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Career prospects in the field of interior and retail space design

With brands like Apple setting up their stores in India, the retail space is evolving to embrace a new era of experiential and innovative design concepts that prioritise seamless integration of technology.

Written by Guest

December 24, 2023 09:45 IST



Career prospects in the field of interior and retail space design.

By Rajan Iyer

Interior and retail design encompass an ever-evolving domain that presents vast career prospects. The interest in interior and retail designing has surged notably in recent years due to the burgeoning commercial landscape and the

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emphasis on immersive consumer experiences. As society gravitates towards sustainability and personalised shopping encounters, there exists a burgeoning demand for adept designers who can infuse their expertise into the creation of innovative retail spaces. Furthermore, the multifaceted nature of this field, offering avenues from residential interior design to commercial retail spaces, renders it an immensely sought-after profession.

Interior and retail design are highly innovative and imaginative fields that demand a blend of creativity and technical expertise. Designers in these realms must harness their creative acumen and practical skills to curate spaces that not only reflect aesthetics but also enrich the functionality and experience of individuals.





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With brands like Apple setting up their stores in India, the retail space is evolving to embrace a new era of experiential and innovative design concepts that prioritise seamless integration of technology, aesthetics, and consumer engagement. Along with transforming abstract concepts into tangible lived-in spaces that wield a profound influence on how people interact with their environment, fostering lasting impressions the designers also play a pivotal role in shaping the narrative of brands, cultivating an environment that reflects their identities and captivates consumers. They navigate intricate challenges, balancing functionality with artistic expression, crafting spaces that resonate with the essence of the brand while catering to the evolving needs and preferences of customers. This amalgamation of creativity and strategic design thinking not only enhances the visual appeal of the retail spaces but also establishes a harmonious synergy between the physical and digital realms, amplifying the overall brand experience.

A B.Des program in interior and retail design can be a good start towards a rewarding career in creating immersive, functional, and aesthetically



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Name	LTP	Chg
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Nifty Bank	51,295.95 AD Ratio: 5.00	407.20
Nifty Next 50	73,400.65 AD Ratio: 6.86	1,190.40
Nifty 100	25,841.90 AD Ratio: 10.78	434.40 1719
Nifty 200	14,039.20 AD Ratio: 6.89	238.20

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captivating spaces. This multidisciplinary course integrates insights from various disciplines like product design, architecture, graphics, theatre, and interiors. The curriculum not only focuses on designing interiors for diverse spaces like homes, offices, and hospitality venues but also emphasises creating communicative interiors like branded retail store experiences and set designs. Equipped with a holistic approach and a robust design process, graduates are adept at managing a wide array of experiential spaces.

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As we witness the dawn of a new era in retail spaces, where innovation intertwines seamlessly with technology and aesthetics, the role of designers becomes pivotal. They are not merely crafting spaces; they are scripting narratives, infusing soul into bricks and mortar, and orchestrating unique experiences. If you are someone intrigued by the fusion of artistry and strategic design, and eager to narrate stories that resonate in the hearts of consumers, this could be the perfect career path for you.

The author is professor at School of Design, UPES. Views are personal.

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