

### 3. THE STANDARDS, GUIDELINES AND DIRECTIVES.

Once the general goals and objectives of the policy are established DFAIT will be required to outline the details of each objective.

#### A. INTERIOR DESIGN STANDARDS:

It has already been noted that for SRM to rectify the problems set out in Section 8 it must establish clear standards, guidelines and directives for the interior design of Chanceries and Official Residences. Before it can do this however, it must determine the limits of its policy.

#### [a] POLICY LIMITS:

- (i) Does SRM want to create **one standardized image**? That is, does SRM want each Chancery and Official Residence to have the same interior design - the same furniture, floors, colour schemes, etc? The obvious benefit of this is consistency and familiarity. In fact, by developing one prefabricated image for all Missions, DFAIT could essentially eliminate the problems outlined in Section 8. Unfortunately, however, by following an image policy like CIBC, the Royal Bank, McDonalds, etc. DFAIT would incur problems such as those outlined in Section 5 - ie. cost, management, personnel inertia, international relations, and too restrictive. With regards to these problems, one should note that a general consensus emerged when talking to DFAIT personnel - out of the 23 people interviewed, 22 disagreed with a standardized image. They argued that interior designs must be flexible enough to accommodate the different environments (cultural, commercial, architectural, and personal) our Missions work within. It was also noted that a standardized image would be impossible to create (politically, economically, artistically), expensive to try, and/or too restrictive to work.
- (ii) Of the 22 who disagreed with a standardized image, 20 agreed that the public areas of Canada's Chanceries and OR's should project an "image". The majority felt that this image should be standardized in some way to ensure consistency, but that it should also be flexible enough to adapt to the needs of those living and working with it. Perhaps SRM could develop **post-specific interior design standards**. That is, SRM could establish the general image DFAIT wishes to project at its Missions and then adapt this image to meet the functional needs of each individual