

FOR IMMEDIATE RELEASE
October 2, 2018



Museum of Vancouver invites Vancouverites to explore and celebrate innovation in action. 20+ designers stationed throughout the museum's galleries, discuss their work during *Why I Design*.

***Why I Design* connects people to the city's most innovative creators.**

VANCOUVER, BC – The **Museum of Vancouver (MOV)** is pleased to present a stimulating night of inquiry, connectivity, and innovation focused on the creative process with its 4th annual ***Why I Design*** event. On the evening of **Saturday, November 3, from 7-11pm**, a big party packs over two dozen designers into museum spaces for drinks, demonstrations and discussion.

Why I Design offers people the opportunity to awaken their curiosity and learn about the city's booming design community. Designers will discuss how they face challenges and change lives. They will reveal their sources of inspiration and describe why they're working in Vancouver.

Why I Design spotlights the process of invention. This year's *Why I Design* pays particular attention to Social Impact through design strategies of upcycling and repurposed materials. Participating designers will engage attendees with stories behind the development of everyday technologies and cool things never seen before. Ask the designers—ranging from those emerging their careers to innovative leaders in international corporations—what motivates them, how they do what they do, and why Vancouver inspires them to keep doing it.

Among the many designers present MOV is excited to welcome renowned architect **Patrick Stewart**, Giskahaast of Wilp Daxaan, Git Gingolx of the Nisga'a Nation, writer, homelessness activist and Adjunct Professor at McEwen School of Architecture. The event will also feature designers and innovators like **Bryn Davidson**, the mind behind **LaneFab Design**, who build and design laneways with energy efficiency and quality at the forefront, and **Cydney Eva Pattern** of **Pattern Nation** - a collaborative and inclusive platform aimed at connecting artists who embrace bold color and pattern globally.

"This isn't an art display or trade show," says Alan Kollins, Program Coordinator at the Museum of Vancouver, "*Why I Design* provides an alternative to standard presentations by breaking down walls between disciplines and between designers and the public. It's an opportunity to interact with the designers of the products and engage with environments that shape your local experience." This year's participating designers represent enormously diverse creativity and innovation.

About Museum of Vancouver (museumofvancouver.ca)

The Museum of Vancouver connects Vancouverites to each other and connects Vancouver to the world. The museum's programs, exhibitions, and collections bring people together and inspire conversation about the future. The museum, an enthusiastic civic advocate, is an independent non-profit organization dedicated to inspiring a socially connected, civically engaged city.

Listing Information

Why I Design 2018

Date: Saturday, November 3, 7-11pm
Venue: Museum of Vancouver: 1100 Chestnut Street, Vancouver, BC
Website: museumofvancouver.ca

-30-

For further information or to book interviews with participating designers, please contact Lorenzo Schober at lschober@museumofvancouver.ca or 604-730-5309.