As part of the Storefront Manitoba’s mandate to advance the awareness and appreciation of design and the built environment, the Winnipeg Design Festival is an annual open and public event that aims to share, discuss, promote, and celebrate design culture in the Province of Manitoba. The talk will discuss the what and why of the festival and share this years exciting events with the audience. The 2013 Winnipeg Design Festival theme is encapsulated in a single word: LAUNCH.