

Forum + Function

designEx

Wednesday, September 23, 2015
Sheraton Hotel Newfoundland

The Interior Designers of Newfoundland & Labrador, in partnership with the IDC, are pleased to announce their second annual **Forum + Function DesignEx** event! This is an industry-only networking event for those engaged in the business of design and construction. We have invited expert speakers to discuss various design topics and inspire our guests. This will be followed by an exhibitor trade show and cocktail reception.

Come celebrate the official launch of the IDNL website! www.idnl.ca



idc

interior designers of canada
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Itinerary

▶ **REGISTRATION** | 9:30 AM to 10:00 AM

▶ **LAYERING SPACE WITH HUMAN PSYCHE BY STUART REID**

1 IDCEC HOUR | 10:00 AM to 11:00 AM

An exploration of Reid's and other artists work that seeks to embed, imbue and layer space, i.e. interior, architectural space, and urban exterior space, with an understanding of our conscious relationship to our built environment.

▶ **REFRESHMENT BREAK** | 11:00 AM to 11:15 AM

▶ **BE THE BADGER BY RAY CREATIVE AGENCY**

1 IDCEC HOUR | 10:00 AM to 11:00 AM

When out-of-the-box thinking is applied to strategies, problems can be solved with greater ease and obstacles can be blasted out of the way. All you have to do is think like a honey badger – one of the world's most fearless creatures. Learn how to use creative thinking and unexpected ideas to get people talking and achieve outstanding results.

▶ **LUNCH** | 12:15 AM to 1:30 PM

▶ **KEYNOTE PRESENTATION BY ZAHRA EBRAHIM, FOUNDER OF ARCHITEXT**

1 IDCEC HOUR | 1:30 PM to 2:30 PM

Zahra is on a mission to open up the conversation on design, architecture and our built environment to find out how design can revitalize communities and enable marginalized populations. Designers have the capacity to uniquely tailor to individual needs, using a unique skillset of empathy, insight and effort to enrich local communities. Learn how this human-centred approach, combined with the design mindset, can touch, move and inspire people.

This year you have the flexibility of attending just the lunch and keynote seminar at a discounted rate. If you are unable to attend the speaker series, please join us for the networking portion of the event!

▶ **FORUM + FUNCTION TRADE SHOW**

1 NON-IDCEC HOUR | 2:30 PM to 5:30 PM

Enjoy a glass of wine and network with local industry members and colleagues in a social, professional setting. Please join us to learn about innovative design products and the importance of good design!

RSVP

Contact Debora Abreu at the IDC office at **1.877.443.4425** or **dabreu@idcanada.org**. You can also **register online at idcanada.org**. **Deadline for registration is September 13.**

We are offering a **25% discount** when you register within the next 24 hours! The deadline is August 14th to take advantage of the seminar savings! Sister Associations are also entitled to a member discount. **[CLICK HERE TO REGISTER ONLINE!](#)**

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