



Deliberations for Designing Theme Based Interiors - A Strategy to Increase the Consumers Interest and Demand for Handloom Products

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Authors' contributions

This work was carried out in collaboration between both authors. Author MMP designed the study, framed the objectives, collected the relevant literature and wrote the first draft of the manuscript. Author PRR suggested the necessary modifications. Both authors read and approved the final manuscript.

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ABSTRACT

The field of Interior Design is an ever expanding one. Everyday a new trend comes in. The designers and marketers are trying to attract the consumers with different products related to Interior Decoration. The Interior decoration products consists of different products like furnishings, accessories, furniture, lighting and other fixtures; both functional and decorative. 'Sustainable' or 'Green' Products/ Interiors are one of the trends seen in the present days, with regard to Interior Decoration. One of the ideas to bring in 'Sustainability' or 'Green' feature into the interior spaces is through the use of Handloom products. An innovative approach of using these handloom products in Interior Decoration is by using or designing them in a 'Theme Based Approach', rather than individual products. For designing the Theme Based Interior Design Products and Interiors, some deliberations are required to get a good output. This paper tries to understand the deliberations for designing theme based interiors. And if this theme based designing approach is done with

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handloom products in an innovative way, it can increase the consumer's interest and demand for handloom products and also incorporate 'Sustainability' or 'Green' feature in the interior or living spaces.

Keywords: Deliberations; designing; theme based; interiors; decoration.

1. INTRODUCTION

Interior design is an art and science which deals with beautification of the interiors or spaces in a built environment in order to make the spaces comfortable, healthy and aesthetic for the people using them. The interior designing field has a long evolution as seen in the World and Indian history. The interior decoration is a result gained from the combination of different factors like developing technology, industries and societies; and the changing housing needs of the consumers and the society. As all these factors are changing rapidly on a daily or a frequent basis; likewise, the field of interior decoration and the trends related to this are changing rapidly.

Everyday a new trend comes up and consumers are willing to adopt them. Among the different trends seen in the field of Interior Design in the recent past; 'Sustainability' or 'Green' Interiors is one. The consumers are trying to become eco-friendly and hence are using sustainable materials for construction or decoration of their interior spaces. An innovative way of designing interiors using 'Sustainable' materials is through the use of Handloom made products in interiors in the form of furnishings, accessories or other décor.

Apart from this, 'Theme Based Interiors' is another trend coming up in the recent times as such designs are more attractive and interesting for the consumer/ user and also their guests. This is making the consumers to spend lavishly on designing their interiors using a 'Theme based approach'.

Combining the trends of 'Sustainability' and 'Theme Based Interiors', i.e., by designing and decorating the interiors using Handloom made Interior Decoration products in a Theme Based approach will surely be a favourite for the present day consumers. Hence, this paper was written to understand the deliberations required to design Theme Based Interiors.

2. METHODOLOGY

This paper is written by conducting a review of information gathered from various secondary

sources like research articles and publications from journals, web, newspaper articles, market survey reports and organizational reports. The literature collected is gathered from researches or studies done in the past 11 years i.e. from the year 2007.

2.1 Objective of the Paper

To understand about the deliberations for designing theme based interiors.

3. DISCUSSION

The literature shows that 'Creative Product Development through Product Diversification and Customization' can be used as an important strategy to increase the consumers interest and demand for handloom products. As the present paper, mainly focuses on 'Developing Creative Interior Design interventions using different themes', this part of literature review tries to analyse the deliberations required for designing and developing Interior Design products using a Theme based approach.

Vaidya defines a theme as a collection of various parameters of design (which can include a certain set of colours, materials, repetition of a certain elements, etc.) in an interior space. There are two types of themes primarily used in interiors, oriental and contemporary. Oriental themes have a disciplined role in theme design; such as country, rustic, vintage, elegant, etc. Much emphasis is given to the natural beauty of any material. The designs are close to the nature, such as leaves, flowers, plants. In the oriental themes, accessories play a major role in decoration. In Contemporary themes, "simplicity" is the key, mainly to meet the needs of present-day modern consumers. Simple designs with mostly plane or geometric designs are seen in these themes. A plane rectangular form is itself beautiful and that's why decoration is given a second preference [1].

Bradley conveyed that a good product design begins with a good design concept which will give a direction for the design decisions. A design concept is defined as the idea behind a

design and is the underlying logic, thinking and reasoning for how a design has to be developed. The concept will lead to a designer's choices in colour and aesthetics. The designer can think of design concepts in two ways: Verbal – the words a designer uses to describe the concept and Visual – a specific image, style/motif, colour schemes, textures, shapes and layout related to the design. Visual concepts tend to be a little more definite and come from the verbal part of a concept. The designer needs to go through the following process while designing a product: (a) Defining the problem - the designer has to think about the target client and ask questions about the goals for the design and (b) Research – the designer has to do his/ her own research into their industry looking at competitors' products and try to understand more about the latest trends. These things can help a designer to start thinking and begin the idea generation process.

A designer can ask the following things in order to understand the client's requirements:

- What is the client's choice?
- Who are the client's?
- What are the requirements for the interior space/ product to be designed?
- What is the major objective of the space/ product?
- What is the budget for the space/ product designing?

The answers to each of the above questions can give a designer the ideas to develop a product/ design concept. Later, the designer can start sketching different visual concepts for the design always keeping the few words that serve as the abstract concept in mind. Another helpful tool is to create a theme/ mood board. They serve as a document for the designer to develop the concept detailing for the place/ product. In order to develop a concept, every design element needs to be working in harmony with the concept and communicate the same message [2].

Themes are important to make a space beautiful. Designer and the client have to agree upon a particular theme, so that a lot of unnecessary activities can be avoided. Understanding the life style and location of the client, client's tastes and requirements and detailed budget assessment are important before planning a theme. Once the client is clear about the budget, the designer can know exactly what raw materials are required. Majority of the clients have a particular idea about how they want their space to be designed,

and hence they want the designer to design the space according to those requirements [3].

Theme based designing for interiors is surely a great idea which will give a unique look to any living space or room. When a good theme based designing is done, it will convert a person's interest into reality. For example, if a person loves music; a musical theme can be created in his/her room by decorating the walls or flooring or ceilings or furniture or furnishings using some designs of musical instrument's designs. Decorating according to a person's wish will make a person stay comfortable in that space, create a soothing effect on his/her eyes; and also be interesting to the visitors. Apart from the body, a person's mind also will be having a positive effect and hence the thought process of a person during the work will be improved.

Some ideas related to theme based designing include:

- Cinema Lover Theme: Add some cinema elements like cinema-related paintings, sculptures, etc. to a room interior design which using this theme, and this will give a cinematic effect and a unique look.
- Eco-friendly Theme: Organic or natural materials or recycled materials are widely being used now-a-days in the theme-based interior designing. These have become famous as they are eco-friendly, human-friendly and economical too.
- Coloured Theme: These themes give an elegant and classy look to a room. Any colour cool or warm can be used as a theme, and such themes would stand as interesting for a long time [4].

Theme decorating do offer a lot of opportunities for creativity. It is important to have a Theme in mind already before decorating a Theme-based interior, as it will remove confusion and be helpful while designing and decorating it. The designer and the client have to know how the designed interior will look and should look after decorating it, as this knowledge will guide them throughout the design process and help them to move in a right direction. However, a Theme Decorating can often go wrong, if it is underdone or overdone.

Some of the Do's for Theme Based Decorating:

- Think subtle
- Think Less is More: It is easy to overdo a theme with too much theme related items.

Hence, it is important to avoid large and obvious items like too many walls stickers, murals etc. Only a few theme related touches that add class should be added

- Get Creative: Different items like a surfboard as a wall shelf or a Moroccan lantern over a rust wood dining table or something creative can be used to design Theme based interiors. These will be simple, creative and gives life to the space.

Some of the Don'ts for Theme Based Decorating:

- Don't over commit: One should consider adding theme related touches that are easy to change out and replace. Some accessories like accent pillows, artworks are easier to change out compared to the murals and furniture. It is always important to keep the theme subtle as this will allow the user to enjoy it for a longer time [5].

Customising a home or any interior according to one's taste and the requirement is appealing. Though there is a designer hired by a person, the client also needs to have an idea about choosing themes while designing a space as this will give a client and the designer more confidence, clarity and insights regarding what the interior design should be. The theme of a room or space is the most important parameter which will help a client or designer in setting the foundation for the rest of the interiors, which is why this the themes is so important. It is important to bring in a client's style statement and personality while designing theme based interiors. And one of the good ways to bring this is to incorporate more things of what the client's love and enjoy in their space. These things could include photographs, favourite books, musical instruments, indoor plants, etc. Natural elements like handloom fabrics, natural fibres, botanical prints, or some creative items like leaves fallen from a tree can be added up into the theme. Floral and bird prints are very much in trend in the recent years, right from 3D prints to artwork and upholstery. So, one can incorporate them into their theme if they want a trendy looking home. Last but not the least, but one needs creativity and passion for creating the best theme in their special spaces [6].

The interior design matters whether it is a commercial space or a resident space, as it plays a major role in leaving an expression about the owner in the guest's mind. Now a day's many people are preferring to opt a theme based designing style. Time requirement and well-planned schedule is a major factor to give the

best outlook for an interior. The theme should be decided on the basis of size and location of the room. The ideas, requirements, and suggestions of the person who is going to use and live in the room or house should be taken into consideration while designing a theme based interiors [7].

A unique interior surely needs a unique theme. Unique theme gives a meaning to the design of the interior, and the theme itself explains the concept of the interior just by having a single look at it. A perfect theme is where each and every object of the interior is identical to the theme each other just like a harmony. Music theme, Pirate theme (for kids bedroom, especially for boys bedroom), shell theme, playhouse theme, chocolate theme are some of the trending themes in the few recent years [8].

Kids want their room to be decorated in diverse themes or styles. A kid's room should be decorated with funny, fantastic, exciting and creative themes which they like the most, rather than compelling them to follow the theme of the designer's choice. They are fascinated towards colourful objects, decorative themes on walls, various styles of furniture etc. and designers should help them in giving realism to their imaginations. The age of the child play an important role in choosing a theme. Cartoon themes, Jungle Theme, Sea theme, Sky theme and Traveller theme are the famous themes seen in kid's rooms like study room, bed room, bath rooms and play rooms [9].

Interior decorating using a theme in an interior space can express a lot about the personality of the people who live in that space. Themed interior decorating is simply taking an idea and implementing it in a house/ room to create a solid, pleasant look that makes the user feel happy and comfortable. For example, a tropical theme can make a room light and airy with lots of plants, bright colour to accent the furnishings and tropical items like an aquarium, pictures of tropical scenes, sea shells and other objects the family loves. There is no limit to what one can use in a theme in order to create a room that is appealing and welcoming for self, family members or guests. When an interior is decorated with a theme it should be fun look at it and use as well [10].

Oosterhouse indicated that one can choose a standard theme such as "modern" or "country" that outlines exactly how the room will look. The only thing one has to be clear is, on what the

"theme" means in terms of actual decorative elements like furniture, lighting, furnishings and accessories. The best way to develop room-specific ideas that symbolize a theme, tastes, and style is to prepare a "style file" by collecting sources of inspiration. The sources of inspiration could be anything from a magazine/ advertisement/ movies or any other idea. All the ideas collected should be put together and made into room designs, where they become a great way of defining the particulars of a theme and style [11].

Puruja stated that a theme, or style, is an idea that is consistently used through the entire room, creating the feeling of unity. A design concept involves a much deeper knowledge of the client's socio-cultural and the architectural context and will generally follow a specific period style. In the past fifty years, interior design and home décor have changed tremendously. With the introduction of new technologies, fabrics and products, the designs evolved with the use of the new materials. Today, themes used in interior design include themes that are not always consistent with specific period styles and try to mix pieces from various periods. However, each element needs to contribute to function, form or both. For the past ten years, architects, designers and decorators have rediscovered the distinctive furniture from the 50's and 60's. The designers of today are using both natural and synthetic materials, reference from the past generations influences and are creating innovative design trends [12].

Narasimhan defined a theme or a concept as an idea which gets translated into physical form. The writer says personalised themes are hard to achieve and lot of research must be done before designing global themes. Locally handcrafted products play an important role in adding right elements to any decor. Handcrafted textiles, sculptures, carpets, mirror frames and other accessories help in putting charm of a location into the setting. Working on a theme-based designs is fun and enlightening, but a lot of research is required to make it perfect. One disadvantage of a theme-based room is that over a period, one may find it boring, mainly for the ones who love change [13].

A theme should be chosen based on user's desire. For example, if a theme is based on colours, the designer must make sure to include the colours which the client likes. If it is an animal theme, the designer must make sure to include the animals which the client loves so that the client would be happy looking at them every day. A theme should be chosen so that the client will like for a long time as redoing a theme is surely an expensive process. The designer must make sure that the theme fits within a room space. Some themes need a larger space to really pull in and make the client feel the theme. The themed furniture, wall decals and accessories must fit in the room properly without looking too crowded or cramped. Finally, any theme chosen should be relaxing to the user [14].



Fig. 1. A sketch developed by the author as part of her research work on developing theme based interiors using handloom products
(Theme: Rainbow; Space: Children's Bedroom)

Foxlin communicated that an interior space with a distinct theme is a common practice in restaurants, healthcare organizations (particularly children's hospitals) and hotel design due to the fierce competition from these competitors. A memorable interior design is one which stands out among its peers. However, many architects and designers fear at the thought of theming. But a thorough understanding of the benefits and hazards of theming, combined with a disciplined process and a well-developed concept, can ease those concerns and result in spaces that not only meet complex functional and strict technical requirements, but also benefit clients and delight users. There is a fine distinction between an interior design concept and an interior design theme. Both act as a framework from which further design language can be developed. While a concept deals with the basic planning diagram and defines the relationship among different design elements, a theme is an overlay to a concept that helps tie all the various spaces together. When a designer is developing, and executing a theme, a thorough understanding of the client and their preferences are important to know [15].

A theme or a concept is an idea waiting to be implemented physically. A theme becomes harmonious only when the right elements are placed in the right settings. It is very important to keep in mind the person or people who are going to use the space before choosing the theme and design. Every year, favourite themes of the people keep changing and changing. This year, i.e., in 2018, the theme for interior design is 'Maximalism'. This doesn't mean that every place or space is designed in that theme. But using this inspiration, other theme-based designs can be done. There are a few points to keep in mind while designing any space be it in any theme. They are:

- **Cosiness:** Decorating small areas and micro-zones with luxurious and trendy comfort.
- **Modern colour palette:** Design trends 2018 blend green and brown colour shades with secondary blue, white, black, dark red, soft orange, deep yellow, white hues, grey colour tones, terra-cotta, dark purplish red and wine colours. Majestic copper and bronze are also making a comeback which adds warmth and chic to decorating modern interiors. All are smart choices for decorating in 2018.

- **Dark wood, cork and bright lights:** Dark wood and cork is another beautiful interior design trend which brings a delicious chocolate brown colour to the interiors not only in floors but also in cabinets and walls. Dark wood requires brighter light to enhance and accentuate the look of the space.
- **Simple shapes and metal furniture:** Hi-tech styles with an influence of retro-modern designs are stylish options for interior design in 2018. Metal furniture with soft upholstery adds shiny luxury and durability to interiors.
- **Recycling:** Recycling or bringing back the old will boundlessly merge with room decor and harmonise textures.
- **Frugal ideas and originality:** Finding new colour schemes for existing décor, blending textures, finding new themes and incorporating cheap ideas into home decor are some of the latest trends to personalise a space.
- **Suede and velvet upholstery:** Rich and colourful upholstery will depict the theme of maximalism as well as luxury and royalty perfectly.
- **Custom carpentry and woodwork:** Woodwork projects enhance interior design ideas giving a new twist to eco-friendly decorating ideas.
- **Ceramics, glass and metals:** Terracotta tiles, ceramic vases and metal frames and handicrafts are all making a comeback into interiors. It not only enhances the interiors but also brings back tradition and culture with a modern twist.
- **Leather and natural stone:** Marble granite and pebbles are the most popular stones for interior designing. Leather is used not only in upholstery but also for shelves and artwork.
- **3D wall designs and bold and rich wall accents:** 3D wall art and wall accents go perfectly with the theme of the year aka maximalism.

These above points can be used as a basis to develop any theme depending on the space available, its functionality and client requirements. Using a theme-based approach in any space designed will tie the different elements in that space together, but each element has its own story; and at the same time gives individuality [16].



Fig. 2. A sketch developed by the author as a part of her research work on developing theme based interiors using handloom products
(Theme: Monochrome; Space: Restaurant)

Any designer can use the ideas or deliberations seen in the above literature, and can design any interior using a Theme based approach. As 'Sustainability' and 'Green' features, and 'Theme based interiors' are few trends observed in the field of Interior Design in the recent times; these ideas can be merged together. This act, if done creatively and innovatively, can increase the consumers' interest in decorating their living spaces using these three trends. Developing 'Theme Based Interiors' using Handloom Products can bring in the features of 'Sustainability' and 'Green' into the interiors or any kind of spaces, be it a residential or a commercial one.

For example, a simple restaurant interior can be made into a more beautiful one just by using Handloom products in an innovative and theme based manner (as seen in the Fig. 2). In this figure, it can be seen that the Wall Hangings and Table mats and are developed using an interesting Ikkat Handloom fabric woven in Pochampally cluster in Telangana State. The wall panels, Door Valence, Table cloth, Hand Napkins, Chair Covers and Door Mat are designed using a combination of different Handloom fabrics woven in Pochampally, Kothawada and Kamalapur clusters. All the products used in this space are designed in a theme based approach. The theme used in this space in 'Monochrome'. Here the idea of the author/ designer is to use handloom fabrics which are in shades and tints of blue colour to make it look like a 'Monochrome' theme. In this example, it can be noticed that the two trends of 'Theme based interior designing' and using

'Green' materials i.e, Handloom products are put together in order to create a third trend i.e., 'Sustainable' interiors.

Such ideas and thoughts can be put together and an interior space can be designed using Handlooms in a Theme based approach. Using Handloom products for designing Theme based interiors will also surely be as a wonderful strategy to increase the consumers interest and demand for handloom products. This interest will make the consumers to use more of handloom Products in their interior spaces, and this will finally promote the features of 'Sustainability' and 'Green'. The importance of these features are to be understood by any consumer as there is a lot of Environmental quality deterioration happening in the recent times due to various reasons, and construction of buildings and the materials used to construct them is one of them. Hence, it is important to use 'Green' and 'Sustainable' materials in Construction or constructed spaces. Using Handloom Products for designing interior spaces is a good and sustainable option; and using them in a Theme abased approach would be an innovative and interesting option.

4. CONCLUSION

To conclude, interior design products designed according to theme based approach will be interesting and appealing to the guests and persons living or visiting a space. Such theme based designs and products are becoming a trend, mainly in kids rooms and hospitality spaces. Theme based designs can be a bit expensive, but if a designer properly plans a

theme and implements it, budget friendly theme based interior products can be created. The major deliberations to be considered while designing theme based interiors/ products are: Consumer/ client age group, preferences, ideas, requirements, type of room/ area, budget, suitability to the theme of the room. Considering these issues by the designer can help him/her to create a better theme based interior/ product.

An important thing to note about this topic is that no extensive research has been done related to this. Conducting more number of researches on this topic and validating some deliberations required for developing theme based interiors/ products will help the future designers in guiding how to design/ develop a theme based interior/ product. As almost all the researchers tried to explain their observations or experiences with regard to the development of theme based designs; it would be more helpful for the future researchers, if some proper quantitative research results are shown by the earlier researchers as this gives more strong and valid deliberations for the future designers while designing theme based interiors. If qualitative research will be done, a comparison between the deliberations given by various researchers can be compared and the best ones can be used as a guide by the future designers while developing Theme Based Interiors.

It was found through the review that the Theme based Interior Designing will surely continue to be as a trend in the Interior Design field, as the present day consumers are trying to decorate their homes beautifully in order to display their social status; and increase their health, comfort and safety. Apart from this, they are also trying to incorporate a character of 'Green' or 'Sustainability' in their interiors/ living spaces, due to the increasing eco-friendly behaviour. Hence, use of Handloom materials for interior furnishings and decoration in a Theme based approach can be a good strategy to increase the consumer Demand for Handloom Products, which are considered to be one of the 'Green' or 'Sustainable' materials.

Apart from this, it can also be noted that not much of the researchers tried to study the deliberations required to develop Theme Based Interior Designing using Handloom Products; and also the Pros and Cons of it. Hence, such research can be taken up by the future researchers who are in the Field of Interior Design.

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COMPETING INTERESTS

Authors have declared that no competing interests exist.

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