• Paper / Proposal Title:
Airbnb Plus Filter: Creating Strategic and Photogenic Interiors

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• Abstract (300 words):
As a peer-to-peer (P2P) accommodation provider, Airbnb has a transformative impact on the current temporary hospitality industry. This impact has been discussed by many different disciplines. However, little has been done to theorize about Airbnb's impact on the formation of home space. The aim of this study is to find an answer to the question, do Airbnb's interior design ideas affect the design process, content and context of the future interior spaces?; thus, Airbnb's home building process is questioned from the perspective of interior design discipline. In this article, interior design and home decoration tips for Airbnb Plus status acting as 'verified design' and 'new tier of homes' through social networking platform Pinterest were examined and the 'strategic' and 'photogenic' qualities of the interiors are tried to be defined. The services provided by the Airbnb Plus program, 'sample houses' and illustrations as a visual reference provided by Airbnb's own website and via Pinterest were investigated by formal and discursive analysis.
While the methodology of the interior design discipline is to reveal a defined user-specific design process, the home space within Airbnb is open to a user on a global scale. Airbnb’s interior design criteria are standardized and uniformed according to an anonymous user. In addition, in line with the clues given; it is seen that the roles, hierarchies and contexts of space and its objects have changed. The underlying thing of this transformation is; the clues are generally focused on “creating an environment” and “visual perception” through only one style. Thus, interior design turns into a total mental practice of global social praxis mediated by image production and consumption, devoid of professional understanding, ethics and methods. This situation reduces the discipline of interior design to an image devoid of depth and content and provides basis for a professional discussion.

• Author(s) Biography (200 words each):

Esra Duygun is a PhD student at Hacettepe University, Department of Interior Architecture and Environmental Design. Her master thesis is about the image-oriented design of the Airbnb platform titled as “Photogenic Space: Airbnb and Transformation of the House”. She continues her doctoral studies on the effects of media on space design and organization. She makes her designs and artworks as a freelance designer.

Duygu Koca is an Associate Professor in Department of Interior Architecture and Environmental Design at Hacettepe University, TURKEY. She received her B.Arch, March and PhD in Architecture from Middle East Technical University, Faculty of Architecture. She has worked on the mutual relationship between image production/ identity/residential architecture in Turkey in her PhD. She both teaches architectural design, residential architecture and design/research methods and also practiced as an architect. She has published in various international and national journals and has delivered multiple conference papers. She has two books and awards from national and international architectural competitions.