

INTERIOR METHOD PROJECT IN BRAZIL

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1. Context

The project as an impression of an idea not yet implemented, is not exclusive to professionals in the field of bi and three-dimensional creations, it is usually exercised in the most varied fields of knowledge, mainly by architects, designers and engineers. In this paper a cut is made to deal with aspects of the design process related to the interior design activity in the residential segment.

It is an activity with considerable recognition in society, which goes through a process of affirmation, although there is a considerable sum of professionals working in the market. In Brazil and in various parts of the world, the practice of interior design has invariably been practiced by architects, designers and interior designers.

In these aspects where a professional activity is freely exercised by professionals with distinct formations, it is natural that there are conflicts of the most varied orders such as: training, work methods, title of the final activity and even the nomenclature itself that baptizes the profession.

In April 2016 the PhD thesis *Method of Interior Design*, proposed to answer two central questions: (1) The professionals of D.I. Do you use any methodology to carry out your projects? If they do, do the methodological techniques they use meet the needs required by users in the design of interior design projects in the residential segment? (2) Do interior design professionals have ergonomic knowledge to design their projects? And how do the

ergonomics principles of the built environment by interior design methods, positively contributing to process improvement, to meet the needs of residential users with fully satisfactory solutions?

In this paper the main steps of the research will be described, theoretical basis, the methodological course adopted, the results obtained and the elaboration of a design method for the interior architecture project.

2. Method

The research investigated the way D.I professionals¹ worked. during the execution of their projects and the result of these in relation to the users. A careful methodological investigation course was planned (descriptive research) that was applied in three stages: **Stage I** - preliminary of the inquiry (unstructured interview); **Stage II** - interview with the professionals of D.I (pre-test and definitive questionnaire); **Stage III** - query with users.

The interview strategies were performed through interviews, questionnaire preparation, pre-test and application of the definitive questionnaire to professionals and users. We interviewed 85 professionals who work in the interior design market and 32 users who contracted the services of these professionals and implemented the planned projects.

3. Results

It was verified that the professional's ability and experience are essential to detect the clients' real

¹ To allow better fluidity of the text, the expression "D.I professionals" will be used throughout the entire work. to designate the professionals who carry out the activity of

interior design, with the appropriate formations: architects and urbanists, designers (of product) and interior designers.

needs, regardless of the method used, as well as the fact that "technical attributes of the activity, allied to professional experience and some personal skills contribute significantly to an "accurate feeling".

It was observed the absence of systematic records in the stage of data collection of the client, which contributes to the appearance of gaps in the execution of the action.

It was verified that the main (almost unique) technique used is the informal conversation (open interview) with the purpose of extracting from the users the needs for the project. Other techniques that contribute to the qualification of the information are carried out, such as the technical visit with survey of measures in the place and photographic registry of the environment.

There was a significant lack of systematization of the ergonomics processes, which the respondents claim to know and use, considering that the assertions on the use of ergonomics pointed out by the professionals are mostly based on open interview techniques such as conversations informal - from the beginning of the process, through the investigation of needs, to the assessment phase. It was also found that there is emphasis on the ergonomics aspects only in the initial phase of the project, neglecting, in most cases, the task analysis, the implementation phase and the validation. These observations contribute to the conclusion that there is a fragility in the discourse and practice of the real ergonomic aspects that permeate interior design.

The final result of the research is an organized design method with structured stages and steps, since there is a need to systematize the execution of the interior design process, and despite the existing methods, studies in this field are scarce. Therefore, it is proposed a fusion between an organized structure in phases commonly used in the activity of interior design and some aspects of the design methods of architecture and design, considering the fundamental principles of the ergonomics of the built environment.

It was found that in general the design process of D.I. are not very systematic, since, as observed in the two inquiries, there are large revisions of the project, causing several adjustments in the work. It was verified that by using their own methods and performing some techniques, such as informal conversation, drawing (sketch) to deal with adversities in the understanding of the design process, and also to meet users' needs, professionals count substantially with the professional experience (feeling) and the ability conquered over the years of the exercise of the activity.

4. Conclusion

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In view of the identified facts, a methodology of interior design was proposed: systematized; with processes focused on the user; more robust methodological tools - that better identify users' needs and adversities during project execution; verification of user satisfaction. Sequences are logically executed according to the practical execution of the project, but there are spaces for revision if there are non-conformities along the way.

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