

PARTICIPANT GUIDE

VANCOUVER DESIGN WEEK

MAY 7-13, 2018



Vancouver Design Week is a platform to showcase support and empower Vancouver's established and emerging design practices.

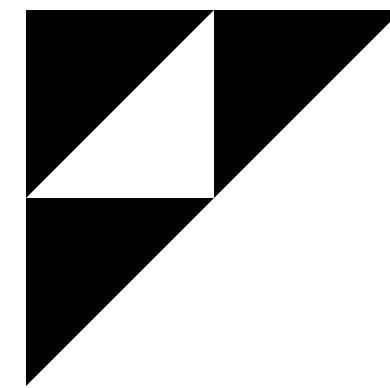
Hello, we are VDW

VDW's third edition is the first to have a theme. Setting a theme creates the opportunity to look at design through a different lens each year, deepening our understanding of design and its presence. After all, design is the means through which we shape and create the world we live in.

Almost every object, service, and built environment that we interact with has been designed by someone. Everything that has been designed has had a lot of thought put into it - from analyzing problems and developing solutions, to conceptualization, production, usability, and ultimately, the resulting effects on people, society and the environment.

This year, VDW will focus on the impact that design has on our lives and how it can be a powerful tool to make the world a better place. Participating studios will be able to showcase how their designs impact their environment, their industry and people. This will give VDW visitors a better understanding of the extent to which design impacts their world - from the images they see to the clothes they wear and the objects they use.

We invite you to not just notice design, but to ask questions, uncover hidden layers, and consider the change that a design makes, lest it be taken for granted until it eventually "disappears".



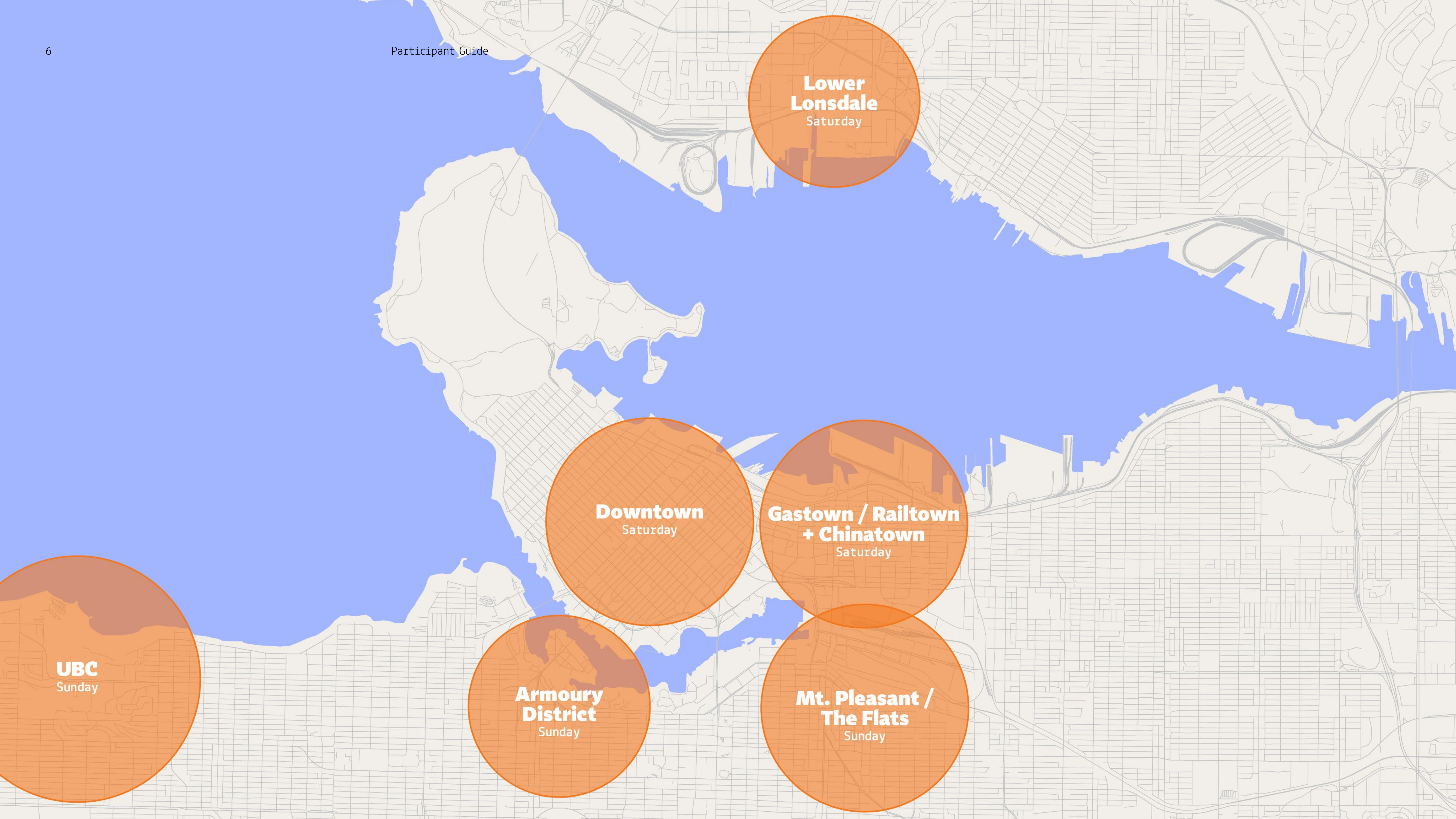
Vancouver Design Foundation

Design is a valued and understood “tool” for not only solving problems but more importantly developing solutions that are socially and environmentally innovative so that Vancouver authentically positions itself as a global leader in conscientious and creative city building.

Vancouver Design Foundation is a non-profit organization that connects and harnesses our region’s design talent to increase our city’s design culture and establish our unique identity.

We reinforce our city’s design ecosystem, and currently focus on three key areas: civic engagement, cross-sectoral partnerships and cultural development.





**Lower
Lonsdale**
Saturday

Downtown
Saturday

**Gastown / Railtown
+ Chinatown**
Saturday

UBC
Sunday

**Armoury
District**
Sunday

**Mt. Pleasant /
The Flats**
Sunday

Our Events Design Studios

A unique opportunity to discover the “behind the scenes” of local design studios as they open up their doors to share their work, perspectives and practices.

Open your doors to the public for 2-4 hours and share your projects and perspectives. The content and format is entirely up to you. It’s a chance for the public (and potential clients/team members) to learn about what makes you stand out.

Baseline, keep it simple with ‘hellos’, highlights and maybe some refreshments. But, as its a chance to share your unique talents/ passions/ perspectives with the city, why not show off a little!

Just remember, people will be coming and going throughout so keep this in mind if considering any time-based programming.

PHOTOS: WENDY SHEPHERD / WENDYSHEPHERD.CA



Our Events Design Spaces

Design Spaces Tours are a chance for the public, future clients, and designers, to hear the stories behind some of the most amazing spaces in our city.

Each space is unique and it's your story to tell, so curation is up to you. You arrange the cast and we help schedule your event as part of a cohesive neighbourhood tour.

The most successful tours to date have been collaborations between diverse design team members, including the perspectives of clients, architects, interiors, landscape, lighting, and graphic designers.

Baseline, keep it simple, highlight the overarching design ideas, challenges, and design solutions. Keep time-based programming in mind when planning.

It is a chance to share your passion and unique perspectives with the city. Why not show off your talent a little!

PHOTOS: TOP: BULTHAUP / BULTHAUP.COM
BOTTOM: STEPHANIE MARTIN



Our Events Designed Tastings

Have a fantastic tasting room (restaurant, cafe, brewery, etc) and want to share more than just what's on the menu? Tastings are a chance for you to share your vision and its realization, and for the public to get a taste of all that goes in to creating the locales they love.

- > Host a 1-2 hour ticketed event to share the stories behind - and samples of - your signature moves
- > Suggested ticket price of \$10 - \$25 (but you set the amount based on what's on offer)

PHOTOS: WENDY SHEPHERD / WENDYSHEPHERD.CA



Our Events

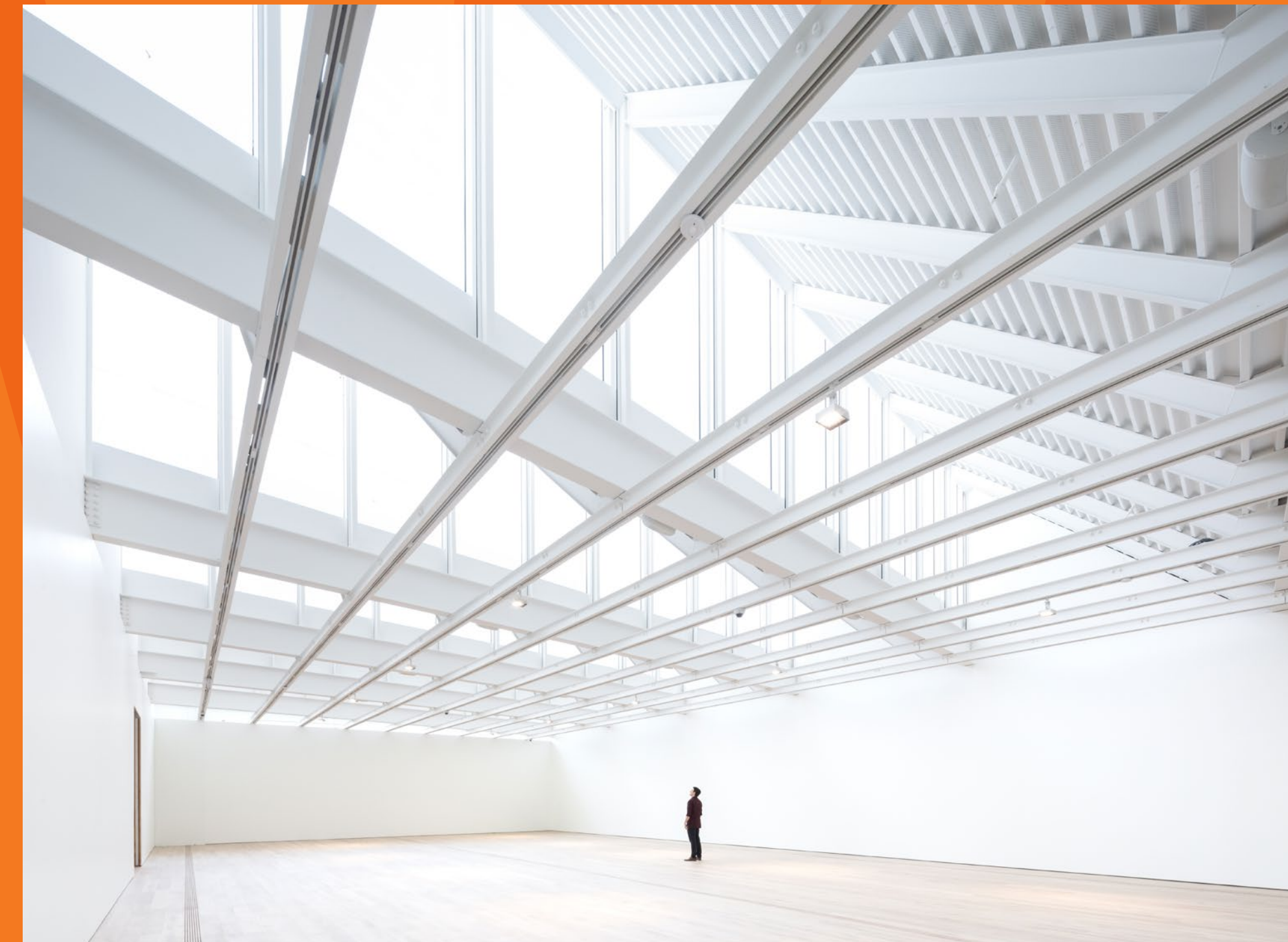
Design Landmarks

Imagine walking through Gastown Slack's new offices, Emily Carr's new campus, or The Polygon Gallery in North Van. Imagine being able to learn about the design inspiration, the intent, the constraints, and the impact the design has had on the community.

"Design Landmarks" is a new program in Vancouver Design Week, dedicated to highlighting good design as chosen by the public. From unique sculptural park benches and radical interiors to spectacular buildings and landscapes, multidisciplinary talent is notable throughout the city. Vancouverites, now have an opportunity to curate which "Design Landmarks" will be featured in this year's edition of Vancouver Design Week (VDW) by voting on our website.

The 'Design Landmarks' with the most votes by April 26th will be integrated in VDW's weekend programming (Saturday May 12th and Sunday May 13th) with tours led by the designers themselves.

PHOTOS: EMA PETER / EMAPETER.COM



FAQ

What is Vancouver Design Week?

Vancouver Design Week (VDW) is the city's official interdisciplinary design festival – at once a city-wide platform, invitation and call to action! VDW is a unique opportunity to: celebrate local design talent; connect design makers and users; and to support design's capacity for improving the quality of our everyday lives.

We are all impacted by design everyday. VDW's mission is: to increase awareness of and appreciation for design, design process and the pervasive impact design has on important social and cultural issues; and to create an informed, inclusive (and inspiring!) participatory platform for engaging them.

Where is Vancouver Design Week?

It's happening all around Vancouver. A full event calendar and maps will become available as events and locations are confirmed. Sign up for our newsletter to hear when the line-up goes live.

How can I get involved?

Host an event, become a supporting partner, volunteer, make a donation... and most importantly: show up, join in, and stand out! Explore practices and processes, exchange perspectives with (other) designers, ask questions, share your thoughts and be a part of the conversation!

How do I become a host?

VDW invites local designers across disciplines to sign up for signature open doors events - Design Studios, Spaces, or Tastings. Open your space, show off your work, share a sampling of what makes you unique as a part of our design community!

Note that a modest registration fee will be charged to help cover the cost of maintaining the platform.

More questions?

events@vancouverdesignwk.com
or visit vancouverdesignwk.com

Social Media

Connect with us online and keep the party going long after the week is over!

Share your thoughts and photos with us on Facebook, Twitter and Instagram using #VDW2018. We want to see your prospective of Vancouver Design Week.



/VANDESIGNWK



@VANDESIGNWK



@VANDESIGNWK



#VDW2018

How can I promote my Design Event and Vancouver Design Week?

We encourage you to use your network to get the word out. If you have a newsletter or a social media presence, let your audience know that you're taking part in Vancouver Design Week.

- > Set up a Facebook Event and invite Vancouver Design Week as a co-host. We will share your event on our VDW Facebook Page.
- > Tag VDW in your post @vancouverdesignwk or hashtag #VDW2018
- > You will receive a promotional kit closer to the week that will include event postcards, VDW signage, social media shareables and the option to have a VDW Ambassador on site at your event.

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