



Curious Observation and the Design of Experiential Spaces

IDCEC# 115104 Designation – HSW

AIA# CUR02 Designation - General

Credits: 1.0 CEU, 1 LU

Consumer drivers and behaviors give rise to design movements, which often collide with intrinsic needs. By exploring what motivates us, we are led to the discovery of balanced solutions for the built environment that are based upon how we experience space.

Through the lens of curious observation, this session will explore ideas and how they impact the design of commercial spaces. Sharing insight into a process that is connected to collaboration and thought partnership, along with research from a commissioned WGSN study, attendees will understand how each of these components come together to keep people connected for the human experience.

Course Objectives:

1. Explore what type of worker, learner or creative you are
2. Exposure and ideas on seeking inspiration in design
3. Learn how all of your senses can inspire you, develop you as a designer and a creative
4. Immerse yourself in the current design trends and consumer drivers that are important in commercial design today