



The State Of Design In Canada, Creativity & Innovation, Design Policy, Bio Business, Strategic Design and Design Thinking

Hosted by the Design Exchange (DX)

Date/Time: March 24, 2010 from 9:00a.m. – 4:30p.m.

Press Pass and Schedule Available. Please contact Cindy Grenke at cindy@dx.org as soon as possible as space is limited.

TOPICS & SPEAKERS:

1. THE STATE OF DESIGN: THE CANADIAN REPORT 2010

Presented by:

Philippe Richer, Deputy Director, Service Industry and Consumer Product Branch, Industry Canada

William Nicol, Economist, Service Industry and Consumer Product Branch, Industry Canada

Jean-Michel Laurin, VP, Global Business Policy, Canadian Manufacturers and Exporters

Design Exchange (DX), in partnership with Canadian Manufacturers and Exporters and Industry Canada, are launching the first ever Canadian State of Design report.

Product design and development is an essential discipline that help firms create, innovate, and commercialize. The process involves interplay between design, engineering, scientific research, and business strategy forming a systematic approach integrating holistic-thinking, research methods, and strategic planning.

Explore what product design and development can bring for your organization:

- Learn what is driving firms to invest in design
- Learn how your business compares to your competitors
- Learn how firms are innovating in their design processes
- Learn how firms are improving their business performance through design

This is your only opportunity to receive your personal hardcopy of State of Design: The Canadian Report 2010

2. CREATIVITY IN DESIGN – A PEDAGOGICAL FRAMEWORK TO SUPPORT CREATIVITY & INNOVATION

Presented by:

Steve Stott, Education Program Manager at AutoDesk UK

Mike Santolupo, Teacher of Design, John Paul II Catholic Secondary School, London District Catholic School Board

Imagination is the capacity to generate ideas. Creativity is the capacity to use ideas to solve problems. This presentation will reflect on action research derived from collaboration with leading European Universities in the fields of Engineering and Architectural Design.

Mike Santolupo's segment will focus on the design process of the Evolution Project. The Evolution Project involved a Grade 11 design class from John Paul II. Students were challenged to design a concept vehicle that would improve mobility in an urban environment for the physically impaired and accommodate both driver and wheelchair.

Steve Stott will discuss the first week of the project at John Paul II Catholic Secondary School in London, developing students initial designs by means of his strategies for creativity and innovation. The proposal will be summarized for a **pedagogical** framework that aligns rigorous academic content with creative designing strategies.

The presentation will be populated with examples of student and industry projects to evidence the educational strategy.

3. DESIGN POLICY

Presented by:

Samantha Sannella, President & CEO, Design Exchange

Linda Lewis, Professor Emeritus, Ryerson University

The Design Exchange (DX) conducted research as part of an initiative for the Canadian Design Policy committee. The DX will present its finds and talk about design policy in other countries

4. BIO BUSINESS

Presented by:

WhalePower & EnviraNorth Systems LTD

Stephen Dewer, VP of Business Affairs, Director of R&D, WhalePower will offer an overview of how biomimicry was used in the design of Tubercle Technology – Whale Power's highly innovative means to retrofit wind turbines – and the opportunities that biomimicry offers both designers and manufacturers to combine beauty and function. A representative from Envira-North Systems LTD, the manufacturer of Whale Power's Tubercle Technology, will discuss the value of design to manufacturers.

5. STORIES FROM THE TRENCHES: HOW DIAC IS CONNECTING SME'S TO STRATEGIC DESIGN

Presented by:

Arlene Gould, Strategic Director, DIAC

Tim Poupore, Chair, DIAC

Over the past year, Ontario's Design Industry Advisory Committee (DIAC) has introduced the strategic design process to SME's in a broad range of industry sectors in their IRAP-supported Design Advisory Service. This presentation and interactive discussion explores the design immersion process, outcomes and implications of this innovative new program.

6. DESIGN THINKING

Presented by:

Cooler Solutions

Collaboration between business and design professionals cultivates empathetic and realizable solutions. Cooler Solutions' unique 4-Phased Design Thinking Approach will be used to tackle one of Toronto's greatest challenges: How to improve the customer experience on the TTC. This collaborative workshop will give professionals the opportunity to experience a highly valuable and integrative approach to problem solving.

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Presidential Gourmet Fine Catering, CCR, Exclusive Affairs Rental

INFORMATION FOR THE PUBLIC:

Design Exchange, 234 Bay Street, TD Centre, Toronto Canada

Date: March 24, 2010

Time: 9:00a.m. – 4:30p.m.

Admission: \$55, DX Members \$20 (Breakfast & Lunch included)

To purchase tickets or for more information the public may contact Noa Bronstein at:

416. 216. 2120 or noa@dx.org.

For a press pass and schedule, contact Cindy Grenke at cindy@dx.org. Space is limited.