ASID 2020 Interior Design

RESILIENCY REPORT

AMERICAN SOCIETY OF INTERIOR DESIGNERS
RESEARCH

IN PARTNERSHIP WITH

Benjamin Moore

COSENTINO

MEDIA SPONSOR

EMERALD

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EXECUTIVE SUMMARY

The interior design community is composed of creative problem-solvers that place people's health, safety and well-being at the heart of their work. Design projects often come with challenges, both foreseen and unforeseen, and the profession has embraced this as part of the creative problem-solving process—adapting to the changes, prioritizing needs, making informed decisions through evidence-based design and using the challenges as opportunities to apply greater creativity. The interior design community, including design practitioners, project/team managers, educators, industry partners, strategists, etc., exercise resilience on a daily basis navigating through project challenges, client demands and rapid changes in the world.

The coronavirus pandemic has been, and continues to be, a major crisis to our health and livelihood. We have all been impacted by the pandemic in varying degrees, with disruptions to how we live, work, play, learn and heal. The interior design community is not exempt from the impact of the pandemic and has persisted through the unprecedented challenges that erupted. The pandemic has elevated the importance of health and wellness in the built environment and how design plays a critical role in our lives. As we respond to the essential needs of the public, we also take the time to introspect and review our industry and profession regarding its resilience and future.

The American Society of Interior Designers (ASID) Resiliency Report is a study conducted in partnership with **Cosentino**, **Benjamin Moore** and **Emerald** to further investigate interior design resilience by examining the impact of the pandemic, the response from the interior design community and the changes necessary in design to move forward.

Here are a few key takeaways from the report:

We have strong foundations and we need to continue to build and provide support.

Although we were impacted by the pandemic in multiple ways, we have persevered and are being sought for our expertise in design focused on health, safety and well-being. This research shows several signs of industry resilience powered by professionals, businesses and organizations coming together collectively. Moving forward we need to further empower our creative talent to navigate through continuing challenges.

We are open to change and we need to rethink, reconnect and reinvent for a better future.

As creative problem-solvers we adjust to changes, adapt to challenges and attend to crises. This research shows that we have identified some areas for change and continue to evaluate more as we move towards a future that focuses on demonstrating the positive impact design has on our lives. Moving forward we need to connect with others within and beyond our network to share and build knowledge.

We are people-focused and we need to continue to practice with empathy and build trust.

Whether it be our clients, colleagues, contractors, collaborators, etc., we establish solid relationships to create the best and most thoughtful solutions. This research shows the significance and increased recognition of our work as we place people and their experiences first. Moving forward we need to advocate for the value of design as we place health and well-being at the forefront.

INTRODUCTION

The coronavirus that has swept the world since the end of 2019 (COVID-19), and has continued to take the lives of many around the globe, has impacted us all. We continue to learn more about this novel virus as experts rush to find a vaccine. This global pandemic has brought numerous issues to the surface highlighting how all our lives are woven together, but also how disordered we can become.

The pandemic also emphasized the importance of a well-designed environment. The role of interior design is critical in providing healthy, safe and better spaces for all. People are impacted by design in multiple ways, and interior design professionals strive to enhance one's quality of life through applying design practices.

As the pandemic made its impact, interior design professionals worked diligently to better understand the virus, identifying key considerations for immediate, intermediate and long-term design solutions and sharing resources. The interior design community came together to discuss the impact and response through webinars, virtual conferences, virtual roundtables, etc. and published materials to learn from each other. For example, we published articles relevant to COVID-19 on dedicated webpages (e.g. CannonDesign's **COVID-19 Updates**, Gensler's **Dialogue blog discussing how design responds to a changing world**, HOK's **COVID-19: Design for Change**, Little's **Explore**, etc.), research reports focused on specific topics (e.g. HKS, Inc.'s **Reboot Readiness**), white papers shared insights uncovered from research (e.g. Perkins Eastman's **Work/Life Re-Imagined – Highlights**), guidelines listed for the return (e.g. Perkins and Will's **Road Map for Return**), etc.[1] In conversations, the interior design community agrees that we cannot conquer this alone and need to work collectively when possible.

> "Interior design is a distinct profession with specialized knowledge applied to the planning and design of interior environments that promote health, safety, and welfare while supporting and enhancing the human experience.[2]

[1] Sample list of resources only. More resources from the interior design industry are available from various organizations/institutions

[2] Council for Interior Design Qualification. (n.d.). *Definition of interior design*. Council for Interior Design Qualification. Retrieved September 4, 2020, from https://www.cidq.org/definition-of-interior-design

The American Society of Interior Designers (ASID) has been tracking the impact of COVID-19 on the interior design community through **pulse surveys** and has continued to find signs of resilience among the industry and profession. As one of the 19 founding signatories for the Building Industry Statement on Resilience[3], resilience has been a pillar for the organization. Resilience – the ability to prepare and plan for, absorb, recover from, and more successfully adapt to adverse events – is essential for not only the buildings and spaces we design to withstand natural disasters, but also in support for the people we design the space for (personal resilience) and among the community that we design the space with (industry resilience) as we move forward.

ASID initiated discussions on resilience with design practitioners and industry partners and embarked on a research project to further investigate interior design resilience in partnership with **Cosentino, Benjamin Moore** and **Emerald**. The purpose of this research study is to examine attributes of interior design professionals, their experiences during the pandemic and expected changes in the design of the built environment. This study seeks to identify issues interior design businesses and professionals face during major disruptions (i.e. COVID-19 pandemic), track changes implemented in the industry, test the viability of industry-wide changes and demonstrate the value of design. This study is intended to be conducted in multiple phases, with this being the first.

Core research questions asked in this study are:

- How resilient is the interior design community?
- How was the interior design community impacted by the pandemic?
- How did the interior design community respond to the pandemic?
- How prepared was the interior design community for the pandemic?
- What changes are needed in the interior design industry and profession?

Main hypotheses tested in this study are:

- The interior design community exemplified signs of industry, business and personal resilience.
- The impact of COVID-19 was experienced across the interior design community, with no differences among region, firm size and career stage (i.e. years of experience).
- The interior design community is agile when responding to change.
- The interior design community is well prepared for changes.
- The interior design community can identify areas of change necessary for the industry and profession to advance.

[3] American Institute of Architects & National Institute of Building Sciences (2016). Preparing to thrive: The building industry statement on resilience. http://content.aia.org/sites/default/files/2016-05/Res-StatementOnResilience_2.pdf

ASID developed a survey based on the research questions and hypotheses and deployed this survey throughout the industry.[4] Topics included in the survey are:

- General Perceptions
- Health & Well-being
- Changes in Work
- Expected Changes in Design
- Personal Resilience Scale
- Demographic & Firmographic Information

ASID gathered a sample of interior design specialists varying in professional role, firm size, career stage and practice area and conducted focus group discussions. Focus group questions included:

- What has been your experience during COVID-19 and what signs of industry resilience have you seen so far?
- What changes, if any, do you anticipate for the future of design?
- What are key considerations that the interior design community needs to be mindful of at this time?
- How do these changes impact interior design business?
- What product innovations and/or process efficiencies are needed?
- What can we do to improve industry resilience?

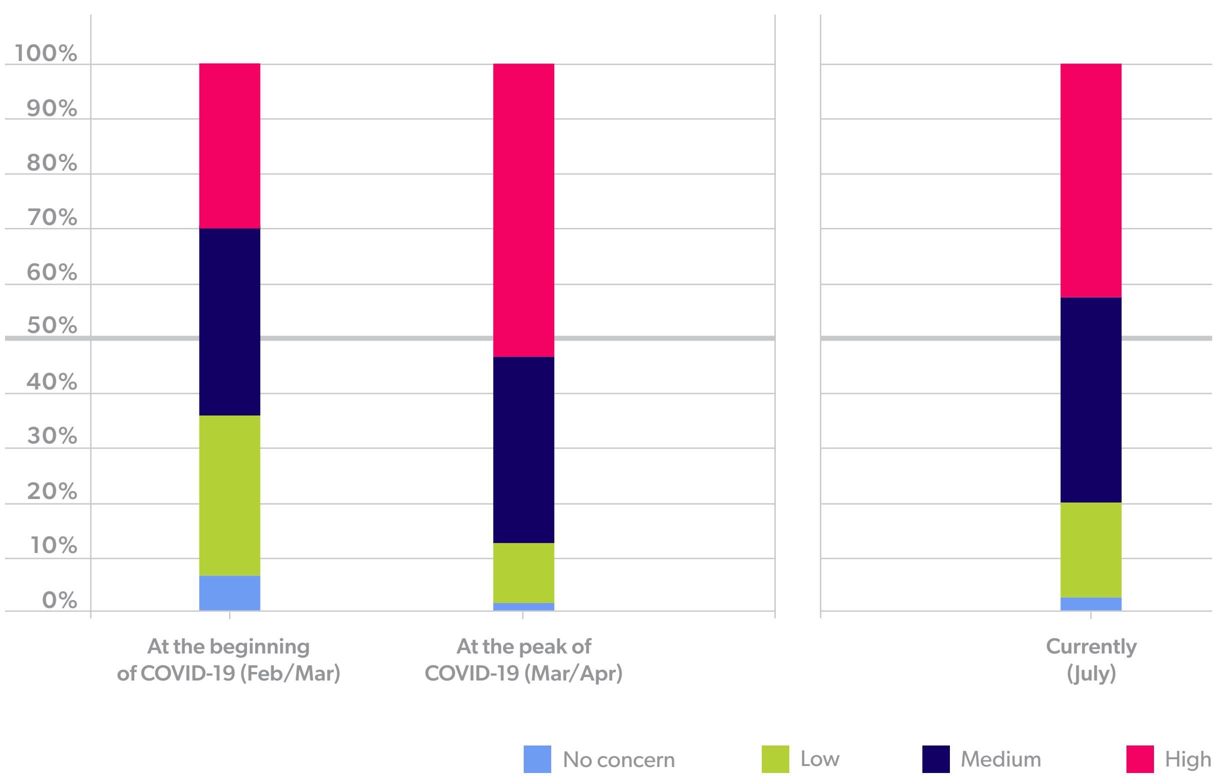
This report includes key findings that emerged from the survey (data analyzed using statistical software[5]) and focus group discussions. It is organized by the interior design community's impact and response from COVID-19 with an overall resiliency assessment. The report offers direction for the interior design community to move forward as a collective to build resilience.

[4] See the Appendix for more details on the research process and survey sample characteristics.
[5] See the Appendix for more details on the data analysis process.

IMPACT

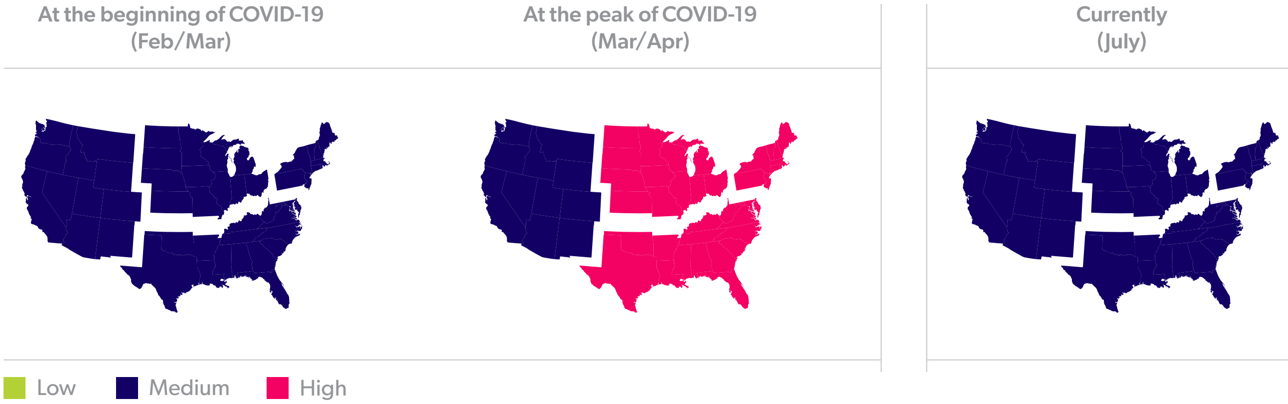
The impact of COVID-19 to date overall has been grave, taking a toll on many areas including, but not limited to, public health, the economy, business, education, services, processes, interactions and mental health. The past nine months (since the first case of COVID-19 in the world) have been a roller coaster ride for all of us. General concern due to the impact of COVID-19 eased somewhat since its initial peak (March-April 2020), however, the majority of the interior design community still expresses high concerns (as measured in July 2020). Concerns were similar across different firm sizes, years of experience and region at the beginning, peak and current. Furloughed and unemployed participants expressed significantly higher concerns in July 2020 compared to full-time** and semi-retired/retired professionals*.

LEVEL OF CONCERN

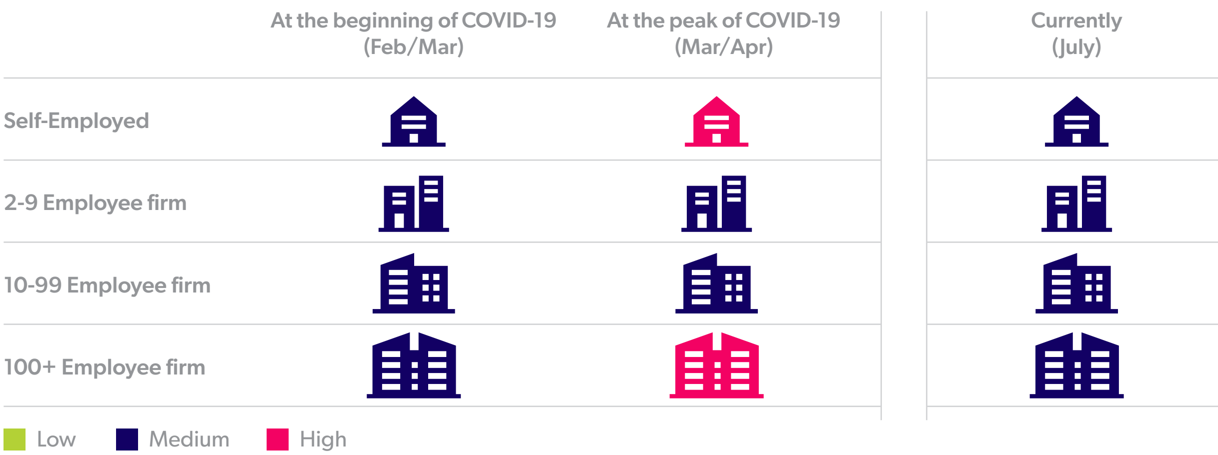


Statistical significance is reported at the $p < 0.05$ level (*) and at the $p < 0.01$ level (**).

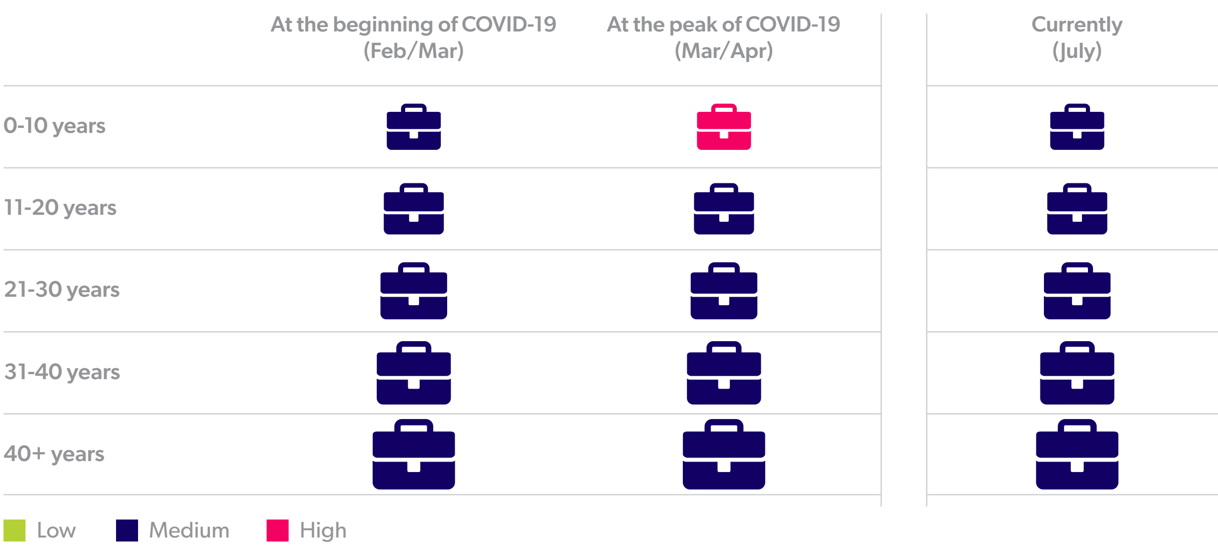
LEVEL OF CONCERN (MEDIAN): REGION



LEVEL OF CONCERN (MEDIAN): FIRM SIZE



LEVEL OF CONCERN (MEDIAN): YEARS OF EXPERIENCE



Here are key summary points on the impact of the interior design community that emerged from the data:

WE HAVE ALL BEEN IMPACTED BY THE PANDEMIC.

Regardless of age, gender, status, location, firm, experience, etc., everyone has been affected by COVID-19.

- All respondents reported some level of impact on at least one of the five areas (life in general, country/city, firm, interior design industry/business, interior design education).

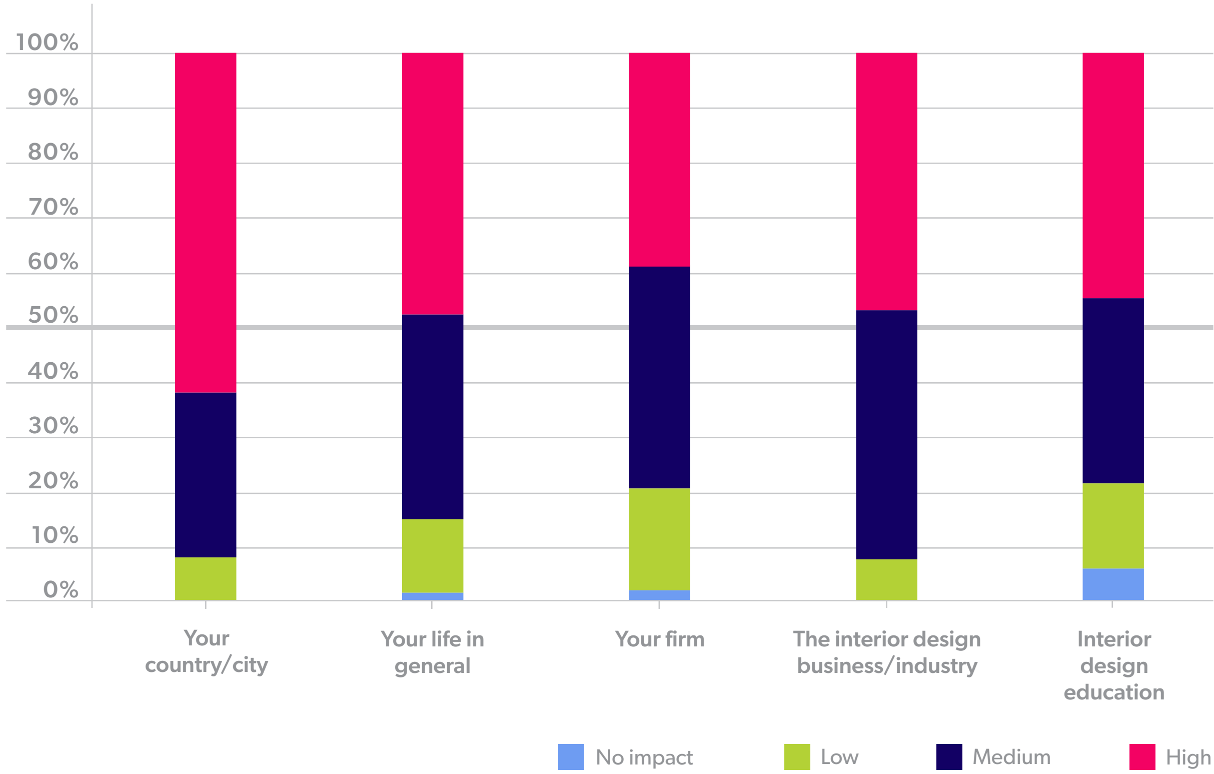
WE PERCEIVE THE IMPACT AS A COLLECTIVE AND SHARED EXPERIENCE.

Some patterns in these experiences emerged from group characteristics (e.g., practice area, firm size, etc.).

- Overall low variance and skewness among responses to the set of questions on level of impact indicate general agreement among the interior design community. Perceived level of impact in each area was slightly different.
- Professionals in commercial practice areas and in interior design education reported higher averages in the level of impact on life in general compared to those in residential practice areas.
- Professionals employed in large firms (100+ employees) perceived COVID-19 as having a significantly higher impact on the interior design industry/business*, personal life* and their firm** compared to professionals employed in other firm sizes.

Statistical significance is reported at the $p < 0.05$ level (*) and at the $p < 0.01$ level (**).

LEVEL OF IMPACT



WE PERCEIVE THE IMPACT AS INTERCONNECTED WITH OUR PERSONAL AND PROFESSIONAL LIVES.

Our lives are multifaceted and intricately woven with the external and larger society. Our social well-being was lowest during this time of physical distancing, and we experienced burnout, which relates to our overall well-being.

- Overall self-reported well-being ratings (average of physical, mental and social well-being) were correlated with impact on life in general**, firm** and interior design business/industry*. Those that reported higher well-being perceived a lower level of impact in these three areas.

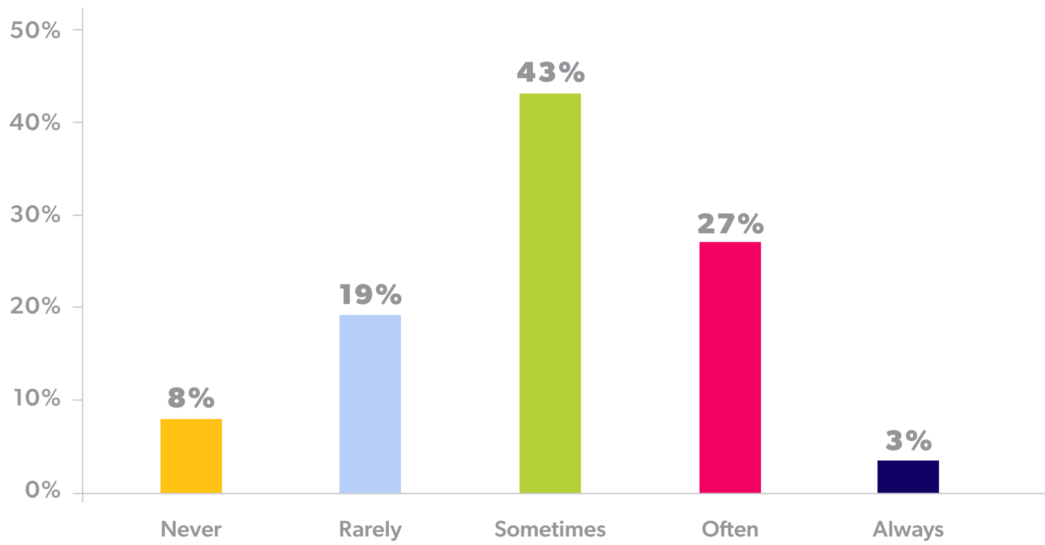
- Well-being ratings were mostly in the mid-to-high level: on a scale from 1 to 10, the average for physical well-being is 8.0, mental well-being is 7.4 and social well-being 6.5.
- Well-being ratings were highly correlated with burnout. Those reporting lower scores in physical**, mental** and social** well-being recorded a higher frequency in burnout.
- Decreased physical activity* was more prevalent among those reporting higher frequency in burnout.

WELL-BEING RATINGS

well-being ratings were highly correlated with **burnout**

Statistical significance is reported at the $p < 0.05$ level (*) and at the $p < 0.01$ level (**).

BURNOUT FREQUENCY



73%
reported experiencing
burnout
in some frequency

WE EXPERIENCE THE IMPACT IN DIFFERENT AREAS AND TO DIFFERENT DEGREES.

Although we have all been impacted by the pandemic and have some shared experiences, each experience is unique in its detail and effect.

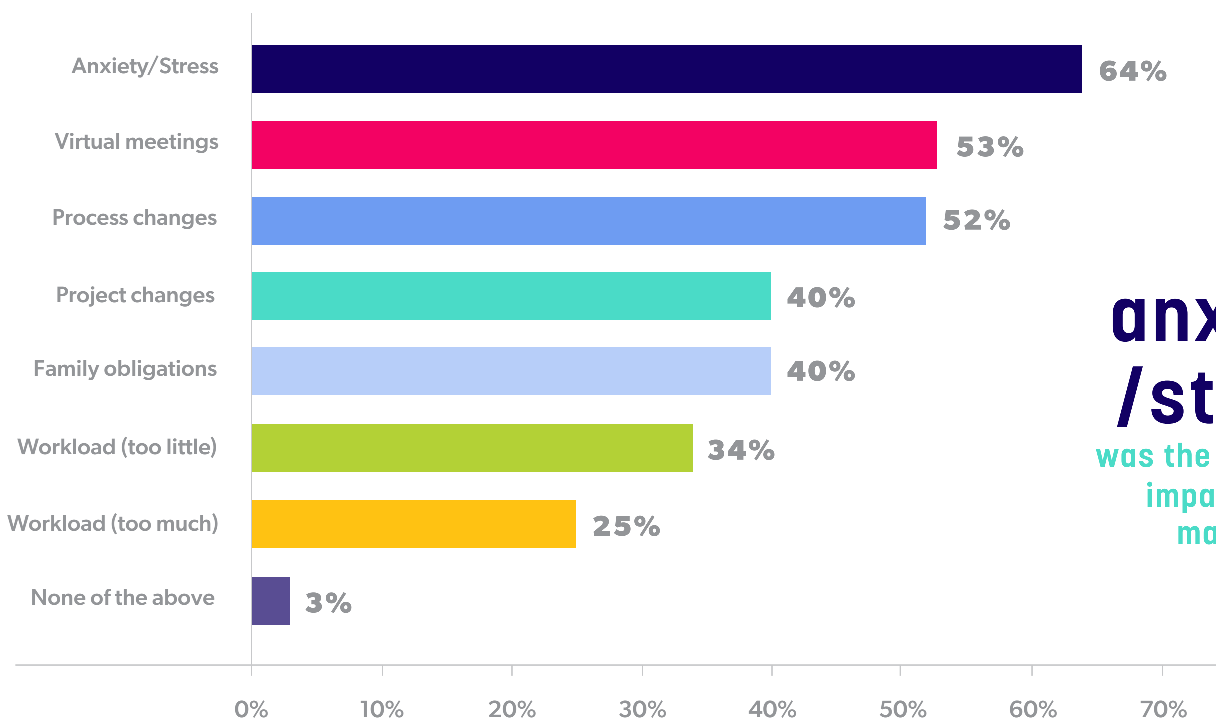
WORK STATUS & BENEFITS

- More than half (54%) of current full-time and part-time employees indicated no change in work status and benefits.
- Pay cuts were the most common change in work status and benefits reported (27%) and were more prevalent in large firms (100+ employees; 42% reported receiving pay cuts).
- 6% of survey respondents reported their current employment status as being furloughed or unemployed. An additional 7% of current full-time and part-time employees indicated experiencing furlough and 8% experiencing unemployment sometime during the pandemic. Half of those that experienced furlough/unemployment (past or current) are self-employed, 34% had 0 to 10 years of experience and 25% had 11 to 20 years of experience.

WORKLOAD

- About half (47%) of full-time and part-time employees reported a decrease in work hours (most prevalent among self-employed) and 29% reported an increase. Firm employees had a significantly higher tendency for increased work hours**.
- Increased work hours were related to higher frequency in burnout*.
- Anxiety/Stress was the top factor impacting time management (64%), followed by virtual meetings (53%) and process changes (52%). Process changes were more common among those employed in large firms.

TIME MANAGEMENT IMPACT FACTORS



Note: multiple selection possible.

anxiety /stress was the top factor impacting time management

WELL-BEING

- Firm size is a factor related to well-being** and burnout**. Employees from larger firms had the tendency for reporting lower well-being ratings and higher frequency in burnout.*
- Professionals in commercial practice areas reported, on average, lower physical, mental and social well-being ratings compared to those in residential.

Statistical significance is reported at the $p < 0.05$ level (*) and at the $p < 0.01$ level (**).

WE ARE IMPACTED BY OTHER INDUSTRIES.

Interior design is related to a multitude of other industries. Our practice and projects can be directly and/or indirectly impacted. Focus group participants commented that they needed to consider additional factors (e.g., lead time, product availability, business viability, etc.) during the design process to navigate through economic/business instabilities.

THE TOP THREE IMPACTED INDUSTRIES IDENTIFIED WERE:

- travel
- hospitality
- conferences /tradeshows

General consensus identified entertainment and retail as industries that were also impacted, but some groups had education or healthcare on their top five list.

> "Some of the priorities we see right now are affected by material and product availability. The rate of manufacturing in the U.S. and worldwide could impact the cost of things as demand grows higher.
>
> **SARAH COLANDRO, FASID, IIDA, NCIDQ**
> PRINCIPAL, DIRECTOR OF INTERIOR DESIGN, AECOM

RESPONSE

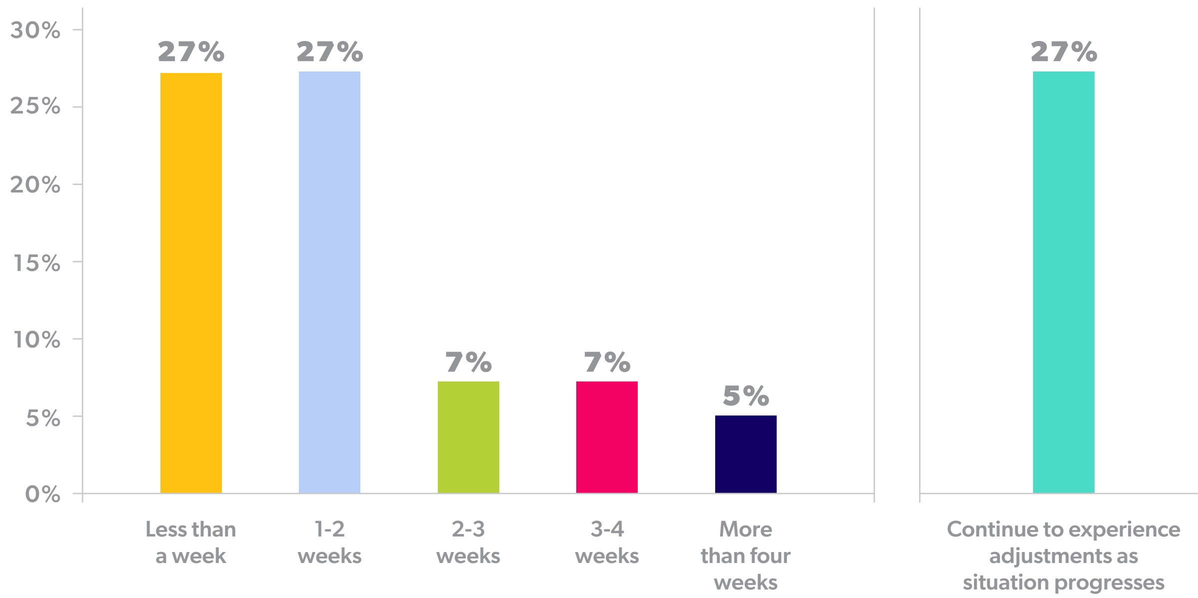
WE MADE NECESSARY CHANGES AND ADJUSTMENTS.

The pandemic forced us all to make changes in our lives. We transitioned from work to home and had to make adjustments. Changes were focused on technology, infrastructure, resources and support. Focus group participants commented on different degrees of preparedness – some had a seamless transition while others had some kinks to solve that took a couple of weeks to figure out. Overall, this became an experiment to test out widespread remote work, creating new habits that would be good to carry over (e.g., increased focus, collaboration, sharing, etc.). We had to guide clients through the process of learning how to think through changes for the immediate, intermediate and long-term, while also juggling challenges in virtually communicating the physicality of design. With changes in how we work and communicate with clients, we need to think through changes in how we do business.

WORKPLACE

- The majority of the interior design community (69%) worked from home during COVID-19 (55% transitioned, while 14% had been working from a home office prior to the pandemic). A quarter (25%) made changes to operations/policies.
- Among those that experienced a change in their work location, more than half (54%) reported taking less than two weeks to adjust to their COVID-19 work environment. More than a quarter (27%) indicated continuing to experience adjustments as the situation progressed.
- Over a third that transitioned to work from home have not returned to their pre-COVID-19 workplace (31% still assessing, 5% have date of return announced).
- Top factors considered in the decision for returning to the pre-COVID workplace among business leaders with employees are state orders and reopening schedules (58%), business operations (52%) and work efficiencies and access to resources (both 48%).

WORK ADJUSTMENT LENGTH



CLIENT ENGAGEMENT

- Client engagement activities that were impacted included client meetings (86%), site visits (73%), showroom/store visits (70%), tradeshow attendance (55%) and project walk-throughs (45%). These are also the top areas that were identified as needing improvement moving forward.
- Large firms experienced changes in project teams and identified this as an area for improvement post-COVID-19.

BUSINESS OPERATIONS

- Almost half (48%) of business leaders (including self-employed) reported making changes to business strategies and 34% made changes to marketing strategies.
- Major changes in business operations are expected in marketing and branding.

WE PRACTICED HEALTH AND SAFETY ON-SITE.

Construction was considered an essential business by some states during shutdowns. During these times and thereafter, interior design professionals have taken the appropriate measures—prepared additional documentation, provided education for construction/installation crews, supplied PPE on-site, had conversations with clients on safety, practiced physical/social distancing, etc.

> We were very sensitive to the way our clients wanted to be treated during this time. And that was our number one concern when moving forward.
>
> **EMILY CASTLE, ASID**
> OWNER & PRINCIPAL INTERIOR DESIGNER, CASTLE DESIGN

WE PUSHED OUT OF OUR TYPICAL BOUNDARIES AND REACHED OUT TO A LARGER NETWORK.

With the world affected by the pandemic and with a greater awareness of the role of the built environment in health, client needs changed and professionals pivoted their services and/or diversified them to accommodate new requests. Focus group participants mentioned contacting clients and checking in with them personally, in many cases resulting in referrals. Several firms immediately created task forces to help clients in need by providing consultation services and educational resources. The pandemic also "forced" the need to research other products and materials.

WE COLLABORATED WITH OTHER INDUSTRIES TO ENHANCE DESIGN SOLUTIONS.

Focus group participants from large firms in particular had mentioned including medical experts, HVAC engineers and industrial hygienists in project teams. Some partnered with product developers in creating innovative solutions.

> “We set up a peer group among our clients that created a safe environment to discuss how they have been addressing COVID issues unique to their industry and their mission. They have been excited to share ideas and strategies with each other in real time. And because they are all in the same business, they feel this knowledge will help them be more confident in their decision making and in making a business case for trying new things.
>
> **LEIGH STRINGER, LEED AP**
> MANAGING PRINCIPAL, EYP ARCHITECTURE & ENGINEERING

WE CAME TOGETHER TO LEARN AS A COLLECTIVE.

With the abundant content streaming online, we tried to better understand the virus, its impact and how design could respond. We gathered necessary information, accessed continuing education opportunities and shared with others.

> “We’ve been working across all of our markets and sharing insights, which has really been exciting to see. That candor, that sharing, learning from each other, from other colleagues in other firms, it just seems like there’s a lot more collegiality and less kind of keeping trade secrets close to the vest.
>
> **DAVID EUSCHER, ASID, IIDA, ASSOC. AIA, RID, WELL AP**
> VICE PRESIDENT, INTERIOR DESIGN STUDIO LEADER, CORGAN

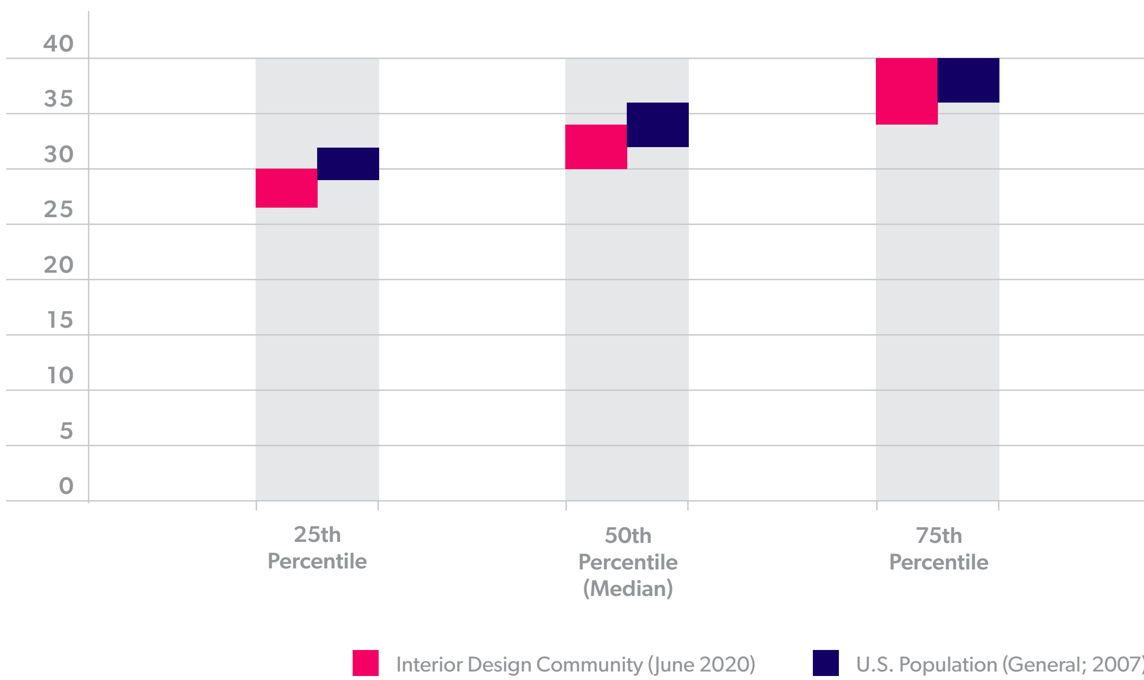
ASSESSMENT

WE HAVE FACED CHALLENGES FROM THE PANDEMIC.

We have been exposed to distress from COVID-19 and show a resulting impact on personal resilience compared to general conditions. However, our resilience is still higher than other populations that have experienced trauma.

- Personal resilience scores measured during the pandemic (answered according to application in June 2020) using a psychometrically valid test[6] are lower than the population score during "normal" situations.[7]
- The average for the interior design community's personal resilience scores during COVID-19 (M=30.3, SD=5.6) is slightly higher than the average measured among police officers post-Hurricane Katrina[8] (M=29.9, SD=6.3).[9]

PERSONAL RESILIENCE



[6] Connor-Davidson Resilience Scale (CD-RISC) 10-item version was included in the survey with permission. Further information about the scale and terms of use can be found at www.cd-risc.com. Copyright © 2001, 2018 by Kathryn M. Connor, M.D., and Jonathan R.T. Davidson. M.D. This version of the scale was developed as a work made for hire by Laura Campbell-Sills, Ph.D., and Murray B. Stein, M.D.

[7] Campbell-Sills, L., & Stein, M. B. (2007). Psychometric analysis and refinement of the Connor-Davidson Resilience Scale (CD-RISC): Validation of a 10-item measure of resilience. Journal of Traumatic Stress, 20(6), 1019–1028. https://doi.org/10.1002/jts.20271

[8] Most comparable population available. For other population comparisons, please review the CD-RISC user guide.

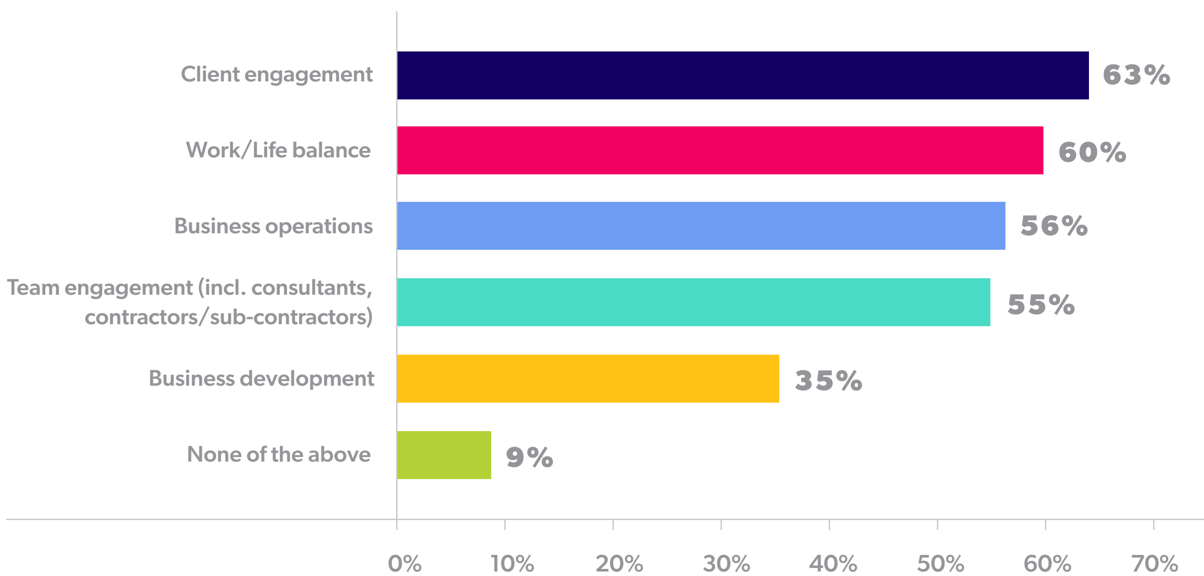
[9] McCanlies, E. C., Mnatsakanova, A., Andrew, M. E., Burchfiel, C. M., & Violanti, J. M. (2014). Positive psychological factors are associated with lower PTSD symptoms among police officers: post Hurricane Katrina. Stress and health : journal of the International Society for the Investigation of Stress, 30(5), 405–415. https://doi.org/10.1002/smi.2615

WE FEEL BETTER PREPARED.

After much turmoil that continues to be present, we are working through the disruption and its challenges. From this, we feel more confident in adapting to the next normal.

- Client engagement is the most well prepared area of business to adapt to post-COVID-19 (63%), closely followed by work/life balance (60%). More than half of the interior design community indicated being well prepared in business operations (56%) and team engagement (55%).

BUSINESS PREPAREDNESS



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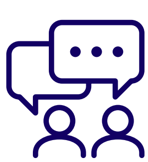


client engagement
is the most well prepared area of business to adapt to post-COVID-19

WE HAVE AREAS THAT WE NEED TO IMPROVE.

We can further develop areas that were identified for improvement and/or better prepare ourselves in areas that we have little or no control over. The pandemic has taught us valuable lessons that we can apply in our work, especially as we learn that we cannot do this alone and need to work with others in order to be successful.

- Professionals that reported lower ratings on workplace preparedness had a higher tendency to report higher levels of impact on their firm**, on life in general** and on their country/city*.
- Consumer/client confidence, employee health and U.S. economy were ranked as top factors that are most important for a business to return to pre-COVID performance according to business leaders.

business development

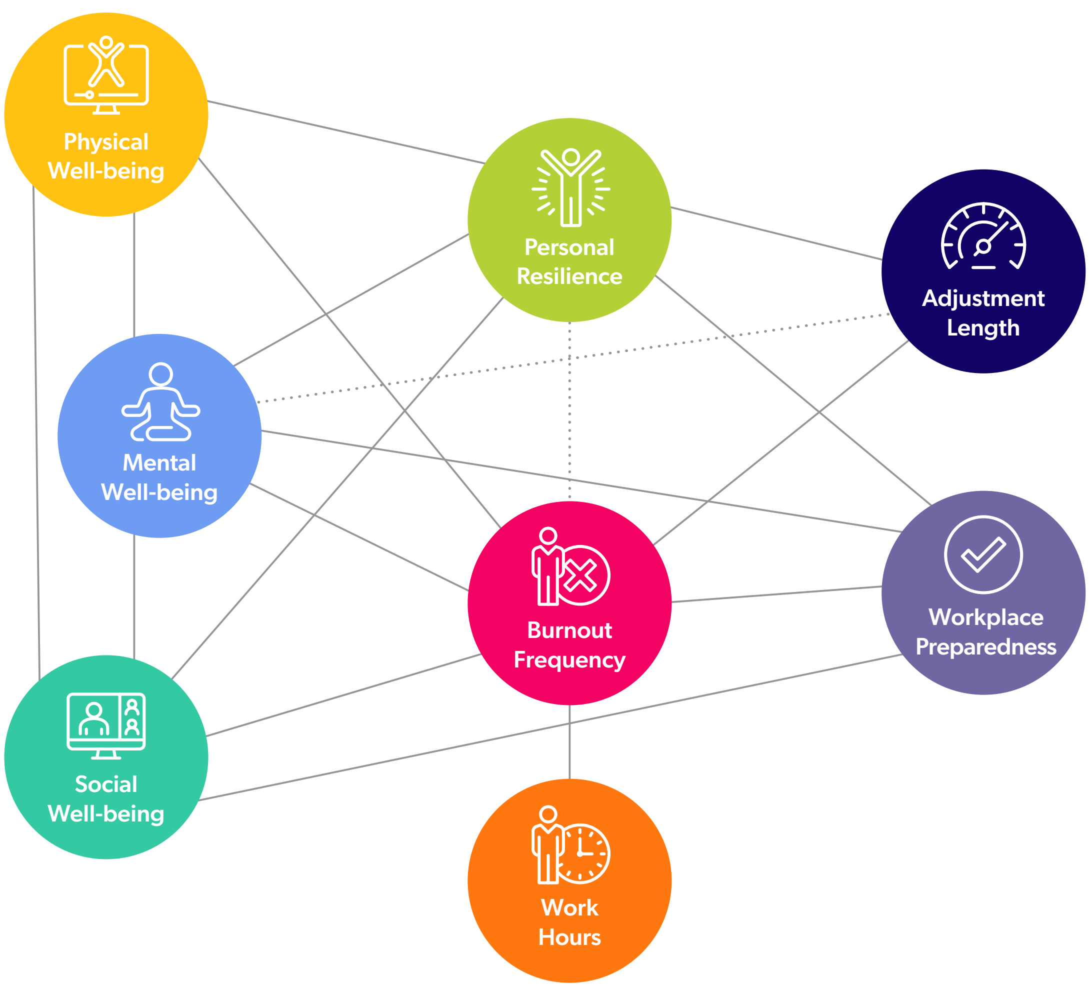
is the least well prepared area of business to adapt to post-COVID-19

Statistical significance is reported at the $p < 0.05$ level (*) and at the $p < 0.01$ level (**).

WE CAN BETTER PREPARE OURSELVES FOR FUTURE DISRUPTION.

We need a supportive environment so that we can prepare our workplaces to be agile and test out scenarios to "future-proof" moving forward.

- Shorter adjustment periods to changes in work were related to higher mental well-being ratings* and lower frequency in burnouts**.
- Higher ratings for workplace preparedness were related to higher mental* and social** well-being ratings.
- Higher personal resilience scores were related to shorter adjustment periods to work changes**.



Statistical significance is reported at the $p < 0.05$ level (*) and at the $p < 0.01$ level (**).

WE CAN USE THIS EXPERIENCE TO GROW.

Experience has the potential to open our horizons, stretch our capabilities and expand our knowledge. We become better prepared for similar future situations.

- Professionals with more years of experience reported higher mental well-being**, higher personal resilience** and less burnout frequency**.

Statistical significance is reported at the $p < 0.05$ level (*) and at the $p < 0.01$ level (**).

CHANGES IN DESIGN

Changes are inevitable, with some that are fundamentally necessary for us to grow. The disruption of COVID-19 has elevated many issues in society, policy, operations, processes, behaviors, physical spaces, etc. But what really needs to change and why? This should be a time to re-evaluate and challenge the industry and profession to reinvent a better future.

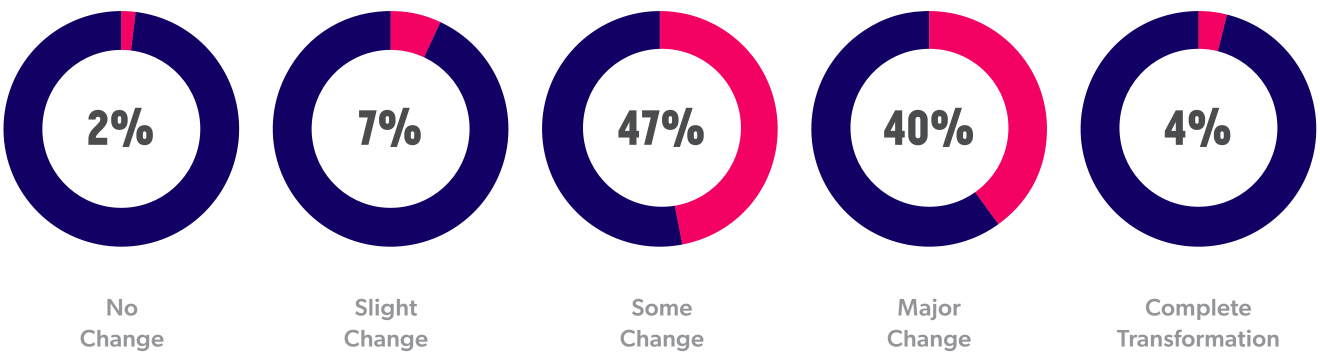
- The interior design community is in general agreement that some changes in interior design are expected due to COVID-19 and that changes are somewhat necessary for the future of design. More experienced professionals**, those at smaller firms** and professionals in residential practice expressed stronger need for change.
- The most challenging design issue that needs to be resolved in order to advance post-COVID-19 is public policy (45%).

> "I keep looking at this as an opportunity for designers to reset our definition of 'good design.' The challenge to our industry is how do we better address human health and sustainability within the framework of resiliency, and create spaces that reinforce the better social habits we now know we need. How this crisis changes our paradigm and impacts building codes is going to be very interesting.
>
> **SCOTT BRIDEAU, CDT, LEED AP O+M**
> STUDIO PRINCIPAL, LITTLE

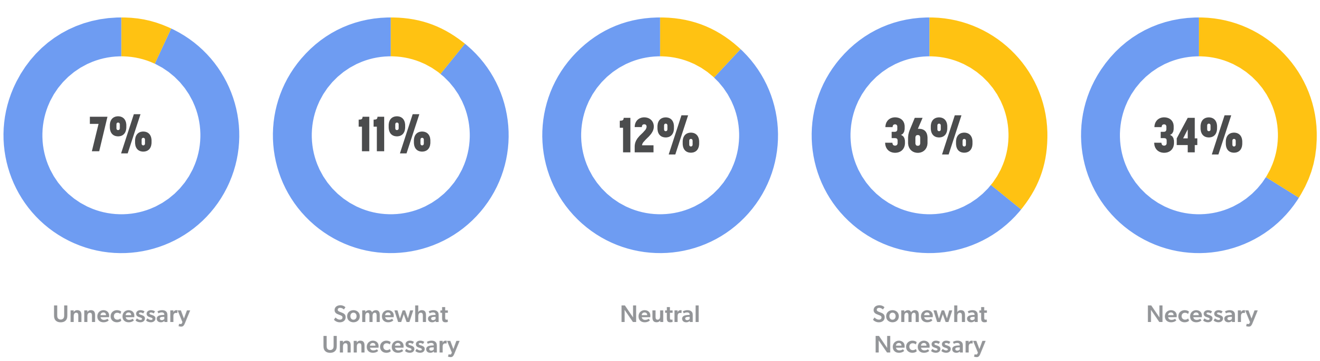
Statistical significance is reported at the $p < 0.05$ level (*) and at the $p < 0.01$ level (**).

> I want to move past [COVID-19] and re-envision. I would rather take this as an opportunity to really think about how it should be done right. I look at this from immediate actions, intermediate actions and long-term goals.
>
> **TONI GOCKE WYRE, ASID, LEED AP, WELL AP, ASSOC. AIA**
> SENIOR ASSOCIATE, INTERIOR DESIGNER, POLK STANLEY WILCOX

CHANGE EXPECTED



CHANGE NECESSITY



PROCESS

WE EXPECT MAJOR CHANGES TO HAPPEN IN THE DESIGN PROCESS.

The design process itself may not have drastic changes, but we see areas that could improve our work. Areas of emphasis may differ.

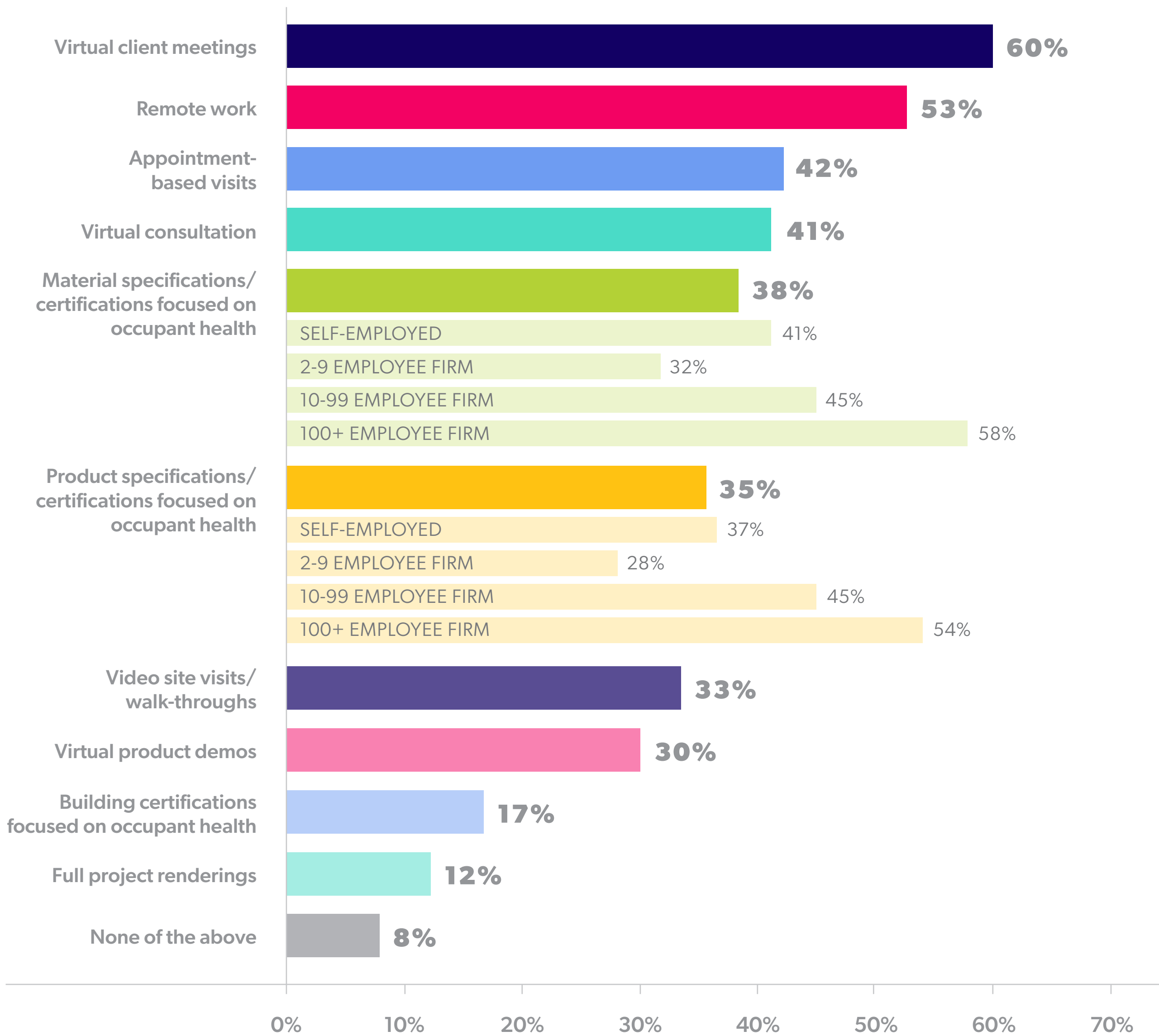
- FF&E selection (48%) and construction/installation (46%) are the top phases expected to change. In support of design, the supply chain (61%) and delivery/installation (57%) may need major changes.
- Large firms indicated higher emphasis in programming and on research and development. Medium and large firms also put higher emphasis in space planning.

WE HAVE FULLY ADOPTED SOME CHANGES IN DESIGN PRACTICE.

Virtual client meetings and remote work (to some degree) will be part of design practice indefinitely.

- Large firms indicated higher adoption to changes in practice compared to smaller firms; specifically, in product and material specifications/certifications for occupant health.
- Professionals in commercial design practice put more emphasis on material and product specifications/certifications for occupant health compared to those in residential.

EXPECTED CHANGES IN PRACTICE



Note: multiple selection possible.

WE EMBRACE VIRTUAL ADOPTION DIFFERENTLY.

Although we are getting accustomed to adding more virtual elements in the design process, we adopt changes in different ways.

- Medium and large firms are more open to virtual product demos.
- Self-employed and large firms see more opportunity in virtual consultation.

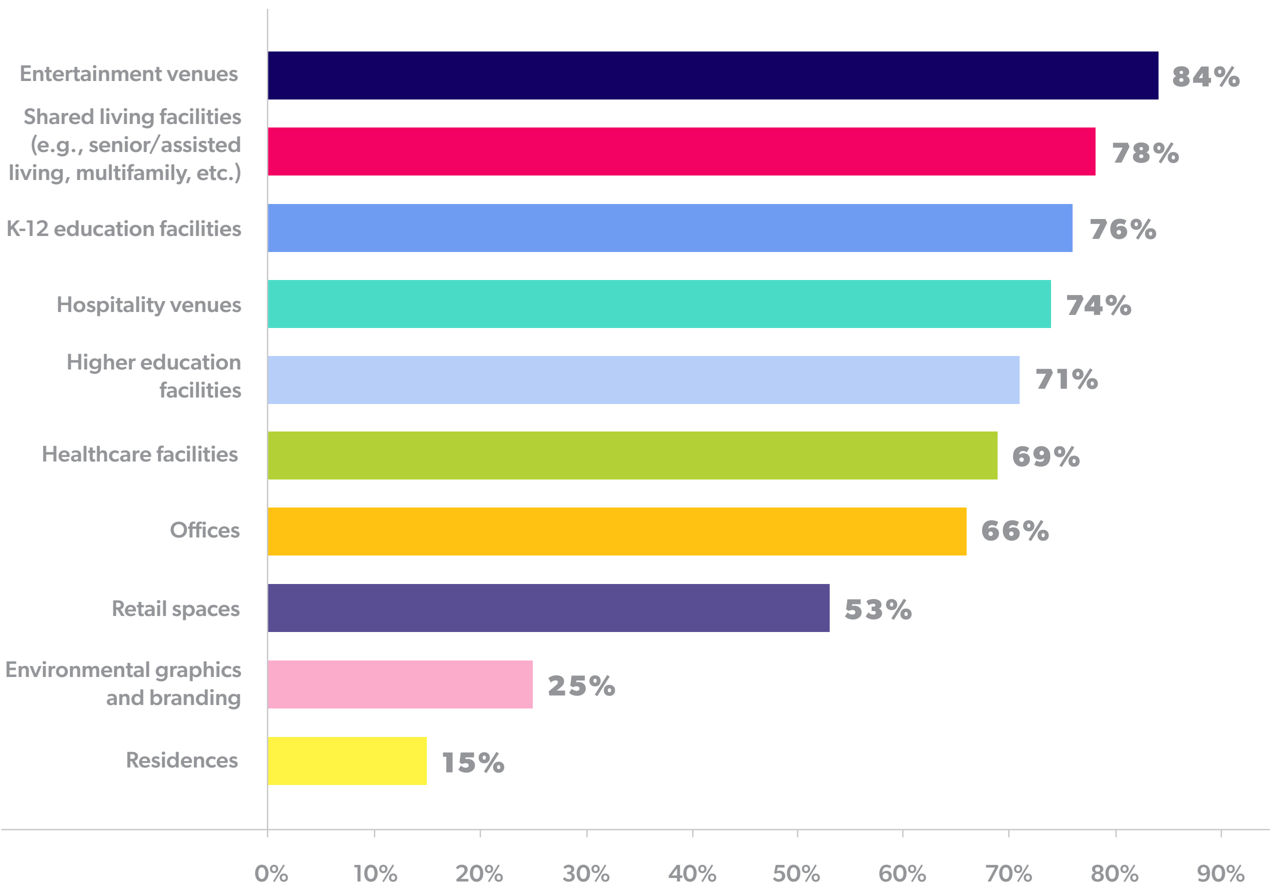
PRACTICE AREAS

WE EXPECT CHANGES TO OCCUR IN MOST PRACTICE AREAS.

The direction of the trend or the area of focus has shifted from what we may have expected before COVID-19, however, design has always been future-focused as it identifies better solutions for people.

- Top areas expecting major changes to occur are in entertainment venues and shared living facilities.

MAJOR CHANGES EXPECTED IN PRACTICE AREAS



Note: multiple selection possible.

- Public/shared spaces should expect changes in elevator lobby (79%), building/office lobby (75%), circulation paths (74%), restrooms (69%) and building entrances (66%).
- Major changes in outdoor public/shared spaces aren't expected by many (31%), compared to other public areas; however, when focusing on changes in outdoor spaces, we expect more in the demand (72%).

WE WILL MAKE CHANGES IN OUR HOMES.

As we have spent more time in our homes than ever before and project that remote work will remain in our future in some capacity, we expect changes in home design to accommodate current and future needs. Top changes are:

1. More defined office space or workstations **75%**
2. Additional technology in home **68%**
3. Additional clean living **67%**
4. More defined e-learning space or workstations **64%**
5. Enhanced outdoor living options **62%**

WE EXPECT THE NEED TO RE-EVALUATE THE DESIGN OF SHARED SPACES IN EACH PRACTICE AREA.

The pandemic has disrupted how we interact with others. Changes in the design of shared spaces may not occur only in light of how a virus may spread, but also in how we still foster interaction and engagement to nourish our social well-being.

- Major changes expected in each practice area are focused on shared spaces.

SPACES EXPECTING MAJOR CHANGES

Education (K-12) Cafeteria, Classroom

Education (Higher Ed) Cafeteria, Social spaces

Government Shared spaces (e.g., hoteling space)

Healthcare Waiting/Reception, Cafeteria

Hospitality Food & Beverage areas, Fitness

Office/Branded Environments Shared spaces (e.g., hoteling space), Meeting spaces

Senior/Assisted Living Cafeteria, Common area (incl. activity room, TV room, etc.), Waiting/Reception

WE PLACE PRIORITY IN WHAT EMERGED AS PERTINENT FROM THE PANDEMIC.

Health and safety is on the top of our minds, whether it be in reviewing spatial components, product characteristics or technology.

- Air quality and spatial layout are at the very top when ranking spatial components that need further improvement post-COVID-19.
- Maintenance was a clear top priority to consider post-COVID-19. Lifecycle assessment was a low priority for many among the list of product characteristics provided.
- Surface materials is the top product category in need of improvement in response to COVID-19, selected by the majority in each practice area.
- Technology advancements looked forward to the most are in touchless technology (66%), video conferencing (54%) and virtual tours (52%).

BUILDING HEALTH & EXERCISING RESILIENCE

We exemplified several signs of industry, business and personal resilience during this time of traumatic disruption. Although some indicated experiencing the impact of the pandemic more than others, everyone indicated some level of impact in at least one area of their personal and professional lives. We were responsive to the impact and had pivoted operations and practices as necessary, but some experienced longer adjustment periods than others.

Change has always been a part of interior design, with the industry comprising many professionals who are future-focused thought leaders. As with any design project, we first identify the problem and assess the situation to come up with solutions that put people at the heart of the design. The challenge of the pandemic is great, especially from the impact of working in a stressful environment that continues to grow and evolve without a definitive pattern. The role of interior design is essential during this time and the public has recognized the significance of a well-designed, well-built space and how the built environment impacts our lives. Although advances in technology have kept us connected during physical distancing, we work in a physical realm that requires the need to touch and feel/experience products and materials in order to fully understand their characteristics and applications. Despite the higher demand and focus on interior design, we are faced with far more limitations in resources and time.

Based on what we know to date through research, here are some potential areas to explore and the expected outcomes to begin the conversation as we find ways to work collectively in building health and exercising resilience in the interior design industry and profession.

BUILDING RELATIONSHIPS AND TRUST IN DESIGN WILL BE MORE IMPORTANT THAN EVER.

We value relationships with our clients, partnerships with other professionals and mentorships within the profession. We need to continue to build trust with our constituents by advocating for health, safety, and welfare and striving for the best design solution. We need to demonstrate the impact of design on the human experience through proven outcomes and continue to promote the value of design.

- Keep your network and communication channels open – you never know who your next client will be and where they will come from.
- Reach out to others in the industry and work collectively – you may create new opportunities for innovation.
- Think "outside" of the profession – you may see design problems in a different way and create new solutions when discussing with experts from other disciplines.
- Share with your peers – you will find support and can learn more from them.
- Be a mentor – you will provide a boost to social well-being and help build personal and industry resilience.

> "This leads to a more sustainable conversation about health, well-being and the environment—I genuinely believe that people are going to keep this top of mind because we have to build trust in order for people to return to work, to return to their doctor, to return to school.
>
> **MARGI KAMINSKI, ASID, NCIDQ, CLSSGB**
> PRINCIPAL, DIRECTOR OF HEALTH INTERIORS, CANNONDESIGN

> "Stay in touch with all of your vendors, and reach out and find new vendors with whom to develop relationships because that's what our business is about – relationships.
>
> **CONNIE LONG, ASID**
> FOUNDER & INTERIOR DESIGNER, CONNIE LONG INTERIORS

VIRTUAL INTEGRATION WILL CONTINUE TO INCREASE BUT NEEDS TO BE BALANCED WITH THE PHYSICAL.

We take pride in the physical environments we design and build. With increased demands and challenges, we need to create systems that enhance process efficiencies and support the physicality of the design.

- Identify what technology works for your design process and what doesn't. Provide feedback on areas of improvement.
- Be creative in accessing products and materials. Balance what can be achieved virtually and what needs to be accessed physically.
- Assess the necessity of your travel. Determine what can be accomplished locally and what requires physical presence.

> "The whole notion of working remotely is something that we completely dismissed as a collaborative practice that doesn't work for us, but we've learned now that this is certainly something that we can do. Still, we do need to get together, but it's definitely going to change our office and the way we work for the long-term.
>
> **DAVID DAVIS, AIA, IIDA**
> FOUNDING PRINCIPAL, ROTTET STUDIO

FOCUS ON HEALTH AND WELLNESS WILL BE PART OF THE NORM, WITH A HEIGHTENED AWARENESS FROM CLIENTS.

We are people-centric and aim to create solutions that satisfy their needs, including the most basic physiological need for health and wellness. We need to educate ourselves, and our clients, on how design impacts lives.

- Communicate your knowledge on how design can impact wellness benefits and implement these practices in projects.
- Identify manufacturers, retailers, collaborators and partners that support similar values and gain knowledge of their products and services.
- Incorporate critical thinking in the research and design process and conduct studies to measure outcomes for continuous improvement.

> “We know that most cases of COVID have originated indoors. There is a tremendous disciplinary need right now for those who understand environmental quality and materials, the invisible components of what makes a space and how the interior environment works overall. Interior designers have an advantage in the ability to think about solutions and visualize risk and resilience in real time—while making sure that the experience is still what drives our approach beyond fear and short-term mitigation.”
>
> **UPALI NANDA, PH.D., ASSOC. AIA, EDAC, ACHE**
> DIRECTOR OF RESEARCH, PRINCIPAL, HKS, INC.

> “Wellness is more important than ever, and it’s something that was being talked about already, but it’s heightened now. That’s where our value as designers comes into play to have that product knowledge and to speak about those products to our clients.
>
> **KERRIE KELLY, FASID, NKBA, CAPS**
> CREATIVE DIRECTOR, KERRIE KELLY DESIGN LAB

> We need to bring the science of design to the forefront. [COVID-19 is] demanding the science behind what's cleanable. It's demanding the science behind what makes people comfortable or uncomfortable. It's demanding that we break down the silos between industries and infuse more healthcare aspects into the workplace and higher education, as we have done with hospitality elements. We, as an industry, need to do a better job of leveraging science and tying our decisions back to scientific reason and rationale to provide validity of our design.
>
> **KAY SARGENT, ASID, IIDA, CID, LEED AP, MCR.W, WELL AP**
> SENIOR PRINCIPAL & DIRECTOR OF WORKPLACE, HOK

The pandemic has disrupted multiple areas and has challenged us in many ways. We expect a long recovery and changes in the way we live, work, play, heal and learn. Paradigms may shift and new benchmarks need to be captured, but this is our opportunity to make necessary changes and do things right. What changes do you see necessary for interior design? We hope that you will join us in this ongoing research and dialogue on how to build health and exercise resiliency.

> As we emerge from self-isolation and lockdown, and design and construction begin to ramp back up, we are seeing design become even more empathetic. Design that is friendly, inviting, warm and safe will be more important than ever, and we as designers will need to convey all of that with form, material, programming, technology—everything at our disposal. A lot of good and necessary conversations and change are coming out of the challenges of this past year.
>
> **GREG KEFFER, AIA**
> PARTNER, ROCKWELL GROUP

> Not only do we provide value, but we actually provide more value than we did before. This has really elevated our role and [we need to] make sure our clients know that.
>
> **MARA BAUM, FAIA, LEED FELLOW, WELL AP, EDAC**
> PRINCIPAL, SUSTAINABLE DESIGN LEADER, HEALTH+WELLNESS, HOK

> It's an industry thing for us, you know, to come back resilient. We want to come back and we want to come back strong, and we want to make sure that we're being respected for the value that we bring even more importantly now.
>
> **THOMAS S. ITO, FAIA, LEED AP,**
> GLOBAL HOSPITALITY LEADER, PRINCIPAL, GENSLER

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GRAPHIC DESIGN

Think Baseline

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Emerald

APPENDIX

As part of a collaborative research project, with **Cosentino**, **Benjamin Moore** and **Emerald**, ASID developed a survey based on the study's research questions and hypotheses to examine attributes of interior design professionals, their experiences during the pandemic and expected changes in the design of the built environment.

SURVEY PROCESS

The survey was tested internally and was built on an online survey platform (Survey Gizmo). The survey included an informed consent page at the beginning including information on the purpose of the study, survey length (approximately, 20 minutes), confidentiality, anonymity, use of data, and survey incentives (respondents that completed the survey received an automated report of their personal resilience score with more information on the Connor-Davidson Resilience Scale (CD-RISC) and a $10 Amazon e-gift card, if email address was provided). The survey was open June 30, 2020 until July 24, 2020 with a link to the survey publicly available on asid.org and unique links for each email sent out to ASID members and other purchased lists of the interior design community (i.e. non-members) and sent out through social media. An extension was announced in an email to purchased lists with the close date of August 5, 2020. A total of 2,680 responses were received among all survey links. However, the majority of social media responses were determined as spam and other links were closely examined for similar patterns. In order to include verified valid responses, this report only includes responses received from ASID members and purchased lists. A total of 503 responses were included in the final count.

SURVEY SAMPLE CHARACTERISTICS

Overall, the survey respondents are a representative sample of the interior design population. This section reviews characteristics of the survey respondents, including demographic information and employed firmographic information, in comparison with the known interior design population reported by the Bureau of Labor Statistics.

The survey included responses from various aspects of the interior design community. The majority of responses came from design practitioners (80%), including interior designers, interior architects, architects, facility managers and strategists. 9% of respondents came from the interior design industry (i.e., manufacturer, sales/retailer and showroom owner/manager), 4% supported the business of design (i.e., branding, marketing and communications, business development, resource librarian and specifier) and 7% as other (i.e., building & construction, educator and media). See below for full tables of sample demographics.

SURVEY SAMPLE (N=503)

GENDER

Female	81%
Male	13%
Prefer not to answer	6%

ETHNICITY

Asian/Pacific Islander	4%
Black or African American	2%
Hispanic or Latino	4%
Native American or American Indian	1%
White	76%
Multi-Ethnic	4%
Prefer not to answer	9%

AGE

Less than 25	3%
25-34	14%
35-44	17%
45-54	24%
55-64	21%
65+	16%
Prefer not to answer	5%

EMPLOYMENT STATUS

Full-time	77%
Part-time	13%
Semi-retired/Retired	4%
Furloughed/Unemployed	6%

SAMPLE COMPARISON WITH U.S. INTERIOR DESIGN POPULATION

REGION (N=440)

	Sample	Population
Northeast	20%	18%
Midwest	19%	22%
South	37%	32%
West	24%	28%

FIRM SIZE (N=453)

	Sample	Population
Self-Employed	34%	54%
2-9 employee firm	29%	
10-99 employee firm	19%	35%
100+ employee firm	18%	11%

YEARS OF EXPERIENCE (N=503)

0-10 years	30%
11-20 years	24%
21-30 years	21%
31-40 years	17%
40+ years	8%

PRACTICE AREA

Single-Family Residential	23%
Office/Branded Environments	17%
Healthcare & Senior/Assisted Living	12%
Kitchen & Bath	11%
Hospitality	8%
Multifamily Residential	8%
Retail & Entertainment	6%
Product & Materials	6%
Education (K-12, Higher Ed)	5%
Government	3%
Environmental Graphics & Branding	1%

Note: Respondents selected up to three areas of practice. Percentage is based on total number of responses.

SURVEY DATA ANALYSIS

Survey data was analyzed using SPSS Statistics online subscription version. Basic descriptive statistics and frequency tables were generated for most questions. One-way ANOVA was used in comparing differences in sample characteristics (i.e., firm size, years of experience, region, employment status, etc.), with Tukey and Bonferroni post-hoc tests to determine significant mean differences. Checklist questions were analyzed through multiple response frequencies and cross tabs (when comparing across sample characteristics). Correlation tables were used to determine strength in relationships between scale/ordinal variables.

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