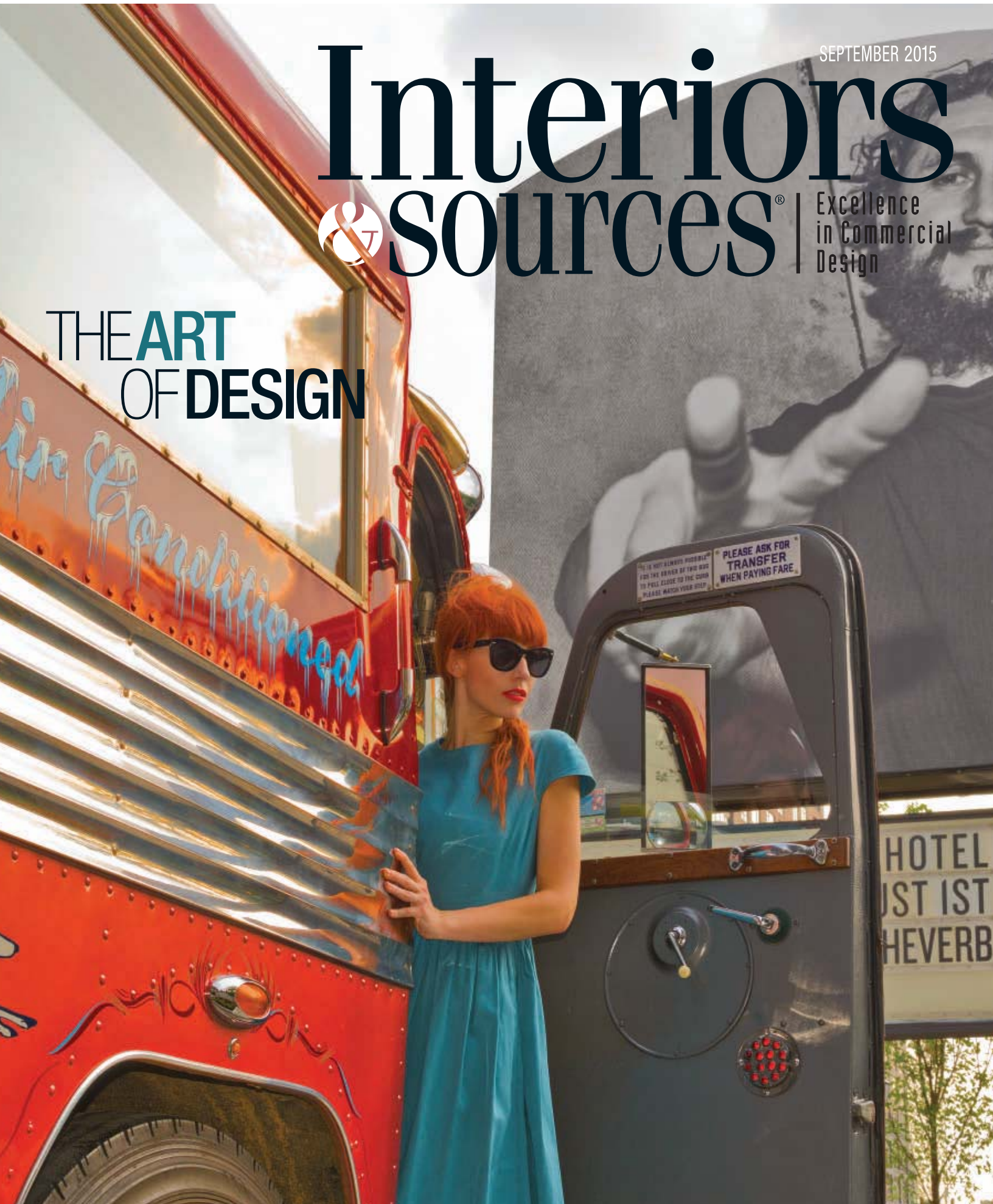


SEPTEMBER 2015

# Interiors & Sources<sup>®</sup> | Excellence in Commercial Design

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The desire for guidance on how to create successful spaces continues to flourish at an ever-increasing rate, especially as many decision-makers within public and private realms better understand the power of attraction and how artful design can make an impact on bottom lines. This coming fall, IIDA will team with the Society of British and International Design (SBID) in a joint program at Downtown Design in Dubai. We will present in-depth commentary on award-winning projects celebrated by both associations. These projects showcase the creation of unique and fresh spaces that connect to the user's emotions and experience.

We have all heard the phrase, "If you build it, they will come." This statement is often found untrue in today's environments, especially as it relates to office collaboration areas, communal zones, or public spaces. Many of today's designed commercial spaces include these components to encourage free-flowing integration of thoughts, bring users from different backgrounds and perspectives together, incubate ideas, and allow a simple respite from more bustling surroundings. But the sad fact is that many of these well-intentioned zones are rarely used wastelands. When deeper investigation is done into the use of these spaces, it is often found that they were not artfully integrated into the project holistically. They lacked smart and integrated branding, residentially inspired finishes, hospitality amenities, and other facets. The

designers failed to take the intended end users' emotional cues, or poorly articulated their understanding of them within the design solution. In other cases, they simply didn't communicate or set expectations. As a result, the spaces fail to create emotional connections and lack intrinsic draw, so users occupy other spaces better equipped to meet their functional and emotional needs.

“The art and science of design are truly inseparable in the realm of successful design projects. It is essential that **designers balance the creativity of artful exploration with** the more purposeful direction of a **practical process.**”

The art and science of design are truly inseparable in the realm of successful design projects. It is essential that designers balance the creativity of artful exploration with the more purposeful direction of a practical process. As you experience your surroundings throughout a given day, allow yourself to find the art in the design around you and the solutions you develop. Take a minute and note the immediate attraction, experience the emotions of your space, and recognize how art and design coexist in a way that elevates each other. 

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