

The story behind a Design Concept Statement

20 images that describe the process of the development of a design concept statement. In this presentation we will share the experience of a design team challenged to meet a donors' vision to have an enchanted space designed for healing and entertainment in a pediatric emergency room.

This process made our team think beyond the design and into developing a story. This valuable piece of information helps the designer and client understand the project and keep a clear vision of the end result.

The design concept was a magical forest explored by a young girl, the granddaughter of the donor, and her loyal dog. She blows bubbles as she journeys, and the bubbles flow through the design of the space, reminding pediatric patients that they are in no ordinary emergency department.

It is vital to develop design concept statements that can enhance healthcare design. This keeps the end users of the space occupied with what they see instead of the reason why they are visiting the hospital. Taking into consideration the patient's experience can enhance the functional program of a built environment, blurring the line between interior design and patient care.