SEM04A+SEM04B

PROFESSIONAL INTERIOR DESIGN TIPS

11 Oct 2017 (Wed), 6:30pm–8:00pm
National Design Centre
Level 2, Training Room 1, 111 Middle Road, Singapore 188969

SEMINAR 1:
DESIGN CONCEPTS – CREATING THE BEST FOR YOUR CLIENTS

*The Client may be King, but he’s not a Designer*

In a nutshell, the creative process behind developing the best for your clients is first defining the interior design's purpose is and how it'll be achieved before any designing begins. It is setting a framework for the design concept and all the next design decisions that will be undertaken.

And what clients look for is not always that best. You may be giving puzzled looks now but what clients desire are the designer to present a solution to their problems! In this case the problem here is a requirement of a concept that appeals and speaks to the client’s brand ethos.

A brief from the client is not the same or reflective of your own research and interpretation. In most cases, a design professional always provides fresh perspective.

It all starts with a brief
Questioning the brief
Understanding the brief
Restrictions, limitations and other fun stuff

Topics covered include:

- Who is your client
- Who is your client's client, customer or guest
- How to present a concept
- Applying your expertise
JORIS ANGEVAARE  
Creative Director, designphase dba

A no nonsense Dutch designer, edgy, experimental, original and humorous. Joris adds a touch of glam to the typical minimalist design aesthetic associated with Dutch Design. Top of his class, Joris graduated as Bachelor of Interior Architecture from the cutting-edge Willem de Kooning Academy Rotterdam, one of the most prestigious art schools in the Netherlands. With nearly 2 decades of experience, he creates pragmatic solutions that bend the rules and challenge dogmas. Sometimes provocative, always innovative, Joris' background in business economics helps him to drill down to the core essence of the assignment or client’s DNA to spark the creative concept. Headquartered in Singapore, Joris travels the world attending to projects that span the globe. Diversity in cultures, philosophies and aesthetic juxtapositions spark new ideas, concepts and form relentless inspiration.

SEMINAR 2: 
FUNCTIONALITY BEYOND COLOUR

- Color Tools to help consumers make better decisions
- Innovations driven by sustainability, different functionalities of various coatings
- Wash & Wear for consumers with babies
- Light & Space for small homes

JEREMY ROWE  
Managing Director, AkzoNobel Decorative Paints, South East & South Asia, Middle East

Currently as the Managing Director for Decorative Paints in South East, South Asia & Middle East, Jeremy has built up the capabilities and collective leadership in the region to transform the organisation into extending leadership in the marketplace. Jeremy’s top priorities are to advance the team’s strategic thinking and organisational development. He is steering the team to focus on customers' expectation and the need for self-expression.
PROGRAMME
6:15pm  Registration
6:30pm  Seminar 1: Design Concepts - Creating the Best for your Client
7:30pm  Break & Refreshments
7:40pm  Seminar 2: Functionality Beyond Colour
8:00pm  End of programme

FEES
General:  $35
IDCS Members:  $20
Student:  $10

MEMBERSHIP
Sign up for IDCS membership to enjoy special pricing for PDP seminars.

PDP POINTS
10 PDP Points

PRESENTED BY
INTERIOR DESIGN CONFEDERATION SINGAPORE

STRATEGIC PARTNER & HEADLINE SPONSOR

PDP SEMINAR EVENT SPONSOR

tdfabrics

© Interior Design Confederation Singapore
+65 6632 3573 | pdp@idcs.sg | www.idcs.sg
50 Raffles Place, 30/F Singapore Land Tower, Singapore 048623

Please also take part in our Industry/Professional Association Engagement Survey 2017