



## Reviving Traditional Materials in Contemporary Interior Design - A Study on Sustainability Techniques

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### Abstract

This research analyzes the use of native materials in contemporary interior design to enhance sustainability in relation to the region's environmental and cultural context. It investigates both the aesthetic value of traditional materiality in modern spaces and the environmental benefits derived from revitalizing such materials. A mixed-method approach was adopted, combining quantitative and qualitative techniques. Questionnaires were distributed to design professionals to assess their perspectives on employing traditional materials, followed by structured interviews with experienced alumni of the Interior Design Department at the University of Baghdad to obtain deeper qualitative insights. The findings highlight the perceived importance of traditional materials for their visual richness and ecological compatibility. Although professionals rated their environmental effectiveness moderately compared to other attributes, durability and reduced environmental impact were particularly appreciated. Designers emphasized the capacity of traditional materials to enhance spatial depth, natural character, and overall experiential quality, thereby contributing positively to project sustainability. The study concludes that incorporating materials such as reeds, bamboo, reclaimed wood, natural stone, and organic fabrics can significantly reduce environmental harm while enriching aesthetic expression. It recommends promoting policies and industry practices that encourage wider adoption of traditional materials to support sustainable and diverse interior design solutions.

**Keywords:** Traditional Materials, Sustainable Design, Interior Design, Aesthetic Value, Environmental Impact.

### 1. INTRODUCTION

Once considered an interior design specialty, sustainability has become a defining aspect due to the world's increasing concern with environmental conservation and resource optimization. Such a shift in thinking emphasizes the environmental drivers of sustainable practice and the socio-economic advantages that should form the key drivers of sustainable practices within the design and construction industry (Allen & Iano, 2019). The effects of the two phenomena are gradually emerging, and interior design is also under pressure to make effective changes toward creating beautiful and sustainable environments. Culturally appropriate materials have a central position in this sustainable transformation. Such materials are familiar to local ecosystems, manufactured using traditional techniques, have minimal carbon emissions, and are enhanced by resource recycling. Using such items as reeds, bamboo, reclaimed wood, natural stones, and organic fabrics not only assists the local community but is also environmentally friendly. This research specifically focuses on the use of these materials in modern interior design projects carried out between 2020 and 2025, exploring their sustainability impacts within this regional and temporal context. Using such materials, it is easy for the designers to make the spaces functional, aesthetically pleasing, and ecologically neutral.

The design of contemporary objects and products is marred by complexities resulting from the general globalization push towards sustainability (Baldassarre et al., 2020). Since the use of synthetic fabrics in production and other production methods that bring economies of scale, pollution and depletion of natural resources are not considered. Introducing eco-style into community practices becomes an urgent need if quality is not to be lost in the



process. Traditionally processed papers provide unique solutions to these challenges. They replicate traditional sustainable practices in modern use by incorporating historical design elements with contemporary use. Besides, it contributes to environmental control, such as client concerns about the impacts of advanced materials, while enhancing space's semantics. With each form of the design industry progressing, an appropriate application of traditional materials can create a solid foundation of a sustainable interior design whereby the community's impact on the environment will be minimized by improving not only the aesthetics but also our lives.

## **2. LITERATURE REVIEW**

Research evidence has shown that conventional materials are used in modern interior design as a sustainability measure. Implicit in all these studies is the combined value of environmental conservation and cultural heritage in the use of traditional materials in modern practices. An example of this type of paper can be distinguished in the article of Attia et al. (2018), where the authors raise the issue of the sustainability of the application of natural fibers in furniture and ornament. These sources claim that natural fibers help decrease dependence on synthetic materials and that indoor air quality is better than natural fiber products. Besides, any adverse impact throughout a product's life cycle is lesser in the case of natural fibers. Responsibility and recycling have also garnered enormous interest as practices that cut across the core principles of sustainable interior design. Thus, the study by Ching & Binggeli (2018) outlines how it is possible to incorporate, for example, reclaimed wood from decommissioned buildings into beautiful, practical objects in the new architectural concepts. Such practice is beneficial not only in maintaining the historical spirit and looks of the establishment but also cutting down man's raw material demand and reducing deforestation and the greenhouse gases released by manufactured products every time they are transported. Analyzing traditional materials, researchers focused on their ecological advantages, starting with the contribution to minimizing adverse impacts on the natural environment in construction-related initiatives. When it comes to the proportions of stones, sand, and mortar used in poverty-stricken countries' walls, Carlier et al. (2019) show that the lifecycle assessments of traditional building materials such as adobe, lime plaster, and thatch have far-reaching beneficial impacts on the environment due to their bio-degradable nature and the low energy used in their manufacturing processes. As applied to design, sustainability extends the notion of adaptation to the more discreet use of traditional materials. As explained by Clegg et al. (2018), sophisticated approaches illuminate how new properties of contextual materials can be developed from existing resources to fit current fire protection and durability requirements for modern construction. Besides proving the scientific and artistic sensibilities of time-honored materials, literature also pushes the design profession toward greater sustainability by reviving the precedents of past technologies and substances for the present design. This study aims to contribute to the further research and documentation of these materials in support of sustainable development for the interior design discipline.

## **3. RESEARCH OBJECTIVES AND QUESTIONS**

### **Research Objectives**

- To analyze the sustainability impact of integrating traditional materials into contemporary interior design.
- To assess how traditional materials can enhance both the ecological footprint and aesthetic value of modern interiors.
- To evaluate the economic and cultural benefits derived from the use of traditional materials in contemporary settings.

### **Research Questions**

1. How can traditional materials be effectively integrated into contemporary design to maintain aesthetic integrity and enhance functionality?



2. What are the specific sustainability benefits of using traditional materials in modern interior design practices?
3. How do traditional materials influence the overall environmental impact of interior design projects compared to conventional materials?

#### **4. RESEARCH METHODOLOGY**

##### **Approach**

This research will use qualitative and quantitative methods to systematically analyze traditional materials' contribution to sustainability in modern interior design. The quantitative aspect involves administering a cross-sectional survey employing a quantitative Likert scale to measure the designers' and users' perceptions and acceptance of traditional materials in contemporary designs. It makes statistical analysis of trends and fallacies possible, coupled with a database amenable to generalizable results (Ching, 2023). The qualitative component involves face-to-face and case studies, allowing the researcher to understand concrete issues and benefits associated with using these materials realized by designers.

##### **Material Selection**

Therefore, traditional materials for learning in this study focus on their use history, environmental effects, availability, and compatibility with modern design. Some materials include reeds, bamboo, recycled wood, natural stones, and raw fabrics. They have been selected because of their low impact on the environment and the prospect of enriching the looks and sustainability of the design. Every material is compared in terms of its sustainability in aspects like renewability and energy used in cases of material processing and its cultural relevance for multiple designs (Habibi, 2019).

##### **Design Scenarios**

The design scenarios examined in this paper include interior and exterior spaces of residential and commercial buildings to show how traditional materials can be incorporated into different design structures. All the 150 selected samples were chosen for their innovative use of traditional construction materials in interior designs, reflecting both the challenges and possibilities of working with these materials. These examples are derived from a variety of successful projects across that have effectively incorporated traditional materials such as reeds, bamboo, reclaimed wood, natural stones, and organic fabrics. These case studies give real examples of the application of traditional materials that can fulfill modern design requirements and ensure sustainable solutions for the users. A closer look at these cases allows us to reveal the successes and possible mistakes when using traditional materials in contemporary interiors.

#### **5. DATA COLLECTION AND ANALYSIS**

##### **Data Sources**

The primary data for this study are collected through two main sources:

**Surveys:** Surveys were conducted with 150 interior designers and end-users, using a self-developed questionnaire to collect quantitative data on the general attitude, preference, and perceived application of traditional materials in contemporary interior design, based on a Likert Scale. This survey helps in evaluating the perceptions towards sustainable measures and the integration of native materials with modern aesthetics.

**Interviews:** Interviews are semi-structured with a sample of critical professionals, including some who have worked with traditional materials in an interior design /architecture practice. These interviews should help provide qualitative information about the difficulties and benefits of such applications.

**Case Studies:** We selected case samples from completed projects across various regions, focusing on those that utilize traditional materials like reeds, bamboo, reclaimed wood,



natural stones, and organic fabrics. These projects were chosen based on their innovative approaches to sustainability and design excellence, serving as part of our performance assessment framework. The selected case studies provide concrete examples of material performance and sustainability outcomes, enhancing the analytical depth of our research.

### **Analytical Methods**

The data collected from the above sources are analyzed using a combination of statistical and thematic analysis techniques:

**Statistical Analysis:** Applying an advanced survey means analyzing the survey data using descriptive and inferential statistical tools. Descriptive statistics are used for distribution and central tendency analysis. In contrast, inferential statistics are applied to test the hypothesis of using traditional materials in contemporary design. In analyzing relationships between material selection and sustainability impacts, regression analysis and analysis of variance tests are employed.

**Lifecycle Assessments (LCA):** Using traditional materials has huge environmental costs; hence, lifecycle assessments (LCA) are made. LCA offers an elaborate analysis of energy use, carbon emissions, and other environmental impacts of conventional materials from manufacturing to disposal.

**Comparative Studies:** These works analyze and compare conventional materials with the more contemporary synthetic ones using sustainable factors such as durability, maintenance requirements, life cycle, and recycling possibility. By comparing their characteristics to modern occupied elements, traditional materials assist in quantifying the advantages and drawbacks of utilizing them in the present interior design projects. Informed by these analysis approaches, these two analytical methods provide an extensive package of examining traditional materials' role by supporting quantitative data with qualitative evidence from the study.

## **6. RESULTS**

### **Quantitative Analysis**

#### *Descriptive Statistics*

The descriptive analysis categorizes respondents' ages and experience levels based on a Likert scale where '3' represents the range of 35-44 years for age and 6-10 years for experience. The average age category of '3.10' was determined by calculating the meaning of all responses, indicating that most participants fall within the 35-44-year age bracket. Similarly, the average experience level of '3.15' reflects that most respondents have between 6 to 10 years of professional experience. These averages were computed using the mean value of all the responses to the respective survey questions.

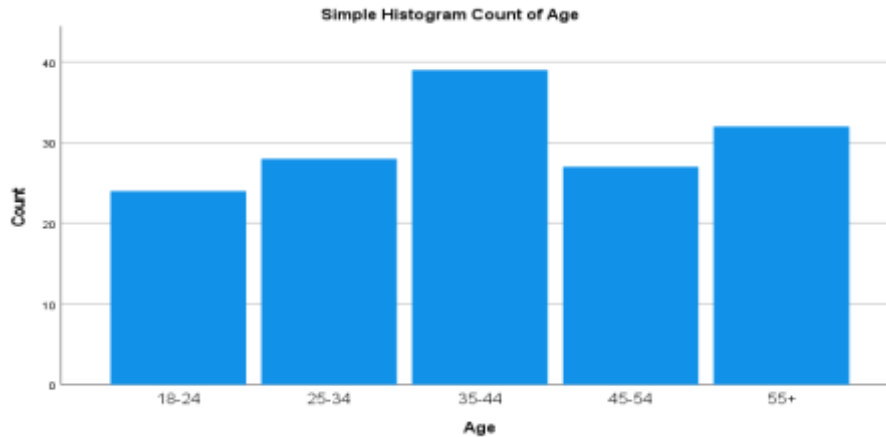
**Table 1:** *Descriptive statistics*

	<b>N</b>	<b>Minimum</b>	<b>Maximum</b>	<b>Mean</b>	<b>Std. Deviation</b>
<b>Age</b>	150	1	5	3.10	1.365
<b>Professional Role</b>	150	1	4	2.67	1.034
<b>Experience (Years)</b>	150	1	5	3.15	1.427
<b>Traditional materials are essential for sustainable interior design</b>	150	1	5	2.97	1.416
<b>I prefer to use traditional materials due to environmental benefits</b>	150	1	5	3.05	1.455
<b>Traditional materials enhance aesthetic value of projects</b>	150	1	5	3.11	1.454
<b>The use of traditional materials is a viable solution for contemporary challenges</b>	150	1	5	3.07	1.446
<b>Clients are generally receptive to traditional materials</b>	150	1	5	2.99	1.499



<b>I frequently incorporate traditional materials in my projects</b>	150	1	5	3.23	1.499
<b>It is easy to source high-quality traditional materials</b>	150	1	5	3.00	1.414
<b>Traditional materials are competitively priced compared to modern materials</b>	150	1	5	3.01	1.461
<b>Sufficient support available for using traditional materials</b>	150	1	5	2.89	1.386
<b>Confident in integrating traditional materials into contemporary settings</b>	150	1	5	3.00	1.405
<b>Using traditional materials reduces environmental impact</b>	150	1	5	2.85	1.350
<b>Traditional materials contribute to better indoor air quality</b>	150	1	5	2.89	1.373
<b>Projects using traditional materials receive positive sustainability feedback</b>	150	1	5	3.02	1.368
<b>Traditional materials will become more popular in the future</b>	150	1	5	2.93	1.413
<b>Benefits of using traditional materials outweigh drawbacks</b>	150	1	5	3.23	1.448
<b>High cost of traditional materials discourages use</b>	150	1	5	3.02	1.477
<b>Lack of client interest prevents use of traditional materials</b>	150	1	5	2.97	1.404
<b>Significant design limitations when using traditional materials</b>	150	1	5	2.90	1.384
<b>Additional training would help use traditional materials effectively</b>	150	1	5	2.98	1.440
<b>Challenges convincing stakeholders of benefits of traditional materials</b>	150	1	5	3.11	1.412
<b>I would use traditional materials more if accessible</b>	150	1	5	2.91	1.458
<b>Industry should emphasize ecological benefits of traditional materials</b>	150	1	5	2.98	1.426
<b>More case studies on traditional materials needed to inspire designers</b>	150	1	5	3.10	1.379
<b>Traditional materials should be standardized for quality and durability</b>	150	1	5	2.96	1.395
<b>Educating clients about sustainability benefits is crucial</b>	150	1	5	3.11	1.429

These means '2.97' for the statement 'Traditional materials can be deemed crucial to sustainable interior design, '3.05' for the preference to use traditional materials due to the environmental impact, and '3.07' for the statement 'Traditional material is a viable solution to the current challenges' were obtained from the results of the survey conducted among the participants. The respondents expressed their level of agreement with those statements on Likert scale ranging from 1 representing strongly disagreement to 5 representing strongly agree. The mean score represents the average of all scores obtained by respondents for each statement, which gives the central direction of the sample opinions. These values were chosen to reflect a numerical response to the role of traditional materials in interior design to reveal how their importance is acknowledged alongside their ecological benefits and adaptability to present the solutions for the current design issues (Ikudayisi & Odeyale, 2021).



**Figure 1:** Histogram Count of Age

### Correlation Analysis

The obtained correlation coefficient of 0.266 supports the initial hypothesized relationship of positive correlation between age and the perception that 'Traditional materials are necessary for sustainable interior design.' The symbol  $r$  measures the intensity and direction of these variables. The  $p$ -value ( $p = 0.001$ ) shows the level of relationship where values below 0.05 are considered significant. The level of significance is represented by the double asterisks (\*\*) where  $p < 0.01$ , which only strengthens the results within conventional confidence intervals.

**Table 2:** Correlations analysis

		Correlations												
		Age	Professional Role	Experience (Years)	Traditional materials are essential for sustainable interior design	I prefer to use traditional materials due to environmental benefits	Traditional materials enhance aesthetic value of projects	The use of traditional materials is a viable solution for contemporary	Clients are generally receptive to traditional materials	I frequently incorporate traditional materials in my projects	It is easy to source high-quality traditional materials	Traditional materials are competitively priced compared to modern materials	Sufficient support available for using traditional materials	Confident in integrating traditional materials into contemporary settings
Age	Pearson Correlation	1	.086	.089	.266**	.018	-.056	-.088	.056	-.064	-.230**	.077	-.037	.039
	Sig. (2-tailed)		.298	.281	.001	.831	.492	.282	.495	.437	.005	.351	.654	.640
	N	150	150	150	150	150	150	150	150	150	150	150	150	150
	Pearson Correlation	-.086	1	-.070	-.145	.079	.030	-.124	-.032	-.049	-.018	-.024	-.030	.055





The use of traditional materials is a viable solution for contemporary	Pearson Correlation	-0.088	-	-	-0.025	-0.040	-0.071	1	-0.108	.039	.230**	-.143	-.067	.202*
	Sig. (2-tailed)	.282	.130	.796	.760	.627	.390		.188	.634	.005	.080	.417	.013
	N	150	150	150	150	150	150	150	150	150	150	150	150	150
Clients are generally receptive to traditional materials	Pearson Correlation	.056	-.032	-.037	-.089	.077	-.092	-.108	1	-.098	.057	-.077	-.010	-.041
	Sig. (2-tailed)	.495	.700	.652	.281	.349	.263	.188		.234	.489	.352	.903	.615
	N	150	150	150	150	150	150	150	150	150	150	150	150	150
I frequently incorporate traditional materials in my projects	Pearson Correlation	-.064	-.049	.024	-.091	-.129	-.086	.039	-.098	1	-.123	.109	.077	-.041
	Sig. (2-tailed)	.437	.551	.771	.267	.116	.295	.634	.234		.132	.185	.351	.615
	N	150	150	150	150	150	150	150	150	150	150	150	150	150
It is easy to source high-quality traditional materials	Pearson Correlation	.230**	-.018	.040	-.094	-.039	.007	.230**	.057	-.123	1	-.084	.038	.057
	Sig. (2-tailed)	.005	.824	.628	.253	.634	.937	.005	.489	.132		.304	.647	.485
	N	150	150	150	150	150	150	150	150	150	150	150	150	150



	Traditional materials are competitively priced compared to													
	Pearson Correlation													
	Sig. (2-tailed)	N												
	.077	150	-.024	.163*	-.065	.038	.002	-.143	-.077	.109	-.084	1	-.019	.010
	.351	150	.773	.046	.432	.648	.976	.080	.352	.185	.304		.816	.905
		150												
	Sufficient support available for using traditional materials													
	Pearson Correlation													
	Sig. (2-tailed)	N												
	-.037	150	.030	.005	-.029	.036	-.127	-.067	-.010	.077	.038	-.019	1	.041
	.654	150	.719	.949	.723	.661	.121	.417	.903	.351	.647	.816		.615
		150												
	Confident in integrating traditional materials into contemporary													
	Pearson Correlation													
	Sig. (2-tailed)	N												
	.039	150	.055	.030	.047	-.079	-.141	.202*	-.041	-.041	.057	.010	.041	1
	.640	150	.500	.714	.566	.338	.085	.013	.615	.615	.485	.905	.615	
		150												
**. Correlation is significant at the 0.01 level (2-tailed).														
*. Correlation is significant at the 0.05 level (2-tailed).														

The low correlation (Pearson Correlation = 0.007) between confidence in using traditional materials and their perceived environmental benefits suggests that other factors, potentially including education, awareness, or access to resources, may influence perceptions of sustainability more significantly. These factors, not previously identified, warrant further investigation into understanding their impact on sustainable design practices.



**Table 3:** Relationship between experience and perception of traditional materials

	Using traditional materials reduces environmental impact			Traditional materials contribute to better indoor air quality			Projects using traditional materials receive		
	N	Sig. (2-tailed)	Pearson Correlation	N	Sig. (2-tailed)	Pearson Correlation	N	Sig. (2-tailed)	Pearson Correlation
Using traditional materials reduces environmental impact	150	.498	1	150	.498	.056	150	.067	.067
Traditional materials contribute to better indoor air quality	150	.413	.056	150	.919	1	150	.008	.008
Projects using traditional materials receive positive sustainability feedback	150	.684	.008	150	.895	.008	150	.098	.098
Traditional materials will become more popular in the future	150	.809	.011	150	.464	.011	150	.099	.099
Benefits of using traditional materials outweigh drawbacks	150	.855	.060	150	.283	.060	150	.153	.153
High cost of traditional materials discourages use	150	.979	.088	150	.982	.088	150	.125	.125
Lack of client interest prevents use of traditional materials	150	.390	.002	150	.099	.002	150	.013	.013
Significant design limitations when using traditional materials	150	.572	.135	150	.394	.135	150	.027	.027
Additional training would help use traditional materials effectively	150	.037	.070	150	.646	.070	150	.130	.130
Challenges convincing stakeholders of benefits of traditional materials	150	.081	.143	150	.857	.143	150	.080	.080
I would use traditional materials more if accessible	150	.627	.040	150	.397	.040	150	.072	.072
Industry should emphasize ecological benefits of traditional materials	150	.423	.066	150	.239	.066	150	.072	.072
More case studies on traditional materials needed to inspire designers	150	.928	.007	150	.989	.007	150	.073	.073
Traditional materials should be standardized for quality and durability	150	.093	.138	150	.434	.138	150	.001	.001
Educating clients about sustainability benefits is crucial	150			150			150		





Significant design limitations when using traditional materials	Pearson Correlation	.071	.135	-.013	.100	-.009	.031	.064	1	.033	.123	.085	.104	.167*	.033	-.042
	Sig. (2-tailed)	.390	.099	.873	.226	.916	.711	.435		.692	.135	.300	.204	.041	.691	.609
	N	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150
Additional training would help use traditional materials effectively	Pearson Correlation	-.046	.070	-.027	.029	.092	-.038	.030	.033	1	.077	.073	-.072	.052	-.097	.070
	Sig. (2-tailed)	.572	.394	.742	.724	.261	.647	.719	.692		.349	.377	.381	.530	.236	.398
	N	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150
Challenges convincing stakeholders of benefits of traditional materials	Pearson Correlation	-.170*	.038	-.130	.058	.050	.124	-.049	.123	.077	1	.123	.011	.049	-.100	.124
	Sig. (2-tailed)	.037	.646	.114	.483	.546	.129	.550	.135	.349		.135	.892	.549	.224	.132
	N	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150
I would use traditional materials more if accessible	Pearson Correlation	.143	.015	-.080	.043	-.028	.023	.035	.085	.073	.123	1	-.065	-.075	.117	-.002
	Sig. (2-tailed)	.081	.857	.332	.605	.733	.783	.672	.300	.377	.135		.426	.359	.154	.984
	N	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150
Pearson Correlation	-.040	-.070	.072	.043	.096	.064	-.054	.104	-.072	.011	-.065	1	-.009	.006	-.078	



Industry should emphasize ecological	Pearson Correlation	.627	.397	.378	.604	.240	.437	.512	.204	.381	.892	.426	.911	.939	.343	
	N	150	150	150	150	150	150	150	150	150	150	150	150	150	150	
More case studies on traditional materials needed to inspire designers	Pearson Correlation	.066	-.097	-.072	.069	.036	.197*	-.033	.167*	.052	.049	-.075	-.009	1	.061	.161*
	Sig. (2-tailed)	.423	.239	.380	.402	.665	.016	.686	.041	.530	.549	.359	.911		.455	.049
	N	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150
Traditional materials should be standardized for quality and durability	Pearson Correlation	.007	.001	-.073	-.083	-.128	-.029	.092	.033	-.097	.100	.117	.006	.061	1	-.021
	Sig. (2-tailed)	.928	.989	.372	.312	.117	.725	.263	.691	.236	.224	.154	.939	.455		.795
	N	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150
Educating clients about sustainability benefits is crucial	Pearson Correlation	-.138	.064	-.001	-.040	.066	-.125	-.099	-.042	.070	.124	-.002	-.078	.161*	-.021	1
	Sig. (2-tailed)	.093	.434	.989	.630	.422	.127	.229	.609	.398	.132	.984	.343	.049	.795	
	N	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150

\*. Correlation is significant at the 0.05 level (2-tailed).

The values in this analysis, indicating a positive and significant relationship between experience and perception of traditional materials as cost-effective ( $r = 0.163$ ,  $p = 0.046$ ), were calculated using Pearson correlation analysis. This statistical method measures the strength and direction of the relationship between experience levels of architects and their perceptions of pricing. The correlation coefficient ( $r$ ) quantifies the degree of correlation, while the  $p$ -value assesses its statistical significance, with values less than 0.05 generally considered significant. This analysis suggests that more experienced architects are likely to find traditional materials more affordable, potentially due to their familiarity with cost-efficient sourcing and usage practices.



## 7. QUALITATIVE ANALYSIS

### *Theme 1: Awareness and Perception of Traditional Materials*

Architecture practitioners in the internal environment design exhibit a robust positive knowledge and perception about applying conventional materials in modern architecture. For instance, the Senior Interior Designer acknowledges the usefulness of embracing the old materials such as wood, stone, reeds and bamboo in the modern designs by saying that they have ecological attributes and beauty (Participant 1). Another professional, an Interior Architect, similarly recognizes the cultural and aesthetic benefits: Traditional materials, apart from owning ecological advantages, give a feeling of cultural nostalgia (Participant 2). These responses suggest a high level of positive perception of sustainability and design offered by the material (Peng et al., 2018).

### *Theme 2: Implementation and Current Practices*

The participants expound on the engagement and the further deliberate use of traditional materials in the ongoing projects. A senior designer describes their proactive approach: This is clear as one of the respondents stated, "We actively seek out projects where we can use traditional materials" (Participant 1) showing that there is a deliberate attempt to incorporate such materials in different design projects. Moreover, an interior architect discusses their organization's protocols for sourcing: 'But as for the materials we use, we first follow a strict selection process to guarantee they are both sustainable and sourced in the right manner' (Participant 2). These statements show the clear evidence of the development of a systematic and strategic plan to incorporate conventional resources to adhere to sustainability and ethical sourcing (Yang et al., 2018).

### *Theme 3: Attitudes towards Sustainability and Client Reactions*

Some participants appreciate the sustainability of traditional materials while others recognize that such materials have shaped the clients and general outcomes of the projects in some ways. Participant 3 explained as follows: "Traditional materials are always more sustainable because most of them undergo minimal processing and are very hardwearing." Additionally, the response to client perceptions reveals an evolving appreciation: Some of our clients do care for the sustainability when using such materials but they also enjoy the natural look and feel that these products give to spaces' (Participant 1). This can be attributed to the rising client demand for conventional materials that are beautiful, long-lasting, and eco-friendlier in appearance (Wu et al., 2019).

The transcript analysis indicates that most interior design professionals appreciate and recognize the importance of traditional materials in current design. This recognition is followed by calculated and conscientious infusing practices to boost sustainability while targeting a changing customer base. Hearing from the participants made me appreciate the possibility of redefining contemporary interior design by embracing traditional materials for sustainability and beauty.

## 8. DISCUSSION

The quantitative and qualitative analyses above verify a rather considerable appreciation and innovative use of traditional materials in interior design, as well as denote an increasing overall focus on sustainability and aesthetics within the context of contemporary projects. The actual statistical results showing moderate consensus toward traditional materials mean that, while there is some appreciation for them, there is a possibility that further promotion of their usage and discussion of their merits may help increase the recognition and use of such materials within the industry (Dobrescu, 2021). The interpretation of the above results is based on the following consideration: Older designers are more likely to acknowledge traditional materials necessary for sustainable design, indicating that senior staff are more inclined to use sustainable practices. Firms and educational institutions can capitalize on this to help newer designers gain a better understanding through training and guided learning about how and why traditional materials should be used (Kamble et al., 2018).



The qualitative findings show the designers' awareness of incorporating traditional materials in their work. They work hand in hand with local artisans and, in most cases, source the material correctly. Preserving locales and traditions worldwide supports sustainability and elevates the social usefulness of their work. The discussions also show that clients are more tolerant of employing traditional materials due to the benefits of applying sustainable materials. In contrast, the novelty of the appearance of the specific traditional materials draws others. This client interest helps push this use into more general use across the industry, thereby pushing designers to think creatively about how they can utilize traditional material in their designs (Kim et al., 2020). Discussions in this paper also indicate that clients are more willing to allow the use of traditional materials for the use of sustainable materials. The fact that these individual traditional materials are suddenly apparent to attract others. This client interest propels this use to common usage throughout the industry, making designers search for different ways of incorporating traditional materials within their designs (Kim et al., 2020).

## 9. CONCLUSION AND RECOMMENDATIONS

The research on how traditional materials are incorporated into modern interior design depicts an awareness of their ecological and aesthetic benefits, although there is potential for broader appreciation. Quantitative evidence shows a moderate level of agreement on the advantages of traditional materials, and age and expertise are found to predict the recognition of those advantages. This demographic could be very important in helping educate younger designers and be a loud voice to push for change. Designers must also gain further education and training in traditional materials (Pearlmutter et al., 2020). Several concepts, such as knowledge from workshops and seminars and concepts from collaborations with artisans, could be immensely beneficial for instructing and learning processes and supporting local businesses. To enhance acceptance of traditional materials, designers should extend various means of informing clients about the sustainability aspects of these products to increase their consumption in the market. It is also suggested for industry stakeholders establish the practices of sourcing and using conventional materials more efficiently. Such might entail the establishment of accreditation meant to support sustainable practices in the industry. More studies are also required; aspects like the views of the clients participating in the supply chain, lasting use of traditional materials for sustainability, and how traditional materials and products compare to contemporary counterparts should also offer valuable results on the direction to an appropriate progressive path for the industry. This demonstrably would increase demand; public and private construction projects should mainly be backed by policies that encourage sustainable inputs. Peacefully, the proposed strategies mark satisfaction in the overall quality of interior design and promote sustainability, significantly enhancing the environmental impact.

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