

## IDIBC VI Chapter – DesignEx 2020

**9:00 am to 10:00 am**

**TOPIC:** Design Thinking at Work

**DETAILS:** Dealing with complexity has always been central to the work of designers. As organizations face increasingly ambiguous, critical problems – sometimes called “wicked” problems – they have turned to designers for fresh perspectives. Innovation and Service Design “labs” are increasingly common in business, nonprofits and government. Design Thinking, a way of representing the problem-solving mindset and method of professional designers, is their fundamental approach: iterative, active, reflective and concerned with the needs of users. Using examples from the private and public sectors, David will describe Design Thinking, why it is being adopted by organizations and the implications of this trend.

**SPEAKER:** Dr. David Dunne is Professor and Director, MBA Programs at the Peter B. Gustavson School of Business, University of Victoria. He is a former marketing manager with Unilever and advertising executive with Young & Rubicam advertising. He holds a Ph.D. from the University of Toronto, where he taught for 16 years before moving to the West Coast. For two decades, he has been impassioned by Design Thinking, and has published extensively about its potential in the fields of education and management. He has taught at design schools and business schools across Canada and in the US, the Netherlands and Mexico. His 2018 book, *Design Thinking at Work: How Innovative Organizations Are Embracing Design*, is published by University of Toronto Press.

**10:15 am to 11:15 am**

**TOPIC:** The Waltz of Light and Architecture

**DETAILS:** Prior to the introduction of artificial light, people’s daily lives were intrinsically connected with the sun’s cycles and followed circadian rhythms. When the sun rose and the sky brightened, they woke, and energy levels increased. When the sun set, they retired to shelter and rest. The built environment was designed with daylight and natural illumination as a key consideration. As music is to dance, light is to architecture. Buildings and fenestrations were positioned at ideal angles to capture the sun’s rays, and light danced off walls, floors, and cast shadows in its wake.

Today’s abundance of artificial, controlled light has disconnected people from the natural rhythm of the sun and seasons. So how do we bring this dance back to life? In this presentation we will delve into the integration of light and shadow in the built environment and welcome a return of the waltz of light and architecture.

**SPEAKER:** Sunny Ghataurah is president of AES Engineering, an award-winning consulting firm providing electrical, lighting and technology design services for the built environment. Driven by AES’ vision of designing a better tomorrow, Sunny is passionate about leveraging advancements in design and technology to minimize environmental impact and improve quality of life.

**12:00 pm to 1:00 pm**

**TOPIC:** Carving New Spaces Together: Interior Design in Cultural Collaboration with Indigenous Artists

**DETAILS:** With the awareness of social justice issues currently coming to into the forefront, global eyes are on the Pacific Northwest, ready to see how the First Nations’ rich heritage of art and storytelling steps into its rightful position as a cultural driver in interiors and architecture. This panel explores the opportunities for deep conceptual collaboration between design professionals and Indigenous artists with transparency and sensitivity.

**PANEL MEMBERS:**

Rande Cooke, Kwakwaka’wakw multimedia artist.