



— Redesign —

RE DESIGN



Loop project - National research
INTERVIEWS



INTERVIEWS BY:

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Buildings (cc), https://cdn.pixabay.com/photo/2017/04/24/13/37/architecture-2256489_340.jpg

The person

we selected for this interview is a 59-year-old senior architect. He graduated architecture in Sarajevo but lived in Zagreb for most of his life. He has been in this business for the past 35 years and has worked with a wide range of customers, from hotel owners and embassies to hospitals and spa/recreational centers.

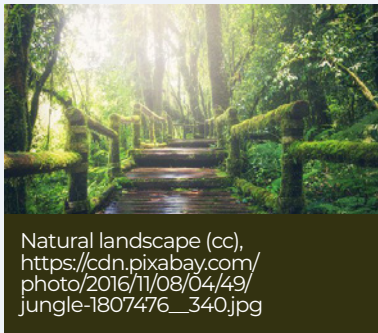
TELL US a little about your business and how the idea of changing the approach for a greater circularity of design was born.

As I've said in the beginning I've been in this business for a little over 35 years and I've opened my company 25 years ago. I've always liked the idea of creating something smart. A lot of people believe that you have to sacrifice the looks of something in order to make it functional and vice versa, but they can't be further away from the truth. A smart design means covering all areas of usage, even the aesthetical part, and being able to connect all of those opponents into one.

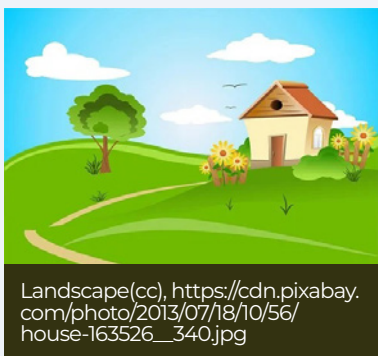


Architecture design (cc), https://cdn.pixabay.com/photo/2016/11/24/20/30/architecture-1857175_340.jpg

This is exactly what my (and other architects/designers) job is all about.



I remember that when I first got out of college there were certain times when I would be looking at other architects' work or going through design catalogs and I would remember what my professors thought us and would just think to myself 'Well, what was the point of that?'. And that wasn't to disvalue my professor's work or what he thought us it's just that (in a few years from that) there were already so many smarter design solutions out there that studying about a certain window construction just didn't make sense.



I'd say that my interest in smart redesigning started somewhere around that time. At some point that window design was considered a great improvement but as time progressed newer technologies were found and its design improved. That ability of things to constantly change for the better is what I liked the most.

Additional information

Often described as smart buildings or intelligent buildings, buildings of the future are any structures that use integrated processes, smart engineering or creative design to self-regulate the building's environment and operations. A human-centered approach to design is at the core of buildings of the future. "The new generations of smart buildings aren't just using technology to be more efficient, but they're also being designed with nature as their model. Whole system integration, where the sum of the parts is collectively in a life-long partnership with the environment, has become the standard to strive towards when it comes to integrating the two. Today, a new social contact with nature is uncontested, absolute, and the bedrock to innovation."

('Smart Building Design Architecture: A Look at Green Buildings', HMC Architects, <https://hmcarchitects.com/news/smart-building-design-architecture-a-look-at-green-buildings-2019-01-10/>)



WHAT WERE THE MAIN

difficulties you encountered in dealing with processes of change in product (or service) design?

Well, firstly you still have to do a lot of research. Even though you do learn a lot in college, especially nowadays, I still had to improve my knowledge, and still continue to do so. Architecture and interior design are similar to the fashion industry. Trends, likes and wants change (not as quickly though) and you have to keep up with them. Incorporating smarter solutions into the whole mix isn't always as easy (even though as time passes new designs already have a lot of smart ideas incorporated in them) and considering that I went to college almost 40 years ago it's easy to say that things have changed. That is a positive thing because it marks progress but it can still be a challenge to keep up.



Green house icon
(cc), [https://cdn.
pixabay.com/
photo/](https://cdn.pixabay.com/photo/)

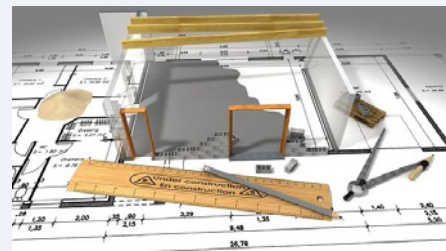
Secondly, believe it or not, getting a customer to accept your idea is also a challenge. Since you are providing a service that includes a lot of creative freedom (from both you and the customer) you want to create something that you'll be proud of and also something that will satisfy your customers wants and needs. It's a challenge for any artist working for somebody to understand the customers' vision and at the same time put your own spin on it.

You have to be on the same page. Nowadays dealing with consumerism is also a challenge, because people believe that only the trendiest and newest of things hold value and thus assuring your customer that that old and heavy wooden table is going to work great as shelves (plus they'll save some money) is a thing on its own.

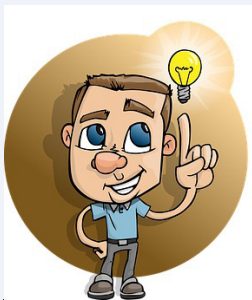
Although I do have to say that in recent years customers have shown their own interest in smarter and eco-friendlier solutions.

Additional information

“A green building’s greatest challenge is overcoming centuries of antiquated building parts that continue to dominate and limit the potential for smarter buildings to emerge. The post and lintel construction originated in the ancient world, has remained relatively unchallenged in today’s common framing conventions, which can vastly hinder and repress innovation.”



Technical design (cc), https://cdn.pixabay.com/photo/2018/06/17/09/40/work-3480187_340.jpg



Project idea (cc), <https://cdn.pixabay.com/photo/>

(‘Smart Building Design Architecture: A Look at Green Buildings’, HMC Architects, <https://hmcarchitects.com/news/smart-building-design-architecture-a-look-at-green-buildings-2019-01-10/>)

The best sustainable furniture choices are created from recycled items like salvaged wood, recycled textiles and reused materials like wood pallets. Additionally, natural materials like bamboo, rattan and seagrasses are excellent materials for furniture and home decor.

SPEAKING OF DESIGN: what shape do you think the future of your business could have in terms of circularity and sustainability?

Well, you never know what the future holds, but as I’ve mentioned there is a growing interest in smart redesign. Since there is a growing discussion about the environment and global warming, people are starting to get more aware and since you can only profit off of selling something if there is a market for it, I can definitely see my business progressing in a positive direction. I’ve also worked with a lot of young architects and designers and many of them have the intention of going in the sustainable direction. I think this is slowly forcing companies that we work with, in a more sustainable direction as well. Also, considering the fact that we are a part of the EU, stricter measurements are taking place (when talking about preventing harm to the environment) and that is also something to take into account.



INTERVIEWS

Additional information

“There is no one recipe for smart building design architecture nor should there be one. Instead, there should be agents of change that challenge antiquated building blocks and receptive to innovation or innovate themselves.”



Sustainable architecture (cc)

(‘Smart Building Design Architecture:

A Look at Green Buildings’, HMC Architects, <https://hmcarchitects.com/news/smart-building-design-architecture-a-look-at-green-buildings-2019-01-10/>)

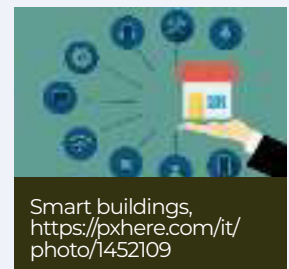


Im - possible (cc), https://cdn.pixabay.com/photo/2019/09/26/12/14/impossible-4505790_340.jpg

“A building is usually reduced to a ‘material cemetery’ at the end of its life. We currently do not recycle all of the valuable materials that buildings contain, and they end up being lost. Building a Circular Future uses a specific case study to show how we can create a profit from disassembling and recycling a significant portion of the materials contained in a building’s shell. The goal is to inspire future buildings that are designed and constructed so that they can be dismantled without significant impairment and loss of resources.”

(John Sommer, Kasper Guldager Jensen; ‘Building a Circular Future’, urbanNext, <https://urbannext.net/building-a-circular-future/>)

For those who are interested in pursuing in design and ecofriendly architecture, here are the three principles that can guide you through the process of designing and creating your solutions:



Smart buildings, <https://pxhere.com/it/photo/1452109>

- 1. CHOOSE NATURAL AND RECYCLABLE MATERIALS**
- 2. PRODUCE MORE ENERGY THAN YOU CONSUME**
- 3. FIND RESOURCES THAT ARE ALREADY IN USE**

QUESTIONNAIRE

1. What is the so-called “circular economy”?

A	B	C
40%	30%	30%

2. Do you believe that a more sustainable economic system can be equally productive than the current one?

A	B	C
70%	20%	10%

3. Which of these consumer choices have you decided to implement in the last 10 years to protect the environment?

A	B	C
10%	40%	50%

4. How will the so-called “circular economy” affect the job market?

A	B	C
80%	15%	5%

5. In your work, how many strategic choices related to sustainability have been made in the last 10 years?

A	B	C
40%	10%	50%

6. Which of these 4 “Rs” is more important to ensure a better future for humanity?

A	B	C	D
5%	45%	25%	25%

7. Which of these 4 “Rs” is most present in your family’s daily life?

A	B	C	D
40%	20%	30%	10%

8. In your opinion, what link is there between technology and the “circular economy”?

A	B	C
50%	50%	0

9. Do you think we will be able to change the way we consume so as not to affect the environment and its limited resources?

A	B	C
30%	20%	50%

10. Are you familiar with the UN 2030 Agenda or have you ever heard of SDGs?

A	B	C
100%	-	-

QUESTIONNAIRE



QUESTIONNAIRE

11. Do you think that the economy in the past was more sustainable than it is today?

A	B	C
5%	80%	15%

12. Which of these 3 statements do you consider the most true and important?

A	B	C
40%	60%	0

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