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Titolo della tesi [A study of sensory experience in interior design through the analysis of CMF and FF&E approaches](#)

Abstract in italiano *Poiché le esigenze delle persone per la qualità della vita aumentano costantemente, nella nostra era, l'interior design deve soddisfare più requisiti rispetto alle funzioni quotidiane di base. Per soddisfare le esigenze di una piacevole esperienza sensoriale e di un'esperienza psicologica, come i valori estetici, il senso di appartenenza e l'identità, è diventato anche un importante lavoro nell'interior design. Trasmettere emozioni positive attraverso un'esperienza sensoriale può elevare il valore dello spazio interno. La manipolazione del colore, del materiale e della finitura non solo eleva il valore delle funzioni dello spazio per creare un ambiente confortevole e piacevole di alta qualità, ma crea anche un valore per la percezione dell'ambiente di vita sia su aspetti fisici che psicologici, influenzando le esperienze legate ai cinque sensi alle persone, così come le loro emozioni. Il design di colori, materiali e finiture nello spazio interno è diventato sempre più importante poiché il valore dell'esperienza sensoriale è sempre più oggetto di attenzione al giorno d'oggi. Nell'industria del design emergono alcune professioni correlate come CMF e FF & E, in particolare per spazi abitativi come hotel, residence, club, spa, ecc. Il design FF & E è più applicato nell'arredamento d'interni, è un metodo di progettazione sistematico con ragionamento logico nel trattare con il colore, il materiale, la finitura e lo stile, ecc. Il contenuto principale di questa tesi è diviso in tre parti. La prima parte analizza l'influenza di colori, materiali, finiture dell'interior design. La seconda parte introduce il design CMF e il design FF & E, oltre a un confronto sui punti in comune e le differenze tra questi due approcci viene effettuato per analizzare e sintetizzare come progettare il colore, materiale e finitura dello spazio interno. La terza parte, attraverso la recensione e il case study di un progetto di interni a cui avevo partecipato in Cina, illustra come controllare e realizzare la qualità del design di colori, materiali e texture nell'interior design.*

Abstract in
inglese

As people's demands for living quality increase constantly, in our era, interior design has to meet more requirements than basic daily functions. To meet the needs for a pleasant sensory experience and psychological experience, such as aesthetic values, sense of belongingness and identity, has also become an important job in interior design. Conveying positive emotions through a sensorial experience can elevate the value of the interior space. The manipulation of color, material and finish does not only elevate the value of the space's functions for creating a comfortable and pleasant high-quality environment, but also build up a value for the perception of the living environment both on physical and psychological aspects, influencing the experiences related to five senses to people, as well as their emotions. The design of color, material and finish in the interior space has become more and more important as the value of sensorial experience is paid more and more attention nowadays. In the design industry, it emerges some related professions such as CMF and FF&E design, particularly for living space like hotel, residence, club, spa, etc. FF&E design is more applied in interior design, it is a systematic design method with logical reasoning in dealing with the color, material, finish and style, etc. The main content of this thesis is divided into three parts. The first part analyzes the influence of colors, materials, finishes on interior design. The second part introduces CMF design and FF&E design, besides a comparison about the commonalities and differences between these two approaches is carried out for analyzing and summarizing how to design the color, material and finish of the interior space. The third part, through the review and case study of a interior project I had participated in China, it illustrates how to control and realize the design quality of color, material and texture in interior design.

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– Summary of results – Impact of study.



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Controlling Experimental Variables. – Variable = quantity that has no

fixed value – Independent variable=defined by researcher (e.g. type. Sensory Tests. • Can be very objective when terms are clearly defined (consumer panel – 100s of people) or a panel that is highly trained (quantitative descriptive analysis). Sensory Tests. • Involves use of senses – physiological response. – Selective scoring of critical attributes. These are developed by researcher, through focus group or preliminary panels. – Each characteristic to be evaluated is described over entire range (min amount to excessive amount of trait x). – Score card with rating scales (hedonic scales – e.g. extremely sweet to not sweet). These must be carefully worded. Descriptive Tests, cont. mersive experience through the combined design of. an interior space, the choice of a scent which accen- tuated the narrative (``scentscape``), and a specifi- cally created sound-loop which re-enforced the de 4. Process and analyse the sensory data col- the analysis of the PQ results were obtained by av- eraging the ratings assigned by the subjects to each. of the questions, according to Witmer and Singer's. (1995) 1-9 point scale. The analysis of the data col- lected through the SAM chart also followed the same. principle, as the three parameters of ``valence``, ``acti The importance of theory-driven thinking and acting is emphasized in relation to the selection of a topic, the development of research questions, the conceptualization of the literature review, the design approach, and the analysis plan for the dissertation study. about the nature of knowledge, how it exists (in the metaphysical sense) in relation to the observer, and the possible roles to be adopted, and tools to be employed consequently, by the researcher in his/her work. (p. 572) Without a theoretical

framework, the structure and vision for a study is unclear, much like a house that cannot be constructed without a blueprint. Similarly, one cannot guide a reader through thinking about a dissertation study without a clear explication of the study's theoretical framework. Critical discourse analysis (CDA) is a rapidly developing area of language study. It regards discourse as 'a form as social practice' (Fairclough & Wodak, 1997, p.258), and takes consideration of the context of language use to be crucial to discourse (Wodak, 2001). It takes particular interest in the relation between language and power. CDA may be described as neo-Marxist; claiming that cultural and economic dimensions are significant in the creation and maintenance of power relations. The exact description of individual texts and the analysis of larger corpora of data allow statements to be made at both micro and macro levels. Sensory analysis (or sensory evaluation) is a scientific discipline that applies principles of experimental design and statistical analysis to the use of human senses (sight, smell, taste, touch and hearing) for the purposes of evaluating consumer products. The discipline requires panels of human assessors, on whom the products are tested, and recording the responses made by them. By applying statistical techniques to the results it is possible to make inferences and insights about the products under