FAQ's

1. What is a Interior Design Concept?
The written description of a concept tries to be the embodiment of the actual experience people will feel when they enter a space, so it is never the perfect way of communicating it. To begin with it is an idea, a formation of something that will eventually drive an actionable reality within the interior that allows the activities of the project to take place. To understand the conceptual way of thinking, which is about ideas and how they are formulated, requires new thinking and willingness to empty the old cupboard of preconceptions and prejudices. The major themes are the seven concepts of planning, circulation, 3D, construction, materials, color and lighting, which covers the entire spectrum of a designer's activity. Each of these concepts will ultimately drive the grand concept of the interior.

2. Explain briefly the elements of interior design.

1. SPACE
Space is one of the most important elements of interior design. Space acts as a foundation on which the entire interior design plan is built. Hence it is essential that the designer is well aware of the space available, its dimensions and its utilities. Space is divided into two types namely – Two Dimensional Space which covers the floor (includes length and width) and Three Dimensional Space which forms the living space (includes length, width and height). A space that is essentially filled with furniture/décor items is a Positive Space and an empty space is a Negative Space. An equilibrium has to be maintained between the positive and negative spaces and either overcrowding or skimping on the furniture/décor items is going to affect this equilibrium.

2. LINE

Lines give birth to forms and shapes and are responsible for establishing a sense of harmony, contrast and unity (3 of the 7 principles) in a living space. They define shapes and act as visual guides of an interior space. Lines are broadly categorized into three types – Horizontal, Vertical and Dynamic. While horizontal lines adorn structures likes tables, chairs and beds, vertical lines can be found on windows, doorways and almirahs. While horizontal lines add a safe and secure feeling to the space, vertical lines emote free and expansive nature. Dynamic or angular lines, which are action oriented add drama and can be seen on structures like stairs. An interior designer must know how to utilize these lines to define the forms, another important interior design element.

3. FORMS

Forms mean shapes in general, an outline of any three dimensional object in the space. Forms can be created by combining two or more shapes and can be accentuated with the help of other elements like texture, patterns and colors. A well-defined form establishes harmony and additional forms add balance to the space. There are two types of forms – Geometric (man-made) and Natural (organic). Also forms are categorized as open and closed; open forms are those that can be looked into and closed forms are those that are enclosed by a closed surface. A solid understanding of the above mentioned elements i.e. space and line is required to achieve a goof form.

4. LIGHT

Light is one of the most obvious elements of interior design. Either natural or man-made, without light other elements namely color, texture and pattern have no significance at all. Light sets in the mood and ambience into a living space and highlights the every other element including space, line and forms. While smart placement of doors and windows should take care of the natural light, man-made or artificial lighting is broadly divided into three major types namely – Task Lighting, Accent Lighting and Mood Lighting. Task light as the name implies, includes light sources like table and bed lamps which have a defined purpose, dedicated for a specific task. Accent lights are meant for highlighting a particular piece or show item like artworks, structures, sculptures and so on. Mood or ambient lighting basically set the mood of the living space and illuminate the overall space.

5. COLOR

Colors don't need any special introduction. Colors establish an aesthetic connection between objects and set the mood. Colors must be chosen based on the psychology and the mindset of the dweller. For example, red is an excellent choice for dining room as it encourages appetite and green for bedroom as it is the color of tranquility and health. Each color has three distinct characteristics namely Hue, Value and Intensity, and an interior designer must be well aware of these characteristics to perform various permutations and combinations. Colors are broadly classified into Primary and Secondary colors and also sub-categorized into Tertiary, Complementary, Analogous and Monochromatic colors.

6. TEXTURE

Texture mainly deals with surfaces and determines how a typical surface looks and feels. Texture adds depth and interest into a living space and defines the feel/appearance and consistency of a surface. Texture is broadly classified into two types – Visual Texture where the texture is only visible and Actual Texture where the texture is both seen and felt. Anything that has to do with textiles such as pillow cover, bed spreads or anything to do with covers like drapes, wall paint or wallpapers have a

texture. While there must be a dominant texture to define a mood, a contrasting texture must also be included to avoid monotony.

7. PATTERN

Patterns add interest and life to interior design and work along with colors. Patterns tell a story of their own and add the elements of continuity and smooth transition in a living space. Patterns could be of any shape and mostly comprise of attractive and repetitive designs. Paisley, a design pattern which takes the shape of a droplet-shaped vegetable is one of the most commonly used patterns on wall paints, pillow covers and other decorative surfaces.

3. Explain briefly the Principles of interior design.

1. UNITY
The principle of Unity, as the name implies stresses on the fact that there should be a sense of uniformity or harmony among all the 7 elements used. Interior design should serve as a visual guide for a person to understand a living space, and without unity, the visual guide will only end up confusing the person. All the elements used should complement one another and a smooth transition should exist from one to another. A good understanding of Alignment of objects, Similarity of color/pattern/texture, Proximity (spacing) of objects, Repetition (grouping) of elements based on similarity, Continuation and Overlapping of interior design elements are a few ways to achieve 'Unity' in an interior design arrangement.

2. BALANCE
The principle of balance refers to the ordered distribution of elements of equal visual weight to achieve a visual equilibrium. Balance is only achieved when the visual weight of the elements are evenly distributed along a central axis or point that can be both real and imaginary. Balance can be achieved by three popular ways namely Symmetrical, Asymmetrical and Radial. In Symmetrical, a space is divided into two equal halves centered on a central axis and both the halves are equally compensated to give out a calm feel to the living space. In Asymmetrical, any odd number of elements can be used by keeping an imaginary central axis as the focal point. Though asymmetrical balance is a little hard to achieve when compared to symmetrical, the output is more natural and energetic when compared to the former. Radial balance involves a central piece (like a chandelier or a round dining table) from which all other elements seem to radiate to arrange themselves in circular symmetry.

3. RHYTHM
The principle of Rhythm essentially suggests a connected movement between different elements of interior design. This movement is essential to maintain a visual tempo between elements that have different visual

weights. Elements repeated in an orderly fashion and the spaces between them create a sense of rhythm. Rhythm can be achieved in any living space by following these three methods – Repetition, Alternation and Progression. Repetition refers to the repeated use of the design elements like color, texture and pattern or any other physical attributes like home décor items in an orderly way. Alternation is the method of creating rhythm by alternating two or more elements in a pre-defined fashion like ABABAB or ABCABC and so on. In Progression, elements are arranged ascending or descending based or their size, color gradient or any other distinctive characteristic.

4. EMPHASIS
Emphasis, as the name suggests, is a principle of interior design that says that a central piece of art or furniture must play the role of a focal point or attention grabber of a particular living space. Elements like color, pattern and texture must be used to emphasize a particular focal point. In fact these elements must be used in such a way that the focal point dominates the rest of the décor items and pulls the room together. Other items that surround the focal point must complement the latter and share a contrast that puts the focal point in the top priority.

5. CONTRAST
Contrast refers to the difference in the luminance or color of objects that differentiates them from one another. In interior design, contrast can be achieved by three elements namely color, form and space. One can use pillows or prints of two opposite colors like black and white to achieve contrast and make an object distinguishable. Contrast can also be achieved by combining two or more forms; for example one can combine a circular mirror and a rectangular sofa to balance and distribute the attention between both the items. One can also achieve contrast in a living space by dividing the available space efficiently into usable positive and negative spaces.

6. SCALE AND PROPORTION
The principles of scale and proportion ensure that objects placed in a space look like they belong to each other. Be it the size, dimension, shape or color of the objects, a harmony should be established between them and a proportion has to be maintained. For example, a high ceiling environment implies that high rise furniture should be preferred over low rise furniture like ottomans. Also, under stuffed pillows would make a big sofa look empty and under accessorized, thus disrupting the harmony and proportion that is supposed to exist.

7. DETAILS
Details are like cherries on an ice cream, they might seem extra but without cherries the ice cream isn't just complete! Be it the small embroideries on a pillow cover or the color within those embroidery

patterns, every detail adds a little bit of life to the overall interior design, adding their own distinctive feature to the overall composition. Once you are sure that you have achieved all of the above mentioned principles, it's time for details to take over and beautify the place further.

4. List few Themes And Styles Of Interior Design.
Few commonly used styles or themes for Interior design, which is applied all over the world is listed below:

ART NOUVEAU:
From 1880 to around 1910 Art Nouveau was in full swing and it is said to be the first 20th Century modern style as it was the first style to look to nature and the surrounding world instead of backwards in history. Many people confuse art nouveau with art deco interior design however they are very different styles.

ART DECO:
Art Deco interior design represents a period between 1908 through till 1935. This style particularly began in Paris and worked its way through Europe and then globally.

ARABIAN:
Arabian interior design is a magnificent blend of color, pattern and personality. It encompasses the rich, vibrancy of tones found in the desert with complex designs.

INDIAN:
Indian Interior design styles are warm and earthy. They have an exotic appeal and hold a magical look with the use of harmonized colors.

INDUSTRIAL/HIGH TECH:
Industrial Interior design is the combination of art and engineering to make life 'easier'. Lots of high tech gadgets, metal and glass!

ITALIAN:
Italian Interior design is modern and has a look of luxury about it. When I think of this style I think of all the great Italian designers like Scarpa, Sottsass or the much loved fashion designer Armani. Italy has produced and continues to produce world trendsetting designers so it is near impossible to go wrong choosing this style as your concept.

JAPANESE:
Japanese Interior design is simplistic and pretty streamlined in both layout and finishes. This style is the defining influence on all modern day minimalism.

CONTEMPORARY:

Contemporary Interior design became popular in America in the 50's and early 60's just as travel by aircraft became accessible. The look has either straight lines or beautifully curved. Literally this style relates to what is current, happening now and is reflected in today's design and in fashion design. Contemporary interior design works with most, if not all interior design styles.

FRENCH:
Typical French Interior design is fairly classical. It can be both sophisticated and elegant or over opulent and dramatic.

GOTHIC:
Gothic Interior Design transports the user to another world, of another time. Life in the Middle Ages was very different to our modern world and therefore the blend of this period with some modern influences can be extremely interesting.1150-c.1500 and revived again in the late 18th and early 19th century.

MEDIEVAL:
Medieval Interior Design comes from the period in European history 1000 - c.1550. This concept is basic and not too far away from Rustic interior design.

MINIMALISM:
Minimalistic Interior Design is certainly chic when put together well. The clean lines and open spaces allow you to enjoy simplicity at its very best.

SPANISH:
Touches of Arabic design are mixed with bold, beautiful colors and shapes are found within Spanish Interior design styles. Rustic walls of plaster or stucco finish look fantastic.

TUSCAN:
The Tuscan Interior Design style originates from Tuscany, Italy and embodies the calm, serene nature of the Italian countryside. It is simple, elegant and has a sense of luxury.

VICTORIAN:
The Victorian era from 1837 to 1901 saw many great changes within homes since mass production meant that goods became more affordable. People began to take great pride in the look of their homes which they saw as a reflection of status. Plump cushions and excessive ornamentation lead the way for this style.

VINTAGE:
Vintage Interior design refers to the 1940's and early 50's. It is an era that most people remember either from their own childhood, or from the

homes of grandparents. Therefore vintage is wonderfully nostalgic and feels comforting in a family home. More recently known as " Shabby Chic!"

ZEN:
Zen Interior design is based on Zen principles of light, space and function and when applied to the home can give you a more relaxed and peaceful state of mind. The approach is minimalistic and uses the bare essentials within a home and each item has its own purpose. The best colors to build your look upon are earth tones that are warm and uplifting.

MOROCCAN:
The Moroccan look is rich in spice colors and is influenced by Spanish, French and Arabic interior design. Beautiful patterns fill the spaces along with colorful textures and aromas.

NAUTICAL:
The look of Nautical Interior design is very much that of the seaside and beach front. Think New Hampshire and you would be on the right track.

RETRO:
Retro interior design covers 3 decades; 50's, 60's and 70's. The look is varied, from plastic fantastic, disposable and low maintenance to psychedelic. The influences were the boom of advertising, flower power, pop music and pop art. From the 1950's to the 1970's. Famous TV shows have also inspired Interior Themes from this period like – "That 70's Show"

RUSTIC:
To achieve a rustic home interior design that looks great you can mix elements of it in with a contemporary interior design so your home does not become too much like a log cabin. This mix can be very striking and interesting. Rustic design emphasizes on natural, unrefined elements and objects.

SCANDINAVIAN:
Scandinavian Modern began in 1930 and is present today. It is born from the basic principles of modernism fused with traditional materials and can have the look of contemporary interior design. IKEA is the worldwide phenomenon of this style.

5. What are the different Typologies Of Interior Design? Explain.
In current interior design practise there are majorly two broad categories or typologies of interior design. They are:
(i) Residential interiors
(ii) Commercial/contract interiors

Each typology of interior design has its own characteristics which is explained below

(i) RESIDENTIAL INTERIORS
Residential design is the design of the interior of private residences. As this type of design is very specific for individual preferences, the need individual are very important in this branch of interior design. The interior designer may work on the project from the initial stage or may work on the remodelling of an existing structure. It is often a very involved process that takes months sometimes to fine tune and create a space with the vision of the client.
Residential design is concerned with projects that vary from small to medium size. Even a large apartment or a house is within the scope of an individual designer. In most of the cases the client is the actual user of the space.
Residential work tends to be particularly personal, with rapport between designer and client, a shared taste and point of view, being vital to success. It is work that calls for patience and willingness to be involved in detail, often so small to be troublesome
Residential interior projects involve all kinds of residence like apartments, houses, villas.

(ii) COMMERCIAL/CONTRACT INTERIORS
Commercial design, referring to more public spaces, tends to generate larger projects, with clients ranging from individuals to large corporations or institutions.
Projects are generally larger, sometimes huge. More often than not, users are not the clients of the designer but some segment of a public that may include staff, workers, employees, executives, and professionals. Their relationship to the project may vary from very close to very tenuous.

Types of spaces or buildings considered for commercial interior are as follows:
Commercial spaces –
Offices, Banks, Shops, Shopping centres, Showrooms
Hospitality Spaces –
Restaurants, Hotels, motels, inns, clubs, sport facilities
Institutional Spaces –
Administrative buildings, Educational facilities, Healthcare facilities, Child care accommodations, House of worship
Cultural and Recreational Spaces –
Museums & Galleries, libraries, Theatre, concert halls, auditoriums