



The power of shareable design

HOW MEMORABLE DESIGN MOMENTS SHAPE MODERN COMMERCIAL SPACES

STORY: INTERNIDESIGN



In an age where social media shapes customer decisions, a space must do more than impress in person – it must inspire sharing. Commercial environments that create shareable moments become powerful marketing tools. By crafting design elements that visitors want to capture, businesses extend their reach beyond their physical walls.

Today, people often discover a restaurant, café, wellness centre, retail store or workplace long before they step through the door. A photograph on Instagram, a Google review or a post shared by a friend may become their first interaction with the space.

This shift has created an opportunity for businesses to use design strategically. The most memorable spaces are not simply beautiful; they capture attention, spark curiosity and create emotional connections. Design is no longer only about aesthetics – it has become an important part of how businesses communicate, attract and grow.

DESIGNING FOR THE CAMERA LENS

Successful commercial spaces consider how they will be experienced both in person and through a lens. This does not mean creating artificial selfie spots or designing solely for social media.

Instead, it means recognising that certain moments within a space will naturally attract attention and become share-worthy.



OPPOSITE Natural light, biophilic elements and a feature mural create a memorable and shareable customer experience.

LEFT Brand identity comes to life through integrated materials, lighting, texture and architectural form.



These moments might be a dramatic feature wall, a sculptural installation, a beautifully framed view, an unexpected colour combination or a carefully curated corner that invites exploration.

Sometimes it is a single standout element; other times it is several carefully considered moments throughout a venue.

The goal is to create experiences that feel authentic and memorable. When visitors encounter something that surprises them, excites them or simply makes them smile, their instinct is often to capture and share it. Whether sharing with friends, posting online or including it in a review, these moments extend the impact of the design well beyond the physical space.

WHEN BRANDING BECOMES PART OF THE EXPERIENCE

The most successful commercial spaces move beyond applying branding to surfaces and instead integrate it into the design itself.

Colours, shapes, materials and patterns that represent the brand can be translated into architectural features, custom joinery, lighting elements and spatial experiences. Rather than simply seeing a logo on a wall, visitors experience the brand through the environment around them.

Branding can become three-dimensional and alive within a space. A graphic element may evolve into a sculptural feature. A signature colour may become a dominant architectural statement. A pattern may influence the form of a wall, ceiling or joinery detail.

When branding is embedded into the physical experience, it creates stronger emotional connections. Visitors engage with the brand in a way that feels natural, memorable and authentic, making it far more likely to be remembered and shared.

DESIGNING WITH LIGHT AND EMOTION

Lighting is one of the most powerful tools available to designers, not only because it allows people to see a space, but because it shapes how they feel within it.

Thoughtful lighting can create atmosphere, highlight textures and guide movement through a venue. More importantly, it can create the unexpected.

A corridor illuminated with patterned light can evoke the feeling of walking beneath tree shadows. A feature wall can take on a completely different character after dark. A carefully lit object can become a focal point that captures attention and sparks curiosity.

These moments often leave a lasting impression because they create emotion. Whether that emotion is wonder, comfort, excitement or calm, people naturally want to share experiences that make them feel something. Lighting has the unique ability to transform ordinary moments into memorable ones.

In the end, shareable design is not about incorporating every possible feature into a space. It is about making intentional choices that support a business's goals, audience and identity.

The most successful spaces balance branding, visual impact, atmosphere and functionality to create memorable experiences. They engage those who visit in person while also connecting with those who may first encounter the space through a photograph.

Whether experienced physically or digitally, great design captures attention, creates emotion and leaves a lasting impression. ◇

OPPOSITE TOP
Unexpected design features spark curiosity and create memorable moments worth sharing.

OPPOSITE BOTTOM LEFT
Statement lighting and sculptural forms create distinctive moments that strengthen brand identity.

OPPOSITE BOTTOM RIGHT
Patterned lighting creates the unexpected, transforming a simple corridor into an immersive experience.

