

THIS GUIDE IS WORTH 300 €



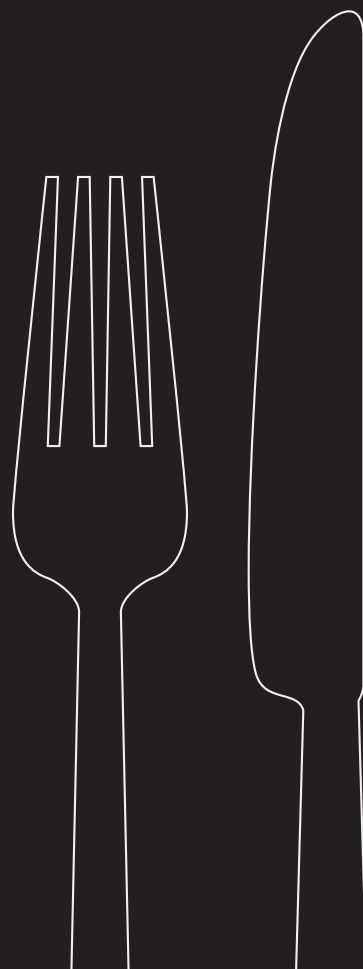
Society of
Graphic Designers of Canada
British Columbia Chapter



DESIGN
CURRENCY

icograda
IDA

design week
vancouver, canada • 26 – 30 april 2010



DINNER WITH A SIDE OF DESIGN

We are looking forward to your participation at this special event. You will be guided through an evening of good food, interesting conversation and a bit of design process. To get you ready for this experience, please take a moment to read through this guide so you are aware of how the evening will progress.

DATES

Sunday, April 25 (Culture)

Monday, April 26 (Sustainability)

Wednesday, April 28 (Economics)

WHERE TO GO?

The Irish Heather

212 Carrall Street, Vancouver, BC

WHAT SHOULD I WEAR?

Business casual

WHAT'S FOR DINNER?

The team at the Irish Heather have designed a three-course meal for you and the other guests. You will also receive three drinks over the evening.

WHAT IS THE SCHEDULE?

(Please arrive promptly on your selected date)

7:30pm Pre-dinner drink and table assignment

8:00pm Dinner and dialogue at The Long Table

9:30pm Post-dinner drinks and outcomes revealed



WHAT DO YOU MEAN BY DESIGN?

Design can encompass architecture, communications, products, spaces, systems and then some. What is notable about all of these areas is the process that they each have in common when it comes to problem solving. “Design thinking” encourages us to look at social, economic, environmental and cultural impacts when addressing a project or issue. Using this type of thinking allows us the opportunity to evaluate a problem from more than one angle and promotes the inclusion of multiple perspectives when developing new and innovative ideas.

WHAT WILL WE DO?

With this in mind, you will work with a small and diverse team to create tangible proposals that could ensure a healthy and hopeful future as it pertains to the given theme. Your solutions may be rational, meaningful or even long shots. Whatever the case, they can be developed as systems, places, services or devices and should explore new ideas or approaches. To show your process to the rest of the group, we are asking that you visualize your ideas on the table. Yes, you are allowed to draw on the table! And no, you don't have to be a designer to participate.

After we've finished the meal and dialogue, we'll head upstairs to the Catalyst Room to display the outcomes and allow others who weren't able to attend the dinner to offer feedback on the generated ideas.

CONSENT TO PARTICIPATE

When you arrive at the registration table, a form will be provided that outlines the event, and indicates that it will be filmed and/or photographed. To acknowledge your consent to participate, we ask that you sign this document at that time.

If you have any questions about this, you can contact me directly:
kara@olivelifegroup.com.

