



# COWBOYS & Culture

IDEC SOUTHWEST REGIONAL CONFERENCE 2011  
FORT WORTH, TX ♦ OCTOBER 13-15, 2011

Fort Worth Texas is known as the city of cowboys and culture merging the history of the frontier with internationally known museums and a friendly way of life. Cowboys (and cowgirls) are most grounded in the history of Fort Worth shaping the city's culture and traditions. Known for tenacity, hard work and adaptability, tales of the cowboy are significant and legendary. Design education is also significant and legendary. Design impacts society, traditions, customs, and our way of life. The historic frontier of Fort Worth had no limits nor does interior design education. As educators we are in the position to be leading edge in creating knowledge, opening minds, and shaping our future.

Please join us for the Southwest Regional Conference of IDEC! The conference begins with an evening reception and barbeque in the Historic Fairmont Neighborhood—the largest historic district in the southwest United States. Robust paper and poster presentations, a keynote address on the descent and abduction of curiosity, and a tour of the sustainable Botanical Research Institute of Texas are included. Visits to the Modern Art Museum by Tadao Ando and evening wine and dinner at the internationally known Kimball Art Museum (Louis Kahn with an annex under construction and designed by Piano) provide participants a taste of Fort Worth Culture. A pre-conference tour of the Fort Worth Museum of Science and History (Legoretta), the Fort Worth Water Gardens (Phillip Johnson), and the history Stockyards of Fort Worth is another opportunity for participants to explore the COWBOYS & Culture of Fort Worth!

## Conference Registration:

Visit the IDEC Website at [www.idec.org](http://www.idec.org) to register on-line for the conference. Early Bird Registration ends September 12th.

	Early Registration	Late Fee
IDEC Member	\$110	\$150
Non-Member	\$140	\$180
Student Rate*	\$50	\$50
One Day Only IDEC Member	\$75	\$100
One Day Only Non Member	\$100	\$125

Registration Fees include field-trips, breaks, lunch on Friday and Saturday. Registration Fee does not include the optional pre-conference activities (see below). \*Undergraduates students must be enrolled full-time in an interior design program. Graduate students must be enrolled for a minimum of 6 hours.

Questions: Contact Jane Kucko at [j.kucko@tcu.edu](mailto:j.kucko@tcu.edu).

## Agenda Summary:

*Thursday, October 13th*

*Conference Registration 8:00 - 9:00 a.m.*

Pre-Conference Activities (Optional) 1:00 to 5:00 p.m.  
Fee: \$30 (Not included in Conference Registration Fee)

Van will pick up participants from Hyatt Place City View at 1:00 p.m. Visit the Fort Worth's Museum of Science and History designed by Legoretta, the Downtown Waterfall Gardens by Phillip Johnson, the Fort Worth Japanese Botanical Gardens and the Historic Fort Worth Stock Yards. 5:00 p.m. Return to the hotel to pick up additional participants for Reception and dinner. Tour participants should be prepared for immediate departure from hotel.

All Participants—Meet at 5:00 p.m. in Lobby of Hyatt Place. Depart to the Historic Fairmont District for Reception and Barbeque Dinner sponsored by the Center for International Studies: TCU Abroad. Return to Hotel approximately 8:00 p.m. Map and directions will be provided at hotel.

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## Hotel/Transport:

### Hotel:

Rooms are available at a rate of \$99 per night for single or double and includes breakfast. Refer to IDEC Regional Conference hosted by TCU when making your reservation.

HYATT PLACE CITYVIEW  
5900 CITYVIEW BLVD  
FORT WORTH, TX 76132  
817-361-9797 EXT 5105  
817-361-9444 FAX

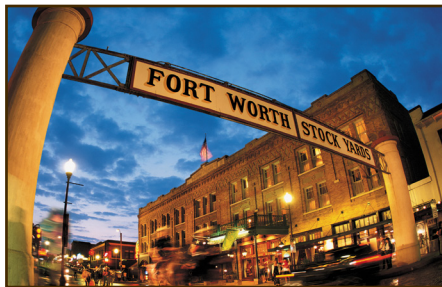
### Air Travel:

DFW International Airport is the most convenient to Fort Worth. Dallas Love Field (Southwest Airlines) may offer competitive rates.

### Ground Transportation:

Super Shuttle offers one-way or round-trip shuttle service from DFW Airport or Dallas Love Field. You may make reservations at [www.supershuttle.com](http://www.supershuttle.com) or call 800-258-3826.

## Fort Worth:



## Agenda:

### Friday, October 14th

Conference Registration 8:00 - 9:00 a.m.

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| 8:00          | Breakfast provided at hotel.   |
| 8:30          | Immediate departure for the Campus of TCU.   |
| 9:15          | Key Note Address by Provost Nowell Donovan. "The Decent and Abduction of Curiosity".<br>The Chambers of Texas Christian University<br>BLUU Student Union |
| 10:15-10:30   | Break  |
| 10:30 to Noon | Paper Presentations<br>The Chambers of TCU: BLUU Student Union   |
| Noon to 1:00  | Lunch (Included in Conference Registration Fee)<br>Private Dining at the BLUU Student Union  |
| 1:00 to 2:30  | Paper Presentations  |
| 2:30 to 3:00  | Break and Learn about the Quad of TCU  |
| 3:00          | Depart TCU for Fort Worth Museum District  |
| 3:15 to 5:00  | Tour of Botanical Research Institute of Fort Worth, and the Modern Art Museum (Tadao Ando).  |
| 5:00 to 7:30  | Wine and Cheese, Buffet dinner at Kimball Art Museum (Louis Kahn). Dinner is not included in program fee (Estimated cost \$20 per person).               |

### Saturday, October 15th

Conference Registration 8:00 - 9:00 a.m.

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|--------------|--|
| 8:00 to 9:00 | Breakfast at Hotel Concurrent Poster Session |
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\*All Presentations/Meetings on October 15th are held in the Hyatt Place Meeting Room.\*

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|---------------|---|
| 9:00 to 10:00 | IDEC Regional Business Meeting                                  |
| 10:00 to Noon | Paper Presentations   |
| Noon to 1:00  | Box Lunches provided at hotel.                                  |
| 1:00 to 2:30  | Paper Presentations   |
| 2:30 to 3:00  | Award Presentations and Conclusion of IDEC Regional Conference. |