

SECTION 10 - WHAT SHOULD AN INTERIOR DESIGN IMAGE POLICY INCLUDE?

1. MANAGEMENT GOALS:

The Federal Government is answerable to the people of Canada for its policies. For this reason, DFAIT must be prepared to debate and defend its need for a new policy regulating the interior design of the public areas of Canada's Chanceries and Official Residences.

In order to do this, it is essential that DFAIT Management begin by establishing the main goal of such a policy. It should first outline the function of Canada's Chanceries and Official Residences and then explain the role that interior design plays in the performance of this function.

AN EXAMPLE:

Canada's Chanceries and Official Residences house Canada's diplomatic and economic representatives abroad. The Chancery is essentially a place of business. Its clients are either Canadians interested in consular assistance or foreign visitors interested in trade with Canada; immigration to Canada; travel to Canada; or information on Canadian policies. The Official Residence is also a place of business - diplomatic business - as well as the home of the Canadian Head of Mission. Individuals invited to the Official Residence are usually high level state officials interested in discussing the many aspects of foreign affairs.

The Chancery and the Official Residence play an important role in projecting an image of Canada to the rest of the world. They are often the first, or only, contact a foreigner has with Canada. As such, it is hoped that the image they project is one Canadians can be proud of.

One way to ensure that visitors to Canada's Chanceries and Official Residences are impressed is by ensuring that the visual data they receive is positive. A fundamental vehicle for the projection of this image is the interior design of the buildings.

It is therefore a goal of DFAIT to ensure that the interior design of Canada's Chanceries and Official Residences project a positive visual image to our guests - an image of Canada that all Canadians can be proud of.