

Interior design 2022: A combination of beauty and sustainability

#Construction

#Interiors Guide

#Property Punditz



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Unsustainable consumption is putting great pressure on the planet by creating waste that contaminates our water and soil. It is high time we made sure nothing toxic becomes a part of the environment. Like all products and services, Interior design ideas should also be focused on sustainability along with aesthetics and functionality.



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Interior design industry has witnessed a fast-paced development in recent times pan-India. With people locked inside their homes for over two years during the pandemic-induced lockdowns, the need for proper interiors became all the more important. Parul Mittal, Director, Greenlam Industries, shares how interior design in 2022 is all about combining **beauty with sustainability**, exclusively in talks with 99acres.

What do you like the most about being associated with the design industry?

With the design industry growing in India at the rate of 23 to 25 percent annually, it has created a lot of talent pool for creative mindsets. For me, one of the most interesting parts of being associated with this dynamic and creative industry is that I am constantly evolving and staying up to date with the latest trends.

What strategies did you adopt to keep the business afloat during the pandemic?

The pandemic was tough not just for our brand but for businesses across the board. We saw a 360-degree shift in our working procedure as we tried to use digital mediums to meet and communicate with our customers instead of our usual physical interactions. We provided all our assets like product images, catalogues and brochures on our digital platform.

The pandemic allowed us to improve our working capital, inventory management, and service levels. We also spent this time training our team members to ensure their personal and professional development. As a brand, we have always tried to give our customers the best services even during these hard times. To keep our business afloat, we always ensure to stabilise our efforts and continue to focus on our growth in line with the changing circumstances.

What upcoming trends can we expect on the home interior front?

With modernisation and industrial revolution 4.0, various trends have emerged in the home interior front. After spending most of their time at home during the last year's pandemic, consumers have become more experimental and creative in their choices. Being in the home interior space for over a decade, we have seen and adapted various trends. However, due to changes in consumer preference, we are now experiencing older trends coming back in 2022, like geometric prints, curvy furniture, rustic patterns and much more. People are now going for interior spaces that are comfortable and aesthetic in their appearance.

Exquisite colours like lilac and aqua have taken place instead of reds and pinks.

Do you think office interiors are finally getting their due share?

The working landscape has evolved and transformed so frequently over the last two years that expectations, predictions and aspirations for what an office interior should be, have never been disparate. However, we can say the pandemic has transformed office space definitely for the foreseeable future, and maybe forever. Being in this business of beautifying interior spaces, we have also noticed various trends in office spaces. Current trends in office design focus more on colour, textures and sustainability.

With people being more aware of environmental conditions, sustainability has increased the list of many business operations, commercial property and office design. Companies are looking for ways to make their offices more sustainable day-to-day, influencing design and product designs. We, as a brand, believe in beauty with sustainability, and hence we have seen an upward trend in demand for sustainable products for office interior spaces.

What is your take on a paradigm shift towards environment-friendly products in the interior design industry?

With climate emergencies worldwide, I feel a paradigm shift toward sustainable products was the need of the hour. Designers play a vital role in the future changes in the industry, and thus, was essential that they move towards more environment-friendly products and designs. With consumers being cautious of climatic conditions, we have seen a gradual shift toward the demand for sustainable products. To name a few, recycled metal is used in types of furniture, recycled barn wood for flooring and furnishings, minimal use of electricity with natural lighting from outdoors, etc.

Do you wish to incorporate eco-friendly practices into your products and services?

We have been using eco-friendly practices for our products and services for a long time. We believe in creating beautiful spaces that can never be at the cost of causing damage to our planet because climate change is a reality. Hence, we are committed to making better products using sustainable processes and their impact gentle on the people and the planet. To provide beauty with sustainability, we have incorporated various eco-friendly practices, such as using a pressurised hot water process that achieves the industry's benchmark of water consumption per unit produced. With this, we have successfully reduced our groundwater withdrawal, STP loads with high TDS treatable water, and the consequent power consumption.

We have also started looking at nature for simple, organic solutions, like our decision to use naturally occurring products such as cashew nut shells instead of synthetic and petrochemical products. With this, we have succeeded in substituting about 10 percent of our phenol use, which has helped modify our resin technology. Unsustainable consumption is putting great pressure on the planet by creating waste that contaminates our water and soil. For this, we make sure nothing toxic leaves our plants.

Do you think sustainable products and services are acting as a hindrance to design innovation?

I believe creating sustainable products is part of innovations in design and home interiors. We have seen an upgrade in demand for sustainable products. This innovation is leading to more creative sets of options that designers are producing, and we think that is leading to the market of more eco-friendly products that take care of the environment and people.