

Precious Paper – Installation for behaviour change

The Precious Paper project seeks to discover whether interior design can be used as a tool to encourage social and environmental change. More specifically, how an installation design could successfully communicate a chosen subject through a series of considered design strategies, and ultimately change the behaviour of its occupants.

Interior Design can sometimes be misunderstood and misconceived, with little acknowledgement of its potential application in contributing to the way everyone lives and works, the way we think, or even the way we behave (Miles 1988). Precious Paper explores whether an installation design could play a more considerable role in making positive impacts on both human life and on the planet. The project is driven by the issue of material waste, but aims to highlight the high consumption of paper in today's society.

Drawing on successful precedence from architects (Zumthor 2003), psychology theories (Mallgrave 2015) and exhibition practices along with basic design strategies, the project attempts to push the boundaries of interior design away from its traditional application. This project considers whether there are links between human psychology and spatial environments, and the possibility of how an installation design could change the behaviour of its occupier through the application of sensory stimuli and emotive triggers as well as using the power of space, form and environment.

The installation design was explored and generated using a co-design approach, through making workshops, interviews and questionnaires. The installation was exhibited in a vacant shop window on Cambridge Street, Sheffield as part of the Sheffield Showcase scheme in February 2016, and then displayed at Clerkenwell Design Week in May 2016. A larger installation has been secured in PaperChase, Sheffield towards the end of 2017 to reach larger audiences.

MALLGRAVE, Harry Francis (2015). *Architecture and Empathy. Enculturation, Sociality, and the Built Environment*, Tapio Wirkkala-Rut Bryk Foundation.

MILES, R.S (1988). *The Design of Educational Exhibits*. Psychology Press.

ZUMTHOR, Peter (2003). *Atmospheres. Architectural Environments – Surrounding Objects*. Germany. Birkhauser Verlag.