

## The University of Johannesburg offers a Master of Arts in Design

The University of Johannesburg offers a Master of Arts in Design (MA Design) with specialisation in Interior Design. This qualification has been offered in the Faculty of Art, Design and Architecture since 2016. This postgraduate programme stems from the Magister Technologiae (MTech): Interior Design that was offered since 1997 in the then Technikon Witwatersrand. The MA Design postgraduate research

programme requires students to conduct a comprehensive review of leading and current research in design and produce significant insights and findings in each dissertation. The research focuses on topics relevant to the South African context and industry. In each dissertation, the students explore, by employing advanced and specialised skills and discourses appropriate to design, research projects that provide a deep insight

into the challenges, opportunities and current position of interior design in South Africa. The body of knowledge produced through these studies deserves recognition by the Built Environment and Design industry. I herewith present a brief outline of four dissertations completed in 2022 to explain the research relevance and contribution of the programme. dw

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Shazia Dudhia

Shazia Dudhia investigated how Building Information Modelling (BIM) technology drives competitive practices for Johannesburg-based interior designers. This study is positioned within the Fourth Industrial Revolution (4IR) paradigm, representing a disruptive era that impacts our human relationship with technology. Although BIM is a technological breakthrough that emerged in the third industrial revolution and evolved in the 4IR, the study's findings revealed barriers and obstacles in practices that adopt BIM technologies. The two most prominent results show that a lack of education and understanding of BIM technology hampers effective and efficient implementation and that sustainability opportunities have not evolved significantly with the introduction of BIM systems. The study concluded that BIM technology drives competitiveness amongst Johannesburg-based built environment practices, but it is a significant barrier to overcome in the interior design industry. Interior designers must continuously update their BIM knowledge and skills to remain competitive. Marisca Deminey and Amanda Breytenbach supervised the study.



Michelle Hunter

Michelle Hunter explored design strategies that address the consumer behaviour of millennials in South African furniture retail stores. In the study, she employed an Appreciative Inquiry (AI) method to collect the data, conduct interviews and analyse the research themes. Her conclusions show that local furniture retailers understand the millennial consumer's behaviour. This understanding enables companies to develop specific retail design strategies. The AI method encourages a future-thinking approach to retail furniture stores in South Africa. Whilst quality and affordability play an essential role, companies should also accommodate various cultures and styles in the retail environment to introduce a cohesive customer experience. Elana van der Wath and Ilse Prinsloo supervised the study.

Jéan Wiid's

Jéan Wiid's study explored place satisfaction in corporate atriums by conducting an indicative post-occupancy evaluation. Two recently completed corporate buildings, One Discovery Place (Sandton) and 144 Oxford Road (Rosebank) in Johannesburg were used as case studies to explore occupant place satisfaction. The findings identified an interconnected relationship between the physical and non-physical attributes influencing the occupant's place satisfaction. Daylight and interiorscapes were the two primary physical attributes highlighted in the study, and social interaction and a connection to nature/outdoors were two primary non-physical attributes. The study concluded that the corporate atrium creates a space for occupants to connect with nature whilst having social interactions with colleagues. It is a breakaway space, meeting and socialisation area that connects occupants with nature. Amanda Breytenbach and Marisca Deminey supervised the study.



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Cherisé Walter

Cherisé Walter's study investigated the 4IR technology spheres that advocate a multi-discipline approach and extrapolated findings appropriate to the interior design discipline. The three 4IR technology spheres described by Klaus Schwab and explored in this study are physical, digital and biological. The work and collaboration methods of well-known international designers and architects Neri Oxman and Achim Menges were used as case studies. The findings suggest that the technology spheres, as presented by Schwab, advocate a multi-discipline approach, which can actively inform the interior design industry when participating in collaborative projects and design teams that address the complexities associated with the contemporary built environment. Marisca Deminey and Amanda Breytenbach supervised the study.