

**Faculty of Engineering**  
**Department of Interior Design**

# Interior Design Applications

3rd year – 2<sup>nd</sup> Semester

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Room No. 313

Academic Year 2018-2019

|  | Course Name  | Interior Design Applications   |
|--|--|--|
|  | Course Code  | INDS 321   |
|  | Lecturer in Charge   | Asst. Lecturer   |
|  | Department/College   | Interior Design / Engineering  |
|  | Contact information  | e-mail: <a href="mailto:madyan.maher@gmail.com">madyan.maher@gmail.com</a><br><a href="mailto:madyan.maher@ishik.edu.iq">madyan.maher@ishik.edu.iq</a> |
|  | Time(in hours) per week  | Theory: 2 h.   |
|  | Keywords   |  |
|  | Objectives:<br><br>At the end of this lecture, the students should be able to:<br>• Establish basic concepts about <b>Social Interaction</b> . |  |

| Week | Lecture Date     | Number of hours   | Topic                               |
|------|------------------|-------------------|-------------------------------------|
| 1    | 5/2/2019         | 2 h               | Introduction, course overview       |
| 2    | 12/2/2019        | 2 h               | Space as language                   |
| 3    | 19/2/2019        | 2 h               | Space and the human dimension       |
| 4    | 26/2/2019        | <u>2 h</u>        | Mechanisms of perceiving space      |
| 5    | 26/3/2019        | <u>2 h</u>        | Way-Finding                         |
| 6    | 2/4/2019         | <u>2 h</u>        | Spatial Org. and Social Interaction |
| 7    | <b>23/4/2019</b> | <b><u>2 h</u></b> | <b>Social Interaction</b>           |
| 8    |                  | <u>2 h</u>        |                                     |
| 9    |                  | <u>2 h</u>        |                                     |
| 10   |                  | <u>2 h</u>        |                                     |
| 11   |                  | <u>2 h</u>        |                                     |
| 12   |                  | <u>2 h</u>        |                                     |
| 13   |                  | <u>2 h</u>        |                                     |



## Last Lecture:

- ▶ Spatial Cognition



## Course Reading List and References:

- ▶ **Language of Space**

by Bryan Lawson

## Social Interaction

- ▶ “SI” is the way in which personalities, groups, or social systems act toward and mutually influence one another.
- ▶ Types of interaction:
- ▶ **Focused interaction** is interaction in a group of persons that have a common goal. These persons may have been familiar with one another in the past or they may become familiar for the first time during their focused interaction. An example of this is a group of students studying together for a final examination.
- ▶ **Unfocused interaction** includes neither a common goal nor such familiarity even during the process of interaction. In fact, the interacting persons may be unaware of their interaction. An example here is the interaction between pedestrians, who avoid disastrous collisions by following traffic etiquette and regulation.

## ► Social Interaction

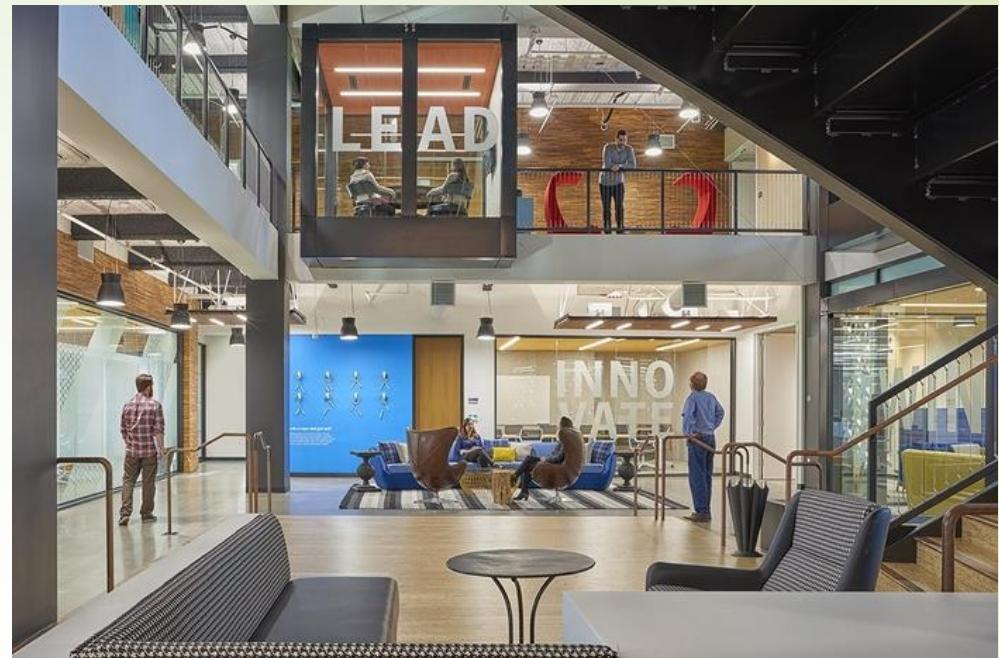
- **Spatially defined roles**
- Our concern here are the aspects of nonverbal behavior such as the way we arrange ourselves in space in relation to others.
- We should distinguish face-to-face communication from mediated communication, and describe the unique social aspects of face-to-face communication: touch, shared activities eating and drinking together, as well as informal interactions and attention management.
- Actually, we can change the result of conflicts by using the right spatial behavioral signals “Spatial Roles”.

## Social Interaction

- ▶ Architecture can influence how people interact with each other through the social ordering of space.
- ▶ This influence can be minimal by encouraging mingling or informal interaction through placement of objects in the interior of buildings, such as water coolers.
- ▶ At the other extreme, architecture, such as that of a prison, can serve to restrict movements of individuals and their ability to interact with others, and effectively dominate individuals.

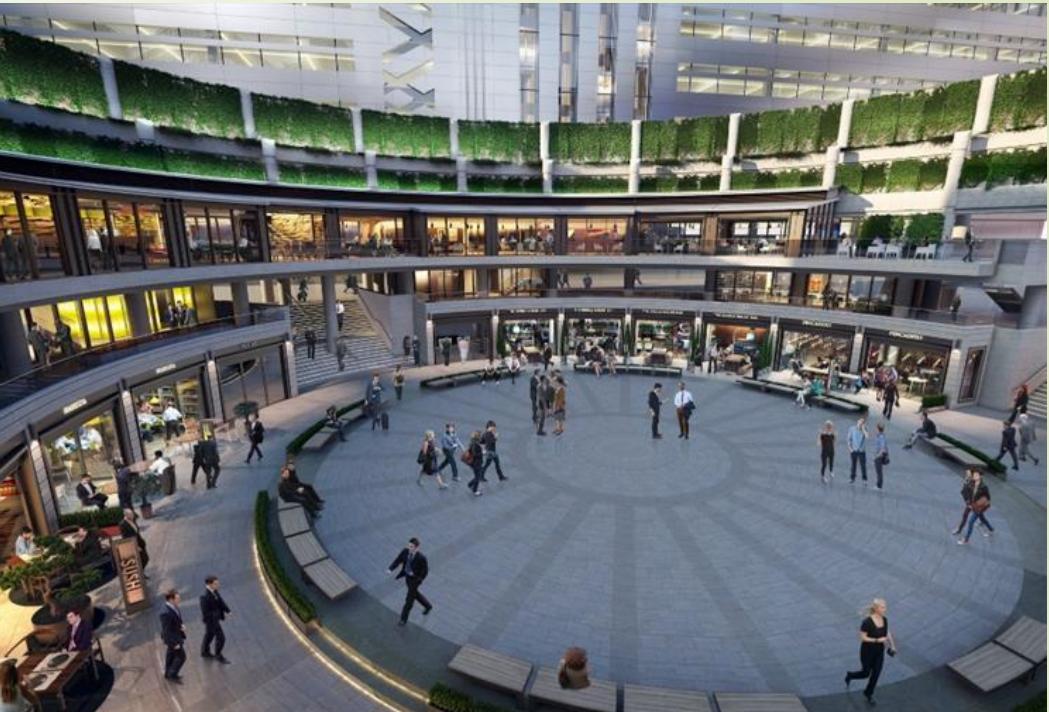
## Social Interaction

- Zoning plays an important role in attempting to create public areas for positive social interaction, such as open spaces, plazas, and parks.



## Social Interaction

- ▶ Our built environment can be structured to encourage or discourage social interactions.
- ▶ A simple example of this is that hallways tend to **discourage** social interaction, while **circular rooms** tend to encourage social interaction.
- ▶ It is well recognized that elements such as common stairwells, the placement of water coolers, and front porches can all facilitate social interaction.





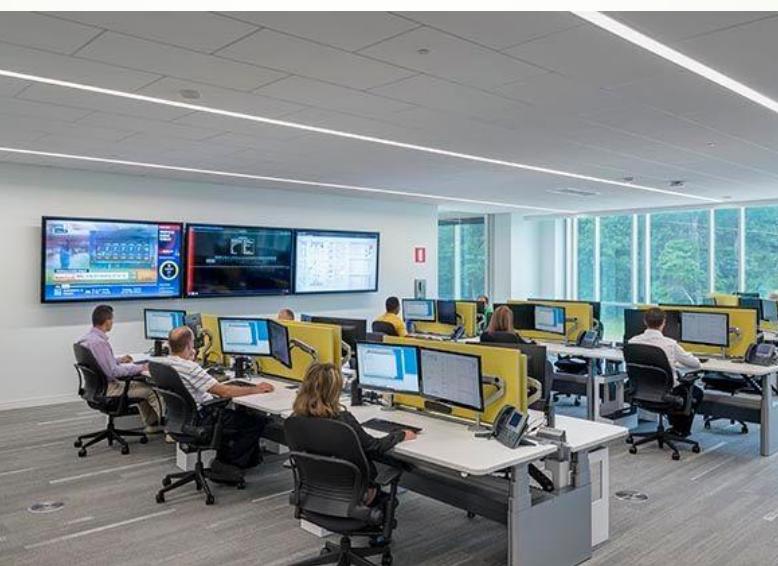
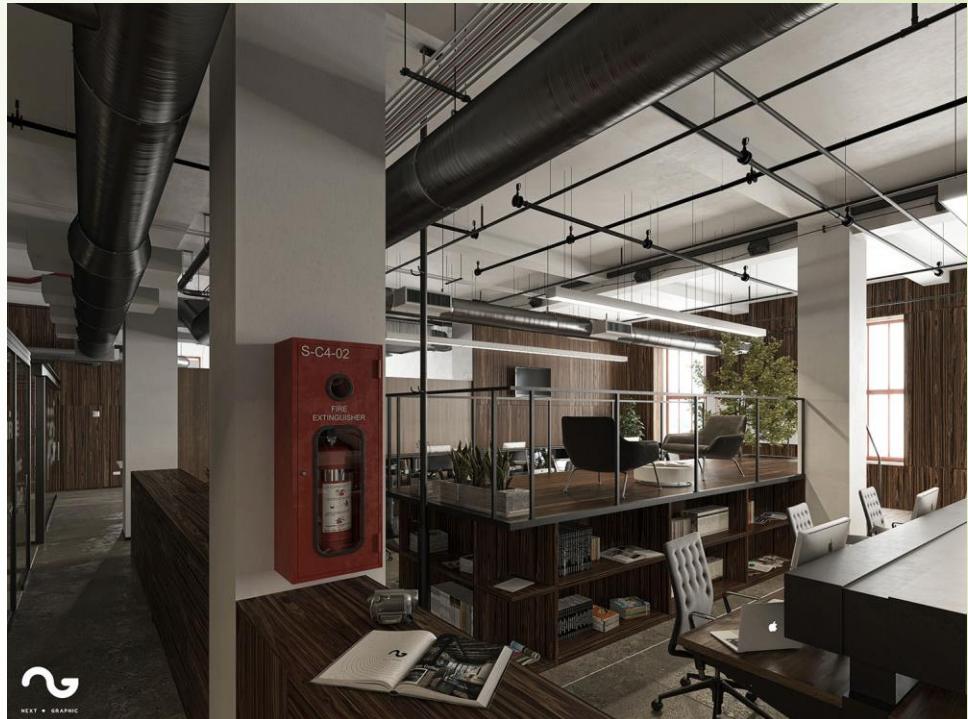
## Social Interaction

- ▶ Our built environment can affect social ordering by interacting with our perceptions of personal space and territory.
- ▶ Territoriality considers how people exert control over a specific space. This can occur through a number of ways from symbols, such as a personalized pinup calendar in male work areas, or the use of formal barriers such as fences and gates.



## Social Interaction

- ▶ **Territoriality**
- ▶ Territory is usually understood as a physical and bounded space, but it often extends to the abstract domains of ideas in the case of humans.
- ▶ Spatial demarcation and adornment are a process of maintaining territoriality in office settings. A worker may define personal territory with objects and furnishing if existing enclosure and furnishings do not define it sufficiently.



## Social Interaction

- ▶ **Territoriality**
- ▶ Seven forms of territory have been distinguished (primary, secondary, public, objects, ideas, interactional, and body); defense strategies (prevention, reaction, and social boundaries) are employed in response to infringements (invasion, violation, and contamination).



Territoriality: FAIL



## Social Interaction

- ▶ The design of buildings can also order social interaction by effectively dominating and controlling people. For example, the design of prisons is purposefully built to allow the use of techniques of surveillance, segregation, and classification.
- ▶ The use of buildings to discipline behavior is used in a variety of buildings going beyond prisons, such as hospitals, schools, shopping malls, and theme parks.



## How does design affect on social interaction?

- ▶ The design of a place affects the choices people can make, at many levels:
- ▶ - it affects **where people can go**, and where they cannot: the quality we shall call **permeability**.
- ▶ - it affects the **range of uses** available to people: the quality we shall call **variety**.
- ▶ - it affects how easily people can **understand** what opportunities it offers: the quality we shall call **legibility**.
- ▶ - it affects the degree to which people can use a given place for **different** purposes: the quality we shall call **robustness**.
- ▶ - it affects whether the detailed **appearance** of the place makes people **aware** of the choices available: the quality we shall call **visual appropriateness**.
- ▶ - it affects people's **choice of sensory experiences**: the quality we shall call **richness**.
- ▶ - it affects the extent to which people can put their **own stamp** 'on a place: we shall call this **personalisation**.



THANK  
YOU  
FOR  
YOUR  
ATTENTION