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**ETHICAL DESIGN IN
MANIPULATING INTERIOR
SPACES TO AROUSE EMOTIONS**

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ABSTRACT

Humans spend a significant time indoors. The innate interaction with the interior spaces makes it critical to identify the link between design features and the user's emotional states. The thesis aimed to create a framework for ethical design practice in promoting the social key of sustainability, with the objectives (i) to identify the ethical design issues and their impact on the end-user (ii) to identify architectural elements that could be manipulated to influence human emotions and (iii) to evaluate the influence of the renovated interior spaces on human emotions. Exploration of the ethical design required qualitative methods, i.e. interviews, observations and EEG qualitative readings, to find out the emotions evoked in the participants. This study confirms the inevitable notion that architecture significantly impacts human emotions. More importantly, the research has identified the elements or features in interior architecture that can be used to manipulate the negative emotions experienced by the user into positive emotions. By using content analysis of the data collected. The evidence has enlightened the ethical design issues faced by owners of houses. Most importantly, owners often undertake massive renovations to manipulate the design of the house, which is unsustainable and raises the question of the ethics and empathy of the developers. House owners can use the proposed conceptual framework on interior architectural elements to ensure healthy living, promote well-being and encourage sustainability in design, with fewer renovation costs.

Keywords: *Architectural interior design features; Conceptual framework; Emotions; Ethical design; Qualitative*

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CHAPTER ONE

INTRODUCTION

"The salvation of this human world lies nowhere else than in the human heart, in the human power to reflect, in human modesty, and in human responsibility."- Václav Havel

"You cannot be considered an ethical company if you do not follow sustainability principles. Nor can you apply sustainability concepts if you do not have a strong foundation of ethical principles. The two are intrinsically intertwined" -Perry Minnis

In his famous speech, Václav Havel asserts that true sustainability can only be achieved by setting transcendent values and ethics, holding us accountable and responsible (Speech to the US Congress – The Vaclav Havel Library Foundation, 1990.) In the same way, Perry Minnis relates that both ethics and sustainability are naturally bound together (Hussaini, 2021.) Experts in the profession of architecture raised similar issues. One of the earliest green Architects (Van Der Ryn & Allen, 2013) called to rekindle the empathetic connection between designers, themselves, others, and nature, which is necessary to create a sustainable future.

"The disconnect from the end-use allows the designers to design without empathy for humans. To separate the work from themselves, and still too often, to design without empathy for the natural environment. It is not one of these connections but to all three: to self, to others, and to nature that is necessary to design for a future that is more humane, equitable and resilient." (Van Der Ryn & Allen, 2013)p:7

Hence, what are the gaps that need to be explored within sustainability principles? And why is it important? According to Omar (2014), among the three principles of sustainability, social, economic and environmental, the social dimension addresses the issue of public health and safety, quality of life, influence of developments on the local communities. There is little or no, institutional explanation of ethical issues related to sustainability in the social dimension. Moreover, many designers do not prioritise ethical concerns in their work above other matters, such as profitability, time constraints, and resource availability (Hussaini, 2021). Therefore, the neglected