



DESIGN AT THE CENTER OF THE WORLD

It's true that we in Toronto are often accused of thinking we are at the centre of the world. And it's also true, that in the current international political climate, our country is getting a lot of attention. But actually, for 10 days this fall, a Canadian city will be the centre of the design world.

The World Design Summit will take place in Montreal, October 16-25.

What's the World Design Summit, you ask?

Here's how the organizers describe it:

An unprecedented international gathering of diverse disciplines with a common focus: how design can shape the future. Montréal will host design professionals, government and business leaders, industry representatives, media and NGOs from around the world. For 10 days, attendees will come together to transcend silos, foster cooperation and enhance professional development. More than a mere celebration of design, the summit will demonstrate the tremendous power of design to create viable solutions to global social, and environmental challenges.

Pretty tall order, right?

But indeed, design DOES have that kind of power. Think about the remarkable projects being worked on in OpenIDEO, the open innovation platform hosted by the designers of Apple's first mouse, among other iconic products. They include: expanding opportunities for youth in East Africa, expanding learning opportunities for refugees around the world, and helping communities to transition to renewable energy, among others.

And it's certainly true, especially in the challenging times we have entered, that it's important to step away from the grindstone and think about some bigger, more altruistic, goals every once in a while. Or more than once in a while, for that matter.

Some of the things connected to the Summit include:

- An exhibition focused on Canadian and international design innovation
- A fully accredited conference with 100 topics including up to 2,000 speakers in 800 sessions across six design disciplines engaged in shaping our environment
- A summit of 50 international organizations
- A public design festival, Colours of Design, featuring exhibitions, tours and events in more than 30 sites throughout Montreal, running from April through October.

That festival will expand on the Summit's primary theme of harnessing the power of design to create positive change and sustainable growth in the 21st century, by celebrating that power through interactive events, exhibitions, workshops and tours plus a special children's program. It aims to foster dialogue between the design professions and the general public, creating opportunities to demonstrate how designers can effect positive change in the daily life of everyone while also offering a better understanding of what they do and the power of design to solve problems.

Wow. We're getting excited about this. If you have anything to do with, or an interest in, design you should be too. Plan to be in Montreal this October. Here's the [website](#).

Meanwhile, until then, at IN8, we're going to continue quietly pursuing our focus on using the power of design to make people happier and more productive, companies more profitable, buildings more functional and our world more beautiful. Here's our [website](#).