Abstract
In the post-industrial society creativity and knowledge are the new business resources. The experiences and creative industry as well as new creative demands in traditional industry set pressure on the meeting industry to promote and enhance the creative processes during business meetings. Business investing in conferences and creative workshops will demand increased return on investment.

This study integrates theories of the creative process with the design of meeting environments. We used benchmarking of established meeting rooms as a platform to develop a new concept of meeting room design. Using the theory of Interactive Creativity Landscape we developed the concept of the Creative Meeting Environment, CME. This concept is based on how the human brain and the creative process interact with different design parameters of the meeting room. We focused on the design parameters view and lighting, organic patterns and colors, sound and spatial design. Theses were analysed in the light of the creativity process to develop the CME with suggestions of conceptual design for meeting rooms. We suggest that the CME constitutes of three different creative rooms for action, interaction and retreat designed to support the creativity process. The results have applications for the meeting industry by providing new design ideas for meeting settings. This is a first step of the understanding of how design and creativity can be combined to improve the design of meeting rooms. We conclude that the meeting rooms need to be flexible and adaptable with bio-inspiring sensory stimuli to enhance creativity.

Key words: Innovation, creatively processes, design, meeting industry, meeting environments.