

Interior Design's View of Sustainability

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Living in a world where people have become more worried about the environment, whether as a moral obligation or as a trend, the sustainability debates have risen in popularity over the last few years. It would be remiss not to mention one of the environmental activists, Greta Thunberg, who is well-known for urging world leaders to act immediately on climate change.

Whether they agree with her or not, businesses have begun to pay increased attention to this fact. They are either worried about the future or are simply terrified of being criticised by the rest of the world. Hard to interpret!

Since this problem began to be considered as a key global issue, some businesses have profited by claiming to be **GREEN**, whereas in fact there is a **GREENWASHING** approach that entails addressing ecological concerns in order to develop an environmentally responsible brand image. Nonetheless, numerous industries truly express concerns about this global situation.

What do we know about sustainability in interior design, an industry that still relies on non-renewable resources to create each home's or office's comfort? What do specialists have to say about this?

According to Kjell Anderson, Director of Sustainable Design at LMN Architects in Seattle with over two decades of experience in sustainable design, consumers are renovating their interiors at a much higher rate than ever recorded previously, and each renovation has its own set of consequences. When the A&D and construction industries are merged, they have the same climate-changing effect as the oil sector. That is a big imprint, for which individuals must assume responsibility.

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References

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Why is sustainable interior design important?

According to the Environmental Protection Agency (EPA), Americans spend nearly 90% of their time indoors, where the dosages of certain contaminants and impurities are frequently two to five times those found outside. And this fact was confirmed in 1987.

Sustainable strategies in interiors are aimed at creating truly inspirational spaces while also working to improve quality of indoor air and minimising the environmental impact of interior design processes. This requires designers to make ethical interior design decisions and to incorporate environmental considerations into their work, as interiors and the environment are inextricably linked. Now, interior designers have a multitude of options for creating a sustainable space, from the use of rainwater to supplement water waste to the use of a variety of sustainable materials such as bamboo, jute, felt, recycled steel, plant-based polyurethane rigid foam (for isolation and furniture), straw bales, and reclaimed wood, among others.

Thus, numerous interior design studios have approached the green trend in response to the broader public interest in sustainability. According to the United States Interior Design Monitor and Statista 2020, there is a noticeable tendency toward sustainability, as evidenced by the high ranking of natural elements / biomaterials (67%) and eco-chic / upcycling (56%), as well as the fact that 35% of survey respondents cited nature as an inspiration for their interior design style.

What to expect in the coming years is unknown, but the continued depletion of natural resources, especially the current energy crisis, will undoubtedly increase demand for sustainable projects on the architectural and design markets.