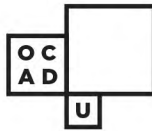


## Notes:

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**KPMB**



# TO DO Talks Symposium: *Design and the pursuit of well-being* Saturday, January 21, 2017 OCAD University, Toronto



Presented by Keilhauer

**TO DO's second annual symposium brings 12 multi-disciplinary experts into one room to discuss design and the pursuit of well-being. The four-hour event features keynote speaker Jamer Hunt, three thematic sessions, and an opportunity for fulsome discussion among those in attendance.**

### Theme:

Imagine a world where homes, neighbourhoods, and things make you feel good about yourself, where your lifestyle and workplace help you reach your full potential, where everything around you is designed to keep you healthy and safe, and enable you to be compassionate and reach a state of flow.

Multidisciplinary experts discuss how well-being is understood and created through design, innovation, and change at the second annual TO DO Talks Symposium on design and the pursuit of well-being.

## Keynote



## The Unknown Unknowns Jamer Hunt

A designer's job is to turn intention into outcomes—to give life to an idea. But designing in a complex world is rarely simple or straightforward. The best intentions can often lead to unexpected outcomes. What happens when those outcomes are not just less than hoped, but if what if they cause harm or, even, violence? Is the design community preparing its designers to fully reckon with the impact of their work? And can designers even be expected to anticipate the unanticipated? A co-creator, with Paola Antonelli, of the Museum of Modern Art's curatorial experiment Design and Violence, Jamer Hunt's presentation will wrestle with the ethical imperative to do "good work" and the complexities that make that so challenging.

## 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 behavioral 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.