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Interiors & Sources

Excellence
in Commercial
Design

The **JOY** of
DESIGN



that supports the importance of play not only in early childhood, but in adulthood. Dr. Stuart Brown, founder of nonprofit organization the National Institute for Play, which advocates for expanding clinical scientific knowledge of human play and bringing public attention to its benefits, defines play as “apparently purposeless activity that’s fun to do and pleasurable.” The institute reports that play optimizes learning, boosts the harmony and effectiveness of relationships, and increases the innovation of workgroups. In other words, play sharpens the mind, encourages empathy, and invites new ideas.

By its nature, play promotes insight, dexterity, and adaptability—which are, incidentally, prerequisites for creating strong interior design. As Wagner puts it, “Most design is essentially about the human experience. Specifically, interior design focuses on the emotional impact of built environments and embodies many essential aspects of architecture, industrial design, graphics, and other creative fields. These arts are all part of exploring how people engage with spaces, things you perceive and feel.”



PHOTOGRAPH BY TBWA\CHIAT\DAY LOS ANGELES

Good interior design plays well with other sectors of design and successful designers understand that. Adds Kennedy, “A successful interior designer must be sensitive to both the tangible and intangible aspects. Particular attention must be paid to construction, ergonomics, workflow, and human interaction sensibilities. Knowing this informs a holistic, three-dimensional work product that tends to meet the designer’s challenge and the client’s expectations.”

Make recess part of your process. Find inspiration outside of your discipline. Push yourself to be a better designer and, by extension, person—or in the words emblazoned on the side of the global advertising agency TBWA\Chiat\Day Los Angeles’s office, “Be more human (and if in doubt) be more dog.” 🐕

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Darwin Collection by Lucidi / Pevere

The Darwin collection is functional and simple, reintroducing classic themes by utilizing a metal sheet mesh with a contemporary geometric structure. The ergonomic proportions of the seating components guarantee both comfort and adaptability to any environment.

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Darwin Collection by Lucidi / Pevere

The Darwin collection is functional and simple, reintroducing classic themes by utilizing a metal sheet mesh with a contemporary geometric structure. The ergonomic proportions of the seating components guarantee both comfort and adaptability to any environment. Both dining and bar height tables have a tilt top mechanism for easy storage.

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