**URBANAURA INTERIORS**

**[Project Report Template]**

INTRODUCTION:

Significant shifts in the movement of people – physically and in terms of population – are transforming cities and the urban environment. This is the first time in history that there are more people living in urban environments than rural contexts; currently, it is 55% with a projected increase to 68% by 2050. The number of people is also increasing – in 1950, the total urban population was 751 million people and in 2018, this was 4.2 billion. By 2030, there will be forty-three megacities with more than ten million inhabitants (UN, 2018). All of this is accompanied with the highest level of displacement on record with 68.5 million people forcibly displaced (UNHCR, 2019).

Another significant transformation of the urban environment is that produced by tourism. Tourism is the fastest growing economic sector in the world and the impact on cities is massive as tidal-like flows of tourists come and go. For example, Venice has a local population of 60,000 people and experiences twenty million tourists annually; in Amsterdam there are ten tourists for every Amsterdam resident (Boztas, 2018); in Manhattan the number of tourists has doubled since 1998 to 60 million per year (González-Rivera, 2018, p. 3).

There are also significant demographic movements in urban populations. Tokyo, one of the largest cities in the world, has an ageing population which will require the city to dramatically change in the way it functions.

This growth and shift in urban populations challenge current infrastructure, services and the resources of governments. This in turn has presented opportunities for corporations to invest and develop large sections of the urban environment. "Will the role of city-makers fall entirely to corporations?" asks Chris Sanderson, co-founder of *The Future Laboratory* (Sanderson, 2019). Sociologist Saskia Sassen addresses a similar concern with the corporatization of cities. Identifying a shift in the nature of cities from one which is defined as a physical built environment composed of buildings as objects in space to a context that is produced by the invisible flow of high finance where buildings are assets as distinct from places to occupy (Sassen, 2015).

These challenges have led to an increased focus on the urban environment within the design disciplines. In architecture, an example is *urbanNext* – a website established to "generate a global network to produce content focused on rethinking architecture through the contemporary urban milieu – urbanity that is conditioned by the specificities

of the information society, sustainable awareness, globalized knowledge and leisure" (Actar, 2018).

The practice and advocacy of architect Liam Young is another example of this shift to the urban. His lecture-film performance *City Everywhere: A storytelling tour through the landscapes of technology* presents a quasi-fictional city in the near future where the built environment is dissolved by technologies and automation to become a digital infrastructure.

Referring to himself as a "speculative architect", he challenges architects to think more broadly than architecture. His website *tomorrowsthoughtstoday.com* is a platform from which he advocates a new kind of architectural practice (Young, n.d.).

Architect, theorist and interior design professor, Andrea Branzi invented the phrase "weak urbanism" to describe what he sees as the transformation of the contemporary city into a continuous system of relational forces and flows "where the material reality of computer networks have already created a de facto, dynamic, invisible and abstract metropolis that is progressively substituting (or moving to the background) the physical and figurative metropolis" (Branzi, 2006, pp. 10-11).

Basically, warm colours like brown, blue, orange, and red made up the majority of the colour scheme in a home design from that era. Also, the shag carpets, floral prints, an open floor plan, woodgrain and stone accents, and rich textures on the walls and ceilings were characteristics of 1970s house design. The design experts, however, remember 1970s for their popularised smooth surfaces, acrylic materials, colourful patterns on the walls and floors, and timber finishes and glass tops.

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The bold colours used in the interior design over the years of the 1970s fell out of trend in the 1980s, but most of the contemporary design concepts survived. The vibrant colours popular in 1970s home decor evolved to softer, more natural hues by the 80s. With the advancement of technology, entertainment equipment like televisions, radios, and even DVD players became a part of every household and home decor started to revolve around them. It sets a promising answer to the question how has interior design changed over the years.

Carpeting was, now, less popular in the living room area and was mostly seen only in bedrooms. Deep reds and yellows were employed. According to Livspace, the open floor plans were still present, along with clean but angular furniture. Chequered kitchen floor plans went viral, and polypropylene was increasingly used to construct furniture instead of the more traditional and pricey natural wood and building materials.

## PROBLEM DEFINITION & DESIGN THINKING:

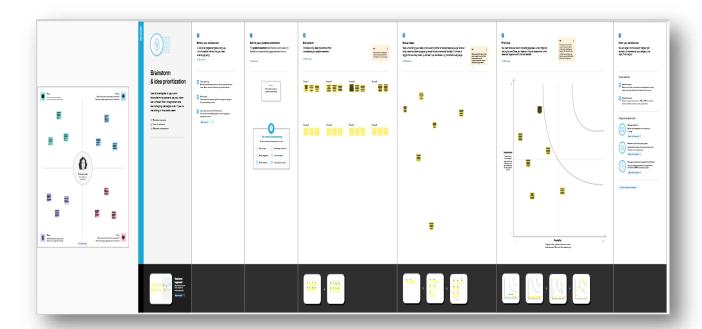## Empathy map:

1. Says: What customers explicitly state, such as their preferences, feedback, or opinions about UrbanAura Interiors.
2. Thinks: The thoughts, beliefs, and attitudes customers may have when thinking UrbanAura Interiors.
3. Feels: The emotions and sentiments customers experience when interacting with UrbanAura Interiors.
4. Does: The actions and behaviors customers exhibit when engaging with the brand, such make any interior designs and choosing color.
5. Hears: The sources of information and recommendations that customer listen to, which may influence their decisions related to UrbanAura Interiors.
6. Pain Points: The challenges, concerns, or inconveniences that customers may available issues.
7. Gains: The benefits, positive experiences, and reward that customers derive from their interactions with UrbanAura interiors, such as choose different and unique interiors etc.

## IDEATION & BRAINSTORMING MAP:

1. Biophilic Design: Incorporate nature into the design with plenty of plants, natural light, and organic materials to create a soothing atmosphere.
2. Cultural Fusion: Mix and match elements from different cultures to create a unique and vibrant atmosphere, using textiles, art, and decors.
3. Flexible Spaces: Design with adaptability in mind, using modular furniture and partitions to cater to variety of uses.

4. Sustainable Living: Focus on eco-friendly materials and energy-efficient designs to promote sustainability and wellness.
5. Industrial Chic: Use exposed brick, steel, and concrete to give the space an urban, edgy feel, balanced with warm lighting and comfortable furnishings.



ADAVANTAGE & DISADVANTAGES :

- Whether you realize it or not, you probably have a preferred interior design style. Just as with clothing, there are certain designs, materials and colours we gravitate towards.
- However, unlike clothing, your preference for particular design style might take a little longer to emerge.
- Unless you've won the lottery, chances are that when you first moved out of your family home you were in "beggars can't be choosers" mode of accepting any piece of furniture that was decent looking and functional that crossed your path.
- That being said, as you flip longingly through magazines you'll realize that you gravitate towards one style over another.

CONCLUSION:

UrbanAura Interiors offer a canvas for creativity and innovation, embracing a unique blend of urban style and natural elements to create aharmonious and inspiring environments.

Whether through biophilic design that connects with nature, a nod to industrial chic for an edgy feel, or a focus on sustainable living for a greener future, the possibilities are limitless.

UrbanAura Interiors aim to captivate and comfort, providing on oasis of style and function for all who experience them.

The key to their success lies in a deep understanding of the project's goals and the preferences of the target audience, ensuring that every detail contributes to the desired atmosphere and ambiance.