HOW IS THE CYCLE OF MODERN DAY

CONSUMERISM NEGATIVELY IMPACTING THE SUSTAINABILITY

OF THE INTERIOR DESIGN INDUSTRY?



The fluid cycles of trends and consumer demand has caused the design industry to switch to affordability and efficiency rather than quality of product, inherently affecting the sustainability of the industry. Interior design and new construction can account for 40% of total carbon emissions worldwide. Approaching the 2030 point of **no return** on world carbon emissions, designers must take **responsibility** for reducing these numbers and finding methods to combat global pollution rates. We conducted research on the **lifespan** and **quality** of products used in the furniture industry and how the **promotion** of fast furniture products relates to the **deterioration** of the earth's resources. We found that the **short life** spans, poor quality, and trends of mass produced products, like Ikea, largely contribute to landfill waste. To consumers, shopping at companies like Ikea and Wayfair pose an efficient way to furnish spaces, but in reality results in **poor quality** products and an **increase** in global **pollution** rates. Being aware of the problem of pollution and the importance of sustainability is the first step forward to finding a solution. Designers must make an effort on incorporating sustainable products into their projects and educating the public on the consequences of fast furniture. Encouraging people to purchase higher quality products despite being expensive, ultimately last longer and are healthier for the environment. The **key goal** of this research is to **educate** the interior design **industry** in order to impact their decision making process towards materials and furnishings. Choosing pieces that have high quality materials increases the lifespan of furniture allowing for less waste.

INTERIOR DESIGN AND NEW CONSTRUCTION CAN ACCOUNT FOR 40% OF TOTAL CARBON EMISSIONS WORLDWIDE.6



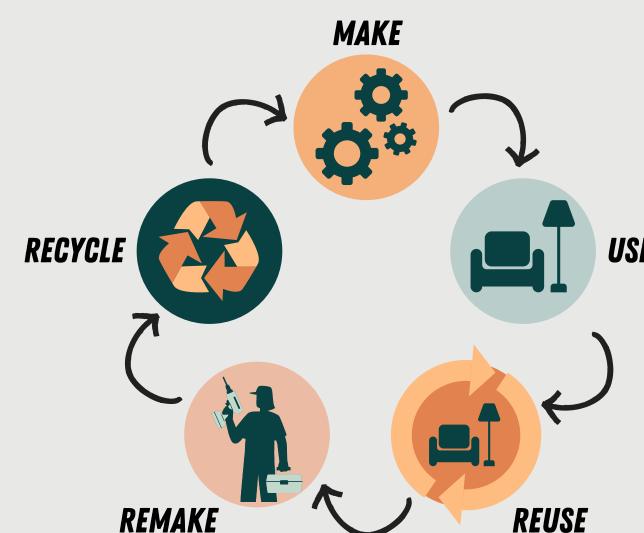
FAST FURNITURE IN THE ECONOMY

Due to **short life spans** and **low quality materials**, the furniture industry today is based on a **linear economy** rather than a **circular economy**.

LINEAR ECONOMY (NOT SUSTAINABLE)



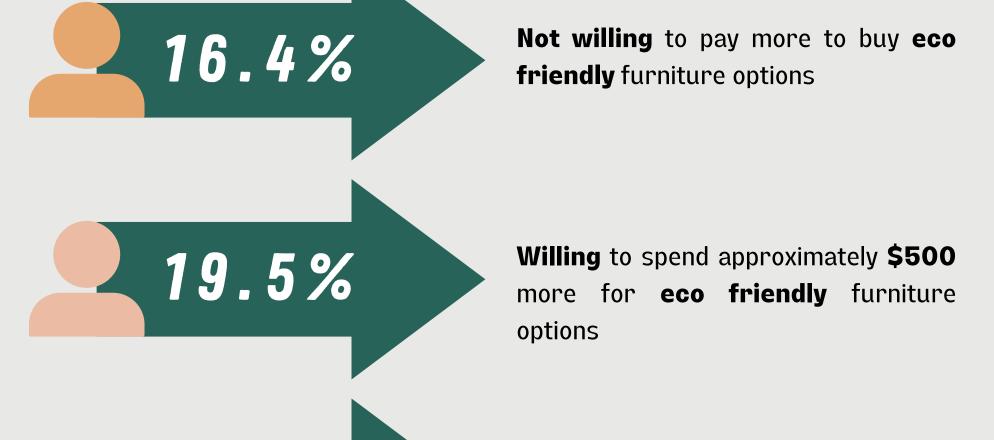
CIRCULAR ECONOMY (SUSTAINABLE)





IN A STUDY OF 195 PEOPLE:

DISPOSE



options

24.1%

40.0%

POLLUTE

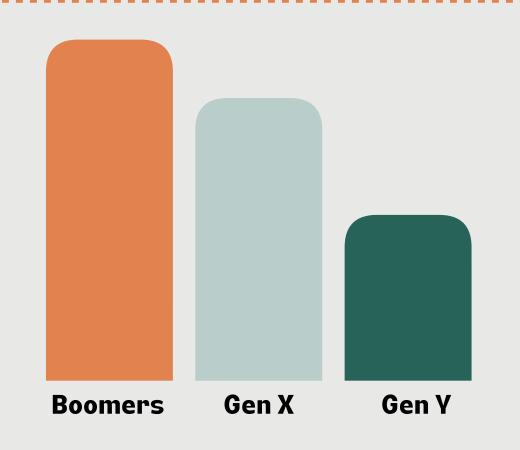
Willing to spend approximately \$700 more for **eco friendly** furniture options

Willing to spend approximately \$600

more for **eco friendly** furniture

MODERN DAY FAST FURNITURE
IS BUILT TO LAST AROUND

5 YEARS...
WHILE SUSTAINABLY MADE
SLOW FURNITURE CAN LAST
DECADES.



Boomers and **Generation X** both reported their **willingness** to pay more for **eco-friendly** furniture, which was not admitted by **Generation Y**.

THE EPA ESTIMATES THAT

12 MILLION TONS

OF FURNITURE ARE

THROWN AWAY

EVERY YEAR.³

INCREASE FOR THOSE IN THE U.S. WHO WERE MORE WILLING TO PAY MORE FOR GREEN PRODUCTS FROM 2010 TO 2017.10

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INCREASE IN THE
GROWTH RATE PER YEAR
OF THE ENVIRONMENTAL
MARKET IN THE BALTIC
STATES. 10

MOVING TOWARDS A HEALTHY FUTURE

Designers should **educate**the design industry to
better inform their
decision making process
towards material and
furnishings choices.



Promoting sustainable possibilities and choosing pieces that use high quality materials prolongs lifespan of furniture allowing for less waste.



Finding long term
solutions to
counteract the
damage, all start with
small changes
everyday.

SPEAK ON IT!

"People have started to treat **furniture** like

a **fashion.**"

-Francesca Perry, CNN

"Fast furniture is for those looking to hook up but not settle down. It's the one-season fling of furnishings."

-Debra Kamins, The New York Times

"The e-commerce furniture market alone was worth more than **\$27 billion** in 2021, and projected to reach more than **\$40 billion** by 2030."

-Report from Next Move Strategy Consulting



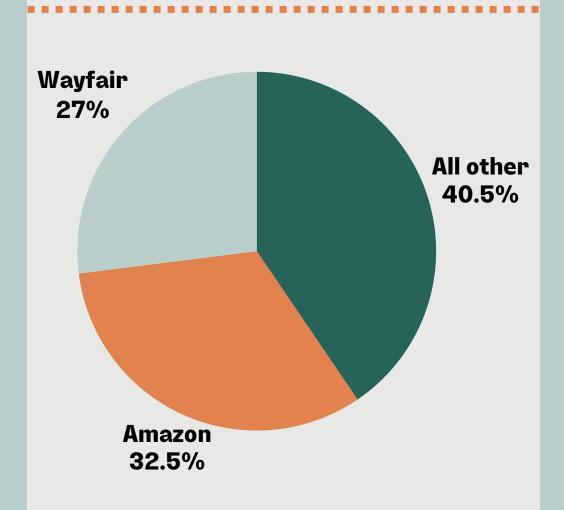
Consumer behavior has undergone a transformation in the digital age, due to the increased accessibility of digital technologies. Many prefer the ease of a faster access to the information online platforms provide.



Worldwide online sales grew 10% over annual rate between 2019 and 2023. An increased distance has ensued the factories and your living room floor.



To consumers, shopping at companies like Ikea and Wayfair pose an efficient way to furnish spaces, but in reality results in poor quality products and an increase in global pollution rates.



Businesses that accounted for more than half of all **online furniture sales** in **2020**

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