



30+ Designers Talk With You About What They Do (and Why They're Doing It in Vancouver)

Why I Design tears down the walls that separate you from the creators of the products and environments that shape your life. Celebrate with us the transformative power of design during *Vancouver Design Week*.

Why I Design:

- Reveals the wealth of design talent and diversity of design projects in Vancouver.
- Explores the potential of design to transform lives and community.
- Demonstrates that relationships drive the design process.

Special Thanks

The Museum of Vancouver is enormously grateful to the following individuals for their assistance with this event: Cristina Belmonte, Jennifer Cutbill, Adair Harper, Vanessa Hetu, Peter Ladd/Design and Creative, and Kevin Smith.

Thanks very much to all the volunteers and staff who collaborated on *Why I Design*!

Why I Design Organizing Committee: Pat Christie, Gregory Dreicer, Rob Nathan, Sholto Scruton

Institutional Funders



We acknowledge the financial support of the Province of British Columbia



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Why I Design Designer Biographies

William Alexander > Emily Carr University of Art + Design - Award Winner

William Alexander is a soft product designer and stylist specializing in garment design and construction, textile products, systems and critical design. Alexander is a recent Emily Carr graduate with a Bachelor of Industrial Design.

Nicole Barrett > Emily Carr University of Art + Design - Award Winner

Recent Emily Carr graduate Nicole Barrett is passionate about health design, design research, and product design. She hopes to pursue projects that tackle real life issues while working in all manner of materials.

Alex Beim > Creative Director and Founder, Tangible Interaction

Alex Beim, known for interactive luminescent installations such as Digital Graffiti Walls and Zygotes (giant helium-filled balls that respond to motion, touch, and sound), employs technology in the service of art. His immersive, sensory experiences have been used by Blue Man Group, Arcade Fire, and Coldplay and were featured in the 2010 Vancouver Olympics closing ceremonies.

Barbara Bell > Innovation Support Specialist, FP Innovations

Barbara Bell is an industrial designer who follows trends in the wood sector, then responds by developing innovative products appropriate for today's market.

Joel Berman Glass > Bruce Logan and James Montgomery

Joel Berman's award-winning techniques have helped deliver a language of glass expression that forms part of the vocabulary of the architectural glass industry. Staff designers Bruce Logan and James Montgomery will discuss the studio's approach to design for the built environment.

Christian Blyt > Founder and Creative Director, Corelam

Christian Blyt is an Associate Professor in Industrial Design at Emily Carr. He received his Master of Interior Architecture and Furniture Design from Aalto University in Helsinki, Finland, where his thesis presented Corelam, a family of innovative plywood products designed and manufactured in Vancouver, B.C.

Kaz Bremner > Urban Reef

Kaz Bremner is a registered Intern Architect who has worked on projects including commercial office towers, mixed-use residential, and recreation. Bremner has a Master of Architecture from the University of Calgary and an undergraduate degree in biochemistry and molecular biology from SFU.

Terry Brown > Bicycle Designer, Norco Bikes

Terry Brown studied design at Carleton University in Ottawa. He works in a variety of design environments, including consulting, manufacturing, and startups. Living in Vancouver and working in cycling keep him engaged and excited about all things design.

Graham Buska > Skateboard Designer, Rayne Longboards

Skateboard designer Graham Buska builds skateboard equipment based on inventive concepts for downhill skateboards and accessories. His two locally made brands, Rayne Longboards and Vicious Griptape, have become the worldwide gold standard for design and construction.

Michele Campbell > BCSLA Intern and Associate, Lees + Associates

Michele Campbell, a graduate of the Master of Landscape Architecture program at UBC, is passionate about urban biodiversity. She developed Bird Friendly Landscape Design Guidelines as a Greenest City Scholar for the City of Vancouver. At Lees + Associates, Campbell has assisted in trails master planning for Banff, cemetery design, and green burial research.

Greg Corrigan > President and Owner, White Box Design

Greg Corrigan has over 25 years of design experience. He has a Bachelor of Industrial Design from Carleton University.

Jeff Cutler > Principal and Founder, space2place

Jeff Cutler is founding principal of space2place, a landscape architecture and urban design studio specializing in the creation of public places that connect people with their environment. He has won over 20 awards, including a National Urban Design Award in 2012.

Stewart Denny > Landscape Designer, LEES + Associates

Stewart Denny has thirteen years experience in design, working for local government, an architectural engineering firm, and running his own design companies in the U.K. He has a background in architectural and open space design, master planning, computer-aided design and graphics, and experience in project management and landscape construction.

Jeremiah Deutscher > Urban Reef

After graduating from Dalhousie University with a Master of Architecture, Deutscher relocated to Vancouver and began working with Perkins+Will Vancouver. A design team leader who specialises in Revit (BIM) and visualisation, Jeremiah has a passion for food and sustainable living. He has worked on projects including the Earth Sciences Building at UBC.

Hyuma Frankowski > Senior Industrial Designer, Whitewater West Industries

Hyuma Frankowski graduated from Emily Carr in 2005 with a Bachelor of Industrial Design. In 2009, he received a Master of Strategic Leadership towards Sustainability from the Blekinge Institute in Sweden. Frankowski is active as a graphic facilitator and recently worked in collaboration with Dream Generation Facilitators, UBC, Science World, Dream, and Metro Vancouver.

Lisa Fraser > Founder and CEO, Snug Vest

Industrial designer Lisa Fraser is passionate about improving quality of life for individuals with cognitive and anxiety challenges. Her Vancouver start-up, Snug Vest, sells a therapeutic device that calms individuals living with autism and sensory disorders. Fraser's work has received numerous accolades: Red Dot, IDEA, MDEA, BC Creative Achievement Award, BC Business Top 30 under 30.

Tyler Froese > Co-Founder and Designer, Nocturnal Workshop

Nocturnal Workshop co-founder and designer Tyler Froese is currently in his fourth year of fashion design at Kwantlen Polytechnic University. Froese has also spent terms at ArcTeryx and studied for a year in Milan.

Lucia Hsieh > Designer, Snugvest

Lucia Hsieh's experience in hospitals and therapy centers, where she met children with cerebral palsy, leukodystrophy, and hypertonina, inspired her to design products to help them.

Saleem Khattak > Designer, Archilume

As a passionate industrial designer with a love for architecture, Saleem Khattak believes that good design should evoke a sensual appeal, a feeling of visual tension, and a moment of childlike wonder. His scope includes feature lighting products, architectural detail hardware, and product design for architecture.

Erin McGann > Director of Design, Innate

Erin McGann has 25 years of global design and development experience. She has worked with leading outdoor brands, including Vancouver-based Kona and MEC, to create iconic yet functional collections. Her vision of clean design applies to form as well as the chain of custody, in order to minimize the ecological footprint of the Innate collection.

Material Matters > Emily Carr University: Phillip Robbins, Keith Doyle, Helene Day Fraser, Heather Mitchell

Material Matters consists of a group of creatives with expertise in textiles, wood, ceramics, and foundry processes in craft and mass manufacturing contexts. The research team explores the links between traditional analogue forms of making and recent developments in digital technology. Their concerns include the ethics of production, open access, and new production efficiencies. Connecting with Vancouverites interested in alternative methods of making is key to the Material Matters mandate.

Afshin Mehin > Founder, WOKE design

Afshin Mehin is a product designer and wearables specialist based in Vancouver. He is the founder of WOKE, a collaborative studio that specializes in creating innovative products that positively impact people's lives.

Rob Nathan > Freelance Designer, 4139Design

Rob Nathan is an award-winning freelance industrial designer with a wide skill set and varied experience. Nathan has been instrumental in bringing numerous products—from footwear to housewares and trade show booths—from concept to reality. He was Product Director at SOLE for nine years before launching 4139Design. He is a member of the Board of Directors of BCID and ACID.

Tomas Nielsen > Founder, Tobo Toys

Tomas Nielsen is a Vancouver-based industrial designer and entrepreneur. At Form3 Design in Railtown, he works on a vast array of products, while his business, Tobo Toys, has been a crash course in marketing, branding, sourcing, production, and sales. With Danish heritage and a Dutch design education, Nielsen brings an international perspective to design in his hometown of Vancouver.

Daniel Nikitiuk > Design Experience and Product Developer, Cetatek

Daniel Nikitiuk is part of the design team of the aquabionic1 scuba fin. He holds a Bachelor of Industrial Design from Emily Carr and specializes in 3D computer-aided design, animation, and interaction design. This enables him to transform ideas into innovative products and compelling user experiences.

Become a Member

Join the *Community of the Curious*. Upgrade tonight's ticket to a Museum of Vancouver Membership to get unlimited museum visits and receive free/discounted admission to events. Ask the front desk for details, or visit: museumofvancouver.ca/membership.

The Museum of Vancouver connects Vancouverites to each other and connects Vancouver to the world. The museum, an enthusiastic advocate for Vancouver and its people, is an independent non-profit organization that depends on support from the community.

Tony Richardson > Arc'teryx

Drawing on a lifetime of work and play in the wilds of BC, Tony Richardson's approach as an outdoor equipment designer is practical and fun. He pushes himself as an outdoor enthusiast, knowing that the best ideas don't come in the office. He has worked at Arc'teryx for 7 years on everything from hats to footwear. He is currently designing climbing harnesses.

Robbie Roberts > Senior Designer, Form3

The challenge of generating attractive form appropriate for the intended market while optimizing for the constraints of manufacturing excites Robbie in his work as a consultant at Form3. He believes that the best design outcomes are derived from hard work, good communication, and a fearless approach to the challenges faced at each project stage.

Kevin Lee Royes > Kelvin Tools

Kevin Lee Royes calls himself a Soucial-Preneur, with design as one part of the equation and the other building a business to bring it to the world the other. He has embarked on eight initiatives since the age of 16, from snowboarding to urban multi-tools to the co-creation of a 24-Hour Adventure Event.

Kalyca Ryan > Co-Founder and Industrial Designer, Willow and Stump Furniture Design

After graduating from the University of Alberta's industrial design program in 2011, Kalyca Ryan moved to Vancouver to pursue her passion for user-centered design. Her love of wooden furniture led her to co-found Willow & Stump. Ryan's user-centric approach addresses design challenges posed by small living spaces.

Bram Sawatzky > Co-Founder and Industrial Designer, Willow and Stump Furniture Design

After graduating with a B.Des in Industrial Design in 2011, Bram Sawatzky moved to the West Coast to seek a career in design. As co-founder of Willow and Stump, Sawatzky develops furniture prototypes that suit the needs of people in small spaces. Coming from a background of construction and timber framing, wood has always been part of his design process.

Sholto Scruton > Designer, Sholto Design Studio

Sholto Scruton is an industrial designer who has been designing and building furniture for prominent local manufacturers since 2001. He established Sholto Design Studio in 2010 to create individual pieces for private clients and is pleased to launch his first collection of furniture during *Vancouver Design Week*.

Doug Simpson > Founder, Owner and Designer, Feathercraft Kayaks

In 1978, Doug Simpson founded Feathercraft, which makes folding kayaks, inflatable kayaks, and inflatable rafts. He designed the first aluminum frame folding kayaks, pioneered the use of fabric welding technologies in outdoor gear, and continues to innovate with welded inflatable designs. Simpson has paddled year-round from Jericho to his Granville Island shop for the past 23 years. He has kayaked in Greenland, the Bering Strait, Japan, French Polynesia, the Bahamas, around Cape Horn, and throughout B.C.

Christiane Villanueva > Product and Packaging Developer, Innate

Christiane Villanueva focuses on sustainable business decisions. Born and trained in Germany, she brings passions for the outdoors and sustainability to Innate by participating in the testing and implementation of the Higg index as a benchmarking and measuring tool for evaluating environmental and social impact.

Jon Winebrenner > President and Founder, Hurdler Studios

Jon Winebrenner has been working as an industrial designer in Vancouver for 20 years. Fresh off of a successful Kickstarter campaign for the CLUG bike clip, he is focusing on building a team of world-class designers.

Andrew Zo > Packaging Designer

Andrew Zo is a packaging designer who uses paper to create delightful unboxing experiences. He has worked with large and small businesses, as well as local and international startups, in sectors including the food industry and home appliances field. Zo's engagement ring case has recently gone viral.

Ben Zuckerman > Senior Designer, White Box Design

Ben Zuckerman is the senior designer at White Box Design and has over 15 years of experience in the design industry. His education includes a Bachelor of Industrial Design from Victoria University in New Zealand.

Upcoming MOV Events

Built City @MOV: Fashioning Performance: Fabric and Urban Form

Date: Wednesday, September 24, 2014 @ 7:00pm

Admission: \$14 General | \$11 Seniors & Students | \$11 RAIC Members | \$10 MOV Members

Annual speaker series kicks off with a talk that coincides with the inaugural Vancouver Design Week and showcases the potential of design to effect significant change in personal and public space.

Built City @MOV: Cornelia Hahn Oberlander and Friends

Date: Wednesday, October 23, 2014 @ 7:00pm

Admission: \$14 General | \$11 Seniors & Students | \$11 RAIC Members | \$10 MOV Members

Renowned landscape architect Cornelia Hahn Oberlander joins Susan Herrington, author of *Cornelia Hahn Oberlander: Making the Modern Landscape*, in an illustrated conversation. The pair will be joined by intervenors from Oberlander's creative life. This is an unique opportunity to share in the ongoing journey of one of the world's foremost landscape architects.

Purchase tickets: museumofvancouver.ca/programs or call 604-736-4431