



Toronto Design Offsite Festival 2017

TO DO Talks Symposium: Design and the pursuit of well-being

Saturday, January 21, 2016
OCAD University, Toronto

Session 1: Well-being in the workplace

Start time: 2:00 pm

The future of work and the powerful influence of design

Maggie Dempster, Workplace Consultant

John Roberts, Design Strategy Lead

[Herman Miller](#)

In the new landscape of work the role of design is more critical than ever before. Rapid advances in technology and changing business models require employees to work in new ways. Yet, while the nature of work has evolved, most workplaces have not. A human centered approach to workplace design can positively influence behavior driving greater prosperity for both the individual and the organization.

Play to Perform: Why Play is the Future of Work

Farzad Sedghipour, Futurist

[Farzad Innovation](#)

70% of employees don't like their jobs. This costs Canada and the US \$500 billion annually, a leading cost of workplace failure. Yet the social technology to overcome this crisis exists: play. Play drives motivation, collaboration, and creativity; these are attributes that lead to connection, innovation and better adaption to change. Yet, despite well-published evidence, organizations remain

play-phobic. This talk outlines why, and proposes design interventions for overcoming play-phobia and adopting play as a major tool of 21st century workforce success.

Designing a Culture: Experiments in rapid behavioural prototyping

Erika Bailey, Innovation Designer

[The Moment](#)

There is a critical interplay between organizational cultures and worker well-being. Human-centred design is a proven approach for improving those complex cultures. I will share stories of how people-driven problem solving and rapid behavioural prototyping are changing how two organizations accomplish vastly different objectives, and how it's working. We will explore how design can be applied to the emotional realm, and how using our "Culture Scan" is changing our understanding of how organizational patterns change.

Session 2: Well-being and health

Start time: 3:00 pm

Designing beyond the health service

Robbie Bates, Design Director

[Uscreates](#)

Life is complicated enough. It becomes even more complicated when you're living with a long-term health condition. Using personal stories and examples of work at Uscreates, Robbie will explore why we should design beyond the health service, and support the personal well-being of those living with long-term health conditions.

Role of Design in Synthesizing Different Kinds of Truth about Health and Wellbeing

Dr. Kate Sellan, Director, Graduate Program in Design for Health

[OCAD University](#)

Different communities and people hold different views on their own well-being and the well-being of others. It's often challenging to balance different perspectives during the design process when the truth of medicine is competing with the truth of social media and everyday experiences of well-being. Design has a role to play by bringing an

ambiguous, pragmatic, and emergent 'truth' to complex health innovations.

Designing for Health in a Connected World

Dr. Kamran Khan, CEO and Founder

James Yoon, Director of Design

[BlueDot](#)

In our increasingly interconnected world, infectious diseases pose global health, security, economic, and social risks. BlueDot is internationally recognized as a social enterprise engaging governments, businesses, healthcare providers, and the broader public to prevent or mitigate against threats from infectious diseases such as Zika and Ebola. Through integration of design, medicine, data science, and analytics, BlueDot has produced a range of creative visuals to support timely decisions about dangerous infectious diseases.

Session 3: Well-being and society

Start time: 4:00 pm

In Light of Dark Matter

Daniel Rossi, Visual Maker

[Pantopicon](#)

Exploring the dark matter of 'well-being' begins with the understanding that there are many parallel realities that exist and occupy space in tandem to one's own. This talk will explore how creating immersive and tangible experiences can shift people's perspectives by creating an 'overview effect', shedding light on the 'dark matter' that binds us together. This result can render people more collaborative, actionable, and empathic when exploring and engaging in the conversation of 'well-being'.

The Art of Building Community: How JAYU builds safe spaces to share human rights stories through the arts.

Gilad Cohen, Founder & Executive Director

[JAYU](#)

Since 2012, JAYU has been exploring creative ways of offering safe spaces where through the arts, individuals can share their human rights stories. Gilad will discuss how creativity can build resilient communities and smash

barriers all around us.

Designing for Meaning

Len Senator, Founder/Owner, The Depanneur &
Co-founder, Newcomer Kitchen

The Depanneur

Meaning cannot be bought or sold, but it can be designed. Or rather, one can design to create the conditions where meaning can flourish. Len will explore how he created The Depanneur, a space where interesting food things could happen. From this foundation, the Newcomer Kitchen emerged in 2016, a project that invites Syrian newcomer women to use their remarkable food skills to create social and economic opportunity in their new home.

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