

2010
Annual Report

of the
Interior Design /
Interior Architecture
Educators
Association

IDEA

Interior Design/Interior Architecture Educators Association

IDEA began as a result of a meeting of a number of heads of interior design/interior architecture programs from around Australia on 19 December 1996 at the University of Technology Sydney. Gathering under the working title HIADA (Heads of Interior Architecture/Design, Australia), this inaugural meeting was attended by Harry Stephens (UNSW), Jill Franz (QUT), Lynn Chalmers (UniSA), Andrea Mina (RMIT), Tim Laurence (UTS, outgoing head of program) and George Verghese (UTS, incoming head of program). This meeting highlighted a shared desire to strengthen and support the pedagogy and research in interior design and interior architecture education and to develop a cross institutional collegial support network. The following year, at the second meeting, the name of the group was changed to IDEA (Interior Design / Interior Architecture Educators Association) and the association has flourished due to an ongoing commitment of members and their institutions. Every year since 1996, IDEA has held biannual meetings at different locations, hosted by a member institution. These meetings provide a valuable forum for exchange, benchmarking, collaboration and collegiality.

On 11/2/2009, IDEA was incorporated and registered as a not-for-profit public company limited by guarantee under the Corporations Act 2001 in Australia. It also received endorsement for charity tax exemptions including income tax exemption. On 1st of February 2010, IDEA held its first Annual General Meeting and elected office bearers Chair (Suzie Attiwill), Secretary (Matthew Cooke) and Treasurer (Sue Sherringham) for a three-year term. The position of Deputy Chair was added to the offices bearers and Dianne Smith was elected to this position.

The redesigned IDEA Journal - *IDEA Journal 2009. Interior Territories: Exposing the critical interior* - was launched at the beginning of 2010 with the first issue under the editorship of Gini Lee. In 2010, the journal

was recognised in the Excellence in Research in Australia assessment as an A ranking journal. This places it in the top 15% of journals internationally in terms of research quality. The journal is recognised as a critical vehicle for the recognition and promotion of design and design education as a research activity relevant to its field and equivalent to publication of more traditional research refereed journals.

Another key activity of the association is the IDEA conference / symposium. These are held approximately every two years and engage a national and international community of scholars. In 2010, QUT hosted and convened the IDEA symposium – *Interior Spaces in Other Places*. The symposium attracted papers from academics and postgraduate candidates locally and internationally. Held over two days at the State Library of Queensland – the symposium was well attended and provided an opportunity for critical discussion and exchange of ideas. Professor Penny Sparke, renowned design historian, presented the keynote lecture.

IDEA continues to be a collegial organization focused on excellence in interior design/interior architecture education and research. During 2010, IDEA has been actively involved with key interior organisations around the world. IDEA has assisted with the regional coordination of surveys for the *Design Frontiers* project of the International Federation of Interior Architects/Designers (IFI). The Interior Educators (UK) have sought IDEA's support for their members facing institutional cuts. IDEA has continued to foster relations with IFW (Interiors Forum World)/Italy and IDEC/USA through conference participation. IDEA's profile as a peak body for interior design/interior architecture education and research was also acknowledged locally with invitations to join the steering committee of the proposed Academy of the Creative Arts and participation in the development of the Australian Design Alliance's inaugural strategic plan.

In 2010, IDEA addressed its objects through a number of activities. These are outlined below and aligned with relevant specific objects:

(a) to be an advocate for undergraduate and postgraduate programs at a university level that provide a minimum of 4 years education in interior design/interior architecture;

The provision of a minimum of 4 years education in interior design/interior architecture has become a critical issue in the last few years. There is a marked shift from when IDEA began in 1996 and its advocacy of a 4 year undergraduate program which encouraged a number of programs to extend from 3 to 4 years. Now in 2010, the 4 year undergraduate model has been challenged by the Bologna model and the introduction of coursework masters in architecture programs. The impact of the restructuring of architecture programs to a 3+2 model (3 year Bachelor and 2 year Masters) as well as other institutional restructures have seen a number of IDEA members also re-structure their programs as 3+2, or variations such as 4+1 or 3+1+1. The criteria for IDEA institutional membership of 'a minimum of 4 years education' can be a combination of undergraduate and postgraduate.

2010 has also presented restructures which have involved the merging of interior programs with other programs - for example WelTec's Bachelor of Interior Design will not be offered from 2011 and instead a Bachelor of Creative Technologies with interior design as a major. As noted under membership at end of this report, this means that WelTec will not continue as an institutional member of IDEA.

The roundtable discussions which take place at the face-to-face meetings have been and will continue

The general object of IDEA is the advancement of education by:

(a) encouraging and supporting excellence in interior design/interior architecture education and research within Australasia; and

(b) being the regional authority on, and advocate for, interior design/interior architecture education and research.

to be a critical forum for discussion regarding the issues arising from these changes and also enable an understanding of what is happening across the region.

Similar challenges for different reasons are being faced by colleagues internationally - particularly in the UK. The Interior Educators (IE - the peak body in the UK for interior design/interior architecture education) are concerned that a number of their members will be facing restructure or closure due to the funding cuts that have taken place across the UK university sector. At the end of 2010, IE requested IDEA contact the Vice Chancellor of the University of Cardiff to protest against a proposal to close their Interior Architecture program, the oldest interior program in the UK.

IDEA continues to be an active institutional member of IFI (International Federation of Interior Architects/ Designers). Suzie Attiwill, as chair of IDEA, has assisted IFI in its Design Frontiers Entity project which will culminate in a global symposium in February 2011, New York City. IFI seeks to establish a global position for the profession and education will be one of the key topics. In the past, IDEA has found support from IFI's policy regarding a minimum of 4 years education to qualify as a professional interior designer / interior architect.

(b) to support the rich diversity of individual programs within the higher education sector;

The full day 'roundtable' discussion that takes place at each face-to-face is a critical part of IDEA. This is a key activity of IDEA which enables benchmarking, professional development, advocacy of excellence through discussions on scholarship, education and research where the emphasis is on supporting the rich diversity of individual programs as distinct from attempting to identify a universal standard. In 2010, the roundtable topics addressed:

Brisbane meeting - postgraduate research. The Brisbane meeting in February coincided with the IDEA Symposium *Interior Spaces in Other Place* and the IDEA Student Scholarship which was awarded to a

postgraduate candidate from each institutional member. The candidates presented their research to the IDEA Board and other scholarship recipients. This was an opportunity to engage with the individual research projects while gaining insight into the different modes and methods of postgraduate research being offered and encouraged at different universities.

Melbourne meeting in July 2010: the roundtable discussion focussed on updating the IDEA matrix. The matrix is a collection of data under specific fields from each program. This provides an opportunity for benchmarking and extended discussion on the various issues each institution is facing and addressing.

(c) to create collaboration between programs in the higher education sector;

In 2010, IDEA developed the idea of Working Groups to encourage more extensive participation within the community of academics and allow for inter-institutional collaborations. The proposal, initiated by Dorita Hannah (Massey), is based on the Performance Studies International working groups. Each working group will involve 3-5 colleagues from different IDEA institutional members working on a particular topic. The aim is that the working groups will facilitate the initiation, development and realization of IDEA objectives.

At this stage two working groups have been initiated – Exhibition (chaired by Suzie Attiwill) and Studio Teaching (chaired by Rachel Carley). Further working groups will be initiated in 2011.

(d) to foster an attitude of lifelong learning;

In 2009, IDEA discussed a series of strategies to foster an attitude of lifelong learning including fostering connections between the profession and academy while celebrating differences e.g. master classes and research projects. These have yet to be developed.

(e) to encourage staff and student exchange between programs;

A number of activities have been identified as modes for encouraging exchange:

- > active involvement of staff and students from host institutions at IDEA meetings through allocation of specific time during meetings (this will take effect from 2011)
- > IDEA Student Scholarship – as mentioned in 2010, the scholarship was offered to a postgraduate candidate from each institutional member to attend the 2010 IDEA symposium *Interior Spaces in Other Places* in Brisbane. Candidates presented their research to each other and IDEA members in a forum held the day before. Bringing students together enables both exchange and also the development of a collegial network.
- > the development of a Memorandum of Understanding concerning staff and student exchange has been identified as a future action.

(f) to provide recognition for excellence in the advancement of interior design/interior architecture education;

The IDEA Journal call for papers invites the submission for refereed design studios with the aim of encouraging the publication of design teaching which has received peer recognition and recognised excellence in interior education. Unfortunately there have been few submissions along these lines. One of the main concerns of the proposed Studio Teaching Working Group is how to achieve this objective. The potential of an IDEA award for excellence has been listed as a strategic initiative for consideration in 2011.

Since 2007, Architecture Media has offered a prize to final year students of interior design/interior architecture degree courses, where the institution holds membership of the Interior Design/Interior Architecture Educators Association. The prize ARTICHOKE® magazine prize for design communication is awarded

to a final year student for excellence in the visual and written presentation of an interior design proposition. ARTICHOKE® magazine promotes interior architecture and design in all its vitality and variety. ARTICHOKE® is the national magazine of the Design Institute of Australia and is also endorsed by the Royal Australian Institute of Architects. The winning projects are published in ARTICHOKE® and each recipient receives two years subscription to ARTICHOKE®.

(g) to foster, publish and disseminate peer reviewed interior design/interior architecture research;

The IDEA JOURNAL and IDEA SYMPOSIA are significant undertakings in relation to this IDEA objective.

The IDEA JOURNAL:

The fact that it has received an A ranking as part of the ERA (Excellence in Research in Australia) which places the journal in the top 15% of journals internationally is evidence of the level of excellence that the journal has fostered in interior design/interior architecture research.

The 2010 IDEA Journal is the second issue under the executive editorship of Professor Gini Lee (QUT).

The 2010 provocation was: Interior Ecologies: exposing the evolutionary interior. The call for papers sought to elicit emergent interior debates on contemporary spatial, material and performative practices. 'Can a critical ecological approach to practice and discourse in interiors enable expanded locales for research and experiment across disciplinary **and** theoretical boundaries? Normative concepts concerned with the designed habitat, or discursive debates around the interfaces of interior and exterior conditions, may fall short in provoking interior thinking to engage through ecologies of practice that contribute to advancing environments, technologies and cultures.' The call for papers invited "theoretical research, design practice and educational accounts, examinations of historical, contemporary and relational perspectives for constructed situations and/or events, scholarly accounts

of writing and projects that move across disciplinary perspectives”.

In 2010, executive editor Gini Lee was supported by Jill Franz/QUT, Rachel Carley/UNITEC and Suzie Attiwill/RMIT as editorial advisors in the final review and selection of papers. The quality and depth of the referees' reports for the 2010 journal was commendable. Many referred authors onto references and drew attention to connections and potential for the research. It was clear that the reports were more than critique and had actually become critical vehicles in IDEA's aim to foster and nurture excellence in interior research. The significance of this as an important aspect of IDEA's role in fostering excellence in research became apparent.

The IDEA SYMPOSIUM is an equally significant and major undertaking in relation to fostering, publishing and disseminating peer reviewed interior design/interior architecture research. The 2010 IDEA symposium was convened by Mark Taylor/QUT and Gini Lee/QUT with Marissa Lindquist/QUT and hosted by QUT. Titled *Interior Spaces in Other Places* the symposium was held in Brisbane at the State Library of Queensland from 3 -5 February.

The focus of the symposium was ‘to question whether interior design is changing relative to local conditions, and the effect globalization has on the performance of regional, particularly Southern hemisphere identities. The intention being to understand how theory and practice is transposed to ‘distant lands’, and how ideas shift from one place to another. This process, sometimes referred to as a shift from ‘the centre to the margins’, seeks new perspectives on the adoption of European and US design ideas abroad, as well as their return to their place of origin. Paralleling this trafficking of ideas are broader observations about interior space that emerge through specificity of place. These include new and emerging directions and differences in our understanding of interiority; both real and virtual, and an ever-changing relationship to city, suburb and country. Keeping within the Symposium theme the intention

[was] to examine other places, particularly on the margins of the discipline's domain.’ Symposium papers came from academics around the world including Italy, Canada, South Africa, Indonesia, United Kingdom, New Zealand and Australia. Professor Penny Sparke, Pro Vice-Chancellor (Research and Enterprise) Kingston University, is a Senior Fellow of the Royal College of Art and a Fellow of the Society of Arts was the invited keynote for the symposium. Her public lecture attracted 180 people plus the symposium attendees.

As with the Journal, there is also an ERA ranking for conferences. IDEA conferences/symposia have been ranked as B (note that this ranking is different to the journal, as it has only A / B / C)

The generosity, expertise and commitment of those involved in these projects – and especially Gini Lee for her work on the journal and symposium, and Mark Taylor for his work on the symposium – must be acknowledged deeply and gratefully for their contribution to interior design/interior architecture research and education via these forms of publication and under the umbrella of IDEA. The amount of work is extraordinary, voluntary and inevitably on top of what they are required to do on in their academic positions.

extensions

as the regional authority on, and advocate for, interior design/interior architecture education and research.

INTERNATIONAL FEDERATION OF INTERIOR ARCHITECTS/DESIGNERS

IDEA through Suzie Attiwill has been involved in assisting IFI with the first stage of its global initiative titled *Design Frontiers / Futures: the Interior Entity*. The project consists of five-stages (of which the first three are Survey / Global Symposium / Publication), the project has been conceived to help clarify the value, relevance, responsibility and identity of Interior Architecture/Design. Suzie has assisted IFI with the

distribution of its survey to people in the regions of Oceania and South East Asia.

2010 INTERIOR DESIGN EDUCATORS COUNCIL (IDEC) CONFERENCE, ATLANTA, USA

Sue Sherringham (UTS) and Julieanna Preston (Massey University) attended the IDEC conference, USA. At IDEC's invitation, Julieanne presented IDEA and its activities to the conference.

INTERIOR FORUM WORLD CONFERENCE, MILAN

Mark Taylor (QUT) and Trish Pringle (RMIT) attended and presented papers. Conferences present the opportunity for IDEA colleagues to connect with others and in the process foster a network for IDEA.

ACADEMY OF THE CREATIVE ARTS

IDEA was invited as the peak body representing the discipline of interior design/interior architecture to be a member of a steering committee set up to establish a body which will advocate and foster opportunities for excellence in scholarship and creative research in Australia. The membership of the steering committee is composed of peak bodies representing art and design education/research within art and design universities from around Australia.

AUSTRALIAN DESIGN ALLIANCE

IDEA was invited to attend the launch of the Australian Design Alliance in Sydney on 3 September 2010. The meeting was also dedicated to developing an inaugural strategy for the alliance. The alliance is composed of professional associations formed to bring all the design professions together as a united voice to speak with government.

SYDNEY DESIGN WEEK

IDEA supported this event again in 2010 – giving permission for the IDEA logo to be used as an endorsement of the festival.

IDEA EMAIL LIST

The IDEA email list continues to grow with 72 members

from around the world including Korea, Singapore, Italy, South Africa, Canada, India, USA, New Zealand and Australia; academics as well as postgraduates and undergraduates plus a couple of unknowns.

IDEA WEBSITE www.idea-edu.com

The IDEA web site is IDEA's main mode of communication with the region and internationally. The IDEA journal is available from the site - both as a complete journal and as individual papers. Symposium proceedings are also available. As such the website also acts an archive of IDEA's activities. Call for papers - for both journal and symposium - are disseminated here as well as via email list and individual networks. The website is updated twice a year.

membership

In 2010, IDEA developed the terms of subscription for affiliate and associate members which will mean that IDEA has the potential to continue to extend and expand its membership.

Darragh O'Brien (Monash) and Matthew Cooke (Swinburne) resigned as Directors in 2010 due to leaving the institutional member programs they were representing. Both made valuable and significant contributions as IDEA Directors. On behalf of the IDEA Board, we thank them for their commitment, enthusiasm and generosity in terms of time and effort. Dan Huppatz, senior lecturer in Interior Design at Swinburne, joined the IDEA Board following Matthew's departure.

At the end of 2010, Gill Matthewson notified the IDEA Board that WelTec was changing its program's structure effective from 2011 and that the Interior Design degree will no longer be offered. WelTec is therefore not able to continue as an IDEA member. This was a sad note to finish the year as WelTec has been a member of IDEA since 1999 and Gill has made valuable contributions as a board member including: IDEA Chair from 2003 to 2006; and covering/hosting, with Massey and Victoria University, the 2007 IDEA conference *Inhabiting Risk*.

2010 Members of IDEA

INSTITUTIONAL MEMBERS

Dr Dianne Smith on behalf of the Interior Architecture program, Department of Architecture and Interior Architecture, Curtin University of Technology,

Dr Dorita Hannah on behalf of the Spatial Design programme, College of Creative Arts, Massey University,

Darragh O'Brien on behalf of the Interior Architecture program, Faculty of Art & Design, Monash University (resigned 17/12/2010),

Mark Taylor on behalf of the Interior Design program, Faculty of Built Environment & Engineering, Queensland University of Technology,

Suzie Attiwill on behalf of the Interior Design program, School of Architecture and Design, RMIT University,

Matthew Cooke on behalf of the Interior Design program, Faculty of Design, Swinburne University, (resigned 26/10/10) / Dr Dan Huppatz (from 26/10/10)

Dr Russell Rodrigo on behalf of the Interior Architecture program, Faculty of the Built Environment, University of New South Wales,

Susan Sherringham on behalf of the Interior Design program, Faculty of Design, Architecture and Building, University of Technology Sydney,

Rachel Carley on behalf of the Interior Design programme, School of Design and Visual Arts, UNITEC New Zealand,

Jane Lawrence on behalf of the Interior Architecture program, School of Art, Architecture and Design, University of South Australia,

Christina Mackay on behalf of the Interior Architecture programme, Faculty of Architecture and Design, Victoria University of Wellington, and

Gill Matthewson on behalf of the Interior Design programme, WelTec.

AFFILIATE MEMBERS

None for 2010

ASSOCIATE MEMBERS

None for 2010

Directors for 2010

Suzie Attiwill

Rachel Carley

Matthew Cooke (till 26/10/10)

Dorita Hannah

Dan Huppatz (from 26/10/10)

Jane Lawrence

Christina Mackay

Gill Matthewson

Darragh O'Brien (till 17/12/10)

Russell Rodrigo

Susan Sherringham

Dianne Smith and

Mark Taylor.

Office-bearers

2010 to 2012

Chair: Suzie Attiwill

Treasurer: Susan Sherringham

Secretary: Matthew Cooke (February-November) Suzie Attiwill (November to February 2011 - acting secretary)

Deputy Chair: Dianne Smith

2010 Annual Report was prepared and written by Suzie Attiwill on behalf of the Directors of IDEA, February 2011.

Interior Design/Interior Architecture Educators Assoc.

ABN 56 135 337 236 / ACN 135 337 236