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## MYTHS ABOUT INTERIOR DESIGNERS

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**Introduction.** The aspiration to beauty is a natural characteristic of a human. Everyone would like to live in a picturesque place, have a nice house with a harmonious interior, and wear stylish clothes. The sense of beauty makes people admire historical sights, visit art galleries, exhibitions, and concerts of their favorite singers and musicians. Therefore, it is obvious that design plays a great role in the modern world. It existed in all the epochs: for example, ancient Greeks and Romans paid attention to architecture, fashion, and even make-up. Later, European aristocrats built luxurious, richly decorated castles and mansions, bought carved furniture and silverware, invented various models of dresses, shoes and hats. However, since the 20<sup>th</sup> century, beautiful things have become commonly available: now every person takes care of design during his or her daily life. In addition, the need for specialists in design is constantly rising.

**Objectives.** The basic objectives of this research are:

- to find out more information about the profession of an interior designer;
- to disprove the myths about this profession;
- to interest people in choosing interior designer career.

**Presenting main material.** Interior designer profession is not rare. It is quite common profession in Ukraine. For several years, the labor market has a great demand for representatives of this profession, despite the fact that there are a lot of specialists in this field each year. The interior designer profession is gaining its popularity.

Designers' work is shrouded in myths and sometimes without any basis:

- design takes too much time;
- interior design is an impermissible luxury;
- designers choose expensive Italian furniture with long delivery time;
- the designer is creative, but the builders can not embody his ideas;
- the designer only selects materials and arranges objects;
- the designer can be anyone with good taste;
- the designer must know everything about the project;
- you should not trust the designer, because he will do everything only to his taste;
- all colors and items should match perfectly;
- it is impossible to make a small apartment comfortable and cozy [2].

So let's expose these myths!

### **Myth 1: Interior designer decorates only apartments.**

Many people think that interior designers are engaged in arranging objects beautifully in an apartment: vases, flowers, and figurines. In addition, they pick up the curtains, carpets, suitable furniture or help the owners to buy wallpapers, give advice on choosing paint for walls.

**In fact.** Designers create (or transform) an interior from A to Z. They come up with a concept, choose a style, make estimates, make drawings and visualization, and buy finishing materials. They make sure that the team of workers correctly put their idea into practice, without confusing or changing anything. Yes, an interior designer can also arrange vases and figurines, but in general this is a decorators' job.

### **Myth 2: Interior designer is a profession for women.**

This myth follows from the previous myth: who else would choose curtains and carpets but women? Sometimes girls choose this profession, believing that this is a beautiful, creative and physically not hard work. Men do not take this profession seriously – and in vain.



**In fact.** If you look at the list of the world's best interior designers, you will see that there are even more men than women. Men who have received an architectural or engineering education often become interior designers. The truth is that the interior designer must have not only the artistic taste, but endurance, and technical knowledge. So this profession can be called purely female in no case. And by the way, the successful designers get salaries quite enough to support their families. It's useful both for a woman and for a man.

**Myth 3: Designers equip only residential houses.**

There is an opinion that designers equip interiors of houses and apartments mainly. They say that only people who have bad imagination, or are lazy to design their homes hire them.

**In fact.** The designers' clients are often owners of the offices, restaurants, hotels and other commercial premises. Design studios work on the interior of shopping malls, boutiques, cinemas, banks, television showgrounds, and residential houses designing is only a part of their orders, and not the most impressive one. For example, some designers specialize in one thing, such as creating interiors for food establishments.

**Myth 4: The work of an interior designer is very easy.**

Only people who know about this job exclusively from TV shows can think so. Firstly, they see a dull apartment, then a designer comes and smiles, workers paint the walls, and at once, a chic interior is ready. Everybody can say that he wants to be an interior designer!

**In fact.** The designer's working day is not normalized and often lasts from 5 a.m. to 12 a.m. In addition to generating creative ideas, the interior designer has to conduct tedious negotiations with customers and supervisors, deal with drawings, work with graphic programs. However, the lion's share of time he will go shopping and choose, choose, choose finishing materials, furniture and accessories, trying to fit into the customer's budget.

**Myth 5: You can become an interior designer without education.**

"I've designed my own apartment! Nothing complicated!" – You can hear it from your friends. Many people think that in order to become a designer you need to have good taste, be able to draw a little and... yes, nothing more. So why do you need to study to be a designer?

**In fact.** A professional interior designer must know the architectural styles, laws of space construction, finishing materials properties, scope of application and cost, be able to make drawings, the contracts and estimates, to understand computer programs for 3D-visualizations, remember building norms by heart. And this is not all! To create a detailed design project, to turn a picture into reality without special education is almost impossible [3].

**Conclusions.** Interior designer is a specialist in creating new projects for a harmonious environment for improving the living conditions of a person. It creates a unique atmosphere, style, beauty and comfort in the room, embodying the reality of the dreams and mood of customers.

The profession of interior designer includes the whole process of interior design, from the planning of premises, lighting, ventilation systems, acoustics, wall decoration and ending with furniture placement, textile design. Designers' work is shrouded in myths and without any basis. Some of these myths and stereotypes were exposed in this research.

**Key words.** Design, interior designers, myths, design project, harmonious environment.

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