ARCHITECTS' ATTITUDES TOWARD INTERIOR DESIGN

AND ISSUES RELATING TO THE PRACTICE

OF BOTH DISCIPLINES

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CHAPTER I

INTRODUCTION

In 1962, when <u>Progressive Architecture</u> dedicated an entire issue
to interior design, the question posed to both architects and interior
designers was, "Is there a professional activity, quite separate from
other aspects of architecture, that should be recognized and distinguish-
ed as 'Interior Design'?" (9, p. 140). Traditionally, architecture en-
compassed the entire scope of design services including exterior and
interior. But in the past few decades, as architecture has become less
decorative and more monumental, there has been a gradual split between
the two disciplines. With new technology and complex building types,
interiors have become so specialized as to suggest an art form which,
in the opinions of many, demand the attention of professionals schooled
in a different sensitivity than architecture (20).

The growth of interior design in the last few decades has many
interpretations. Norman DeHaan, AIA, FASID, and President of Norman
DeHaan Associates, Inc., Chicago, Illinois, indicates that the business
of interior design has not changed nearly as much as the public's per-
ception of it. Recently, with nearly all individuals regardless of
socio-economic background becoming more aware of the "total environ-
ment," the public has been much more receptive to the division of archi-
tecture and interior design (20). Other professionals, however, feel
the growth of interior design as a separate entity is due at least in

part to the failings of architects. Robert J. LaFort, Chairman and Chief Executive Officer, Interspace Incorporated, Philadelphia, states that design merely fills a void caused directly by the architects themselves: "We didn't rise in defiance or opposition to the architect. We rose in defense of our need to serve our clients" (20, p. 7). Architects have been criticized for some time for spending too much time designing details for the exteriors but neglecting the same detailing requirements for the interiors (14). All of these perceptions led to the gradual but definite split in the two disciplines.

Regardless of the reasons for the existence of separate duties, the fact remains that both are more important than ever before. For some, battle lines are still drawn as to the validity of their work, but it appears more and more firms are springing up around the country which incorporate both entities. The success of this arrangement is and has been due in part to the need for profit. Howard Melton, Vice President, Heery & Heery, Atlanta, states: "We think of profit not only in terms of dollars but also in terms of the variety and quality of services we can offer our clients; interiors definitely improve our profit from this perspective" (25, p. 88). The return of many architectural firms to the field of interiors is attributed by some to the recession during the early 1970's. While those years saw a decline in architectural services rendered not only in new building but also in renovation, many architectural enterprises turned once again to the profitability of interiors to sustain the flow of dollars. This trend is likely to continue as Rita St. Clair, President, Rita St. Clair Associates, Baltimore, Past-President, ASID, predicts: "Economics will define, as it usually does, the function of interior design in the 1980's" (26, p. 174).

The Problem

From all indications, economics alone will not be the determining factor in the course of interior design and architecture. As interior design follows other professions in terms of licensing or otherwise limiting the profession to only those who are duly qualified, it will gain even more prominence in the total environmental design field. Even as architects consult with and rely on support professionals to arrive at the best possible solutions to spatial requirements, so must they rely on specialized interior designers to provide assistance in creating the best human environment.

As we see increasing complexity not only in technology but in bureaucracy governing design and its many aspects, it is necessary to understand the relationship of the two disciplines at this point in order to plan logically for the future. This brings to mind several questions. Is there a correlation between attitudes of architects who employ interior designers and those who do not? What is the implication of socio-demographic characteristics, geographical location of firms, and academic philosophy of the attitudes of architects and their relation to interior design? What do architects perceive as the strengths and weaknesses of interior designers? How do architects view the validity of interior designers as a separate profession? And finally, how does this view affect their integration with interior design?

Purpose and Objectives

The purpose of this study was to determine what factors influence the attitudes of architects toward interior designers and how those attitudes relate to the scope of architects' work. Specifically, the

following objectives were intended for this study:

1. to compare selected variables between architectural firms which employ designers and architectural firms which do not;

2. to compare attitudinal differences between architects in firms with designers and those without;

3. to ascertain if differences in selected variables influence those attitudes.

Assumptions

This study was conducted with the following assumptions in mind. These included:

1. the random sample taken from the AIA _Profile 1980_ (41) was assumed to be representative of the whole field of architects;

2. participants thus randomly selected for questioning would be knowledgeable in contemporary architectural and interior design issues as related to the focus of this study;

3. the architect or staff member who ultimately filled out the questionnaire would be representative of the attitude of the principal of the firm;

4. that the behavioral patterns in relation to interior design would parallel the attitudinal portion of the questionnaire.

Limitations

The following limitations are also acknowledged as possibly affecting the results of this study:

1. for purposes of this research, a five percent sample was chosen from the AIA publication _Profile 1980_ (41). Of this original

sample size, respondents were limited to those who willingly completed the questionnaire;

2. the lapse of time between the gathering of information by AIA for publication and the researcher's use of this information allowed some changes in location and composition of some architectural firms. This further limited the number of response.

Definition of Terms

The following terms used in this study are defined for purposes of interpretation:

1. The American Society of Interior Designers (ASID) is defined by ASID (8, p. 1) as: "a professional society dedicated to serve the entire profession and to maintain the highest possible standards for the practice of Interior Design."

2. Architecture is defined by Newcomb (35, p. 3) as: "a fine art, but architecture has also another role. It is the shelter of the human race, standing between man and the elements."

3. Attitudes is defined by Allport (5, p. 810) as: "a mental and neural state of readiness, organized through experience, exerting a directive or dynamic influence upon the individuals response to all objects and situations with which it is related."

4. Behavior is defined by Rosenblueth, Wiener, and Bigelow (38) as:

> any change of an entity with respect to its surroundings. This change may be largely an output from the object, the input being then minimal, remote or irrelevant; or else the change may be immediately traceable to a certain input. Accordingly, any modification of an object, detectable externally, may be denoted as behavior (p. 18).

5. <u>Interior Design</u> is defined by Alexander (4, p. 7) as: "the creation of a satisfactory environment for human use."

6. <u>Interior Designer</u> is defined by the National Council for Interior Design Qualification (NCIDQ) (34) as:

> a person qualified by education, experience, and examination, to (1) identify, research and creatively solve problems pertaining to the function and quality of the interior environment; (2) perform services relative to interior spaces, including programming, design analysis, space planning and aesthetics, using specialized knowledge of interior construction, building systems and components, building codes, equipment, materials and furnishings; (3) prepare all design documents relative to interior spaces in order to enhance and protect the health, safety and welfare of the public (p. 1).

7. <u>Professional</u> is defined by Gove (23, p. 1811) as: "One who belongs to one of the learned professions or is in an occupation requiring a high level of training and proficiency, or is in an occupation requiring a high level of training and proficiency."

8. <u>The American Institute of Architects</u> (AIA) is defined by AIA (7) as:

> the national professional society of the architectural profession in the United States. The Society has three major objectives: to maintain and improve the competence of today's practitioners, to create a sufficient supply of well-trained practitioners for tomorrow, and to represent the profession of architecture before other professional and industry groups, government, and the public so that good design is encouraged by law and demanded by the community (p. 3).

9. <u>Architecture</u> is defined by Harris (24) as:

> A designation reserved, usually by law, for a person or organization professionally qualified and duly licensed to perform architectural services, including analysis of project requirements, creation and development of the project design, preparation of drawings, specifications, and bidding requirements, and general administration of the construction contract (p. 23).

10. <u>The National Council for Interior Design Qualification</u> (NCIDQ)

is defined by NCIDQ (34) as:

> a separately incorporated organization concerned with the de-
> velopment and maintenance of professional standards of prac-
> tice in the field of interior design. The council, established
> in 1972 as a consortium of national design societies, pursues
> programs of information and research in two related areas:
>
> 1. Principles of legal qualification and guide-
>   lines for statutory licensing.
>
> 2. Testing methods for determining professional
>   competence; development and administration of
>   a comprehensive qualification examination (p. 1).

CHAPTER II

REVIEW OF LITERATURE

Introduction

The relationship between architecture and interior design has tra-
ditionally been somewhat rocky. During five years of professional prac-
tice the researcher experienced first-hand the differences in attitudes
and behavior in working situations with several architects. These views
were substantiated by articles, letters, and editorials appearing in
most of the professional journals of both interior design and architec-
ture.

The research began by using the Educational Resources Information
Center (ERIC) with descriptors indicating a relationship between inte-
rior design and architecture. However, there was no useful information
found pertaining to this study. The researcher then contacted the head-
quarters of ASID and AIA asking for any information they may have rele-
vant to this study. ASID promptly responded that they had no materials
or information regarding this topic, but forwarded a copy of the corres-
pondence to Irving Schwarts, FASID/AIA, and former national president of
ASID. Mr. Schwarts answered the researcher's inquiry with comments and
personal viewpoints regarding his association with AIA and ASID while
serving on several joint committees of these organizations.

Correspondence to the AIA was answered by Michael B. Barker, Ad-
ministrator of the Design Department of AIA, who sent a bibliography

compiled by the AIA library of periodical articles dealing with the subject of architects and interior design. This bibliography, although helpful, was almost identical to the one prepared by the researcher by searching through the art and architecture indexes.

In researching the background of written information dealing with the relationship between interior design and architecture, it became apparent that while many articles allude to the differences in perception of job proficiency and practice, little research had been done in methods of making this relationship work more smoothly. Views held by both architects and interior designers on contemporary issues had been expressed, but no explanation of why these views exist had been attempted. Therefore, major areas affecting this study were identified and researched in order to provide a background from which this study could proceed. The areas reviewed were as follows: attitudes and behavior, regulatory issues aimed at strengthening the interior design profession, and professional views of both disciplines concerning their relationship.

Attitudes and Behavior

Attitudes are so central to the study of behavior that Allport (6, p. 45) described them as "the primary building stone in the edifice of social psychology." Allport further stated that they are the basis for making judgments about what we will see and hear, think and do, and make anything beyond the "most primitive reflex type of response" (p. 22). For this reason, it is necessary to gain some understanding of the current interpretation of the attitude-behavioral relationship.

Beyond the acknowledgement that attitudes are central to the study of behavior, there is little agreement on the depth of their importance or the way they should be handled in studies involving their relationship to behavior. And even more surprising is the fact that after years of study and observation, there is little evidence indicating that attitudes can really be used as a predictor of behavior at all (29, 33, 31).

One classic study of this inconsistency between attitudes and behaviors involved a Chinese couple whose appearance in several hotels and restaurants was followed by a questionnaire to see if the self-reported attitudes of these hotels and restaurants would coincide with their observed behavior regarding Chinese. Although 90 percent of the 250 hotels visited indicated they would not serve Chinese people, only once were they turned away and refused service (31). Yet daily observation indicates that most people's behavior or personality is predictable in general situations (19). This predictable behavior helps us differentiate individuals and react to them. Therefore, "One could well argue that if individuals do not have relatively stable behavioral dispositions . . . then the concept of personality itself can be dispensed with" (19, p. 1098).

In regard to the study of the attitude-behavior relationship, Kahle and Berman (30) listed as the predominant schools of thought the following four areas: (1) attitudes cause behaviors, (2) behaviors cause attitudes, (3) behaviors and attitudes are interrelated and are simultaneously displayed, and (4) there is no relationship between attitudes and behaviors. Several other social scientists (46, 44, 29), however, have determined that many different factors influence behavior other than

just attitudes. This has led to a myriad of different proposals, studies, theories and models aimed at finding and measuring those variables which play upon a person's behavior. Traindis (44) argued that societal pressures or normative beliefs are a key factor in behavior, as a person tends to do that which he feels society dictates he should do. Others such as Fishbein and Ajzen (21) have added a personal trait factor which may influence different behavior at different times.

Jaccard (28) noted also that there are different kinds of attitudes. Some deal with only performing the behavior while others focus on each of the alternatives of performance. For instance, in order to predict whether a person will do an act or not, he believes it necessary to examine the person's attitudes not only concerning that act, but concerning the various alternatives to performing that act. Whatever the reason for the inconsistencies in studies involving attitudes and behavior, and the lack of evidence supporting the theory that attitudes are reliable predictors of behavior, most social psychologists agree that "attitudes are not the sole determinants of behavior" (29, p. 823).

Wicker (46) addressed the problem of the inconsistency of verbal or attitudinal responses and overt behavioral responses by suggesting there may be "other factors" which influence behavior. He cited several studies in which this suggestion was made—especially when there was an inconsistency of attitudes and behaviors. He also stated that there have been relatively few studies done which try to identify those factors, and added, "the greatest need in the attitude-behavior area is to operationalize and to test the contributions of the factors which have been offered as reasons for attitude-behavior inconsistency" (p. 67).

Some of these include:

1. "Personal factors" which may be present such as competing motives and differing activity levels;

2. "Other attitudes" which may be present, but not examined by the researchers who are only interested in looking at one aspect of the attitudes-behavior relationship;

3. The inability of some respondents to make the appropriate or expected verbal or overt behavioral response;

4. "Normative prescriptions of proper behavior" dictated by parental training or societal expectation which may put people into different roles on different occasions;

5. "Alternative behaviors available" which may be more attractive to the respondent than the specified or expected behavior;

6. "Specificity of attitude objects," i.e., "many instances of inconsistency may be due to the fact that the stimulus in verbal response situations tends to be very general while the stimulus in overt behavioral response situations tends to be highly specific" (46, pp. 71-72);

7. "Unforseen extraneous events" such as illnesses, deaths, accidents or behavior;

8. "Expected and/or actual consequences of various acts" which may include such positive or negative retribution as legal action or positive rewards;

9. "Situational factors" such as time, place, people present, etc., which may be responsible for a behavior at a given point in time which may be different at another point in time. Epstein (19), in fact, argued that the situation itself may be a better indicator of behavior than attitudes, since studies where behavior in one situation is

compared with behavior in another situation shows little correlation.
He stated (p. 1102), "To understand and predict behavior, it is, accordingly, just as necessary to have a classification system for situations as for individuals and, most important, to know how individuals interpret different kinds of situations."

Besides the possibility of these "other factors" influencing the relationship of attitudes and behaviors, it has been pointed out that the methodology used by individual researchers may be the reason for the attitude-behavior inconsistency. Epstein (19, p. 1121) observed that "error of measurement appears to be the crucial consideration in demonstrating stability in personality. . . ." Others (44, 30, 32) agreed, and added that, "An entirely new methodology may be necessary before we can progress to a new level of understanding empirically the relationship between attitudes and behaviors" (30, p. 316). Traindis (44) warned that most methodology does not include the probability of "weights" when considering all factors influencing attitudes and behaviors, and Fishbein and Ajzen (21, p. 306) stated that, "the weights may vary from behavior to behavior and from person to person."

At this point, however, it must be emphasized that not all studies fail to support the attitude-behavior relationship. Kahle and Berman (30) did a study using four different samples aimed at gathering data through which they could test a "cross-lagged" method of examining attitudes and behaviors. In all four cases, it was found that participant's attitudes did lead to behaviors as their hypothesis indicated, and contradicted Wicker's (46) hypothesis that attitudes and behaviors were only "casually" related. Traindis (44) also cited several examples of studies which showed significant correlation between behavioral

intentions and overt behavior. Eptstein (19), however, cautioned that one should be critical of the few studies which show high correlations of attitudes and behaviors regardless of which school of thought they espouse.

> How is one to evaluate the findings in a few studies that have demonstrated stability in behavior in comparison to the vast number of studies that have obtained negative findings? One possibility is that when enough studies are done, a few are bound to produce significant results by chance alone (p. 1103).

In overviewing the state of affairs concerning the relationship of attitudes and behaviors, Epstein (19, p. 1123) stated one positive note by asking the simple question: "How stable is stable?" and adding the observation that "over a sufficient sample of events, threads of con- sistency become apparent." He wrote that "it should be noted that not everyone is equally predictable" (p. 1124), and that almost all studies will show that some respondents will show little or no predictability while others will show a great deal of predictability.

One last area of particular concern to this researcher involved questionnaires and their impact on the study of attitudes and behaviors. Epstein (19) cautioned that using data gathered by "self-reported inven- tories" might not be too reliable since people tend to view their sta- bility as more consistent than their actions indicate. Wicker (46, p. 44) also indicated that the possibility of the great difference in LaPierre's 1934 study was that ". . . it may be easier to give a nega- tive response on a mailed questionnaire than to refuse to serve a wait- ing Chinese couple." Other authors, however, added a positive note to the reliability of questionnaires in gathering attitudinal data. Train- dis (44) indicated the belief that habits--or past behavior--is a good predictor of future behavior is widely accepted. But Dollard (17)

offered the most positive view regarding the consistency of verbal and overt behavior. He stated that through years of

> careful training in 'truthful' behavior . . . children are
> . . . impressed with social importance of keeping promises.
> . . . It is probably this acknowledged training which gives
> us all the spontaneous confidence that verbal behavior on
> surveys very frequently predicts action in real life (p. 625).

During this study of attitudes and behaviors it became apparent there is some controversy among social scientists as to the nature of the relationship between attitudes and behaviors. Yet while this disparity appeared in the literature, it did not undermine the researcher's confidence in the questionnaire as being a practical and reliable method of gaining insight into the attitudes of architects concerning issues contained in this study.

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Regulatory Issues Aimed at Strengthening the

Interior Design Profession

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The debate over professional licensing of interior designers started even before the formation of the present ASID organization. Its predecessors, the American Institute of Interior Designers and the National Society of Interior Designers, were at odds concerning the practicality and desirability of such legislation concerning interior design regulation. The issue of licensing was one of the major areas debated when these two groups merged in 1974 to form ASID. The resulting merger did not put to rest the question of licensing, however, and after much discussion it was decided to continue advocating growth and strength of interior design through any means available--including licensing.

The groundwork for legislation began in 1976 when ASID began using the National Council for Interior Design Qualification testing procedures for entrance requirements. This standardization of levels considered acceptable for practice under that title is still being used today (1).

Since that time several states have been working on legislation similar in content but somewhat different in approach. Usually there is a provision for a state board of examiners appointed by the government to insure proper and ethical work procedures. There is a grandfather clause excluding practitioners from taking the exam if they are otherwise qualified, and all usually specify that, "Requirements for a professional license include a combination of education and experience plus passing an examination 'satisfactory to the board'" (18, p. 81). From this point, however, there is some discrepancy as to how far the act should go in separating interior design from other professions. Title acts would merely restrict the use of the term "interior designer" while a title and practice act would restrict the use of the term and prevent an unlicensed person from practicing interior design (2). Several state chapters of ASID are approving such a shift from title only bills to title and practice bills, as it is believed that "the role of the interior designer in determining the ultimate characteristics of interior space has grown, and interior design is now an important special design service for a variety of projects" (1, p. 27).

At this point, licensing is still a questionable reality. Louis Tregre, President of NCIDQ, thinks licensing is inevitable and hopes that their efforts to provide guidelines will aid state legislatures in setting somewhat the same standards to aid consistency from state to

state once licensing becomes common (37). However, the Institute of Business Designers (IBD), an organization consisting of professional contract interior designers, did a study in 1979 concerning licensing and found licensing was "unlikely" to become reality. With the trend toward less government regulation, and 32 states having already passed so-called sunset laws requiring the justification of regulatory boards, they concluded the time has not yet come for interior design regulation (1). To date five states have tried and failed to pass licensing requirements (1). The state legislature of Alabama has finally passed the first title act for interior designers which does not prevent anyone from practicing interior design, but prevents them from using the title "interior designer" in their practice unless they have passed an interior design qualifying exam. There is now a precedent set for a state to have legal power to enforce the use of the designation "interior designer" (3).

To many designers, the need for some type of regulation of the interior design profession is obvious. To be <u>legally</u> recognized as professionals will help designers become <u>publicly</u> recognized as professionals. It is also thought that insurance rates against liability would likely be lowered (37). Also, in some states, tax legislation "lump(s) interior designers with such service tradesmen as bartenders and masseurs, while architects, engineers, and other licensed professionals are explicitly exempted from them" (2, p. 10).

Opponents of licensing, however, believe that the problems caused by licensing are not worth the benefits. Architects have been required to be licensed for many years. This registration has caused many to feel the process is not effective in controlling the profession or

facilitating compliance to standards. Moreover, the confusion brought about by moving from one location to another, where licensing qualifications may be different, is considered unbecoming to the profession. The experiences of Digby Bridges, who graduated with honors from a British architectural school and was a principal in an architectural firm for 15 of his 18 years of practice, are an example (45). After being misinformed of the reciprocity of American and British licensing qualifications, he found his resident state of Florida and 15 other states did not accept British examination standards. In speaking of his experiences after coming to the United States he observes,

> The whole procedure demanded of me is of course quite appalling. . . . What is so dismaying to me is that Florida is now going back to stage one and may not even approve of my architectural education, which I feel was one of the best in the world, let alone Florida (p. 38).

Gillis (22), another practicing architect, spoke out against interior design licensing in view of his own experiences with architectural registration. In summary, he points out that licensing would (p. 209):

1. Lower standards since creativity would be stifled in judging procedures which tend to encourage subjects to "Do something safe, ordinary, conventional."

2. Increase chances of fraud since clients would be led to believe licensed professionals were competent.

3. Increase costs to clients since it would reduce competition and decrease the number of legally practicing professionals.

4. Stifle innovation since the power to approve certain types of creativity would be in the hands of only a few and would be imposed on the entire profession.

Another argument against licensing is that after licensing comes the possibility of recertification. Architecture itself is now faced with this possibility: "It is no longer reasonable to assume that a person once licensed to practice a profession is forever competent, nor can it be assumed that he or she will automatically and independently keep up with new developments" (36, p. 60). In some states, doctors and lawyers are already required to show continued development in their fields and this trend seems likely for architects in the future. The problem with recertification of professionals such as architects and interior designers is that no one can agree on a satisfactory and competent method of measuring and recording growth in areas of professional practice. In the words of the task force assigned to examine possible future recertification, questions were raised such as, "What can be considered appropriate professional development? What should be its content? How should such activity be measured? By whom?" (36, p. 60). This raises similar questions in the field of interior design. Will title registration lead to title and practice legislation? Will title and practice legislation lead to recertification?

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Professional Views of Both Disciplines

Concerning Their Relationship

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As stated in Chapter I, the central question to the conflict between interior design and architecture is whether or not there is a separation of duties and talents great enough to warrant a field called "interior design." It is interesting to note that in following the years since Progressive Architecture published its issue about interior

design that "1962's uneasy coexistence has become . . . [a] state of normalcy" (16, p. 83).

Charles Schwing (40), FAIA, and President of The American Institute of Architects, in speaking for that organization states:

> Architecture is the design of building in their entirety. Interior design is a specialized skill within that discipline. . . . Of itself, however, interior design is not a separate discipline but a complimentary and dependent segment of the whole field of architecture (p. 133).

Bernard Vinick (40), FASID, claims, however, that today's interior designer has become by reason of technology and economics a professional whose services are, in many cases, as essential as the architect's. He states (p. 124), "our responsibilities now have an impact not only upon the aesthetic aspects of interior spaces, but on a multitude of areas dealing with public safety, health and general welfare."

Dean (14, p. 20), in justifying the existence of separate interior design services, suggests that "There are several levels of interior design, and architects' comfort and capabilities to deal with them vary with each." She describes the first level as "the creation and shaping of spaces, which is the very stuff of architecture." Level two is described as "the planning and arrangement of spaces." Level three in her opinion is "the provision of mechanical and electrical services and other fixed elements," and level four is "the selection and provision of furnishings and other movable and decorative objects." Her view is that most architects are comfortable and capable in dealing with the first three levels, but that the fourth level, being so diverse, is where the competition begins. In emphasizing the role interior designers play at the fourth level, she further states that:

> Here he (the architect) . . . requires a wealth of special knowledge which he may find far from second nature. He must

know the properties of various fibers, their colorfastness, durability, various bonding methods, the advantages of certain weaves over others. He must be familiar with methods of laying carpet; the workability and stitching qualities of draperies; cleaning methods for different materials; the working parts of different types of furniture, and choices in components or systems of furniture (p. 20).

Vinick (40) supports this argument, and when identifying most interior designers' duties as separate from architects' explains that:

The interior designer is obliged to consider the total interior environment; interpret and analyze user needs; develop programs of requirements; establish functional relationships between organizational elements; prepare detailed working drawings and specifications for hundreds of thousands of square feet of space, and administer construction contracts; deal with the design of environmental systems that heat, cool, and illuminate interior spaces; and prepare budget cost estimates. We also select furniture and finishes (p. 134).

Filler (20) noted that it was usually the architect who felt most threatened by the question of the validity of interior designers. He stated that, "Interestingly, it was the architects in that group who spoke most vocally against the notion of a separable discipline. . ." (p. 69). One probable reason for this has been suggested by authors who point out that traditionally all interiors were done by architects, and some of the most important interiors of our time have been done by architects such as Mies van der Rohe, Le Corbusier, and Walter Gropius (27). Friedman (40) supports this idea and adds that even today when surveying professional periodicals showing current interiors, a significant number will have been done by architects or interior designers having architectural backgrounds.

Another issue threatening architects' traditional role is ASID's efforts to enact legislation such as licensing aimed at limiting and protecting interior design as a profession. The implication of such licensing could threaten the very existence of architects, as interior

designers could then legally team up with engineers and bypass the architect altogether (20). Architects, of course, can sense the disastrous economic effects such legislation could have and oppose any such move on the part of ASID. In fact, AIA so strongly disagrees with this proposal that, in the words of its president, Charles Schwing (40):

> AIA will oppose, and oppose with every resource at its disposal, any effort by anyone to enact legislation of any kind that would have the effect of abridging the historic rights or architects' rights that are locked in the institute's documents, and more important, in our philosophy of what architecture is. And particularly we must oppose the implication that architects do not or should not practice interior design as part of their traditional services. This would include the right to be identified as designers of interior spaces (p. 133).

Despite the efforts of some professionals to oppose the others, some authors suggest that "The split between architects and interior designers is a philosophical split. . ." (39, p. 85). They suggest that while working within the context of architectural practice (which envelops interior design), there need not be any "polarization" toward one end or the other. Joe D'Urso of D'Urso Design is quoted as saying there seems to be an

> endless need to label ourselves and play roles--especially, I think, on the part of a lot of architects. I find that people who are constantly dealing with this subject--saying the architect this and the interior designer that--are often the ones who are the most insecure and perhaps the ones who have the most problems in dealing with what they are really trying to do (39, p. 85).

The most serious charge against interior design was in the area of credibility. For years, anyone and everyone who thought they had a "flair" could call themselves an "interior designer." This fact has created problems for professional interior designers as well as architects (14). Vinick (40, p. 134) stated that "there is absolutely nothing to prevent totally unqualified persons from referring to themselves

as interior designers." The most eloquent criticism of interior design,
however, came from Kenneth Walker, AIA, and President of the Walker/
Group, Inc., New York. He is quoted by authors as saying, "What has al-
ways bothered me about interior design is that it's been such an easy
entry business. Anybody could be an interior designer. There's a
credibility gap in interior design--a gap that is unbelievable" (20,
p. 72). Countering the credibility issue, however, Robert J. LeFort,
Chairman and Chief Executive Officer, Interspace, Inc., Philadelphia,
is quoted by authors as saying:

> We are finally achieving a degree of credibility and accep-
> tance by the architect. We are no longer the broad-brimmed-
> hat decorator with a throwing-the-fabric-over-the-back-of-the-
> chair image. I think it was a cop-out for the architect to
> put us down because he didn't understand us. Therefore, that
> was his way of assuming it was a nonprofessional profession
> (20, p. 71).

Yet because of this credibility question, professionals who deal
in both architecture and interior design tend to market themselves under
the term "architect" rather than "interior designer" (20). It is sug-
gested that one reason architects fare better in interior design compe-
tition is that the public perceives them differently. Most people do
not understand the language of architecture or the process of building
construction--hence they seldom question architectural processes. But
in most people's opinion, interior design is something anyone can do
(39). With this argument is the opinion that architects are viewed as
being better trained in envisioning the total project rather than just
interior bits and pieces. The public trusts that this wider scope will
enable them to find a better solution to their spatial problems. Also,
architects are perceived as being better leaders and coordinators when
dealing with all the subcontractors necessary to complete an interior/

exterior project (14). Finally, Coxe (13, p. 65) reported that in the case of the public's perception of architects and interior designers, they "report that architects 'listen' to their needs more than interior decorators."

Another area affecting the credibility of interior design is that of business practice and philosophy. Many architects, in fact, "give the (interior design) service away free just to prevent their building 'from being ruined by some paperhangers'" (14, p. 21). Another architect expressed that he "was frustrated with designing buildings, walking away and then coming back to find them murdered by interior designers" (43, p. 98). One possible reason for these views was expressed by Dean (14, p. 23), who pointed out that interior designers tend to approach space with a more "emotional" and "romantic" view whereas the architect approaches it with a more "cerebral" and "classicist" view. This claim is supported by authors who quote William Pulgram, AIA, ASID, as saying interior designers "came in and decorated a room versus creating a space" (20, p. 70).

The last area which fell under criticism from architects was in education. Dean (14) related the experience of Mr. Roland Gallimore, AIA, who hires only architects to staff the interior design department in his firm. He found that ". . . interior design schools fail to teach even primary drafting skills" (p. 22). The lack of thorough design education was further expressed by Kenneth Walker, who stated, "I think interior design is about 10 years behind architecture, and about 20 years behind painting and sculpture. I think the state of interior design is reasonably dreadful and getting better" (20, p. 70).

Yet these charges against interior design are not to imply that architecture itself does not come under equal criticism. The first question to be asked of architects is how this separation of disciplines took place to begin with. Some have suggested that it was the building boom of the 1960's that led architects to concentrate on the structure of buildings exclusively and ignore such areas as interior work as well as engineering and construction management (14). Since that time the growth of interior design firms biting into the architects' profits have grown rapidly. Woodruff (40) adds:

> The real situation causing concern among architects and especially AIA is the economic significance of the burgeoning interior design profession. Architects are waking up to the fact that they have ignored the entire market of interior design for so long that the void is now being filled by interior designers more qualified than they to work with consumers of interior elements (p. 134).

The question of qualification in working with today's specialized interiors is another area under question. When asked specifically if a degree in architecture was sufficient to practice interior design, one architect was quoted as saying, "No, I would think not. There is a lot about interior design that you don't learn in school. When I have been on school juries, I have been amazed at how undesigned the interiors are" (39, p. 83). Woodruff (40, p. 134) agrees with this idea and adds that "most architects have neither the knowledge nor the inclination necessary to deal properly with interior space. Architects are not trained to be interior designers." Dean (14) and Barr (11) warn that architects must be equipped with special skills, knowledge, and experience if they are to carry on interior design functions successfully. "An architect is qualified to conceive space, but not necessarily the appointments" (11, p. 26). Architects are also warned that they must

"recognize that technology is making the single grand master obsolete, and . . . they have little choice but to recognize that they need some sort of consultants or teammates" (20, p. 73).

Another frequently heard complaint about architects concerns their apparent opinion about themselves. Rather than concerning themselves with interiors--which is the reason most buildings are built--they are concerned with creating "monuments" (39). This sometimes carries over into their dealings with clients, and is perceived by some as being somewhat arrogant. One architect is quoted by authors as saying, "You can raise people to the highest degree, but you can't do it by talking down to them--and I think that is what the architectural community has tended to do in terms of interior spaces" (39, p. 85).

Architectural education, too, is accused of being somewhat faulty. In one study done in 1975, it was found that of the 79 accredited architectural programs, only six of them offered interior design programs (14), even though "schools of architecture cannot teach as much about interior design as programs in that field" (40, p. 135). This may account for what some people consider a naive attitude about interior design. Dean (14) also adds that some architects still think old methods of using standard classic modern pieces marketed by old manufacturers such as Knoll and Herman Miller will suffice in doing today's interior work. Yet these same architects who would "bristle at using predesigned building components are willing to do precisely that when it comes to interior work" (14, p. 20). Still, many architects cannot or will not relinquish control of interior work during the building process. Karen Daroff, President, Daroff Design, Inc., Philadelphia and New York, is quoted as saying, "There is still that sensitivity about

working with an interior design firm, a feeling that you haven't ful-
filled your obligation in life after going to architecture school if
you work with an interior design firm" (20, p. 72).

Even with this negative criticism regarding the character and func-
tion of interior design and architecture, there are some positive notes
concerning their relationship and future.

Dixon (16, p. 83) states that "architecture and interior design
can only be completely adequate when they are reunited, that the best
of interior design is inseparable from the structure containing it."
Prominent architects support this opinion: "Our most successful jobs
have . . . been the result of a happy marriage of architects and in-
terior designers" (39, p. 84).

There are also indications that clients are not so much concerned
with professional titles, either architect or interior designer, as
they are with skills and ability to conceive and work with interior
space (14, 39).

Although some architects use economics and the need to "protect"
the design of the building after it is completed as an excuse for get-
ting reinvolved in interiors, such involvement is growing rapidly (14).
Skidmore, Owings & Merrill, an architectural firm with offices across
the United States, involve their interior design staff from the very
beginning of a design project in programming the interior requirements
and determining the actual spatial use as a method of "designing from
the inside out" (27, p. 125). They also use their interiors department
in selecting materials and interior finishes.

Whatever the motive for architects re-entering the field of inte-
rior design, there is little doubt that "This is the age of emergence

for interior design as an art, as a science, as a business" (11, p. 24).
This is evidenced by more and more architectural firms incorporating in-
terior designers on their staff. As one architect stated, "an architect
would probably duplicate our own abilities, and . . . an interior design-
er was more likely to lend a new approach and fresh perception to the
work" (14, p. 25). Others speak of a "positive dimension" added to the
work after a designer joined the staff (14). Finally, the need to work
closely as separate but related entities was underscored by Woodruff
(40):

> Architects are needed to create the sheltered spaces for our
> growing populace. Interior designers are needed to provide
> for the intimate relationships of people to the immediate
> tangible habitats in which they interact with each other.
> It seems logical and even possible that we can achieve more
> through mutual understanding and respect for each other as
> separate, yet closely related disciplines within the same
> creative process (p. 134).

So it is with this background, having uncovered areas of under-
standing and misunderstanding involving both architecture and interior
design, that the researcher began this study of the relationship of
architecture and interior design.

CHAPTER III

METHODS AND PROCEDURES

Introduction

The effect of attitudes on behavior and key areas of possible attitudinal development by architects was evidenced by the review of literature. Therefore, the most effective method of gathering a "cross-sectional" view of these areas as relating to architects was determined to be the survey method, since it is most appropriate in gathering data "dealing with a relatively large number of cases at a particular time, and yielding statistics that are abstracted from particular cases" (12, p. 120).

Also evidenced in the review of literature was the fact that very little research has been done directly concerning architects and designers, the subject of this paper. Without precedence from previous research, it was necessary to carefully select variables and areas of questioning.

Due to the nature of the study, gathering and analyzing the attitudes and behavioral patterns of one group (architects) toward another group (interior designers), it was necessary to examine only architects. This chapter describes and explains the method of data collection, the development of the instrument, and the procedure of data analysis.

Population and Sample

Since the population indicated by the objectives of this study included all practicing architects within the United States, it was necessary to obtain a recognized listing of qualified practicing architects and architectural firms within the United States. Final selection was therefore taken from the AIA publication Profile 1980 (41). This publication included the names, location, and certain demographic information concerning approximately 8000 architectural firms in the United States and its territories. It was necessary for the purposes of this study to limit the scope of research to a portion of that population. Therefore, a sample size of five percent (or 363) was taken from this original listing of 8000 through the use of a list of random numbers published by Snedecor and Cochran (42). A total of 363 instruments were mailed to these selected firms, and a total of 52 were returned and utilized. Sixty-five instruments were returned by the postal service as unforwardable for various reasons unknown to the researcher and beyond the scope of this research. Therefore, the final sample size was reduced to 298.

Instrumentation

Since no other research was found paralleling this study concerning architects and interior designers, it was necessary to develop an instrument of examination unique to this study. Through careful definition of the objectives outlined in Chapter I, it was determined that a questionnaire leading respondents to give answers concerning both attitudes and behavioral patterns must be carefully arranged and composed. Best (12) also warns that the researcher must be careful in survey methods not to confuse or manipulate the respondents in giving their

opinions. Therefore, it was critical to select questions and paragraph working which would remain as neutral as possible in drawing information from the participants.

Another major source of concern to the researcher was the clarity and length of each question. Babbie (10, p. 152) advises that "you should assume that respondents will read items quickly and give quick answers; therefore . . . provide clear, short items that will not be misinterpreted under those conditions."

After completing a typewritten form addressing key areas of the study, a pilot study was conducted using ten participants close to the researcher's Utah residence and Oklahoma State University. Comments from this pilot group concerning the outline and content were welcomed and considered before completing a final copy for the questionnaire (Appendix D).

Due to the graphic and artistic nature of the population chosen, it was decided that arrangement and appearance of the questionnaire and cover letter were nearly as important as the content of the questions themselves. Dillman (15) indicates that appearance may be a key factor in the return rate of survey-type research. He also states that "The professional appearance achieved by booklet format, the carefully designed cover pages, and the quality printing job tells the respondent that a great deal of work went into the questionnaire (p. 121).

The revised questionnaire (Appendix E) contained revisions suggested by the pilot study and key areas of study concerning attitudes about contemporary issues facing architects and interior designers. Also included on the final instrument was a short cover letter explaining the purpose of the questionnaire and the reasons their input was considered

important for the study. It was decided to avoid separate mailing envelopes, and a trifold booklet format was utilized to facilitate both mailing labels for the researcher and return address for the respondent.

The center portion of the trifold format contained all the questions set forth by the researcher which would give the respondent at a glance an idea of the length of the questions and the amount of time necessary to complete them. The first section was designed to gather information about the architect's attitudes concerning interior design, interior designers, and contemporary issues involving both practices. These attitudinal questions were designed using a five-point differential scale giving the respondent five thresholds of attitudinal strength. This was followed by separate sets of questions for firms which have interior designers on their staff and those which do not. This was intended to give all respondents an opportunity to indicate the type of interrelation they had experienced and their attitudes about that interrelation. The final portion of the questionnaire included personal questions about the respondent including age, educational background, and their role in the firm.

Data Collection

Data were collected in two parts using as principle sources the questionnaire described above and the AIA Profile 1980. Data included in the AIA listings had been gathered during an unspecified period prior to publication.

During the Spring semester, 1981, the researcher identified variables from the AIA profile which were deemed valuable to the study. These areas included date of formation, number of employees, type of

employees, percentage of work involvement in prescribed areas, state, and AIA region. These data were collected for all 363 identified samples.

During the Spring semester, 1982, the researcher mailed the previously described questionnaire via first-class mail to all 363 samples. Two weeks after the initial mailing, an identical questionnaire was sent as a follow-up to all samples who had either not responded or whose instrument had been returned as unforwardable by the postal service. It was decided a follow-up containing the questionnaire was necessary after that period of time as Dillman (15, p. 183) states that "Most people who answer questionnaires do so almost immediately after they receive them. A questionnaire that lies unanswered for a week of more is not very likely to be returned." Several responses were received as a result of this follow-up and increased the final number of responses.

Analysis of Data

All data collected from the AIA *Profile 1980* and the questionnaire were coded and tabulated according to each objective stated in Chapter I. The independent variables identified in this study were the respondents and the characteristics which make up their background such as age, location, educational background, and past experiences with interior designers. The dependent variables were identified as those responses indicating their attitudes toward interior designers and current issues facing the practice of interior design as well as architecture.

A computer analysis was used to reveal frequencies of both the responses provided on the questionnaire and characteristics of the respondents. This enabled the researcher to make general observations

concerning the over-all sample. Chi-square analysis was also used to determine areas of possible significance between attitudinal areas of the study and behavioral and demographic characteristics of the sample. Significance was determined at the .05 level.

The results of the analysis of the study is presented in Chapter IV with conclusions and recommendations.

CHAPTER IV

FINDINGS AND CONCLUSIONS

Introduction

This chapter presents the analysis of the data as related to the objectives of this study. Data collected from the AIA publication Profile 1980 in the spring of 1981 were combined with data collected by questionnaire in the spring of 1982. The findings are presented in the following order: (1) Sample and Respondents, (2) Findings and Analysis, (3) Conclusions, and (4) Recommendations.

Sample and Respondents

Information gathered from the AIA publication Profile 1980 (41) revealed data concerning the entire sample of 363. These areas of data included: (1) date of establishment of firm, (2) number of employees in the firm, (3) type of employees in the firm, (4) type of work involvement, and (5) the role or position in the firm of each respondent. These data are presented in Tables I through V.

Table I shows the growth of the field of architecture, as over 40 percent of the sample firms had been established since 1970. Table II shows that over half of the sample firms were small--having fewer than six employees. This may reflect the diversion and specialization indicated by Tables III and IV, which accounts for the various types of employees and the variety of architectural activities.

TABLE I

DATE OF ESTABLISHMENT OF FIRM

Date	Number	Percent
1970–1979	148	41.60
1960–1969	102	28.60
1950–1959	53	14.90
Before 1959*	53	14.90

*The oldest reported establishment was 1832.

TABLE II

NUMBER OF EMPLOYEES

Employees	Number	Percent
1–5	186	51.20
6–10	103	28.40
11–20	42	11.60
21–50	20	5.50
51–950*		

*Indicates the highest number of employees found in this study.

TABLE III

TYPE OF EMPLOYEES

Employee Type	Number	Percent
Architect	363	100.00
Engineer	60	16.50
Landscape	21	5.80
Interior Designer	70	19.30
Administration	256	70.50
Other	65	17.90

TABLE IV

TYPE OF WORK INVOLVEMENT

Category	Number	Percent
Commercial	319	87.88
Housing	287	79.06
Industrial	165	45.45
Educational	212	58.40
Medical	157	43.25
Institutional	157	43.25
Interior Design	135	37.19
Planning	138	38.02
Prime Engineering	27	7.44

TABLE V

ROLE OF RESPONDENT IN FIRM

Role	Number	Percent
Principal	43	93.5
Administrative	5	10.9
Designer	7	15.2
Job Captain	46	100.0

Specifically, Table III lists respondents by title. One hundred percent of the respondents were classified as "architects" regardless of the various educational backgrounds. It is interesting to note that only 19.3 percent of the sample firms indicated a position designated as "interior designer." This percentage was actually higher (28.9%) in firms of respondents.

Common types of architectural work involvement appear in Table IV. These were calculated by the firms based on a percentage of gross income. Commercial work was rated most frequent, accounting for an average of 87.88 percent of the workload. Interior design, however, was somewhat smaller, accounting for an average of only 37.19 percent of the workload.

Table V shows the role of the respondents in the firm. One hundred percent were "job captains," yet only 15.2 percent filled the role of "designer." It must be noted here that some respondents performed more than one role, such as architect as well as administrator or job captain. Therefore, the percentages were raised beyond a normal distribution.

General information regarding the current relationship with interior design in respondents' offices was collected by a questionnaire. While respondents reported various types of experiences with interior design, all of them stated they were concerned with interior design matters in their business. A large number (71.4%) felt their present architectural staff was not necessarily qualified to handle all interior design matters. Most of the firms (70.3%) called upon outside design help when necessary, while 16.2 percent replied they never used such services. Of these firms which had used outside design consultants, 72.7 percent

said they were pleased with the results while 38.6 percent said they were not. The overlap of percentages is caused by the fact that some respondents indicated they were both pleased and displeased with outside design help. As one respondent wrote, "some have performed better than others." It is interesting to note, however, of the firms which employed interior designers on their staff, 100 percent stated they were pleased with their work.

Findings and Analysis

Frequencies of responses revealed in the analysis indicated general information about the sample and respondents. These were used in forming a background from which the rest of the analysis could be viewed. Chi-square analysis was also employed to determine significant differences between various factors in this study. Several areas were found to be significant, yet a word of caution is in order concerning this significance. Because of the low number of responses encountered in the questionnaire, it is necessary to question the validity of these relationships. Therefore, these relationships are presented in this chapter as perhaps indicating trends and the Chi-squares are not reported.

Objective One

Objective one: To compare selected variables between architectural firms which employ designers and architectural firms which do not.

Specifically, the variables selected to be compared with a firm's relationship with interior design were age, region, educational background, and past experiences with interior designers. These variables were analyzed and appear in Tables VI through IX.

TABLE VI

AGE OF RESPONDENT

Age	Number	Percent
20-29	2	4.3
30-39	7	15.2
40-49	16	34.8
50-59	11	23.9
60-69	9	19.6
Over 70	1	2.2

TABLE VII

FIRM DISTRIBUTION BY REGION

Region	No. of States	No. of Firms	Percent
California	1	53	14.6
Central States	5	27	7.4
East Central States	2	2	0.6
Florida	1	10	2.8
Gulf States	5	25	6.9
Illinois	1	13	3.6
Michigan	1	11	3.0
Mid-Atlantic States	5	25	6.9
New England	6	16	4.4
New Jersey	1	88	2.2
New York	1	24	6.6
North Central States	4	9	2.5
Northwest	6	30	8.3
Ohio	1	18	5.0
Pennsylvania	1	21	5.8
South Atlantic States	3	17	4.7
Texas	1	28	7.7
Western Mountain States	6	26	7.2

TABLE VIII

EDUCATIONAL BACKGROUND OF RESPONDENT

Background	Number	Percent
Architectural	36	78.3
Arch. Eng.	12	26.1
Environmental Design	8	17.4
Design/Graphics	10	21.7

TABLE IX

TYPES OF INTERIOR DESIGN EXPERIENCE
INDICATED BY ARCHITECTS

Experience	Number	Percent
On Staff	13	28.9
Through Education	1	2.2
Consulting	27	60.0
Previous Employment	---	---

Table VI shows the categorization by age as indicated in the questionnaire. Over half (58.7%) of the respondents were between the ages of 40 and 60 years. Distribution of sample firms appear in Table VII and indicates the areas of heaviest concentration of architectural firms across the country. Major population areas, including California, New York, Florida, and Texas, appear to have an equal concentration of architects as expected.

Table VIII reveals the respondents' educational background, with "architectural" being the most common—78.3 percent. Architectural/ Engineering and Design/Graphics were less frequent, since they are more related to architecture rather than central to it. The broader area of Environmental design, which encompasses such things as urban planning and housing economics was less common, accounted for only 17.4 percent of the respondents.

Table IX categorizes four possible areas of interior design experiences. It was found that 90.1 percent of the respondents had used an interior designer in some capacity in the past, and 28.9 percent employed a designer on their staff. This compares to the sample data which indicated 19.3 percent of the firms employed a designer on their staff.

In summary, it was found that age, region, educational background and past experience with designers had not influenced whether or not they had a designer on their staff. This would imply that other influences outside of demographic factors and past experiences with designers had determined a firm's decision to employ a designer or not, and the variables selected by the researcher to compare with architects' relationships with interior design did not appear to be relevant.

Objective Two

Objective two: To compare attitudinal differences between archi-
tects in firms with designers and those without.

To address this objective, attitudinal statements concerning current
issues were designed using a five-point scale indicating degrees of
strength of attitude toward each statement. The numerical assignments
were as follows: 5 = strongly agree; 4 = agree; 3 = neutral; 2 = dis-
agree; and 1 = strongly disagree. Mean scores were tabulated for each
statement and are presented in Table X ranked from the highest to lowest
score.

The respondents indicated a belief that interior design was essen-
tial to the overall solution of a design problem, as that statement re-
ceived the highest mean score. Also supported were statements suggest-
ing interior design needs better restrictions. These areas ranged from
simply agreeing that interior design needs more restrictive qualifica-
tions to implying that licensing may be the answer to increasing the
credibility of the interior design profession. This endorses Vinick's
(40, p. 134) suggestion of restricting entry into interior design when
he stated, "there is absolutely nothing to prevent totally unqualified
persons from referring to themselves as interior designers."

One irony found in the attitudinal section was that while architects
generally agreed positively that interior design needs more restrictive
qualifications, they disagreed that ASID is an adequate qualification
to practice interior design. This could imply that architects consider
ASID's standards of professional conduct and NCIDQ's areas of qualifi-
cation and competency used in testing procedures are not stringent
enough.

TABLE X

MEAN SCORES ON ATTITUDINAL QUESTIONS CONCERNING ISSUES

Attitudinal Statements	Mean Score
Interior design is essential to the overall design solution	4.22
Interior design needs more restrictive qualifications	3.82
Licensing will increase the credibility of interior design	3.64
Interior design must have tougher restrictions	3.52
There is a difference between architecture and interior design	3.37
There has been a change in the public's perception of interior design	3.30
Interior design is a valid profession separate from architecture	2.92
Interior design should be practiced separately from architecture	2.54
Interior design is best taught as a separate discipline	2.49
ASID is an adequate qualification to practice interior design	2.47
The AIA title qualifies one for the ASID title	2.41
Architects are qualified to perform all aspects of interior design	2.00

Another point of interest was that while respondents agreed there
was a difference between the practice of interior design and architec-
ture, they responded that it is not a valid profession separate from
architecture. They also indicated disagreement with the statement that
interior design should be practiced or even taught as a separate disci-
pline. This might imply that architects may perceive the duties of in-
terior designers as different from architects, but feel those duties
should be taught and performed along with architectural functions for
the best solution to design problems. This would agree with the state-
ment by Charles Schwing (40), President of AIA, that interior design is a
"specialized skill" within the practice of architecture. With this in
light, architects may then be asked why, if they feel the practice of in-
terior design is different from that of architecture, do they not include
more design training or independent interior design schools in their edu-
cational system.

A second area was also designed to measure the attitudes of archi-
tects towards interior designers themselves. Respondents were asked to
rate interior designers on a five-point scale according to their ability
in five fundamental areas of interior design functions. The numerical
assignments were as follows: 5 = excellent, 4 = above average, 3 =
average, 2 = below average, and 1 = poor. Mean scores were then tabu-
lated for each area and are presented in Table XI. While communicative
skills, ability to work with people, and spatial relations and functions
were rated somewhat above average, structural knowledge was clearly
rated as being poor. This would appear to support Dean's (14) statement
that interior design schools fail to teach some of the fundamental prin-
ciples of construction and building types necessary to communicate with

TABLE XI

MEAN SCORES ON ATTITUDINAL QUESTIONS
CONCERNING INTERIOR DESIGNERS

Designer's Ability	Mean Score
Communicative Skills	3.63
Ability to Work With People	3.61
Spatial Relations and Functions	3.39
Business Expertise	3.02
Structural Knowledge	1.98

architects and contractors. This may be of particular interest to educators planning curricula intended to provide adequate background for graduates entering the workforce with fundamental competencies necessary to function in the architectural community. The Foundation for Interior Design Education and Research (FIDER) already recommends several areas thought to be central to interior design education. These areas could be strengthened and clarified by an examination of competencies thought essential by architects. Further implications may be that ASID and NCIDQ might be able to promote programs or make recommendations to the design community aimed at strengthening already practicing interior designers' abilities to work with structure and building types.

With these findings, it is also necessary to add that there appeared to be no relationship between the attitudes measured by the researcher and whether or not a particular firm employed a designer. Thus it seems likely that other factors not measured in this study may determine the architect's decision to hire an interior designer.

Objective Three

Objective three: To ascertain if differences in selected variables influence those (architects') attitudes. The variables selected for examination included age, region, educational background, and past experience with interior designers.

Analysis of responses indicated that age and region did not influence attitudinal issues. It was discovered, however, that educational background and past experiences with interior designers did have some effect on these attitudes. These are listed below by category.

Architectural backgrounds:

1. Indicated that interior design needs more restrictive qualifications while those without such a background felt it need not be so restricted;

2. Felt that designers' structural knowledge was poor while those without architectural backgrounds felt it was average;

3. Ranked designers' knowledge of spatial relations as average while those without such a background ranked them as above average to excellent.

In summary, respondents with purely architectural backgrounds tended to judge more harshly the abilities of interior designers to perform interior design functions.

Environmental design backgrounds:

1. Failed to support architectural respondents by remaining neutral on the issues of supporting tougher qualifications for interior design. Respondents outside of the environmental design background tended to agree with more restrictions.

2. They agreed with architecturally oriented respondents by indicating designers have only an average perception of spatial relations and functions while non-environmental design and non-architectural respondents ranked them as good to excellent in this area.

By these findings it would appear people with environmental design backgrounds perceive about the same weaknesses in interior designers but are less resolute on a solution to the problem.

Design graphics backgrounds:

1. Tended to disagree with the statement that there was a difference between architecture and interior design while people without a

design/graphics background felt there was a difference;

2. Agreed with environmental design and architectural people that interior designers knowledge of spatial relations is only average while non-design/graphic people ranked them as good to excellent.

These respondents, themselves being exposed to another discipline other than architecture, likely viewed the validity of interior design much as interior designers do. However, they were equally critical of interior designers' apparent lack of spatial knowledge which indicates a difference in perspective from a purely interior design standpoint.

Having past experiences with designers:

1. Agreed that interior design would be strengthened by more restrictions while firms not having used interior designers remained neutral;

2. Agreed that licensing would increase the credibility of interior design while firms not having used interior designers disagreed with that statement;

3. Agreed that there is a difference between interior design and architecture while firms not having used interior designers did not.

This coincides with the inclination of architecturally-oriented respondents to support restrictive measures for the field of interior design. These findings suggest that those closely related to the architectural field through education and work experience are more aware of the problems involving the interior design profession and have developed stronger attitudes toward ways of solving those problems.

The findings of objective three then suggest that regardless of their age and region, architects in general were more critical of interior designers' ability to perform design functions, especially with

respect to structural knowledge, than respondents without purely architectural backgrounds.

Conclusions

Based on the findings of this study, the following conclusions were drawn:

1. Architectural firms which employ interior designers on their staff tended to be pleased with such a relationship; firms which do not employ designers but consult with them when necessary were pleased most of the time.

2. Most architectural firms believed there is definitely a difference between architecture and interior design, but disagreed on the extent of that difference and ways in which they should work together.

3. Architects' age, region, educational background, and past experience with interior designers did not seem to influence whether or not they had a designer on their staff.

4. The area perceived by most architects as the weakest competency of interior designers was in the area of structural knowledge.

5. Architects' age and region did not appear to affect their attitudes toward interior designers.

6. Architects' educational background and past experiences with interior designers did have an effect on attitudes toward interior designers.

Recommendations

At the completion of this research and in light of the data gathered from this experience, the researcher would recommend the following

with regard to further research:

1. Conduct a study with a larger sample in order to verify the areas of significance found in this study.

2. Conduct a case study involving both firms having an interior designer and some without in order to more carefully study behavioral characteristics of each.

3. Enlarge the area of study concerning interior designer competencies and make recommendations toward strengthening those competencies.

4. Design a study aimed specifically at isolating methods acceptable to architects of practicing interior design in relation to architecture itself.

5. Through research, encourage ASID, NCIDQ, and AIA to further implement programs which will strengthen the relationship between interior design and architecture.

6. Conduct a case study of both architectural and interior design educational programs to determine the feasibility of integration of educational experiences in programs of study.

7. Conduct a survey to identify what should be the qualifying organization for licensing of interior designers.

8. Examine various interior design curricula to determine patterns of basic areas considered essential for study.

9. Conduct a study to determine what influence interior designer backgrounds have on their working relationship with architects.

Summary

In view of the study presented here, the researcher has gained a better knowledge of the working relationship between interior design and architecture. Many of the statements and observations made in the review of literature were supported, and additional information was obtained concerning the viewpoints of both disciplines. It would appear that the central question posed by <u>Progressive Architecture</u> in 1962 has been answered: Yes, there is "a professional activity quite separate from other aspects of architecture, that should be recognized and distinguished as 'Interior Design'" (9, p. 40).

While this study only surveys the surface of the undercurrents present in this fragile relationship, it is clear that there are true professionals to be found in both disciplines as well as those who are less competent. One respondent, who shall remain anonymous, wrote at the bottom of his questionnaire:

> Both disciplines, architecture and interior design, need to attain a greater respect and appreciation of the other; need to learn to work together better to provide the best possible result for the client; and need to start working together on a project early on and not be thrown together near the end.

This optimism and advice must be the thread from which the fabric of architecture and interior design is woven.

A SELECTED BIBLIOGRAPHY

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APPENDIX A

LETTERS TO ASID AND AIA
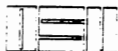
Oklahoma State University

DIVISION OF HOME ECONOMICS
Department of Housing, Design and Consumer Resources

STILLWATER, OKLAHOMA 74074
HOME ECONOMICS WEST BUILDING
405) 624-5048

June 17, 1981

Mr. Michael Barker, AIA
Administrator of Practice and Design
American Institute of Architects
1735 New York Avenue, N.W.
Washington, D.C. 20006

Dear Mr. Barker:

While working several years in interior design, it was my privilege to
work with and get somewhat acquainted with the architectural field. I
share an enthusiasm with all fellow designers and architects for the
many facets of man's built environment and feel we must strive together
for the best possible solutions to design problems.

Last August I returned to school to work on a Master's Degree in Interior
Design. The major area of my research has been an indepth study of this
relationship between interior design and architecture, their philosophies,
their current relationships, and their future trends.

Ms. Jody Proppe, Director of Architectural Extension here at Oklahoma
State University, suggested I write you concerning what materials or infor-
mation on this subject may exist at the architectural level. It is my hope
you may know of similar research done in this area, or can put me in touch
with anyone who shares my interest in further development of this subject.

I realize your position is a demanding one, but I hope you can find time to
offer some advice or suggestions. I look forward to hearing from you soon.

Sincerely,

Al Stone
Graduate Teaching Assistant

Margaret Weber, Ph.D.
Assistant Professor
Graduate Advisor

AS/km

Oklahoma State University

DIVISION OF HOME ECONOMICS
Department of Housing, Design and Consumer Resources

STILLWATER, OKLAHOMA 74074
HOME ECONOMICS WEST BUILDING
405, 624-5048

June 17, 1981

Ms. Linda Jansson
Executive Director
American Society of Interior Designers
730 5th Avenue
New York, N.Y. 10019

Dear Ms. Jansson:

While working several years in interior design, it was my privilege to work with and get somewhat acquainted with the architectural field. I share an enthusiasm with all fellow designers and architects for the many facets of man's built environment and feel we must strive together for the best possible solutions to design problems.

Last August I returned to school to work on a Master's Degree in Interior Design. The major area of my research has been an indepth study of this relationship between interior design and architecture, their philosophies, their current relationships, and their future trends.

It has been suggested that I write you concerning what materials or information on this subject may exist at the interior design level. It is my hope you may know of similar research done in this area, or can put me in touch with anyone who shares my interest in further development of this subject.

I realize your position is a demanding one, but I hope you can find time to offer some advice or suggestions. I look forward to hearing from you soon.

Sincerely,

Al Stone
Graduate Teaching Assistant

Margaret Weber, Ph.D.
Assistant Professor
Graduate Advisor

AS/km

APPENDIX B

LETTERS RECEIVED FROM ASID AND AIA

ASID

American Society of Interior Designers

June 30, 1981

Mr. Al Stone
Graduate Teaching Assistant
Division of Home Economics
Oklahoma State University
Home Economics West Building
Stillwater, OK   74074

Dear Mr. Stone:

I am taking the liberty of acknowledging receipt of your letter
of June 17th, addressed to Linda Jansson who is no longer with
our association.

We regret that we do not have materials or information on this
subject but I suggest you contact:

> Mr. Irving Schwartz, FASID/AIA
> IDS, Inc.
> 821 S. Neil Street
> Champaign, IL   61820
> (217)352-6011

By copy of this letter, I am forwarding your letter to Mr. Schwartz
who has served on joint AIA/ASID Committees and he will further assist
you in your developments.

Thank you for your interest in the American Society of Interior Designers.

Sincerely,

Robin Douglas

Robin Douglas
Executive Secretary

cc: Ed Gips
      Irving Schwartz w/copy of letter

THE AMERICAN INSTITUTE OF ARCHITECTS

June 23, 1981

Mr. Al Stone
Oklahoma State University
Department of Housing, Design and
    Consumer Resources
Home Economics West Building
Stillwater, OK 74074

Dear Mr. Stone:

The subject of your Master's degree work at the University of Oklahoma
is a very interesting one. Your readings in the field will give you
the range of feelings on the subject - from those who believe that archi-
tects must be in total control of all design decisions including all
interiors to those who view interior design, particularly in complex
office systems, is a specialization beyond normal architectural practice
and is therefore a seperate professional activity. I am sure you will
develop your bibliography on both sides of the issue, however, I felt
that you might like to see a recent dialogue between the president of
the AIA and the Interior Design Organizations on this somewhat delicate
relationship. I hope you find it useful.

Sincerely,

Michael B. Barker, Administrator
Design Department

MBB/vh

enclosure: Interior Design, February, 1981

IDS, INCORPORATED 821 SOUTH NEIL STREET, CHAMPAIGN, ILLINOIS 61820   PHONE (217) 352-6011

July 14, 1981

Mr. Al Stone
Graduate Teaching Assistant
Division of Home Economics
Oklahoma State University
Home Economics West Building
Stillwater, OK 74074

Dear Mr. Stone:

ASID National Headquarters has forwarded your letter of June
17 to me. In answering your questions about the relationship
between interior designers and architects, I can only act as
a historian. I also assume that your addressing this ques-
tion to ASID was for the purpose of obtaining information on
the activities of the professional societies which represent
both groups. My response will be based on the relationship
between AIA and ASID, which I think is typical and represent-
ative. There are really two parts to my reply; one, national
policy and activities, and second, regional policy and activi-
ties. The answer to the first is easy because currently there
is no relationship on the national level between the national
associations representing these two professions.

If you will, allow me to return to 1977. At that time there was
a very strong effort made by ASID president, Albie Phibbs, which
carried into 1978 when I was national president, to establish
cooperation between AIA and ASID. The cooperative effort con-
sisted of seven major points of mutual interest which included
everything from education to professional practice. The stumbl-
ing block was AIA's request that architects be included in the
NCIDQ licensing guidelines. ASID saw fit not to do this for
reasons which I find to this day parochial, illogical and detri-
mental to the interior design profession. This breakdown has
never been resolved and the two professional societies are further
apart than ever, because AIA felt they were betrayed and ASID con-
tinues its complacency. Both are wrong.

Currently, ASID has minimal efforts in this direction except a
committee with limited funds and a low priority from the leader-
ship of ASID. The committee is primarily charged with writing
joint contract documents. However, for "unexplained" reasons
no meetings have taken place this year.

ARCHITECTURAL DESIGN, INTERIOR DESIGN, PLANNING, PROGRAMMING, AND ENVIRONMENTAL GRAPHIC ART

IDS

AIA, in the meantime, has taken enormous strides in upgrading the
level of understanding about interior design, primarily through
something they call the CIA, Committee on Interior Architecture or
AIAIA (American Institute of Architects Interior Architecture Com-
mittee). The exact name escapes me. It is a continuing education
type of activity and while it is very helpful to practitioners, it
fails to strike at the heart of the problem, which is architectural
education or I should say the lack of it in interior design.

The situation on a local level is slightly more positive. Some
local chapters of ASID and AIA have joint programs and activities.
Unfortunately, this is spontaneous rather than encouraged or en-
dorsed by the national leadership of the two societies. Note that
I used the word "some;" the exact number of these contacts is quite
limited. I have no statistics, but you might contact the state
ASID and AIA chapters for data.

I have described a rather dismal picture. Despite this, I am still
enthusiastic about the prospects of what can be achieved if the two
professions can "get their act together." They really need each
other and I am dedicated to making this a reality.

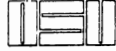I hope this has been of some help to you. If not, try me again.

Warm regards,

Irving D. Schwartz, FASID, AIA
President

IDS:mak

cc: Ed Gips

APPENDIX C

TYPICAL PILOT TEST COVER LETTER

Oklahoma State University /

DIVISION OF HOME ECONOMICS
Department of Housing, Design and Consumer Resources

February 8, 1982

Mr. Glen Summers, AIA
Wicklow Professional Center
2324 W. 7th
Stillwater, OK 74074

Dear Mr. Summers:

Dr. Margaret Weber, my graduate research advisor, suggested my
contacting you regarding possible participation in the pre-test
of my graduate research questionnaire. I am therefore taking
liberty to send you a rough draft of this questionnaire hoping
you can take a few minutes to answer the questions and give some
input concerning its clarity and content.

As a graduate student in housing, design and consumer resources,
my research at Oklahoma State has focused on the relationship
between interior design and architecture. It is clear that there
are many professionals who think differently on the nature of the
relationship between these two closely related fields. The purpose
of my research is to hopefully shed some light on the perception
of the relationship between architecture and interior design by
architects themselves. It is on this premise that the objectives
of my study are:

  (1) to compare selected variables (such as age, location
       of firm, educational background, and previous exper-
       iences with interior designers) between architectural
       firms which employ designers and firms which do not;
  (2) to compare attitudinal differences between architectural
       firms with designers and those without;
  (3) to ascertain if differences in selected variables
       influence those attitudes;
  (4) to ascertain the relationship between these attitudes
       and the working relationship between interior design
       and architecture.

After receiving your input from this pre-test, the final questionnaire
will be sent to approximately 400 architectural firms across the
country. Your support of OSU faculty and students is very much
appreciated, and your time and willingness to assist in this study
will be a great help in its success. Please use the stamped, self-
addressed envelope in returning your comments.

Sincerely,

Al Stone

Al Stone

APPENDIX D

PILOT TEST INSTRUMENT

Part I

The following questions are asked to gather your opinions on a variety of contemporary issues concerning the relationship between interior design and architecture. Please circle the number corresponding to your view as indicated on the right-hand column.

	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
1. Interior design is best taught as a separate discipline.	5	4	3	2	1
2. Interior design as a profession will be strengthened by more restrictive qualifications.	5	4	3	2	1
3. Interior design is a valid profession separate from architecture.	5	4	3	2	1
4. Architects are qualified to perform all aspects of interior design.	5	4	3	2	1
5. AIA architects automatically qualify for the ASID title.	5	4	3	2	1
6. Interior design is essential to the overall design solution.	5	4	3	2	1
7. The ASID title is a strong enough qualification for a person to practice interior design.	5	4	3	2	1
8. Licensing will increase the credibility of interior design.	5	4	3	2	1
9. There is a difference between the profession of architecture and interior design.	5	4	3	2	1
10. Interior design as a profession must be restricted by tougher qualifications.	5	4	3	2	1
11. Interior design should be practiced as a separate profession.	5	4	3	2	1
12. There has been a change in the public's perception of interior design in the past ten years.	5	4	3	2	1

13. Have you ever used an interior designer as part of a project solution?
    1. YES
    2. NO
        → 1. The designer was on my staff.
          2. The designer was an outside consultant.
        → 1. I was pleased with their work.
          2. I was displeased with their work.

14. My experience(s) with interior designers could be classified as: (circle as many as apply)
    1. educational
    2. consulting
    3. on staff
    4. previous employment
    5. no experience
    6. other (please specify) _____

15. In your opinion, an interior designer's main strengths are:
    1. business expertise
    2. structural knowledge
    3. spatial functions and relations
    4. ability to work with people
    5. communicative skills
    6. other (please specity) _____

16. In your opinion, an interior designer's main weaknesses are:
    1. business expertise
    2. structural knowledge
    3. spatial functions and relations
    4. ability to work with people
    5. communicative skills
    6. other (please specify) _____

II   The following questions are intended to gather information about your relationship with interior design. If you DO NOT have a designer on your staff, please answer questions 17 through 20. If you HAVE a designer on your staff, please answer questions 21 through 24. Circle the answer which applies.

IF YOU DO NOT HAVE AN IN-HOUSE INTERIOR DESIGNER:

17. I rely on consulting outside interior design personnel when necessary.
    1. YES
    2. NO

18. I would never use an interior designer.
    1. YES
    2. NO

19. My firm does not concern itself with interior design matters.
    1. YES
    2. NO

20. I consider my present architectural staff qualified to handle all interior design projects.
      1. YES
      2. NO

IF YOU HAVE AN IN-HOUSE INTERIOR DESIGNER

21. My interior design staff operates independently from my architectural staff.
      1. YES
      2. NO

22. My interior design staff is used only on concurrent architectural projects.
      1. YES
      2. NO

23. My interior design staff is mostly used in which of the following types of work:
      1. specification
      2. presentation
      3. drafting
      4. clerical (or administrative)
      5. other (please specify) _____

24. What is your attitude in general towards your interior design staff?
   1. PLEASED
      2. DISAPPOINTED

III   Finally, we would like to ask some questions about yourself to help us analyze this data. Please circle answers which apply.

25. My age is:
      1. 20 - 29   4. 50 - 59
      2. 30 - 39   5. 60 - 69
      3. 40 - 49   6. 70 and over

26. My educational background influence would best be described as: (circle as many as apply)
      1. architectural
      2. architectural/engineering
      3. environmental design
      4. design/graphics
      5. other (please specify) _____

27. My role in the firm is:
      1. principle
      2. administrative
      3. designer
      4. job captain
      5. other (please specify) _____

APPENDIX E

FINAL INSTRUMENT

GREETINGS!
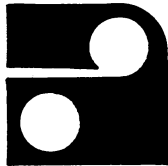
Architects and interior designers have traditionally pursued separate but related areas in solving the needs of man's built environment. Yet with the implications of these fields continuing to grow in complexity and more architects and designers integrating their specialties in an effort to better serve the public need, there seems to be a lack of understanding of the basic perception of interior designers by architects themselves.

In an effort to better understand the degree of interrelation and determine what factors influence the perception of designers by architects, this questionnaire has been designed to ask your opinion on a number of contemporary issues concerning the fields of architecture and interior design. It is hoped your input will broaden our investigation and improve our efforts to advise designers on matters ranging from education to professional work habits.

Please take a few minutes to answer the following questions concerning your thoughts on several of these issues. Then fold and staple the form with the return address on the outside. Your input will be confidential and will greatly add to the overall success of this investigation.

Thank you for your participation in this study.

Graduate Researcher

Graduate Advisor

Oklahoma State University
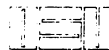
QUESTIONNAIRE

Please circle the number which best corresponds to your
thoughts on the following questions.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree

1. Interior design is best taught as a separate discipline.

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
5	4	3	2	1
5	4	3	2	1
5	4	3	2	1
5	4	3	2	1
5	4	3	2	1
5	4	3	2	1
5	4	3	2	1
5	4	3	2	1
5	4	3	2	1
5	4	3	2	1
5	4	3	2	1
5	4	3	2	1

1. Interior design is best taught as a separate discipline.
2. Interior design as a profession will be strengthened by more restrictive qualifications.
3. Interior design is a valid profession separate from architecture.
4. Architects are qualified to perform all aspects of interior design.
5. AIA architects automatically qualify for the ASID title.
6. Interior design is essential to the overall design solution.
7. The ASID title is a strong enough qualification for a person to practice interior design.
8. Licensing will increase the credibility of interior design.
9. There is a difference between the profession of architecture and interior design.
10. Interior design as a profession must be restricted by tougher qualifications.
11. Interior design should be practiced as a separate prefession.
12. There has been a change in the public's perception of interior design in the past ten years.

13. In your opinion, please rate the following areas according to designers knowledge and ability.

Excellent	Above Average	Average	Below Average	Poor
5	4	3	2	1
5	4	3	2	1
5	4	3	2	1
5	4	3	2	1
5	4	3	2	1
5	4	3	2	1

  1. Business expertise
  2. Structural knowledge
  3. Spatial functions and relations
  4. Ability to work with poeple
  5. Communicative skills
  6. Other _____
                              (Specify)

14. Have you ever used an interior deisgner as part of a project solution?
    1. YES ———▶ 1. The designer was on my staff.
    2. NO   2. Through educational experiences.
                   3. Consulting an outside designer.
                   4. Through previous employment
                   5. Other _____
                                        (Specify)
                   ↓
                   1. I was pleased with their work.
                   2. I was displeased with their work.

The following questions are intended to gather information about your relationship with interior design. If you DO NOT have a designer on your staff, please answer questions 15 through 17. If you HAVE a designer on your staff, please answer questions 18 through 24. Circle the answer which applies.

● IF YOU <u>DO NOT HAVE</u> AN IN-HOUSE INTERIOR DESIGNER:

15. I rely on consulting an outside interior designer when necessary.
    1. YES, ALWAYS   3. NEVER
    2. SOMETIMES

16. My firm does not concern itself with interior design matters.
    1. YES, WE DO   2. NO, WE DON'T

17. I consider my present architectural staff qualified to handle all interior design projects.
    1. YES   2. NO

● IF YOU <u>HAVE</u> AN IN-HOUSE INTERIOR DESIGNER

18. My interior design staff operates independently from my architectural staff.
    1. YES   2. NO

19. My interior design staff is used only on concurrent architectural projects.
    1. YES   2. NO

20. My interior design staff is mostly used in which of the following types of work:
    1. specifications   4. clerical (or administrative)
    2. presentation   5. other (please specify)_____
    3. drafting

21. What is your attitude in general towards your interior design staff?
    1. PLEASED   2. DISAPPOINTED

● Finally, we would like to ask some questions about yourself to help us analyze this data. Please circle the answers which apply.

22. My age is:
    1. 20 - 29   4. 50 - 59
    2. 30 - 39   5. 60 - 69
    3. 40 - 49   6. 70 and over

23. My educational background influence would best be described as: (Circle as many as apply)
    1. architectural   4. design/graphics
    2. architectural/engineering   5. Other (please specify)_____
    3. environmental design

24. My role in the firm is:
    1. principle   4. job captain
    2. administrative   5. other (please specify)_____
    3. designer

<div align="center">— THANK YOU FOR YOUR PARTICIPATION —</div>

TO:

Stone/Weber
Housing, Design, and Consumer Resources
Oklahoma State University
Stillwater, Ok. 74078

PLACE
STAMP
HERE

Al Stone
Housing, Design, & Consumer Resources
H. E. West
Oklahoma State University
Stillwater, OK 74078

2

VITA

Albert Stone

Candidate for the Degree of

Master of Science

Thesis: ARCHITECTS' ATTITUDES TOWARD INTERIOR DESIGN AND ISSUES RELATING TO THE PRACTICE OF BOTH DISCIPLINES

Major Field: Housing, Design and Consumer Resources

Biographical:

   Personal Data: Born in Victor, Idaho, May 28, 1951, the son of Mr. and Mrs. Elmer Stone.

   Education: Graduated from Teton High School, Driggs, Idaho, in May, 1969; received an Associate degree in Business from Ricks College, Rexburg, Idaho, in May, 1973; received the Bachelor of Arts degree in Interior Environment from Brigham Young University, Provo, Utah, in 1976; completed requirements for the Master of Science degree at Oklahoma State University in December, 1982.

   Professional Experience: Designer, Baker Brothers Interiors,Phoenix, Arizona, 1976-1977; Designer, Salt Lake Desk, Salt Lake City, Utah, 1977-1980; Graduate Teaching Assistant, Department of Housing, Design and Consumer Resources, Division of Home Economics, Oklahoma State University, 1980-1981; Lecturer of Art, Weber State College, Ogden, Utah, 1981-1982.