



IDEAstore/

LECTURE 02

# WHAT IS INTERIOR DESIGN?

FRANCESCA MURIALDO

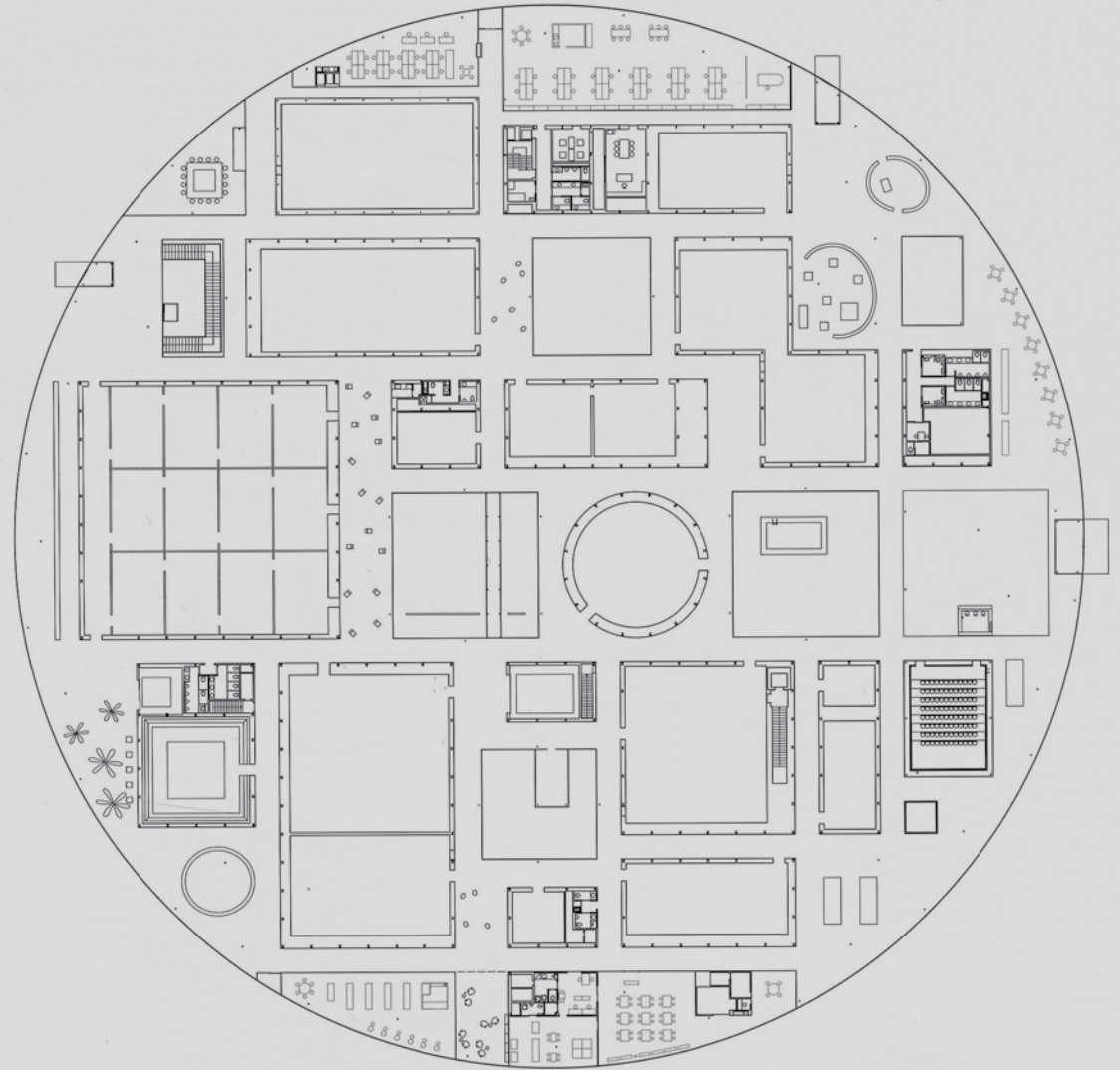
05 OTTOBER 2011

H 16.00

SCUOLA DEL DESIGN / POLITECNICO DI MILANO/BOVISA  
LABORATORIO DI METAPROGETTO / 2.L| sez.I3 / a.a. 2011-2012

FRANCESCA MURIALDO, ALESSANDRO COLOMBO  
CRISTINA FOGLIA, FRANCESCA VARGIU

what isn't



not in the scale or dimension of space



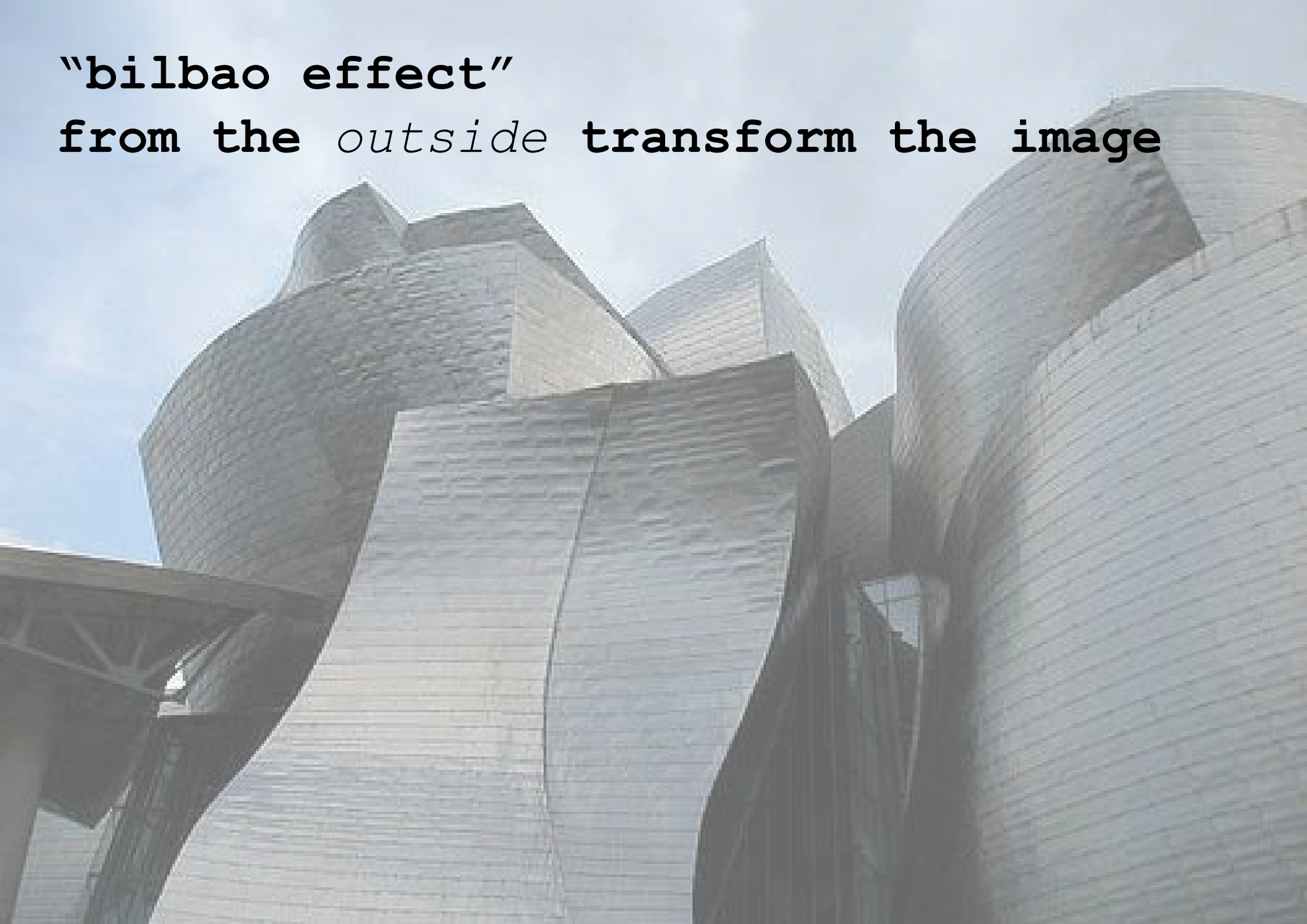
**is**  
the way you focus  
on design

towards the *outside*

towards the *inside*

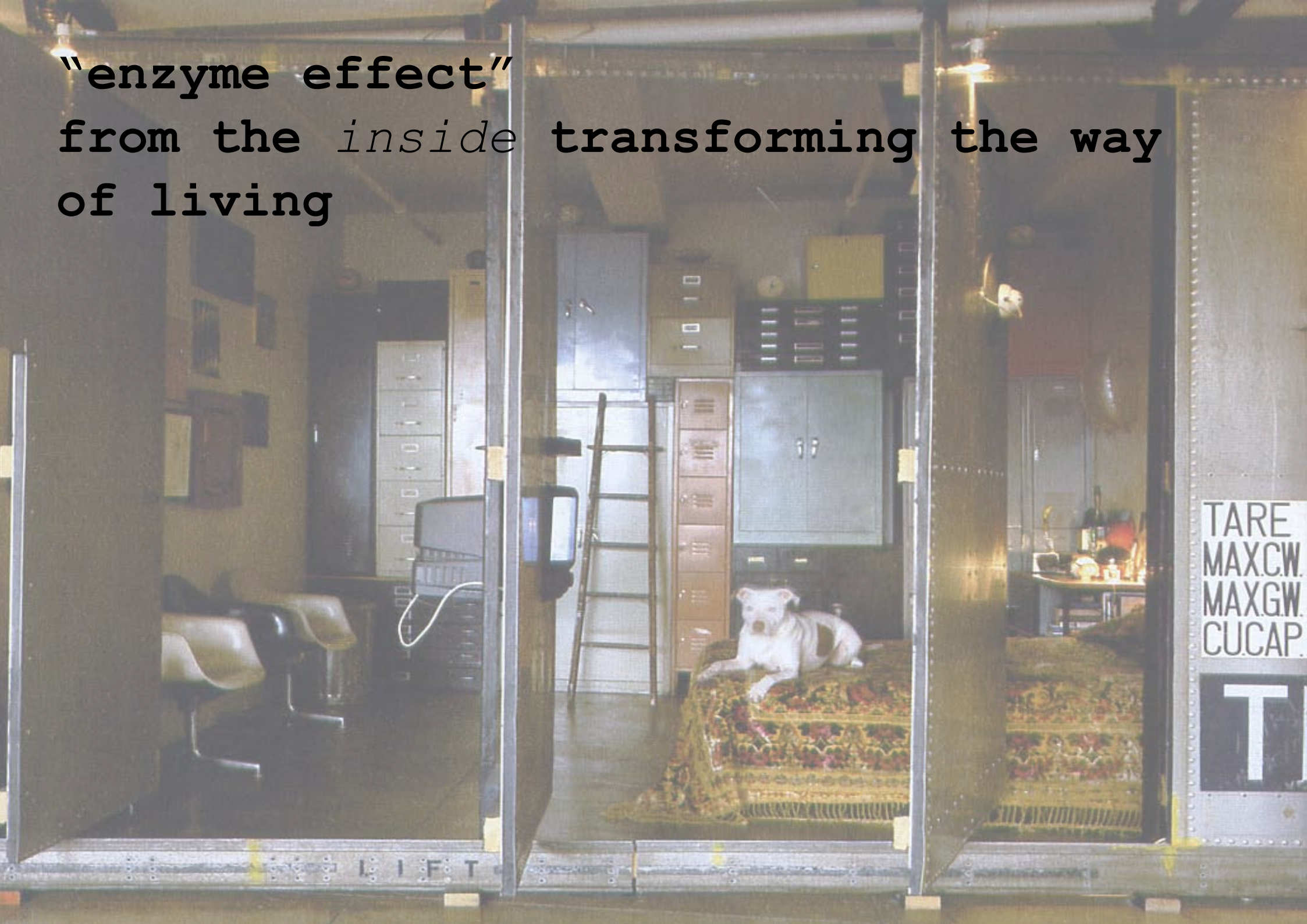
“bilbao effect”

from the *outside* transform the image





"enzyme effect"  
from the *inside* transforming the way  
of living





A surreal outdoor dining setup on a beach. In the foreground, a long table covered with a white tablecloth is set with multiple place settings, including glassware and plates. The table is flanked by wooden chairs. The table and chairs are arranged in a curved line that follows the edge of the beach. In the background, a massive, steep, and rugged cliff face rises from the sand. The ocean is visible to the right, with waves breaking on the shore. The sky is overcast and grey. The overall scene is a juxtaposition of formal dining and a wild, natural coastal environment.

what isn't

not the inside opposite to the outside





what isn't

not curtains and sofa



is



relationship man+space+behaviour





is

**borders of disciplines blurs**  
an interdisciplinary approach  
to explore evolution of the living space



What is the role of **interiors**?

**innovate**

foresee

interpreter



What is the role of **interiors**?



innovate

**foresee**

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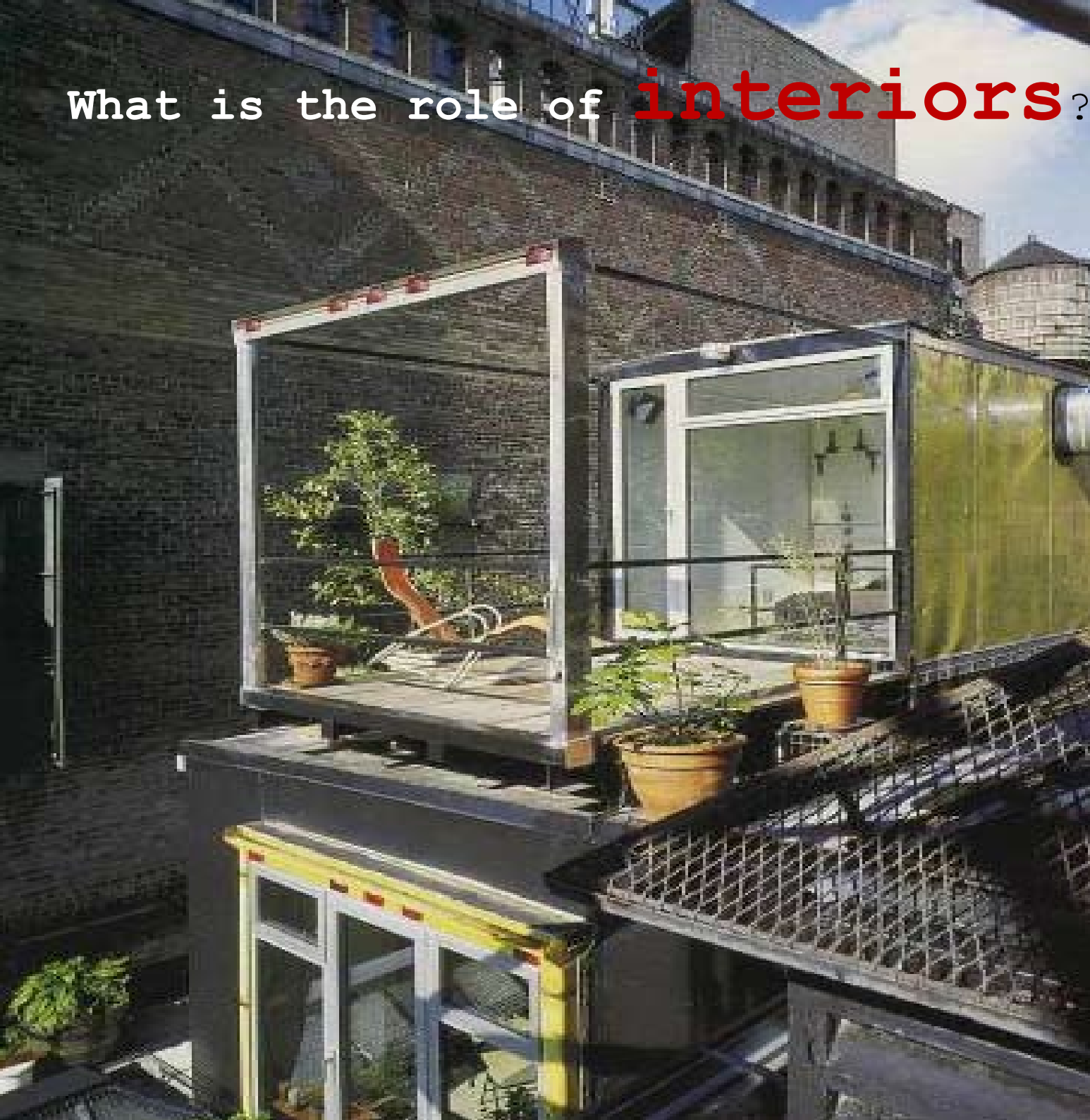


What is the role of **interiors**?

innovate

foresee

**interpreter**



# adaptive re-use

[illegible]

# contamination

# re-functionalization [programme]

# re-thinking [language]

change in use  
[no typology]

smart growth  
reduce sprawl



typology [programme + language]



programme

contamination with  
different functions

typology [programme + language]

programme



contamination with  
different functions



# typology [programme + language]



programme

contamination with  
different functions

# typology [programme + language]



language

contamination  
with

different  
ambits



**typology** [programme + **language**]



language

contamination  
with

different  
ambits