

“Concepts PRACTICAL IDEAS”

ARE THE PARENTS OF

E DE BONO (2004; 107)

They are the dominating idea that sets a project apart from that of others. It is the driving force that brings all diverse parts of a design into a strong relationship by enabling strength and consistency through organising and guiding every aspect of the design in relation to a central idea. A concept ensures that a focus is kept and becomes a tool for evaluation and choice as well as a tool for the generation of other ideas. It forces the designer to change directions and alter their normal thought process; it puts aside constraints to allow other possibilities to emerge. De Bono believes that without a concept you are working with detail and it is not possible to move sideways with detail.

A strong concept creates a project by taking it out of the ordinary and making it something exciting and important. It is only when the concept is developed that it is appropriate to move onto the more detailed planning stage.

“CONCEPTS ARE THE JUNCTIONS OF THE MIND. CONCEPTS ARE THE ROUNDABOUTS IN THE MIND. ONCE YOU GET BACK TO THE ROUNDABOUT YOU CAN TAKE A DIFFERENT ROUTE”

DE BONO (1998: 143)



References:

De Bono E (2004) [How to have a beautiful mind](#)

De Bono E (1998) [Simplicity](#)

Pile J (2003) [Interior Design 3rd Ed](#)

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