# 100 Things that Interior Design is TODAY:

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| Mostly women | Mostly White | Trendy | More than FFE | long work hours | designer burnout | client focused | un-pragmatic | idealistic | strategic/strategy based |
| furniture/material waste (majority to landfill) | Evolving | Human Centered | un-sustainable | style over substance | collaborative | detailed | depedant on architecture | creative | program/client driven |
| focus on health/safety and welfare | undervalued professionalism | work life balance imbalance | good at experience based design | good storytellers | visionaries/ futurists | understand building systems | up to date on education/ codes, etc | evidence based research | realize/ visualize space |
| care about people | interface with manufactures re: performance & safety needs | always looking at ROI - sustainability/ repurpose | Work with BIFMA to set best practice recommendations for long term performance | implement reuse strategies | exploring design of kit of parts | new furniture driven | 98% of furniture goes to landfill | glut of used furniture | hard to re-use furniture |
| exclusive | workplace scewed | flashy gets attention | instagram moment | awards recognize style over... | proliferation aesthetic of home | current aesthetic needs are unmet | battle between aesthetics and performance and safety | underpaid! | undervalued! |
| barrier between architects and engineers and interior desgin | savy clients and customers | a very small part of construction budget | First budget item to be cut | we are not recognized as a design professional by the state of CA | we don't have same legal authority offered to our peers | we don't have equivalent rights and recognition as other design disciplines | fit vs function | very hard to keep educated designers within profession | lose designers with every economic downturn |
| women not in leadership roles proportionate to percentage in industry | parents disproprtionately affected | Misunderstood | profession demands hard to care for family | family leave and other benefits can be minimal | low fees/slim margins | Technical/codes | overtime expected | disproportinate focus on publication and awards over certification | firms don't emphasize professional development |
| inconsistent support of employee of dues and fees | inconsistent firm support of industry involvement | inconsistent firm support of professional development | salaries don't reflect licensure | compensation is not related to certification | brand awareness is a focus | client/employee satisfaction is a focus | designers not recognized as experts in creating healthy spaces | designers not recognized for ALL of our expertise | designers improve productivity of a space |
| designer add to client's bottom line | still using offshore labor for drafting/ rendering | still using toxic/ unsustainable materials | construction budget is king | hard to redirect construction | Leed and other rating systems primarily influenced by architects | interior designers are experts in sustainability strategy | no good carbon calculator and other tools for designers | training around materials and specficiation is a challenge | Librarie are unwieldy |
| mentoring is a challenge with hybrid | virtual reality & augmented reality is influencing industry | young designers asking for different things | losing skilled young designers to other disciplines | could leverage VR more | mixing materials in design process are we increasing function over form | losing real time interaction in a studio /isolation based work | transportation of materials and carbon impact | fostering agency in young designers | feeding the diversity pipeline |