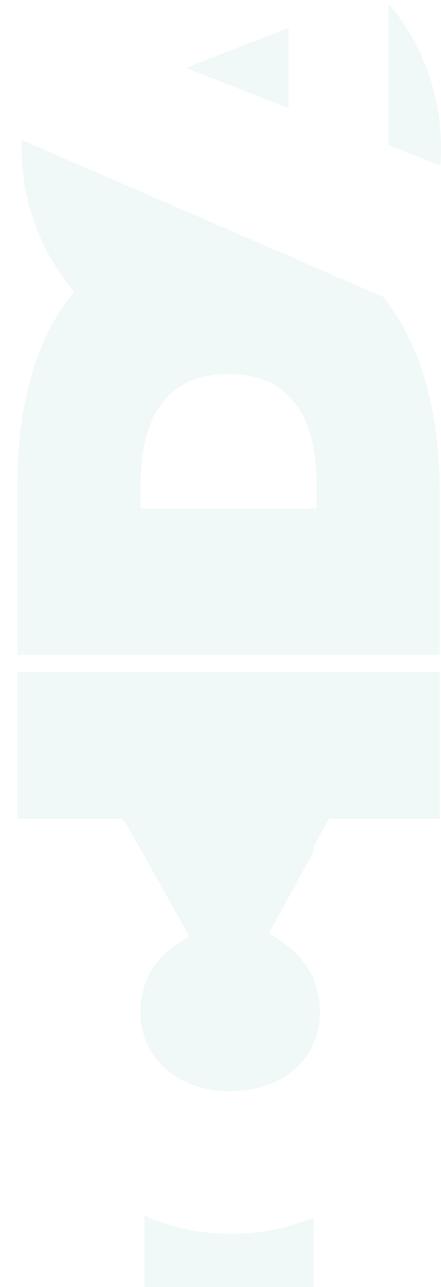
Acknowledgments

CIDA thanks the Board of Directors, Standards Committee, and guest speakers for their contributions.

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