



Design
TO

2022–2023

ANNUAL REPORT

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Dear DesignTO Community,

We hope this letter finds you well and that you are feeling inspired by the work that we do.


DesignTO was created to bring individuals together to co-design a better future. Our mission is to increase the public's knowledge and appreciation of design through exhibitions, presentations, and educational programming. Our vision is to empower Canadians to participate in shaping a future where people and the planet thrive.

With your support and participation, we are proud to say that we have achieved significant progress towards these objectives. Our annual festival has become a staple in Toronto's cultural scene, attracting over 161K visitors this year, and showcasing the work of hundreds of creatives every year from here and abroad. Our DesignTO Youth program has inspired the next generation of artists and designers, and our annual festival solidifies design's importance in Toronto's cultural landscape.

As an organization, we remain dedicated to our values of sustainability, equity, and diversity. We understand that there is still much to be done, but we are confident in our ability to make a positive impact in Toronto and beyond through our public programming and storytelling. We live our values through how we work, who we work with, and what we produce.

We want to extend our heartfelt thanks for your continued support, collaboration, and encouragement. We look forward to continuing to bring people together to design a better future, and hope to see you at our year-round events and our next festival.

With gratitude,
Deborah and Jeremy



About DesignTO

DesignTO is a non-profit arts organization that curates exhibitions, presentations and educational programming to increase the public's knowledge and appreciation of design and its role in creating a sustainable, just and joyful world.

DesignTO is known for creating a platform for independent artists and designers, through editorial features such as the 'Designer Spotlights' and 'Insider' series, programs such as the DesignTO Youth program, the 'In Conversation' talk series, and most notably the DesignTO Festival, Canada's largest annual design festival celebrating design as a multidisciplinary form of thinking and making.

Since 2011, the DesignTO Festival has welcomed almost one million visitors, showcased the work of 6K+ artists and designers, and reached 1.8B+ users through print and digital media.



'Things I Find Unimaginable' by Jordan Sook. Part of the 'DesignTO Tours: Stop. Look. Think.'

Purpose

We bring people together to design a better future.

Mission

We curate exhibitions, presentations and educational programming to increase the public's knowledge and appreciation of design and its role in creating a sustainable, just and joyful world.

Vision

Through our public programming, embolden all Canadians to participate in designing a future where people and the planet are thriving again.

Design TO

DesignTO was founded by a group of creatives from equity-seeking groups (including women, youth, LGBTX and people of colour), and continues to be led by people with diverse and intersectional identities, from many places and age groups spanning five decades.

We strive to be as diverse as the City of Toronto. This starts with our team and extends to DesignTO's community of artists, designers, curators, partners and attendees. In our most recent year, we had equity-seeking representation as follows: **100% of our 18 person team, 86% of our board, 52% of our exhibitors, and 72% of our audience.***

This representation at the heart of the organization has helped us to achieve our goal of reflecting the diversity of Toronto. But we also recognize that we still have a lot of work to do. We recognize and are working on where we are lacking, working to increase representation and access to the festival for these groups.


*Equity-seeking groups are communities that experience significant collective barriers in participating in society. This could include attitudinal, historic, social and environmental barriers based on age, ethnicity, disability, economic status, gender, nationality, race, sexual orientation and transgender status, etc. Equity-seeking groups are those that identify barriers to equal access, opportunities and resources due to disadvantage and discrimination and actively seek social justice and reparation. (Source: University of British Columbia, Equity & Inclusion Office.)



'Mindfully Made', part of the 'King East Design District Party'. Photo by Sandra Soghomonian.



'DesignTO Youth: Blueprint' exhibition reception. Photo by Marillu Ciabattoni.



Design TO

“After Covid isolation, it was wonderful to connect with design-minded individuals at the various in-person and social events.”

- Leslie Jen, architecture and design journalist, DesignTO Board of Directors

“I particularly enjoyed the Trash Talk Symposium. DesignTO brought together a fantastic multidisciplinary, international panel to talk about waste streams, circularity, and evolving public perceptions about sustainability.”

- Patrick Marshall, festival attendee

“I really love the combination of online vs. in person events, structured openings vs. window exhibitions. It's perfect and brings such joy during a cold January in the city!”

- Pip French, Public Art Curator, City of Mississauga, festival attendee

10

Youth Served
(41 since 2019)

30K

Tourists
(158K since 2014)

2.5K

**Overall views of online
DesignTO Talks**
(8.6K since 2020)

478

DesignTO Members
(935 since 2016)

7

**Artist & Designer
Editorial Features**
(50+ since 2011)

4

‘In Conversation’ Talks
(April 2022–March 2023)

1.8B Brand Impressions*

(1.805B+ since 2011)

\$2.6M Advertising Value Equivalency

\$11M in Tourism Spending

(\$89M since 2014)

20K+ Newsletter subscribers

62% ↑ in open rate from previous year

30K+ Instagram followers

4% ↑ in audience engagement

22.6K+ Facebook followers

230% ↑ in reach from previous year

3.9K+ Twitter followers

1% ↑ in followers from previous year

4.4K+ LinkedIn followers

55% ↑ in followers from previous year

100+ free events and exhibitions

(1K+ since 2011)

8 digital projects

(79 since 2021)

500+ artists and designers

(6K+ since 2011)

160K+ visits

(950K+ since 2011)

19K+ Tourists

(129% ↑ in tourists from 2022)

1.5+ digital views of DesignTO Talks

(5.5K+ since 2020)

Economic Impact on Toronto:

\$11.3M+ in Tourism Spending

\$5.9M+ in Direct Economic Impact on GDP

\$9.5M+ in Total Economic Impact on GDP

18
DesignTO
Team members

Diversity

88% of the DesignTO Team and 59% of visitors identify as either a visible minority, person of colour, LGBTX, person with a disability, youth, or indigenous.

Industry

83% of the DesignTO Team and 55% of visitors are from design, arts and culture.

Age

44% of the DesignTO Team 49% of visitors are 34 and under.

53%

Feel DesignTO is helping to create a more sustainable, just and joyful world.

63%

Would recommend the Festival to a friend or family member.

70%

Are likely to attend future DesignTO Festival events.

85%

Feel welcome at the Festival.

68%

Explored businesses, places or neighbourhoods that were new or not recently visited.

51%

Contributed to the local economy.

Design TO

“DesignTO is important to the creative community here, as well as abroad because it promotes this diverse industry which celebrates and inspires the greater public.”

- Norwin Anne, artist, ‘DesignTO Symposium: Trash Talk’ speaker

“The highlight of my experience was going to the social events/openings. As a graduate in the field of art, culture and design who is still trying to settle into the industry after the "pause" of Covid lockdowns, DesignTO provided a perfect opportunity for me to network and to meet other like-minded individuals with a passion for design.”

- Agnes Ladon, art historian and curator, festival attendee

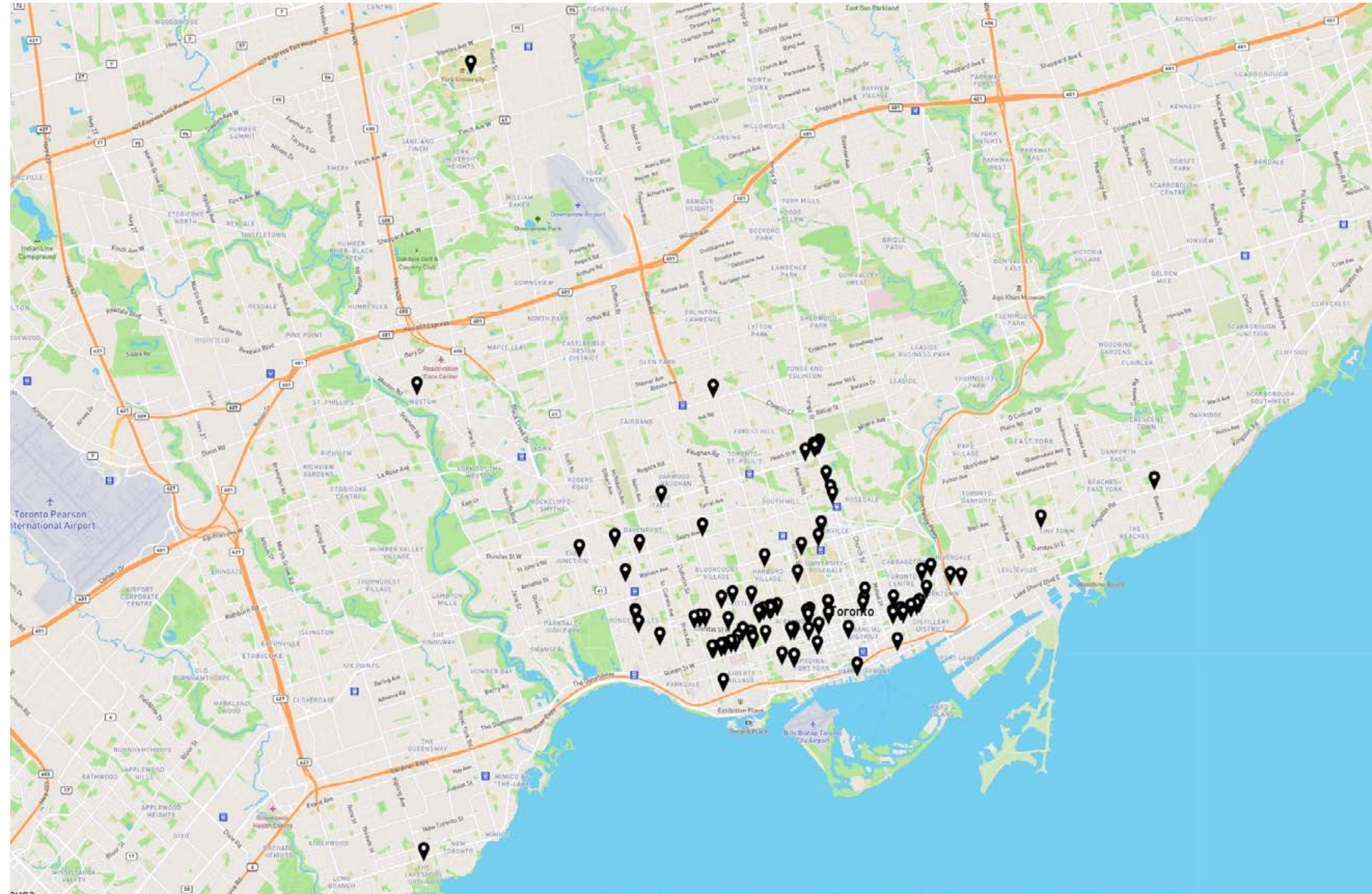
“DesignTO is important to the creative community as it is a way to celebrate the creative minds in our field as well as to educate others about what design is and can be. Hopefully inspiring a future generation of designers and artists.”

- Christopher Li Sheung Ying, industrial designer, ‘Purpose & Play’ exhibitor

Design TO

Festival Map

The 2023 DesignTO Festival presented 100+ in-person events, exhibitions and window installations across the city of Toronto, reaching as far as Steeles Avenue to the north, Queens Quay to the south, Kingston Road to the east, and Kipling Avenue to the west.





DesignTO Youth: Blueprint' exhibition reception.

DesignTO would like to thank the Government of Canada through the Federal Economic Development Agency for Southern Ontario, the Government of Ontario, the City of Toronto, Ontario Arts Council, and our corporate sponsors and partners.

Major Funders



Major Partner



Partners



Program Partners



Supporters

bulthaup



teknion

Event Sponsors

entro



KPMB

PIVOT



Friends



Québec 

Association Partners

ACIDO



Media Partners

AZURE

blogTO

designlines

de
zeen

v2com

Studio

Cultural Partners





Design TO

Held in CAMH's new auditorium with Mitchell Hall, Alice Liang and Dr. Celeste Alvaro, the talk outlines CAMH's history and the phases of its redevelopment, discussing how design both reflects and changes our attitudes about mental health. Significantly, the new campus was designed to reimagine the institution, fostering connections to the community and integration into the neighbourhood, specifically through the design of its buildings and public spaces. Subjectively, we can sense what has been achieved through urban and architectural design to create a vibrant hospital and destigmatize mental illness, but how do we measure the impact and outcomes? What methodologies are applied to study interactions between people and the built environment? What defines success and how is it measured?

The talk is followed by a guided outdoor walking tour of the property, with a focus on two of CAMH's newest buildings (Crisis & Critical Care and McCain Complex Care & Recovery), enhanced green spaces, Therapeutic Art Initiative, Sunshine Garden and social enterprise partnerships.

This event is organized by DesignTO and supported by KPMB.

KPMB

Architecture & Wellbeing: Designing for Mental Health Care October 1, 2022



'Architecture & Wellbeing: Designing for Mental Health Care' with Alice Liang, Dr. Celeste Alvaro and Mitchell Hall.



Ask Me Anything: Yabu Pushelberg

June 20-24, 2022

Award-winning global design studio Yabu Pushelberg and DesignTO partner to host ‘Ask Me Anything’, an online program designed to provide 1:1 consultations with Yabu Pushelberg’s team of designers and participants wanting to learn about interior and product design practices.

‘Ask Me Anything’ is an ongoing series created by DesignTO in 2021 with the goal to foster an environment which provides direct access to established designers, firms, and studios.



Through editorial features, DesignTO has created a digital platform that has promoted over 50 artists and designers on the DesignTO Blog and social media. Primary editorial features include ‘Designer Spotlights’, and the ‘Insider’ and ‘Expert’ series.

Designer Spotlights

Through the ‘Designer Spotlight’ series, readers have the chance to learn more about the artists and designers that make up Toronto’s vibrant creative community.

Insider Series

The ‘Insider Series’ takes our readers into the spaces and places often hidden from public view. We explore the homes and studios of artists and designers in Toronto and abroad.

Expert Series

The ‘Expert Series’ invites experts from various disciplines to share unique knowledge and information.

Meet Series

With a diverse range of community members, the ‘Meet Series’ introduces members of the DesignTO Team, Festival Week volunteers, DesignTO Members, and more.

The DesignTO Membership features unique opportunities to experience Canadian and international design through our annual 10-day Festival, new year-round programs, and Members-only library with exclusive downloads and a video library of recorded talks, panels and symposia.

In 2022, DesignTO partnered with the Canoo app by the Institute for Canadian Citizenship to provide newcomer Canadians with a free DesignTO Membership.

Currently there are 478 DesignTO Members.

Spotlighting designers from Canada and the UK, DesignTO in partnership with University of the Arts London (UAL) and OCAD University presented a new six-part online talk series in 2021 called 'In Conversation' and 4 additional talks in 2022-23. As the title suggests, faculty, students and alumni from UAL and OCAD were in conversation with each other and industry experts to discuss contemporary issues, research and creation in design.

2022-23 speakers included Tnachon Benjapipatkul, Melanie Billark, Olivia Brouwer, Molly JF Caldwell, Anna Horváth, Khalil Jamal, Rane Lee, Dr. Aaron McPeake, Anna Schlimm, Caryn Simonson, Julia Rose Sutherland, Nikkie To, and Dr. Kenneth Wilder.

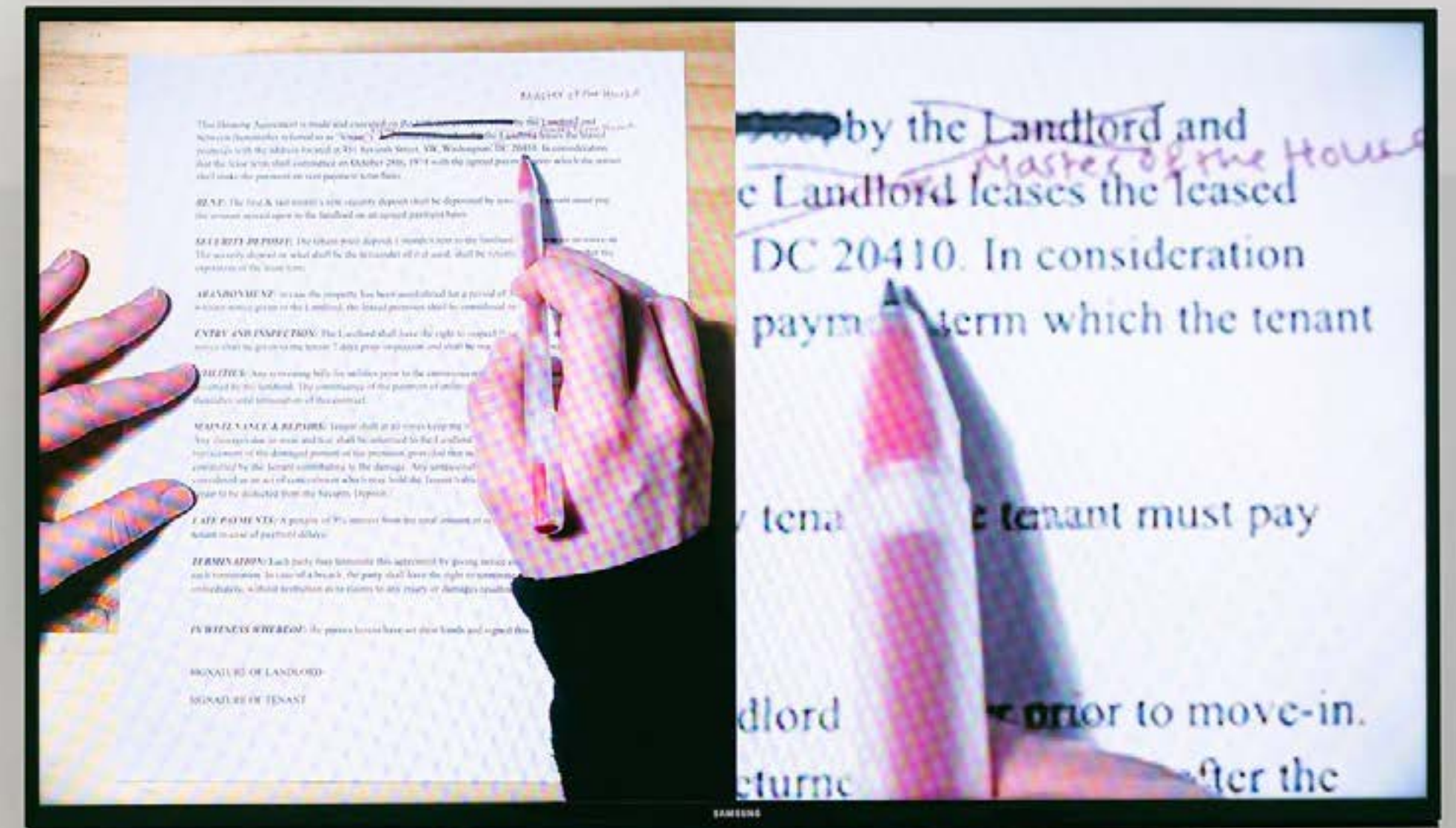


DesignTO Youth is a community engagement program which offers equity-seeking youth access to creative disciplines and professionals, concluding in a public exhibition of their work at the DesignTO Festival. For 2022-23, DesignTO Youth collaborates with JAYU, a charitable organization that shares human rights stories through the arts and engaging conversation. Delivered in the form of a six-week residency program plus DesignTO Festival exhibition, youth artists are given opportunities to consider the future of Toronto as they envision it.

Inspired by talks and workshops from Em Dial, jade guthrie, Aisha Jallow, Pree Rehal, Chiyi Tam, and Urban Minds (Jane Law and Patti Menko), the youth are prompted to engage with the city and think about its future through urban planning, community initiatives, food security, disability justice, creative storytelling, and different artistic mediums.

2022-2023 youth artists include Joy Adeyemi, A.G., Martin Gomes, Mobólúwajídide D. Joseph, Nishina Loft, Samantha Lu, Joan Nuguid, Theia Ramsammy, Shammah Salwa, and Jaidah-Leigh Wyatt.

Organized by DesignTO in partnership with JAYU. Supported by the City of Toronto (Economic Development & Culture), Government of Ontario, Pivot Design Group, and Entro.



JAYU



TORONTO

Ontario 

PIVOT

entro

‘Tactical Practice: Digital Art and the Ethics of Design’ is a conversation on digital and new media art practices that resist surveillance capitalism, with Toronto-based new media artist and curator Tristan Sauer and Scotland-based researcher and curator Martin Zeilinger.

At a time when high-tech devices gather and mine our personal data as a commodity to be bought and sold, digital artists are finding ways to use these same technologies to tactically oppose data exploitation. Do designers engaged in the development of new technologies have an ethical imperative? How can we exert agency in our interactions with technology?

Organized by DesignTO and supported by EQ Bank.



“The highlight of my festival was the conversations I fell into while discussing with attendees of our event and new colleagues/contacts along the way. Toronto is such a beautiful multicultural city and exploring the neighbourhoods while learning about what matters most to its patrons was awe inspiring.”

- Ashley Seay-Green, Project Lead, Design Core Detroit, ‘United by Design, Detroit x Toronto: A tale of two design cities’ festival exhibitor

“DesignTO reminds us why we became designers in the first place by offering community, sharing insights and connecting us to each other. As a design advocacy organization, DesignTO also reminds the greater community - the city, country and more - that design touches everything we do by shaping our environment, enabling many of our actions, delighting us, entertaining us, informing us, and affirming our humanity.”

- Gail L, DesignTO Member

Design
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Festival Week Projects



'ROM After Dark: DesignTO'. Photo by Stephen Chu.

Design TO

‘Building with Light’ is a discussion that explores the ways in which architects, artists and designers use lighting to create and transform space.

This online panel talk features work and perspectives from Caitlind r.c. Brown & Wayne Garrett, Elettra Bordonaro, and Dereck Revington Studio on how light can be used to create meaningful and memorable spaces.

Organized by DesignTO and supported by the Ontario Association of Architects, with media partner AZURE Magazine.



AZURE

Building with Light

January 26, 2023



'The Deep Dark' by 'Building with Light' speakers, Caitlind r.c. Brown and Wayne Garrett. Photo courtesy of the artists.



Design TO

DesignTO Awards

The DesignTO Awards recognize design excellence at the DesignTO Festival, Canada's leading and largest annual design festival that celebrates design as a multidisciplinary form of creative thinking and making. Presented by Yabu Pushelberg and DIALOG, the DesignTO Awards celebrates the talent, expression, and diversity of designers from Toronto and abroad.

DesignTO recognizes design excellence in the Festival each year with up to 26 DesignTO Awards. An annual jury of designers and industry experts vote for the 'Founders', 'Emerging Artist/Designer', 'Best Product', and 'Community Wellbeing' awards, as well as three 'Best in Festival' categories and three 'Juror's Choice' each, while the public votes for four 'People's Choice' awards.

yabu
pushelberg

DIALOG®



**Design
TO**

DesignTO Mix: Festival Edition

January 29, 2023

After three years, DesignTO brings back 'DesignTO Mix' at the Drake Hotel's rooftop Sky Yard to wrap-up 10 days of design. Mix and mingle with DesignTO Festival exhibitors, speakers and design-lovers to make friends with Toronto's creative community.

**Organized by DesignTO and supported by
The Drake Hotel.**

**THE
DRAKE
HOTEL**

Design TO

DesignTO's eighth annual symposium brings seven multidisciplinary experts together to address the problem of waste and waste management in the context of the global climate crisis. Speakers include Lauren Goodman, Norwin Anne, Noora Khezri (Mad arkitekter), JP King, Stephanie Mah (Giaimo), Mitchell May (Giaimo), and Kirsty Robertson (Centre for Sustainable Curating at Western University), covering inclusive zero-carbon exhibitions, radical reuse of building materials, food and textile waste, discard culture, place-based design, cultural heritage, degrowth and other thought-provoking topics.

Organized by DesignTO and supported by Teknion, EQ Bank, and the Brookfield Sustainability Institute, with media partner AZURE Magazine.

teknion



AZURE

DesignTO Symposium: Trash Talk January 25–26, 2023



Still from 'Solid Waste', directed by JP King and produced by Sean Martindale. Photo courtesy of the artists.

January 28, 2023

This walking tour invites you to take a closer look at three installations on display in the Yonge + St. Clair neighbourhood. With firsthand insight from the artists and designers behind the projects, delve deeper into the installations, their stories and how they came to be.

The tour starts at ‘Northern Radiance’ (Asli Alin) located in the concourse level of the St. Clair Centre, followed by ‘Weaving the Light’ (Jenny Boucher and Mauricio Navarro of D.A.R. Proyectos), and ‘Divining (A Long Story V)’ (Lauren Pirie), all within a short walking distance of each other.

Organized by DesignTO and supported by the Yonge + St. Clair BIA.

**YONGE +
ST. CLAIR**

The Wellington Destructor is a purpose-built garbage incinerator in downtown Toronto which is poised for transformation into a new community hub. This tour and talk of the Destructor explores design approaches to existing buildings and sites through the lens of culture and sustainability, such as adaptive reuse, repurposing as reimagining, and establishing programmes for existing structures and sites.

The event will begin with an outdoor tour around the exterior of the Destructor, followed by gathering indoors where SvN Principal Sam Dufaux will provide a history of the site and project. Public interest designer and strategist Zahra Ebrahim and artist and creative placemaker Christina Zeidler will join Sam for a discussion about creative and sustainable city building.

Organized by DesignTO and supported by TAS, with media partner AZURE Magazine.

January 11 - February 4, 2023

'Forecast' is a group exhibition featuring the work of nine local and international artists and designers exploring themes related to the climate crisis specifically as it relates to the weather and how environmental changes impact communities on a global scale.

Featuring Christina Battle, Gordon Brent Brochu-Ingram, Vardit Goldner, Grace Grothaus, Lisa Hirmer, Malu Luecking, Joel Ong, Daisy Pearson, and Allison Rowe, this multidisciplinary exhibition includes a broad range of work in video, photography, sculpture, installation, textiles and speculative design to capture, critique and investigate the current realities of and future solutions to living with the consequences of the temperature rising. These artists and designers respond to their experiences of climate change by indexing them to human activities, looking to the past and present for weather patterns, forecasting future activities and environments, and speculating on how we can move forward under this terrifying and complex reality.

Curated by DesignTO and co-presented with Harbourfront Centre. Funded by the Government of Ontario.





Ideas Forum: Deconstruction

January 24, 2023

‘Ideas Forum: Deconstruction’ features five fast-paced presentations (20 slides shown for 20 seconds each) exploring circular construction in the building industry, including design for disassembly, embodied carbon and sustainability, and material salvage and reuse. Speakers include Ria Al-Ameen, Alison Creba, Felix Heisel, Susan Ross, and Rashmi Sirkar.

Organized by DesignTO in partnership with the Toronto Society of Architects, with media partner AZURE Magazine.





A celebration of design and community across Toronto's King East Design District (KEDD), the 'King East Design District Party presented by DesignTO' is structured as a roaming neighbourhood party anchored by five Party Hubs, the KEDD Party is a must-attend bash, bringing together hundreds of designers and design-lovers.

With featured designers, installations, food, drink and entertainment at each Party Hub, partygoers can explore them all or pick their favourite and stay put.

Party Hubs included:

- Bulthaup, 280 King Street East
- Cambria, 91 Parliament Street
- Daltille | Mohawk Group
- EQ3, 222 King Street East
- Montauk Sofa, 220 King Street East

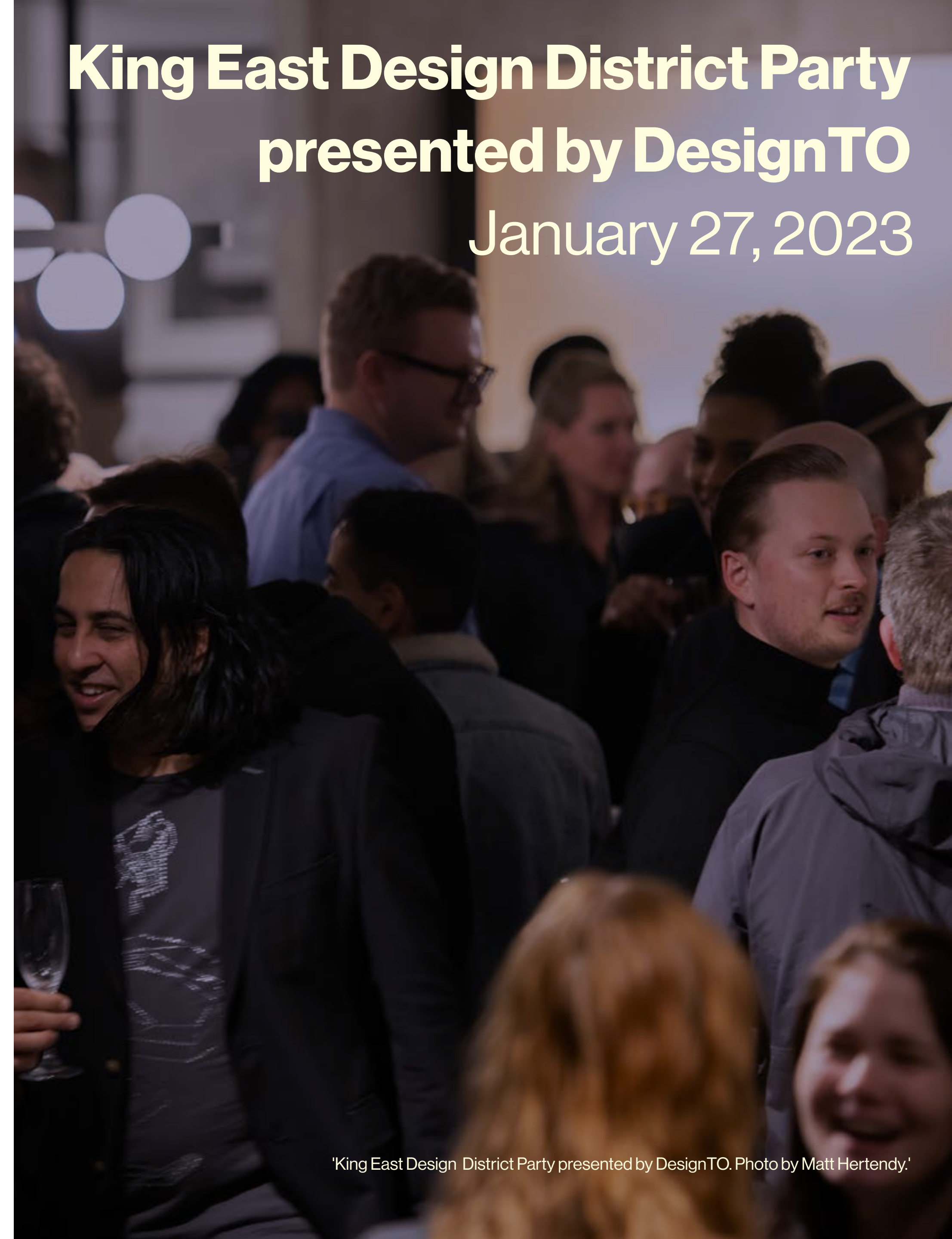
The King East Design District Party is supported by the St. Lawrence Market Neighbourhood BIA / Old Town Toronto.



King East Design District Party

presented by DesignTO

January 27, 2023



'King East Design District Party presented by DesignTO. Photo by Matt Hertendy.'

Design TO

Purpose & Play

January 16 - February 5, 2023

Showcasing the work of eight Canadian designers and studios, 'Purpose & Play' is an exhibition that explores new prototypes for contemporary life focusing on domestic objects that are fun to use and fun to own. The exhibition features new work by Jeremy Labelle, Christopher Li Sheung Ying, Melissa Lui and Kathleen Cayetano, Plural, Ricostudio, V/V, and Etienne Vernier.

The 2023 prototype exhibition winners include Best Product award winner: 'Duckie' lamps by Marc Dainow (V/V), and Fan Favourite award winner: 'DEUX' by Ricostudio.

Best Product award jurors include adé abegunde (Programs Assistant, DesignTO), Sean Brown (multidisciplinary creative and cultural archivist), Matt Carr (VP of Design, Umbra), Dan Cui (multidisciplinary artist and designer), and Deborah Wang (Artistic Director, DesignTO).

Visitors to the exhibition cast their vote to award Fan Favourite in-store or online.

Previous editions of 'Purpose & Play' were 'Work/Life' and 'Compact Living'.

Organized by DesignTO in partnership with Umbra. Funded by the Government of Ontario.



Design TO

DesignTO celebrates the launch of the 13th annual DesignTO Festival at 'ROM After Dark: DesignTO', the Royal Ontario Museum's after-hours celebration of Canadian craft, design, and ingenuity. The event also included access to 'Canadian Modern', ROM's new original exhibition spanning more than 80 years of fashion, furniture, jewellery, and electronics.

Installations and performances include JER, Hangaëlle, The Robot Orchestra by Danny Shaddick, Sudeep K, Nat Beja Trio, Beny Esguerra and New Tradition Music, and Fresh Water Pipeline.

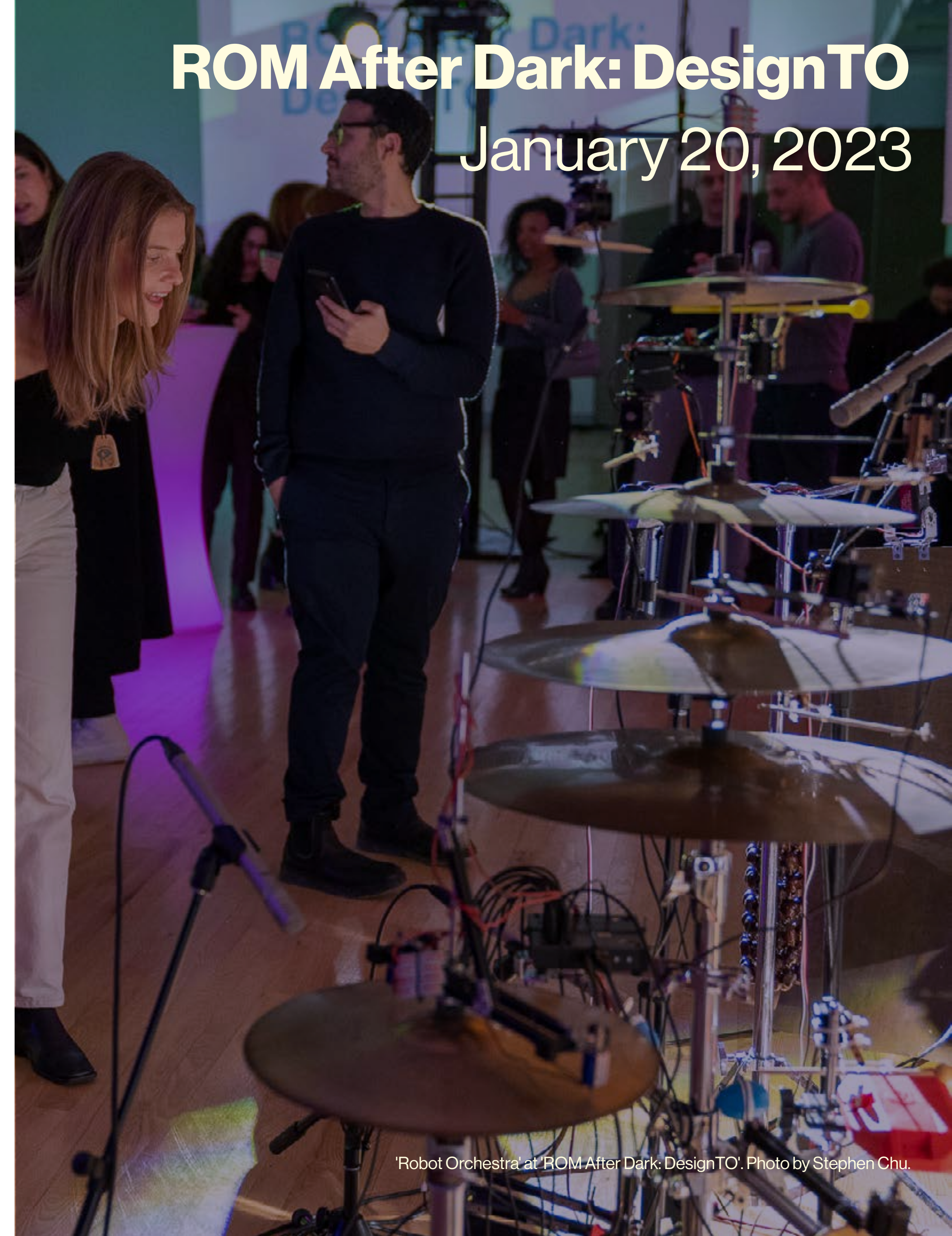
Organized by the ROM in partnership with DesignTO and supported by Kirkor. ROM After Dark is supported by Asahi.

ROM

KIRKOR
ARCHITECTS AND PLANNERS

ROM After Dark: DesignTO

January 20, 2023



'Robot Orchestra' at 'ROM After Dark: DesignTO'. Photo by Stephen Chu.

‘Taste the Waste’ is a German documentary film directed by Valentin Thurn about global food waste and what we can do about it.

Agriculture is responsible for more than a third of the greenhouse gases worldwide because farming requires energy, fertilizers and land. What’s more, whenever food rots away at a garbage dump, methane escapes into the atmosphere, a climate gas with an effect 25 times as powerful as carbon dioxide. On the way from farm to table, more than half the food lands in the dump, most of it before it ever reaches consumers. Wasting half our food has a disastrous impact on the world’s climate.

Why is so much food being destroyed? The film seeks explanations from grocery store staff, bakers, market inspectors, welfare recipients, ministers, farmers and European Union bureaucrats.

Presented by DesignTO in partnership with the Goethe-Institut Toronto.

Design TO

Territories 2.0

January 20 - April 2, 2023

Located in Sugar Beach Park – North, a dark cube houses miniature landscapes by artist Olivier Roberge depicting a natural environment that has been transformed by human intervention and climate change.

‘Territories 2.0’ is a cube-shaped pavilion studded with scintillating luminous perforations like stars, beckoning us to approach to discover what it contains. When entering the pavilion, bathed in the light of a starry sky, viewers are plunged into an immersive environment inhabited by miniaturized landscapes. Suspended in space and time, the landscapes also reveal scattered billboards depicting different kinds of fires and different perspectives on the land. In these miniature worlds, billboards and graffiti are a means of communication and expression.

This collision of symbols alludes to capitalist interests perpetrated by consumerism as well as the need for individual expression that counterbalance them. Could the fiery visuals appearing on the boards be a sign of destruction of the natural landscape or of a hope of regeneration?

Olivier Roberge makes miniature landscapes through which he gives shape to poetic worlds where bucolic nature and technology meet; imagination and lucidity; past, present and future. His work questions our relationship to nature and our understanding of the world. He has exhibited at Caravansérail artist-run centre in Rimouski, Université de Montréal art gallery, and the Musée national des beaux-arts du Québec.

‘Territories 2.0’ is organized by DesignTO. Funded by the Government of Canada through the Federal Economic Development Agency for Southern Ontario, the Government of Ontario, and the Waterfront BIA. Supported by the School of Design at George Brown College and Gouvernement du Québec. The artwork is part of the EXMURO arts publics circulation program.

Canada Ontario TORONTO

WATERFRONT BIA

EXMURO
ARTS PUBLICS

GEORGE
BROWN
COLLEGE

School of
Design

Québec

‘Territories 2.0’ by Olivier Roberge. Photo by Christine Lim.

‘The Lifecycle of Objects’ is a two-part event consisting of a relaxed exchange between artists and designers on the ways in which designed objects, like humans, experience the cycles of living and change.

The conversation between Angela Cho, Hilary Arellano and Marcelline Siu will delve into how each artist explores the idea of a lifecycle whether in a literal or implied manner with their projects. How do transformative processes like repair and upcycling create new cultural meaning and connections between us and the objects we use?

For the second part of the event, guests are invited to bring personal objects whose purpose/presence they feel are ready for a change. Thinking together, the group will consider how things can take on a new purpose or function.

Organized by DesignTO and supported by the Trinity Bellwoods BIA.

The Lifecycle of Objects

January 29, 2023



"It was a privilege to participate in an online panel with Design TO, alongside speakers across two continents."

- Caitlind r.c. Brown, 'Building with Light' speaker

"This was the Waterfront BIA's first year supporting the DesignTO festival which brought an impactful thought-provoking art piece to the waterfront community."

- Tim Kocur, Executive Director, The Waterfront BIA, 2023 DesignTO Partner

"DesignTO has been pivotal for Mason Studio, fostering innovation and collaboration while activating our new studio/gallery, expanding our network and creative reach in Toronto's design scene."

- Stanley Sun, Co-founder and Principal of Mason Studio, 2023 DesignTO Partner



'2033: An Optimistic Future' at Mason Studio. Photo by Neshat Neishabouri.

DesignTO Team

Executive

Jeremy Vandermeij, Executive Director
Deborah Wang, Artistic Director
Michael R. Madjus, Head of Marketing
Robyn Wilcox, Head of Programming

Operations + Development

Anna Kao
Diana Nigmatullina
Emily Christie
Simon Mhanna

Programming

adé abegunde
Amanda Low
Olga Klosowski Schellenberg
Safoura Zahedi (on leave)
Victoria Chin

Marketing

Carmel Garvez (on leave)
Kerala Woods
Wing Lam Leung
Tory Healy

Brand + Design

aftermodern.lab, Graphic Design
Hwa-jin Jun, 2023 Look & Feel Design
Kenson Chan, Web Design
Mike Spears, App/Mobile Design
Nabila Basher, Motion Graphics Design

Board of Directors

Ilan Ishai
Leslie Jen
Jessica Kamphorst
Zviko Mhakayakora
Julian Mills
Shaun Moore, Chair
Catherine Osborne

As of February 1, 2023

Founders

Joy Charbonneau
Shaun Moore
Katherine Morley
Julie Nicholson
Jeremy Vandermeij
Deborah Wang
Christina Zeidler

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Festival Week photographers

Hamidou Abocar, Garry Bakuniec, Jack
Kukolic, Laura Kang, Liudmila Zhitnikova,
Marilu Ciabattoni, Martin Schilling,
Matt Hertendy, Melissa Hough, Neshat
Neishabouri, Rainer Oktovianus, Ravi Raj
Sandra Soghomonian, Stephen Chu,
Steve Chan, Tamara Kurti, Yasemin Dirik,
Yijia Li

Data Sources

DesignTO Festival Survey, DesignTO
Attendance Records, MRP Report,
City of Toronto Signalized Intersection
Traffic Data, Brand Mentions , Google
Analytics, Hootsuite Analytics, Prowly
PR Software