WINNIPEG DESIGN FESTIVAL:
Winnipeg is latent with potential - brimming with opportunity for growth and development. As designers, we know the value design holds for both individual and collective experiences. Design can improve the quality of life for the individual, the city, and the environment.

Why doesn't the city see the value of good design in the same way as designers? There is an underlying resistance to change that is rooted in politics and popular thinking. Why is this? How do we bridge this gap in understanding? Does design have to become more accessible and exciting? As designers, do we invest in public design education and enlightenment? These questions have fueled the vision of the Winnipeg Design Festival this year.

Celebrating its Fifth anniversary, The Winnipeg Design Festival has established strong roots with a burgeoning design community. It is time to expand our focus and bring awareness of good design and its value to the general public. Dora and Pablo, the curators of the WDF 2015, will present their thought and approach on this pursuit.

‘CHAIR’ YOUR IDEA:

Available to all Winnipeggers, CHAIR YOUR IDEA is a crowdsourced and crowdfunded open competition that seeks to generate 1000+ urban design ideas and $30,000+ to realize the winning idea. For a $25 registration fee participants are asked to submit their creative initiative in 140 characters or less [Twitter length] and contribute one WHITE CHAIR for public use to mark their submission. The chairs are placed in public locations throughout the city and cared for by participating local businesses for the duration of the three week competition period. The accumulating chairs and the creative new ideas associated with them will allow Winnipeggers to take a seat in the newly claimed public spaces, take part in the urban design discussion, and exchange thoughts on how to make our city even better. The campaign launched on August 27th with release of ‘celebrity chairs’, sample ideas and chairs dedicated and by well known Winnipeg personalities and community leaders. At the end of the competition period the winning idea[s] are selected by a high caliber jury and the campaign will culminate in a downtown BLOCK PARTY Saturday September 19, 2015 as part of the Winnipeg Design Week. At the event, taking place in a prominent location, the 1000+ chairs will be gathered for a final spectacular display of Winnipeg innovation, pride and spirit, and the winner[s] of the competition are announced.

For upcoming events please visit: www.umanitoba.ca/architecture/events

Winnipeg Design Festival mission:
The Winnipeg Design Festival is an annual event that arms to celebrate and promote contemporary design and art in the city of Winnipeg. Our mission is to cultivate and share Winnipeg's rich community of talented and creative individuals; and the products of their creative processes of design and making. The WDF also strives to build and cultivate interdisciplinary relationship and partnerships with industry and like-minded organizations that promote the value of good design of art, objects, architecture, and the greater built environment.

FOOD FOR THOUGHT
SEPTEMBER 18
NOON | CENTRESPACE

JOHN A. RUSSELL BUILDING
FACULTY OF ARCHITECTURE
UNIVERSITY OF MANITOBA

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