**PhD Research | School of Design | The Hong Kong Polytechnic University**

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Interior Design

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**PhD Title:**  
The Perfection of the Interior Render: Reconsidering Representations in Interior Design and its Impact on Thinking, Practice, and Policy

**Keywords:**  
Interior Design, Representations, Virtuality/ Virtual Reality

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**Research Abstract:**  
The objective of this study is twofold. Primarily aimed at expanding Interior Design’s space within the academe, I will first look into providing a theoretical underpinning for the Interior Design profession grounded in the ways of representing design, especially computer-aided rendering of interior spaces that had become a necessity in today’s practice. Focusing on how representations of the interior relate to the other arts and their processes, I will argue for these renderings' perfection of the design idea which then elevates the profession to be at par with the fine arts. In relation to this, the second objective of this study is to investigate how in today’s digital age where the consumption of ideas makes the ‘real’ secondary, such sophisticated representations are not only crucial for the said consumption, but may ultimately be changing the very idea of home itself—with home being that which gave the profession its provenance.

**Research Methodology:**  
Primarily historical/comparative in nature, the first part of this study will mine literature that acknowledges drawings as a means of representing an idea prior to the realisation/completion of an artistic endeavour (ex. painting, sculpture, architecture, etc.). Where these drawings are to be considered generative unlike say, in cases where the illustration itself is intended to be the final output. I will then narrow in on spatial practices in order to define what ways, over the course of Interior Design’s intersectional relationship with say, architecture, have become specific to the profession. As an etymology of representing the design idea, it will then be interpolated in the body of related literature that challenges notions of representations as but a means to an end (Evans, 1986, 1989; Jacobus, 1988) to ultimately establish the value of these renders as an end in itself—as art. For the second part of this study where I will consider how the consumption of these renders over the virtual space of the internet is changing the notion of home, the method of content analysis will be used. With specific focus on the coding of the latent content and employing virtual ethnography/online ethnography/netnography. As Suzanne C. Beckmann and Roy Langer in Netnography: Rich Insights from Online Research (2005) notes: there exist few differences in the use of content analysis in examining conventional mediums such as print, media versus cyberspace as a venue of the processes of communication.

**Results / outcomes:**  
This study will create a dialogue with the ever-growing scholarship on space to ultimately expand the Interior Design profession’s position within the academe.  
This study will explore a foreseeable standardisation of ways of representing design ideas across the Region most especially in light of the ASEAN Integration.  
This study will identify practicable collaboration with industry partners (such as software developers) and more importantly, educational institutions that will be crucial in ensuring the continuity of the practice of Interior Design.

**Key Publications:**  
Rearticulating Home: Absent Voices (2014), UPLB Journal Volume XII, University of the Philippines Los Baños Publications Office; Philippines.