

REFLECTIONS ON PROFESSIONAL ETHICS IN THE CONTEXT OF INTERIOR DESIGN

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1. INTRODUCTION

Based on the economic and technological panorama of the 21st century, Celaschi and Moraes (2013) emphasizes that designers work in complex scenarios that are in constant transformation. Thus, there is an increasing need to turn to humanistic issues centered on new lifestyles, consumption and ethical perceptions.

Pereira (2020) adds that the scale of design has changed from products and services to systems. "Consumers and solitary users have become a network of intimately connected people, covering the planet" (PEREIRA, 2020, p.137). Facing the environmental and social problems arising from the globalization of markets, it is necessary to readjust design projects, production and consumption practices. As well, it is important to remodel paradigms, reviewing values and habits with the clear purpose of practicing design for the good of humanity, inspiring future generations.

Therefore, the objective of this study was to examine the application of ethical foundations in the professional practice of interior designers with higher education who work in the Belo Horizonte and metropolitan region market, considering the guidelines of the code of conduct suggested in Brazil by ABD (Brazilian Association

of Interior Designers). Then, two fronts of ethical discussion were raised within the field of study: environmental sustainability applied to projects and the professional conduct established in the relationship with suppliers and customers. In particular, we sought to analyze the legal recognition of the profession and its wage, highlighting the controversial payment of technical reserve. The term, also known as RT, commission or bonus by specification, concerns a kind of percentage referring to the customer's expenses that is paid by suppliers and shopkeepers to the professional. In addition to the fees set for the contracted service, many professionals receive the benefit as a reward for the assistance provided or monitoring for the acquisition of products or services. It is worth mentioning that the two themes are interconnected. As the technical reserve is directly related to the purchase relationship, it is understood that the designers must question what are the ethical consequences of their work. It is necessary to analyze whether the specifications consider the reuse of items, whether consumption is conscious or reflects only personal desires.

2. MEDHODOLOGY

For this purpose, data were obtained through bibliographic references, codes of professional conduct (national and international), Brazilian



legislation, as well as interview forms. In the first phase of the work, theoretical information was collected to better elaborate the structural overview of the research. Then, data collection began through a case study, in which professionals, suppliers/shopkeepers and a member of ABD were interviewed.

3. RESULTS

By systematizing all the material, correlating theory and practice, the researcher was able to realize that it is necessary to spread the importance of the code of ethics suggested by ABD, as well as the sections of Brazilian legislation that interfere in work practices. Besides, the subject of technical reserve needs to be better studied, especially from a legal point of view. However, all designers must question the relevance of their design choices, as these directly affect the payment of commissions and sustainable factors in the consumption and production of materials. Still according to the data collected, it was observed that the application of ecological policies in the professional practice of interior designers, suppliers and shopkeepers in the studied region is still a timid process and not treated with due

relevance. Finally, it is necessary to expand the thinking of interior design towards sustainability, demanding greater maturity in the specifications of professionals, in the sector's business policies and in the awareness of clients that are hiring services.

REFERENCES

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