

the ability to harmonize his rational intelligence⁴³ with his emotional intelligence.

The quality of a design project is based on the designer's ability to create a concept that satisfies the wishes and needs of the beneficiaries. In today's competitive design economy, the emphasis is on innovation and creativity, both in terms of the technologies involved and in the finishing materials or carefully chosen objects that complete the environmental space.

Human-centred⁴⁴ and object-centred design are the two ways of looking at an idea that design is heading towards. If we associate these concepts of Tim Brown with the way we think about the ambience of a room, we can see that a room can be organised around a single decorative object or starting from a piece of furniture. At the same time, the same space can be reconfigured according to the needs of the client. At the same time, these two notions can coexist in the way the ambiental design concept is created.

The development of an interior design project, in continuous connection with the final aim - to create a space that simulates the mentality, character and way of being of the client (if we are talking about an individual home) or to simulate the creed of a company (motto and concept), must have as its direct aim the reflection of all the information established in the brief, for a correct understanding of the message conveyed by the design.

5. References

• Books

- Coteanu, I. et al. 1975. *Explanatory Dictionary of the Romanian Language [Dicționarul explicativ al limbii române]*. Bucharest: Publishing house of the Academy of the Socialist Republic of Romania.
- Freud, Sigmund. 2024. *Collective psychology and analysis of the ego [Psihologia colectivă și analiza eului]*. Bucharest: Cartex Publishing House.
- Gașpar, Loredana. 2022. *Romanian symbols: decodings and interpretations [Simboluri românești: decodificări și interpretări]*. Iasi: Performantica Publishing House.
- Goleman, Daniel. 2018. *Emotional Intelligence [Inteligența emoțională]*, 4th edition, revised. Bucharest: Curtea Veche Publishing.
- Hunt, Jamer. 2021. *Scaling models [Modele de scalare]*. Bucharest: Publica Publishing House.
- Pop, Monica. 2013. *Semiotics of environmental space [Semiotica spațiului ambiental]*, Visual arts collection, no. 36. Iasi: Performantica Publishing House.
- Pop, Tiberiu. 2023. *Design with Mind [Design cuMinte]*. Iasi: Palace of Culture Publishing House.
- Stanciu, Silviu Teodor. 2021. *Semiotic bridges between architecture and design [Punți semiotice între arhitectură și design]*. Iasi: Sedcom Libris Publishing House.
- **Electronic source – article based on a print source**
- Ghioc, Alexandra S. & Carnariu, Radu B. 2018. „Shifting the Romanian cultural Perspective through Design and Design Education to Address a Transformative Society”. *Beyond EYCH2018. What is the cultural horizon? Opening up perspectives to face ongoing transformations*. Congress Proceedings. Brussels: ENCATC. Retrieved August, 2019, from https://www.sutormeister.ch/site/wp-content/uploads/2019/08/Sutormeister_Business-models_ENCATC_2018.pdf#page=127.

⁴³ Daniel Goleman, *op. cit.*, p. 71.

⁴⁴ Tiberiu Pop, *op. cit.*, p. 125.