

Answers:

1. Desire to change for sake of it / keep up. more about idea than experience
2. retail & hospitality
3. making a statement
4. it probably won't change apart from bathrooms
5. Strict; ceilings had to be replaced re-pressed; nothing touched walls; bars in centre of room; tables not touching walls.
6. there are lots of people who have been questioning, but for her a restaurant which they did, called "Reserve"; took a long time to do was 3 yrs later all demolished. They wondered why; nothing wrong with it - new owners wanted sth different; the place is still a restaurant; but it was very new and modern.
7. booming; in Paris a shop she visited was beautiful although ramshackle / looked like a pop-up, put together quickly. Small retailers can afford to go this way with design. In shopping centres, shops have to toe the line more according to the centre's design.
8. Look at buildings even fairly recent (60-70 years old), to see what they have contributed rather than demolishing them without thought.
9. too small for families, but they want to live close together.