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**THE IMPORTANCE OF ARCHITECTURE AND  
INTERIOR DESIGN IN THE ALBANIAN  
CONSTRUCTION MARKET**

**Abstract**

Housing is a physiological need, so having a comfortable and beautiful home is not a luxury. Human nature is keen to appreciate the beauty. In the science of architecture, the beauty, is the derivation of the creativity of an architect. The art of interior design is the conglomerate of aesthetics, comfort, space, texture, color, lighting and shape. The architect is the most efficient design manager of a building. He manages the project rationally by putting cost and benefit in an equilibrium. A professional architect works to improve the quality of life by representing an added value where the home or office designed by him turns into a pleasant and relaxing environment. Albania is at the first steps of the development of architecture and interior design. Recently, Albanians are increasingly paying attention to internal design and the choice of an architect for the realization of the project. The aim of this paper is to explore and identify the impact of architecture and interior design in the construction market, the demand for this service, and the challenges that Albanian architects face.

***Keywords: Interior design, architect, construction market, demand, building***

## **1. Architecture and Interior Design**

Architecture is the science and art that combines innovative and attractive ideas to create pleasant and useful spaces. An important human characteristic is the influence in an architectural composition which represents a need and desire to intensify sensible effects (Wagner, O., 1988: 87).

A building is a collection closely linked to the land, that provides total or almost total housing for cars, processing equipment, human activities, the preservation of human properties or any combination of them (Ricketts, J, 2001: 1). Architects as designers use drawings for sharing their ideas, drawings serve as the main means of communication for constructing buildings, interior spaces, furniture and other objects (Kilmer W and Kilmer R., 2003: 6).

Interior Design is a beautiful and difficult process. The client trusts the architect an investment, thus the latter should be cautious and understand what the client wants from him.

## **2. Challenges of the architects in Albania**

1. Meeting the client's requirements- clients are divided into two types:

a. Clients who trust the architect's work and do not interfere with the ideas and implementation of the project.

b. Clients who trust the architect's work but intervene in the project, they want to combine their ideas with those of the architect, often their ideas do not match with the architect's ideas or designed architectural style. This situation can advance to communication problems between clients and architects, which can be technical and social (Norouzy N, Shabak M, Embi M, Khan T., 2015: 636). In such cases, the application of the architect's ideas becomes challenging.

The architect has the task of interpreting the client's needs through the use of the intended principles, allowing variations and abstractions as required to fit the target solution.

2. The life style of the client- the architect prior the design should know the client and his lifestyle in advance, so that it is as close to the client's requirements.

3. Creativity in accordance with client's taste - the architect is the individual who needs to create a novelty for his client. So every architect's project embraces a unique work, but this creativity should represent what the client expects from the architect. To reach such a balance is a long and difficult way because beauty is a subjective assessment; what is beautiful for the architect cannot be for the client.

4. Budget- An important task of architects after creating the project, is the project budget and project cost management, detailing each item with respective prices. Project Cost Management includes the costs of resources needed to carry out project activities (PMI, 2008: 167).

The architect's difficulty does not stand in the fact that the architect must determine the budget, but on the fact that the budget must be precisely predicted because a project may end up more expensive than it was previously planned (Brouwer Ph., 2015: 126).

5. Timing- the development and completion of the project on time is the primary responsibility of the architect, but in order to be as efficient as possible the architect should develop a plan, where he details the workflow processes and then manage the plan effectively (Darnall. and Preston P., 2012: 28).

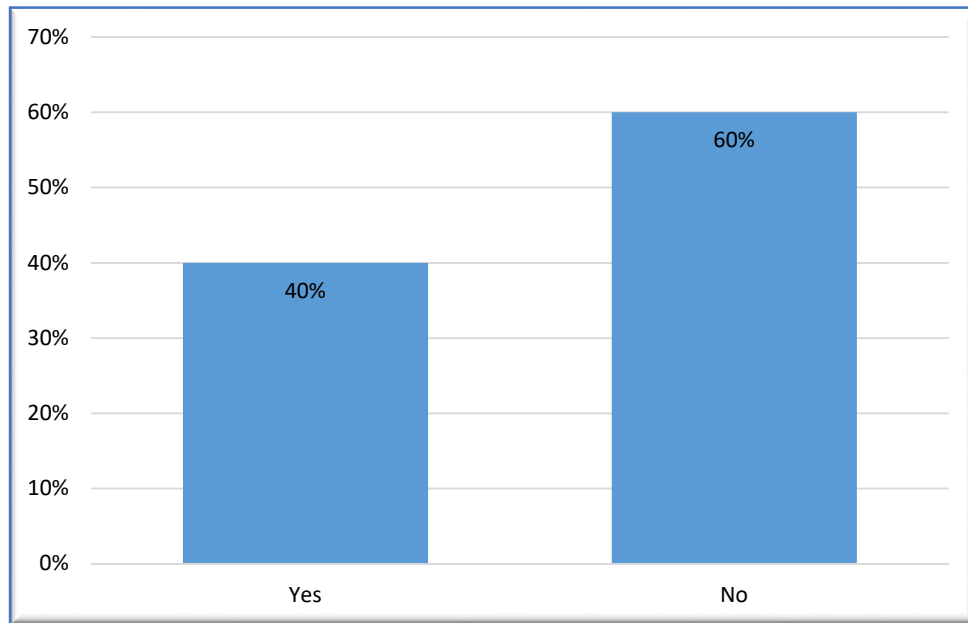
6. Market Trends - The construction market is constantly changing and this is due to economic, social and technological changes. The architect must be coherent with these changes. According to the International Trade

Administration (2016), the construction sector is projected to be dynamic around the world over the next decade<sup>1</sup>

A project is a unique product (Wallace W., 2016: 8) which requires an integrated implementation system. Architects in interior design have more difficulty in getting existing structures and reforming them to fit within the new functions (Dodsworth, S., 2009: 9).

In terms of this paper, a concrete research was conducted in order to better understand the reality regarding the role of architect in the design of interior spaces in Albania. Respondents were first asked if they worked with an architect for designing interior spaces.

**Graph 1: Have you worked with an architect to furnish your spaces?**



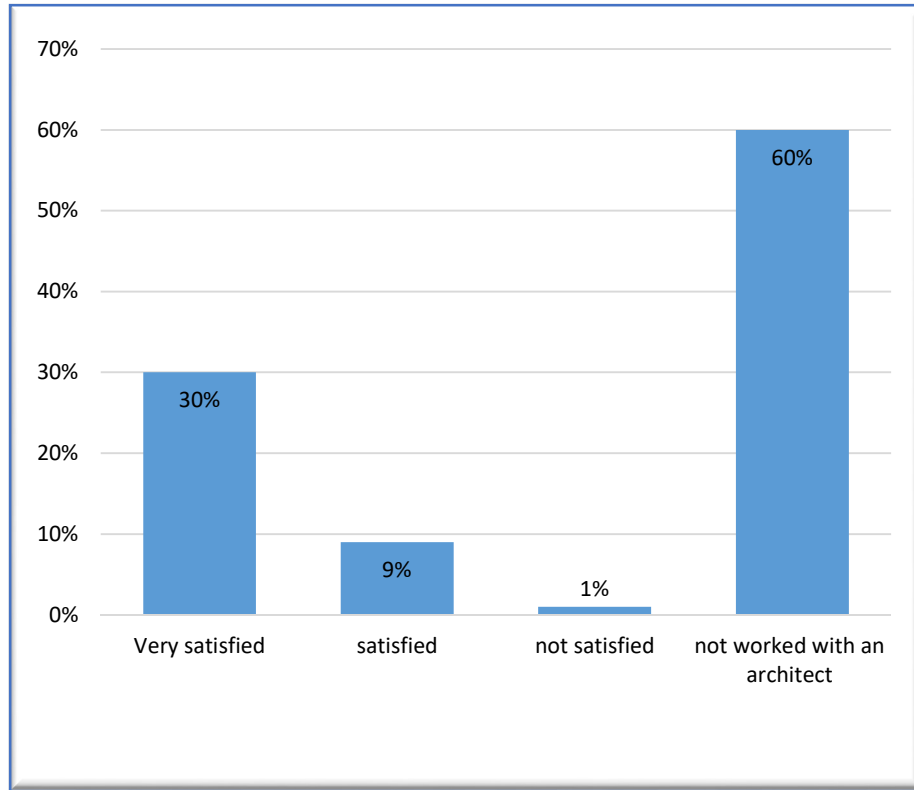
Source: Author (2019)

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<sup>1</sup> [https://www.trade.gov/topmarkets/pdf/building\\_products\\_top\\_markets\\_report.pdf](https://www.trade.gov/topmarkets/pdf/building_products_top_markets_report.pdf)

The results of this study proved that Albania is in early stages of employing an architect in interior design, because about 60% of the respondents claim they have not worked with an architect to furnish their spaces.

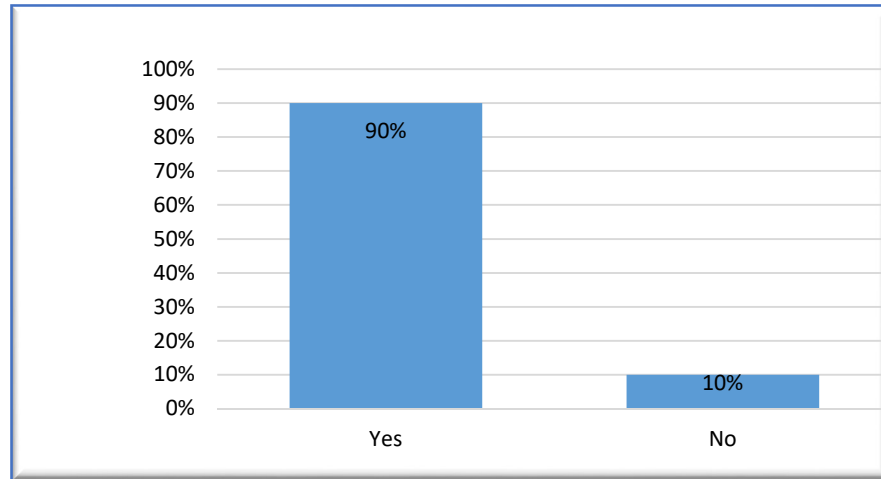
**Graph 2: The level of satisfaction of service**



Source: Author (2019)

From 40% of the interviewed who have hired an architect, about 30% of them have been very pleased with the work of the architect, even state that the architect has exceeded their expectations. This is an important data because it confirms the level of service the architect offers in meeting the needs and desires of the client.

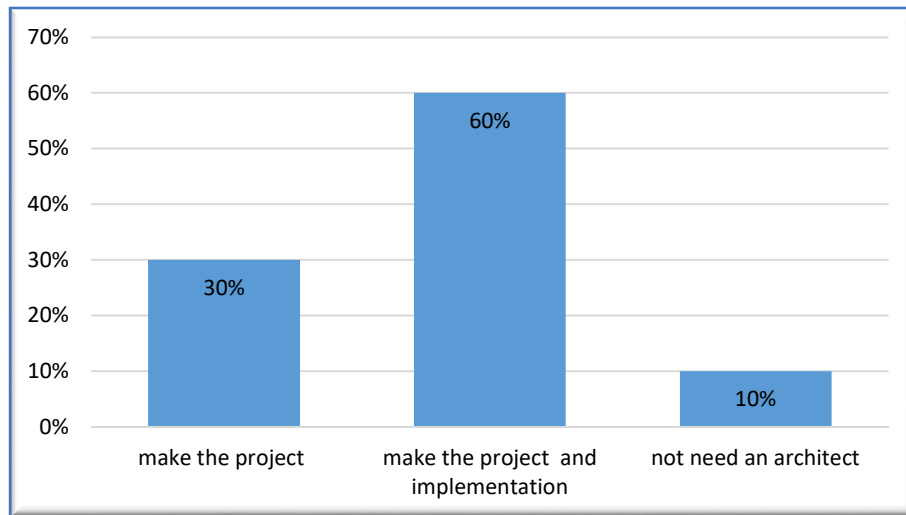
**Graph 3: Would you trust an architect, a project for furnishing your spaces?**



Source: Author (2019)

We conclude that interviewees would trust an architect the interior design, but the reason for limiting them is not the lack of confidence in the architect's professionalism, but at the cost of his service

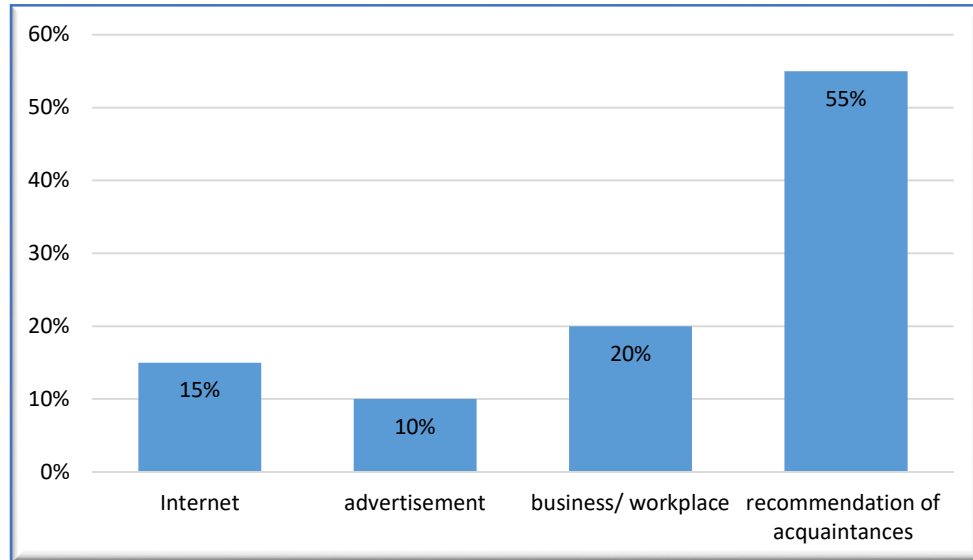
**Graph 4: What choice would you prefer?**



Source: Author (2019)

About 60% of respondents claimed that if they decided to hire an architect to furnish their spaces, they would prefer that the architect not only make the project but also implement it, as they think that only in this way the idea of the project would be 100%, the costs would be lower and the level of performance and expectations would be maximum.

**Graph 5: How would you find the architect**



Source: Author (2019)

Regarding this question we have a worrisome result because 55% of respondents say they hire the architect from the recommendation of acquaintances (friends) by trusting them. Individuals need to revise this choice by correcting the fact that they need to do additional research with respect to the architects that offers the market by comparing the Quality-Cost-Speed of previous services, not only from one source, because their opinion may be subjective, but even from other sources.

## Conclusions and Recommendations

- ✓ Albania is its first steps of architectural development and interior design, so not all individuals recognize the importance of the architect in designing interior spaces. Nevertheless, Albanians have been increasingly paying attention to the design and selection of an architect for the realization of a project.
- ✓ Investing in interior design is important, thus individuals should be careful in selecting an architect, and they should be informed about the architect's professionalism and in his assessment should be based on Quality-Cost-Speed of previous services of the architect.
- ✓ A professional architect works to improve the quality of life by representing an added value, where the space designed by him, turns into a pleasant and relaxing environment.
- ✓ The architect must manage the project in a rational manner, thus balancing cost-benefit.
- ✓ The architect must be innovative, creative and flexible to meet the requirements and needs of the client.

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