

# BOOK LAUNCH

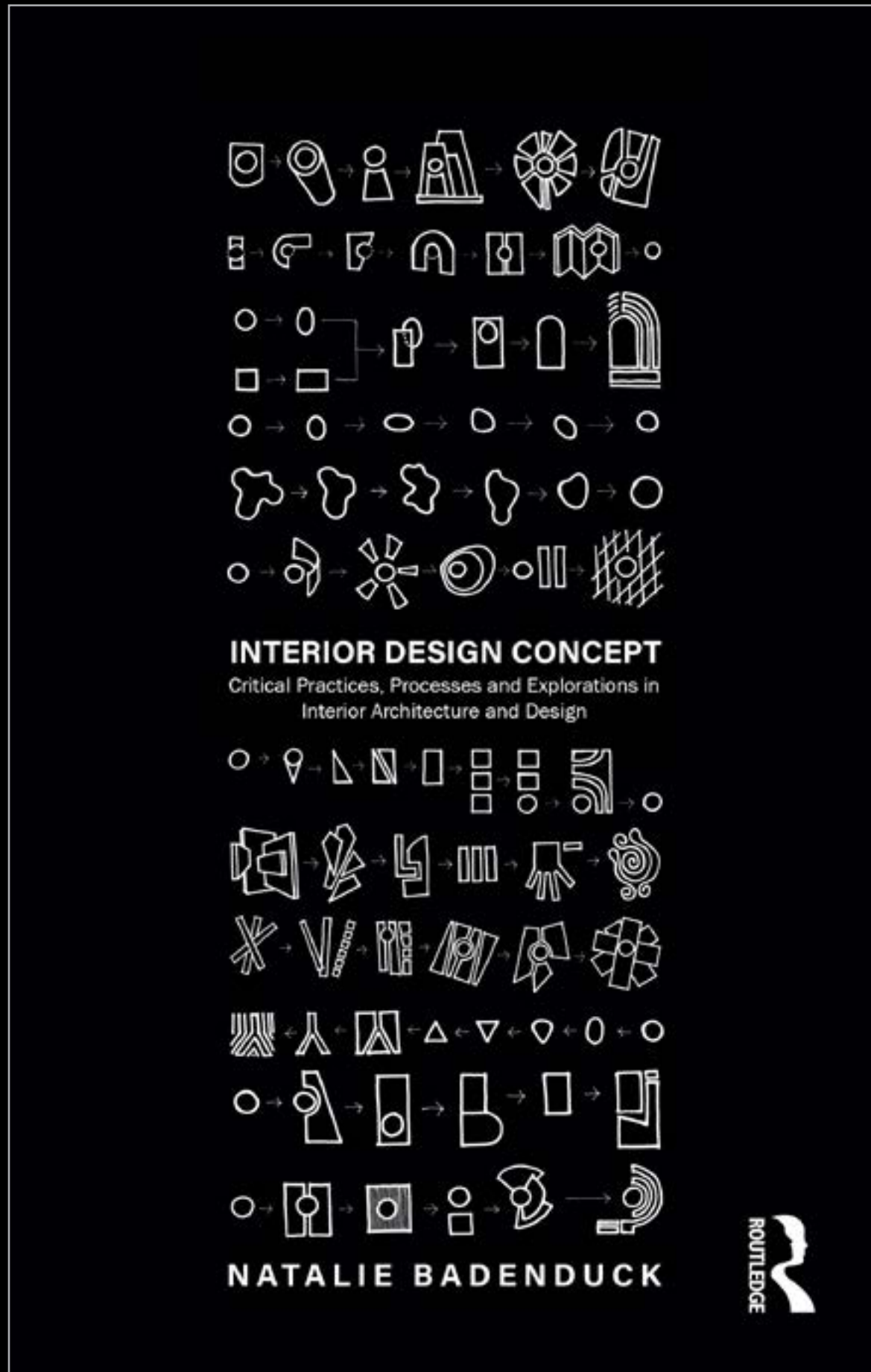
Thursday, March 16

Mount Royal University

Author Talk @ 5pm in Interior Design classroom Q309

Reception @ 6pm in the MRFA Faculty Centre W315 (appetizers + cash bar)

RSVP [here](#) by March 9



Within interior architecture and design, the power of conceptual thinking to fuel creativity, innovation, and collaboration is evident in the use of design concept. Broadly accepted as an essential component in the design process, this notoriously elusive topic has, until now, received little critical attention.

*Interior Design Concept* offers a reevaluation of current ideas about design processes, methodologies and the nature of inspiration. Informed by data collected from an international group of practitioners, educators and students in Toronto, New York, London, Glasgow and Berlin, this book offers an explanation of what design concept is, how it is utilized, and why it plays such an integral role in the education and practice of interior design.

Hosted by the Department of Interior Design