

**RASHA LAMA  
PORTFOLIO**

I am only unweaving what is seen before me,  
even yet, beyond 'Me', I am only the hands  
that clear the sand to hear the water.

I am not one to construct, that is to build or to hide,  
but of a touch, a presence, almost of poetry  
to sing to what exists underneath what my fingertips feel.

I am not declaring that what I feel must be known,  
nor am I discarding what has been built, as myself have used,  
but only that so little touch lets feel what is moving beneath.

I only should want to lay light in touch of the exterior,  
allow this build of bone and skin to hold what others exist,  
Notice that this existence is recorded somewhere, somehow in 'Me',  
to realize a beat passes even further than skin on paper  
as waves on water and passing of sand:

at every moment  
exists the pattern  
that I, myself too,  
am tied within.

## CONTENTS

### MY HEART

- 1 [POETRY & SKETCHES]

- 2 [JOURNAL ENTRY]  
An Early Late June Morning

### MY HANDS

- 3 [LEKKER BIKES]  
Graphic Design Intern

- 4 [DESAUTELS SUSTAINABILITY NETWORK]  
Creative Director

### MY HEAD

- 5 [BUILDING 21]  
Spatial Design Plan

- 6 [PLNT 312 URBAN HORTICULTURE]  
Milton x Parc

### MY FEET

- 7 [PHOTOGRAPHY]  
Technicolor Postcards  
Anthropomorphize

- 8 [SHORT FILM]  
'To Make Paper'

[POETRY & SKETCHES]

[TYPE] personal  
[MEDIUM] ink, acrylic paint

A Moleskin has held my hand for 6 years.

I live days not worth mentioning in ways other than illegible strings of poetry and erratic sketches of shadows. At times, images too stubborn to leave the mind find themselves in this journal. Otherwise, the Moleskin is carried along on walks for a bit of fresh air.

This selection comes from the current Moleskin in use. Each sketch originally rests separate from its poem; yet, the hand's signature signs all the same.

This is a study of patterns, of movement, of lights, of shadows, of growth, of dissolving, of the words and images that hold me on any given day.



A tree's shadow  
branches on the ground,  
crosses a puddle collecting  
the tree's reflection.

What sound should I speak  
to break the trance within  
to reveal the curtain that holds me in?

How, I speak of sounds  
of holes shone in centuries past,  
of lights sewn in flickering hearts.

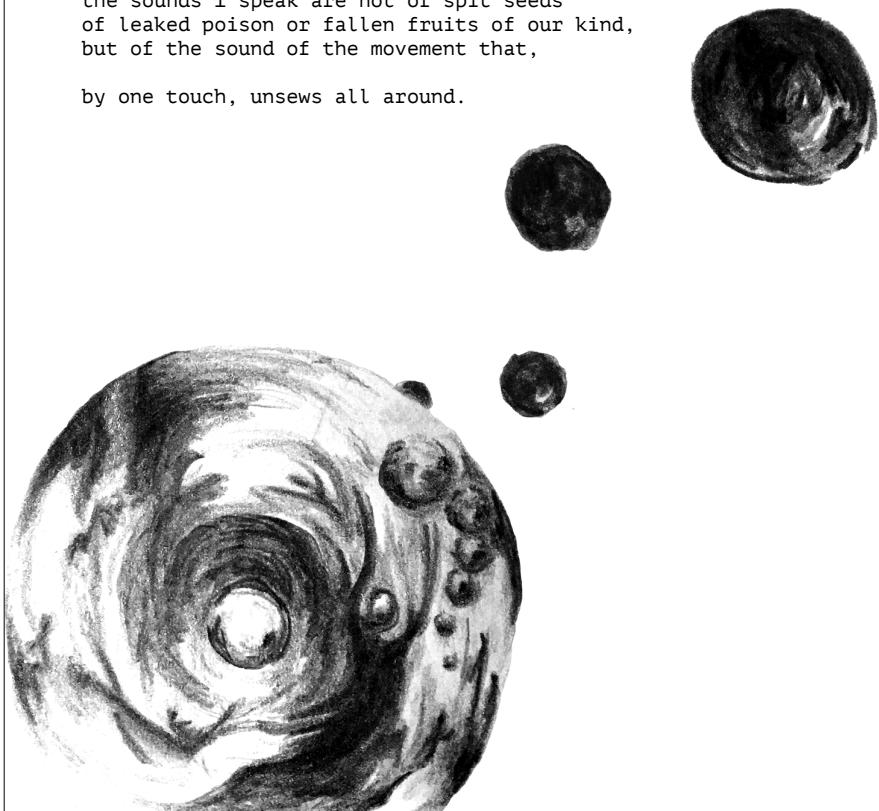
I touch the apple to see what holds  
as I pierce at skin and find it grow  
from seeds round heart beats outpoured,

to the edges of the earth as magma turns cold.  
Solid of peach or red, falls apart under  
force when skin tastes earth.

This change of Light, I see,  
moves from starry holes now unsewn  
through flickering hearts now knowing

the sounds I speak are not of spit seeds  
of leaked poison or fallen fruits of our kind,  
but of the sound of the movement that,

by one touch, unsews all around.





It is written the way  
a poppy spills blood  
a daisy blankets snow  
a sunflower blossoms light.

Expression is written in the seed of being  
as a poet condenses  
atmosphere into droplets,

as a painter mimics  
reality onto canvas,

as a musician evaporates  
thought into feeling.

It is written the same way  
a wildflower flees from home  
a dandelion rides the breeze  
a seed blossoms into a tree.

[JOURNAL ENTRY]  
An Early Late June Morning

[TYPE] personal  
[SETTING] balcony, 2020

No true recollection remains of my past except for the words read back of familiar memories in my own script.

The intention was a letter to mail to a friend. I could not write it without first noting the events silently taking place before me. On the balcony that has seen me each morning of the season, that morning in particular had found the words, at last, to explain itself.

This is not fiction. This really did happen. I did not tell a story, but moreso let the balcony write itself in my letter.

## AN EARLY LATE JUNE MORNING

A type of morning: the relief of a breeze of a sticky but loved night.

The mountain trees already display their redden cheeks by the waking sun's signature kiss. The buildings start to rise as they drop their shadows as blankets of the passed night and prepare for the heat cooking eggs in the pan.

I walk to the kitchen over floors damp of the night's dew, of humidity and shadow. The tea is made with a spoonful of honey that I measure solely by the sized reflection of the window upon the spoon's edge. A sufficient curve, therefore, a sufficiently sweetened cup. I walk back through the terrain of huddled trees and sticky leaves to the glade: the balcony relieved by the wind and graced by the mountain view.

The days have been unrecognizable. The dawning of July only promises more sunlight and more heat. I fain close my eyes for rest by the time the sun sets, before I rise in my own sphere of heat and hear the sun laugh at our demise. The days have been hot and humidity loves these days like no other.

Now the waft comes, burnt cedar round the corner, and signals the waking rise of the people. Mechanical, it seems, to turn on a stove for the eggs in the pan. Or the trickle of footsteps trailing faster towards you, dropping pace past you. The man is out for his daily morning walk with a cigarette and book. I can tell you this will not be his last but the mere acknowledgment for the chapters to come this day.

Soon when the sun joins their morning embrace, the couple will rise. One will make coffee for the other and wait on the balcony as if in surprise to find them mechanical wound to this ritual. On sunny mornings, they will sit with their eyes poured up. On cool mornings, they will sigh and hold their mugs close to their chest. On certain mornings, only half sits out. The one sits out without movement nor spirit; it appears loss of a trance has taken place and so suddenly have been found wound in mere mechanics.

I can tell you this because, these days, I have only been doing this. Whether the heat condenses my own spirit is for the psychologist to conclude, but it is able for the body to sit and assume narration. The nights' dreams often intercept my vision. It is often only till noon, with the zenith as a knife's blade, can dreams be evaporated. Today, I sit and narrate what falls beneath me. It can very be the dreams of nights passed leaving prints in the smudged haze of the humid days. It could also be clear, so thoroughly clear to have forgotten that here lies another mechanism doing its toll round the clock.

[LEKKER BIKES]  
Graphic Design Intern

[TYPE] professional  
[CITY] Amsterdam, NL  
[DURATION] may-aug 2019

LEKKER BIKES is a bicycle brand exploring Dutch cycling heritage and Australian beach culture for urban cyclists worldwide. As an e-commerce brand, it operates out of brandstores in Amsterdam, Melbourne, and Sydney.

Part of a small team on the Prinsengracht canal, I lived in Amsterdam for a summer. I biked the city picking up my designs from printing houses I had sent earlier that morning. I planned local photoshoots across the city's landmarks for our local identity and marketing strategy. I worked with the rest of the team in Australia to design graphics for their local stores according to their local humour.

But most days, I sat in-store illustrating bicycles for stickers, sweaters, bicycle manuals, van designs, and digital campaigns while watching people stroll over canals just outside our storefront.

# LEKKER BIKES

Graphic Design Intern

[TITLES]  
Mini Commuter Manual  
Store Brochure

[DIMENSION]  
29.7 x 42.0 cm



For the tiny explorers,  
the dreamers and seers,  
the creators and doers:

This is for you.

Let's see what you've got.

- You have:
- 1 Mini Commuter
- 1 handlebar
- 1 saddle
- 2 training wheels
- 2 pedals



You need:  
6mm allen key  
15mm spanner  
Tyre pump



**LEKKER<sup>®</sup>**  
AMSTERDAM

Born in Amsterdam, Raised in Australia

**Brand Stores**

**Melbourne**  
53 Princes St, North Melbourne  
3051, VIC, Australia  
info.au@lekkerbikes.com  
1 300 053 545

**Sydney**  
415 Victoria St, Surry Hills  
2010, NSW, Australia  
info.au@lekkerbikes.com  
02 8565 301

**Amsterdam**  
303 Blaak, 3511 JB, The Netherlands  
info.eu@lekkorbikes.com  
31 6 6976 191

[Facebook](#) [Instagram](#)  
lekkerbikes.com

**LEKKER** is not just a bike brand – it spreads a touch of Amsterdam's cycling culture worldwide.

Taking our inspiration from our own Dutch cycling heritage, added with the energy and fun of living in the midst of a bicycle revolution on the shores of Australia, we've redesigned the Dutch bicycle for the urban commuter.

Our mission is to inspire riders to live freely and enjoy their journey no matter how far they take them.

**Sportief Women**

A timeless classic, its vintage style and premium quality is designed for daily use, all year round.

<span style="color: #000;">●</span> Frame & Fork 100% TIG Welded Aluminium	<span style="color: #000;">■</span> Rack Front Carrier
<span style="color: #000;">○</span> Gears Shimano 3 Speed	<span style="color: #000;">●</span> Tyres CST Traveller City Classic
<span style="color: #000;">—</span> Brakes Shimano Front & Rear	<span style="color: #000;">■</span> Size 49 515-585 cm

**E-Amsterdam**

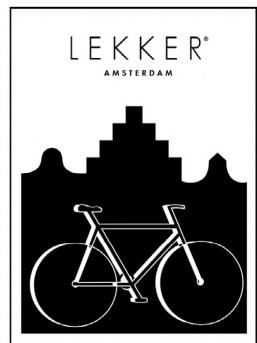
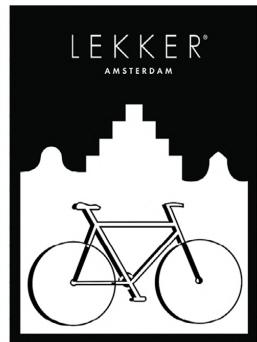
Powerful for effortless freedom. Enhance the riding experience with only the best components selected by our designers.

<span style="color: #000;">●</span> Frame & Motor 100% TIG Welded Aluminium Bafang MAX M400 Mid Drive 250W	<span style="color: #000;">■</span> Battery Integrated Samsung Lithium 36V, 11 Ah, 410Wh 40-80km per battery cycle
<span style="color: #000;">○</span> Gears Shimano Nexus Internal 8 Speed	<span style="color: #000;">●</span> Tyres Kenda K-Wick E-Bike 700c
<span style="color: #000;">—</span> Brakes Utronic 10-285 hydraulic	<span style="color: #000;">■</span> Size 49 570-600 cm 51 570-600 cm

NEW RELEASE

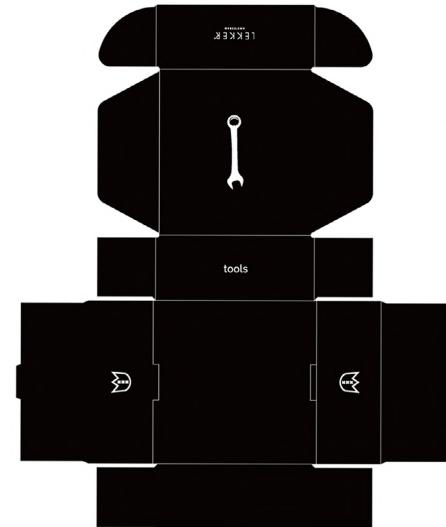
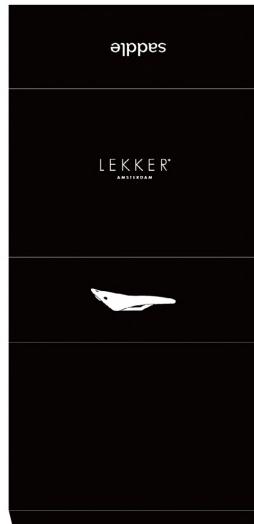
[TITLE]  
Stickers

[DIMENSION]  
3 x 4 cm



[TITLE]  
Outdoor sign

[DIMENSION]  
70 x 120 cm



[TITLE]  
Packaging

[DIMENSION]  
23 x 32 cm  
10 x 10 cm



[TITLE]  
Van decal

[DIMENSION]  
569.2 x 201.2 x 214.9 cm

[DESAUTELS SUSTAINABILITY NETWORK]  
Creative Director

[TYPE] professional  
[CITY] Montréal, QC  
[DURATION] may 2018 - jan 2020

DESAUTELS SUSTAINABILITY NETWORK works to create a society where businesses are key drivers of sustainable development. Based in McGill's Desautels Faculty of Management, our mission aims to connect, inspire, and educate our community of future sustainability leaders.

As a founding member, I was given zero direction and complete freedom. I had to explicitly visualize a revolutionary organization known, up to that point, as a crazy idea between passionate friends. What came in a summer's dream of half-dazed pencil sketches in my bedside journal grew into DSN's logo advocating for sustainability on societal, economic, and environmental levels.

3 years later, DSN has expanded with a network of 5k+ students, 200+ companies, and 100+ organizations across Canada. In 2020, DSN co-hosted the Montréal Youth Summit on Sustainable Business, the city's largest conference on sustainable development. DSN's nation-wide network launched the Canadian Business Youth Council for Sustainable Development (CBYC), Canada's largest youth-led movement to change institutional pedagogy for impact-driven business.

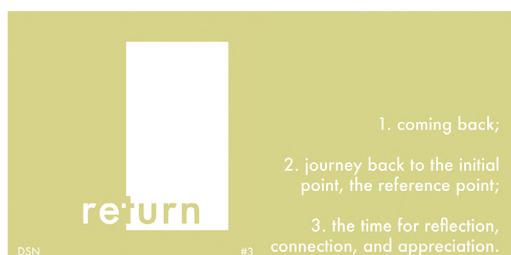
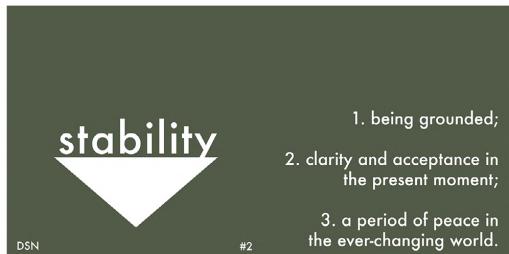
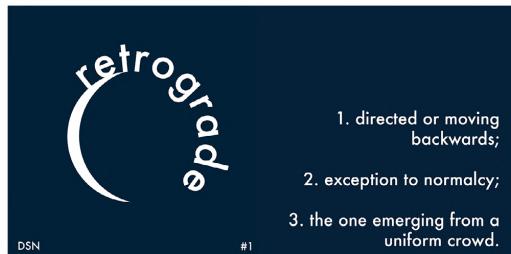
And throughout, the designs signing \$100k+ partnership contracts and 10k+ marketing materials were of the images I had dreamt of one summer's night.

# DESAUTELS SUSTAINABILITY NETWORK

Creative Director

[TITLE]  
Digital Content

## [TITLE] Collaborative Community Spotify Playlists



**Mission**  
The Desautels Sustainability Alumni Network intends to connect Desautels' alumni from around the world and current students passionate about sustainable business in order to provide a channel for alumni to mentor current students, share career opportunities with fellow alumni, and engage them in DSN's activities as special guests and speakers.

**Who**  
Alumni from the past 10 years who have at least one of the following characteristics:  

- Working in a sustainability-related field or previously incorporating sustainability in their organization
- In pursuit of a job or career change and are seeking advice on what field or job relates to it, and are actively looking for new opportunities in integrating sustainability in their job/career
- Has shown active involvement with sustainability in student organizations as a student (e.g. DSN, DBCS, STOP, MyVision, Enactus)
- Graduate of the Managing for Sustainability Program (Major or Concentration)

**Current students who have at least one of the following characteristics:**  

- Showing active involvement with sustainability in student organizations at Desautels (e.g. DSN, DBCS, STOP, MyVision, Enactus)
- Paid the DSN membership fee in the year 2018-2019 and attended at least two events

**Note:** Current students who are new to the topic and are curious to learn more should first get involved by attending two DSN events before reaching out to us about learning more. Although we strive to engage with as many students as possible, this group is geared towards individuals who can contribute a sufficient depth of relevant knowledge and experience.

**How**  
**Launch Cocktail**  

- In Montreal on September 18th: gathering all alumni in town to connect them with each other and the rest of students who are part of the network.
- In partnership with the second largest number of alumni will host a smaller get-together, organized by one or two volunteer alumni.
- If you are not in Montreal, you can nonetheless get involved as most of the Alumni Network's initiatives and resources will be online.

**LinkedIn Private Group**  

- This group will be used to post the job offers shared by alumni.
- Weekly post of short bios of each alumnae to group members can reach out to get advice, grab drinks.

**Monthly Listen**  

- To ensure that every member sees the content shared on the LinkedIn Group, we will send a monthly email summarizing all the posts.

**Recommendation Program**  

- We will send one email at the beginning of the year to offer opportunities to get introduced to alumni and students.
- This program can be seen both as a mentorship program where alumni could give tips to students and a matching program where alumni with an interest in a specific industry could be matched with someone already working in that industry. We will make sure not to spam by only sending an email very exceptionally.

**Why**  

- Contribute to the growing movement around sustainable business by sharing your experiences with other alumni and students.
- Connect with the most sustainability-minded alumni from the past 10 years.
- Access and share unique career opportunities to ambitious and passionate students.

**Note:** If you wish to add someone to the network, please contact DSN Ext. **Connect. Educate. Inspire.**

## Marketing & Sustainability Seminar



**WHAT** 4 à 7  
**WHEN** Friday, 30th November  
**WHERE** Bar des Pins  
**WHY** Why not



## [TITLE] Sponsorship Package



**Word of Presidents**

**Connect. Educate. Inspire.**

**Connect.**  
At its core, DSN is a network connecting all kinds of people. First, we connect students to other students and faculty members through various programs designed to connect them to each other. For example, the Montreal Youth Summit on Sustainable Business, organized by three students, will bring together 500 students from across Montreal along with the city's leaders in sustainability. Second, DSN connects students to industry leaders and other alumni. Through networking cocktails and a speakers' Network, we are trying to bridge gaps between these individuals and support them in their careers. Finally, DSN is also involved in the Desautels Business Conference, organizing networking, internships and job opportunities in the Top 100 Green companies & Corporations in Canada.

**Educate.**  
DSN supports the transfer of knowledge from leaders to the next generation of change-makers, with an emphasis on cross-disciplinary learning. Our core competency is education. This year, we will also work closely with faculty members to introduce sustainability across all management majors and make the topic relevant to everyone.

**Inspire.**  
We believe leadership by example and showcasing successful sustainability leaders is the best way to convince students that there are real career opportunities in sustainability. Not only do we do this through our speakers' network, but we are also reaching future waves of university students by running workshops in CEGEP's across Montreal on sustainable business as a field of study and career.

**Timeline**

January	DSN Alumni & Student Network Kick-off
February	Sustainability Forum & Panel Discussion
March	Montreal Week
November	DSN Gathering

**2020**

**Our Structure**

**DSN by the Numbers**

- 1 year
- 4 professors
- 20 industry partners
- 60 Condon leaders
- 1000+ attendees
- 1500+ students

**Partnership with DSN**

**Connect.**  
Outside of the proposed sponsorship benefits detailed within this package, there are many inherent advantages to becoming a partner of the Desautels Sustainability Network.  
Establish access to a growing network of future business leaders with a passion for sustainability. Opportunity to communicate and share your activities in the realm of sustainability.  
Enhanced perception through alignment of brand image with DSN's socially responsible values and mission.

**Catalyst Award**  
On April 1, 2019, DSN was honored to accept the Catalyst Award for Connectivity, Governance & Administration by the McGill Office of Sustainability, the highest recognition of leadership in sustainability for faculty members, staff, individuals & student organizations.

**Academics**  
On the side, the team also worked on different long-term projects such as improving the academics within the Desautels Faculty of Management by sitting in mid-incoming students and working with them to improve their academic experience. This will help them apply these without necessarily losing sustainability in their academic major or job title. We are looking forward to stabilizing and increasing our impact in the years to come.

**Desautels Business Conference on Sustainability**  
After a three-year hiatus, we re-implemented the Desautels Business Conference on Sustainability, attracting 250+ students, faculty, and industry leaders. In Montreal's largest student-led conference on sustainability, DBC received the Conference of the Year Award from the faculty's governing body, the Management Undergraduate Society (MUS).

## Perks of Being a Sponsor

We strongly believe in our mission of connecting, inspiring, and educating bright students towards taking action in sustainable business initiatives to provoke systemic change across our society.

Our partnership will help in ensuring a successful year. We believe that together with our shared mission, we can make our proposal package. Thank you for taking the time to read our proposal package. We look forward to creating collaborative and sustainable change together.

**Desautels Sustainability Network**  
mcgilldsn.com

# [TITLE]

## Conference Booklet



**Desautels  
Business  
Conference on  
Sustainability**

25 January 2019

MUS

### WELCOME

**Desautels Business Conference on Sustainability**

Welcome to the Desautels Business Conference on Sustainability (DBCS) 2019. Our mission is to equip the next generation of business leaders with the practical knowledge and local network to envision sustainability as a profitable opportunity.

We are doing so by connecting 200+ students with 26 Montreal professionals from academia, corporations, NGOs, and government. Today, we encourage you to engage with and be open to learning from new perspectives.

Thank you for joining us in advancing the sustainability conversation at McGill.



Paul Belanger

Associate Professor, Desautels Faculty of Management and former Chair of the Social Enterprise Institute. Paul has been involved in social entrepreneurship, sustainable development, and green issues for over 20 years.



Diane Lévesque

AIMA Associate Director, Associate Professor, Desautels Faculty of Management. Diane has been involved in social entrepreneurship, sustainable development, and green issues for over 20 years.



Alain Forget

Associate Professor, Desautels Faculty of Management. Alain has been involved in social entrepreneurship, sustainable development, and green issues for over 20 years.



John D'Amico

Associate Professor, Desautels Faculty of Management. John has been involved in social entrepreneurship, sustainable development, and green issues for over 20 years.



Steve Macuray

Associate Professor, Desautels Faculty of Management. Steve has been involved in social entrepreneurship, sustainable development, and green issues for over 20 years.



Andrea Kavadas

Associate Professor, Desautels Faculty of Management. Andrea has been involved in social entrepreneurship, sustainable development, and green issues for over 20 years.



David Mironoff

Associate Professor, Desautels Faculty of Management. David has been involved in social entrepreneurship, sustainable development, and green issues for over 20 years.



Stephanie Odeh

Associate Professor, Desautels Faculty of Management. Stephanie has been involved in social entrepreneurship, sustainable development, and green issues for over 20 years.



Nancy Macpherson

Associate Professor, Desautels Faculty of Management. Nancy has been involved in social entrepreneurship, sustainable development, and green issues for over 20 years.



Robert Gagnon

Associate Professor, Desautels Faculty of Management. Robert has been involved in social entrepreneurship, sustainable development, and green issues for over 20 years.



Stephen P. Rappaport

Associate Professor, Desautels Faculty of Management. Stephen has been involved in social entrepreneurship, sustainable development, and green issues for over 20 years.



Matthew S. Rappaport

Associate Professor, Desautels Faculty of Management. Matthew has been involved in social entrepreneurship, sustainable development, and green issues for over 20 years.

# [TITLE]

## Conference Schedule

SCHEDULE

**DBCS / From Threat to Opportunity**

**Centre Mont-Royal**  
2200 rue Mansfield

**Bronfman Building**  
2nd Floor Lounge, 1001 rue Sherbrooke Ouest

**Opening Ceremony**  
9:05-10:00 Registration & Coffee  
10:00-10:15 Welcome words

**Introductory Keynote: The Threat and the Opportunity**  
Hila Ofer, Deloitte

**THEME 1 | The To-Sister: A Systemic Approach**  
11:00-11:20 Keynote: World Change for the Global Climate  
Hila Ofer, Deloitte | MCGill | **McGill**

11:25-12:12 Panel: To-Sister Collaboration  
Gary Fall, MUS | Hélène Haussman, MUS | Karen Maynard, MUS | Stephen Hudson, MUS | Alex Oakey, MUS

**THEME 2 | Corporates as Leaders: Sustainability or Scale**  
12:00-13:10 Keynote: Corporate Social Responsibility Panel (Moderated by Stephanie Berger, BDI)

13:00-14:00 Networking Break

**Conferences**  
**Sustainability Consulting**  
Sustainable Finance (Moderated by Marie-Ève Pivat, MUS) | Pierre Léveillé, MUS | Olivier Gommeau, G&R | Karine Kavadas, ARDENDA | **IBM**

**THEME 3 | Individuals as Leaders: Social Entrepreneurship**  
14:10-15:00 Conference: Social Entrepreneurship  
Defining Entrepreneurship | Developed Countries | Developing Countries  
Julian A. Grossman, RBC | Rashed Jean-Gilles, RBC | Jennifer Langer, IBM

**THEME 4 | New Technologies: Expanding the Horizons**  
15:40-16:20 Conferences  
Pitalk | Cleantech | Loyal Blue | **IBM** | Sean Brown, bdc | **IBM** | Catherine Jaspes-Brouillet, Bell

**Closing Ceremony**  
16:30-16:40 Keynote Conclusion  
Nathan Chapple, **IBM**

16:50-17:00 Closing Remarks: DBCS Presidents & Sponsors

17:00-18:00 Networking Reception

# [TITLE]

## Founding Document



**Canadian Business Youth Council  
for Sustainable Development**

**Mission**

The Canadian Business Youth Council for Sustainable Development will unite Canadian undergraduate organizations in exampleable businesses in order to grow the network across the country, share best practices, and disseminate essential knowledge on the topic.

**Purpose**

To build a network of undergraduate students dedicated to promoting sustainability as an opportunity and a necessity for businesses and support them in establishing new, affiliated organizations at their universities. The council empowers these organizations to effect systemic change in the way they approach their culture within their organization.

Disclaimer: This document has no affiliation with the Monk Business Council for Sustainable Development

**Values**

Empower students sharing knowledge for the benefit of reaching students at schools without a sustainable business organization.

**Leadership** - each Founding Member of the council is expected to take initiative whenever they see an opportunity to represent the Council's interest and increase its impact.

**Democracy & Inclusivity** - all universities will have an equal say in decision-making. The rest of our values will be determined once the full council is formed, the first step towards a democratic and inclusive process.

**What We Do**

Inspire and empower students at business schools that are less active in sustainability to establish their own organization by sharing strategies and ideas, and improving

Educate and guide newcomers to the field by co-creating a Youth Guide to Sustainable Business, comprised of curated readings and materials from academic sources and industry experts, and invite professionals to speak at international forums, such as the Globe Series Forum, UN Global Compact Canada Forum and others.



**Structure**

**Website**

• Create a website with a presentation of each member organization and their past/present efforts

• Section dedicated to the Youth Guide to Sustainable Business

**Council**

• 10 members of each member organization sit on the council to coordinate the efforts and decide on the future of the organization

**Youth Guide to Sustainable Business**

- Create a guide for professionals, Impact Investing, Responsible Investment, Sustainability Marketing, New Tech for Good, Social Entrepreneurship
- A list of must-reads for beginners
- A list of must-reads for professionals, aligned with specific topics in mind
- The format of the council list of readings follow the Guide to Impact Investing by UBC's Social Enterprise Institute and professional Impact Investors

[www.impactinvestmentforum.com/guide](http://www.impactinvestmentforum.com/guide)

**Council Composition**

The Council will be composed of the Presidents of each of the 10 founding member organizations with one appointed as the Chair.

Maxime Lalat will be the Chair for the first year. For the second year, a democratic vote will take place within the council to elect the next Chair.

**Vision**

**1<sup>st</sup> Year:**

- Create the Youth Guide and establish a listerv/audience
- Create Facebook & LinkedIn Page and build audience
- Create a blog
- Podcast run by a volunteer to allow each President to leave a legacy and give advice to future Presidents

**2<sup>nd</sup> Year:**

- Create advisory board, Accomplished Leaders and any graduating president can apply to positions of advisor but they need to be approved by giving their commitment in the past (lead in the future) by the board of directors
- Create a youth forum for the Canadian Business Council on Sustainable Development (WBCSD)
- Organize a gathering of all council members for a retreat/reunion sponsored by companies and comprised of workshops by some of Canada's most notorious sustainability leaders

**3<sup>rd</sup> Year:**

- Create a very active organization pushing for sustainable business practices in each of Canada's top 30 universities



**Commitment Required**

• Have an initial call with Maxime Lalat, President of McGill's Desautels Sustainability Network (DSN)

• Fill the questionnaire whose answers will be used for the website (2h)

• Each President part of the Board of Directors is responsible for joining a call once a month with the rest of the members of the Board of Directors (2h per month)

• Each President part of the Board of Directors is responsible for attending the annual meeting at the end of the year (2h/year)

• Youth Guide: Depending on your team's availability, one person would work on getting the curated list of readings (see the UBC guide link above to have an example). We have the rest of the team work on the questionnaire (2h per month) and the rest of the team would fill the questionnaire and the team to edit and format. The point is that we should have each committee dedicated to research out to 2-5 professionals from their own network and add on the platform in August/September

[BUILDING 21]  
Spatial Design Plan

[TYPE] professional  
[ROLE] Strategic Designer  
[DURATION] sep 2019 - ongoing

BUILDING 21 is an academic interdisciplinary hub that fosters innovative approaches to pedagogy at McGill University. It is an open lab inviting people from all levels and disciplines to think, collaborate, and reinvent traditional confines of study and expertise.

The Spatial Design Plan concerns space utilization with the community's expansion. The issue is not physical space but useable space. How do we maximize our space's potential to gather more people while letting the space express ourselves?

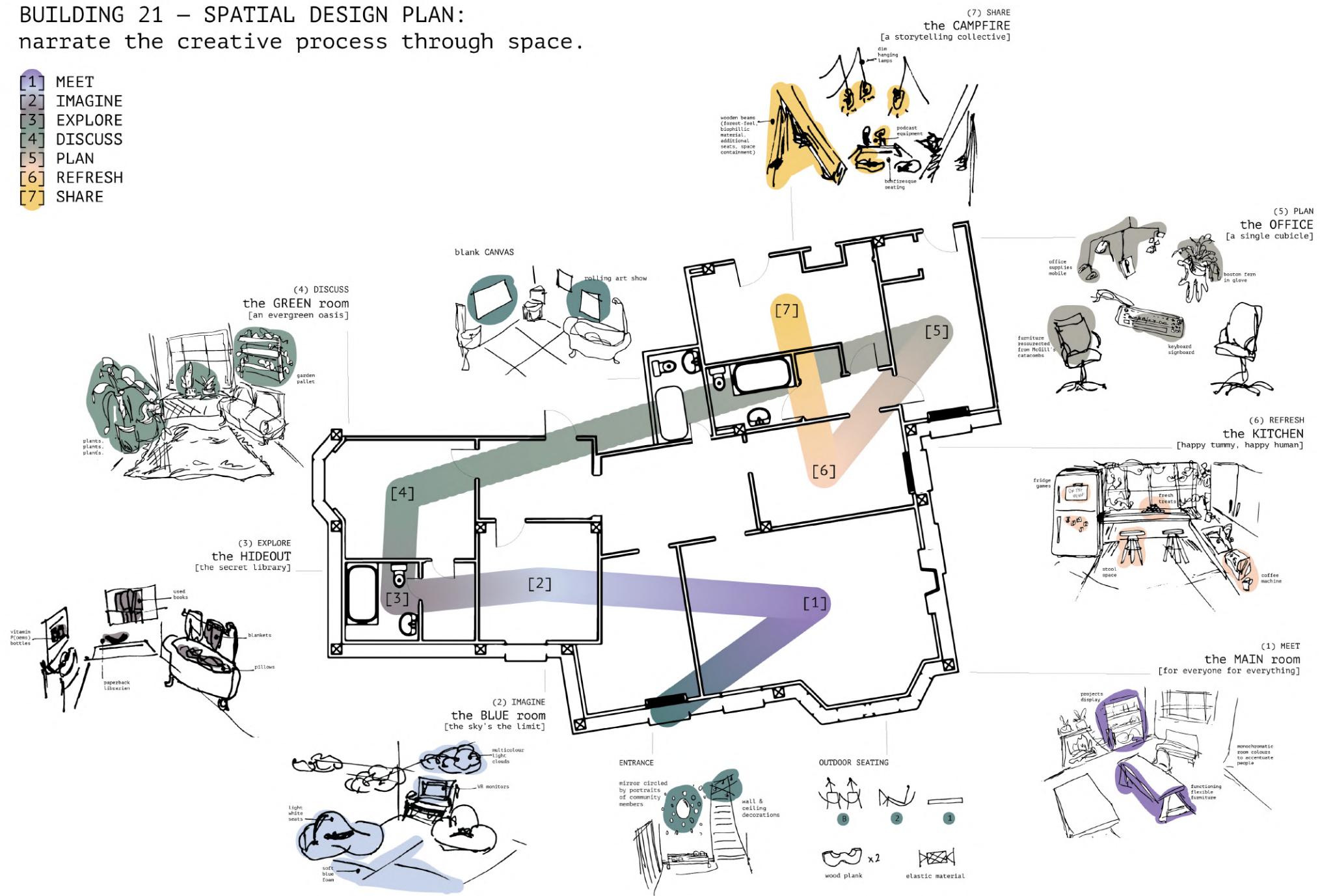
It is to craft a story through our space about the people brought together by B21's creativity, innovation, and exploration following (3) design goals:

[1] fill every room with something,  
[2] let our building speak for us,  
[3] do everything with creativity and community in mind.

# BUILDING 21 – SPATIAL DESIGN PLAN:

## narrate the creative process through space.

- [1] MEET
- [2] IMAGINE
- [3] EXPLORE
- [4] DISCUSS
- [5] PLAN
- [6] REFRESH
- [7] SHARE

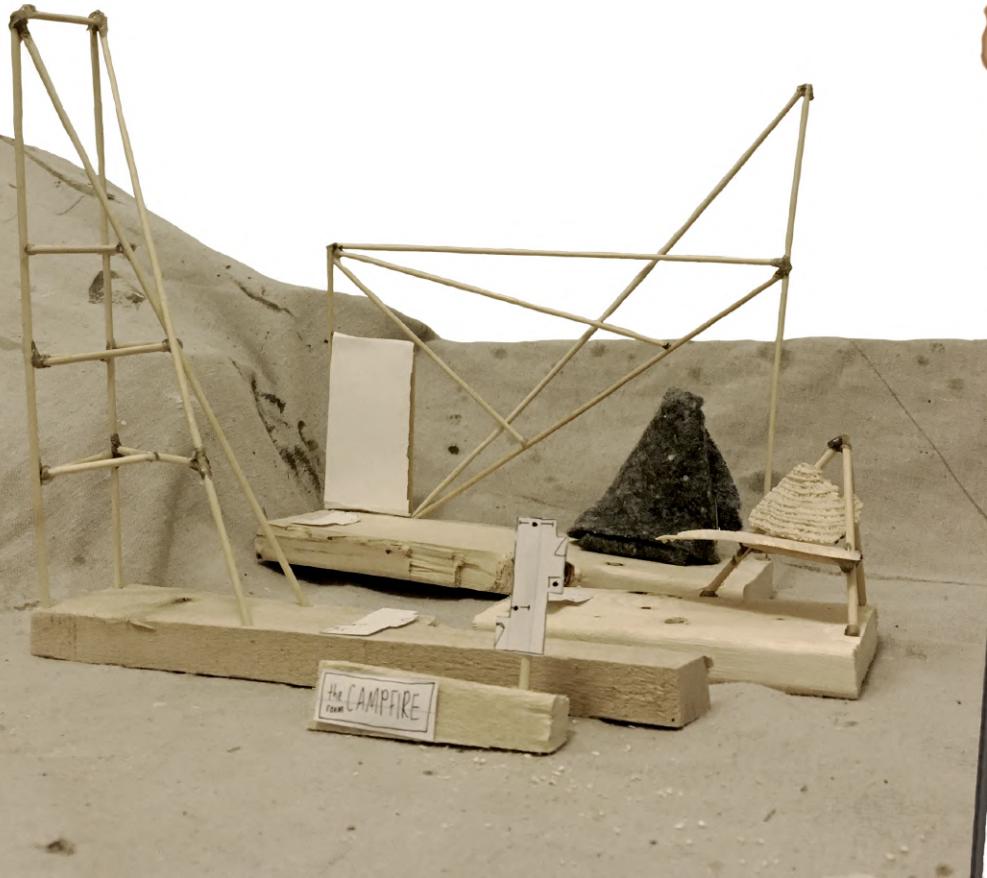
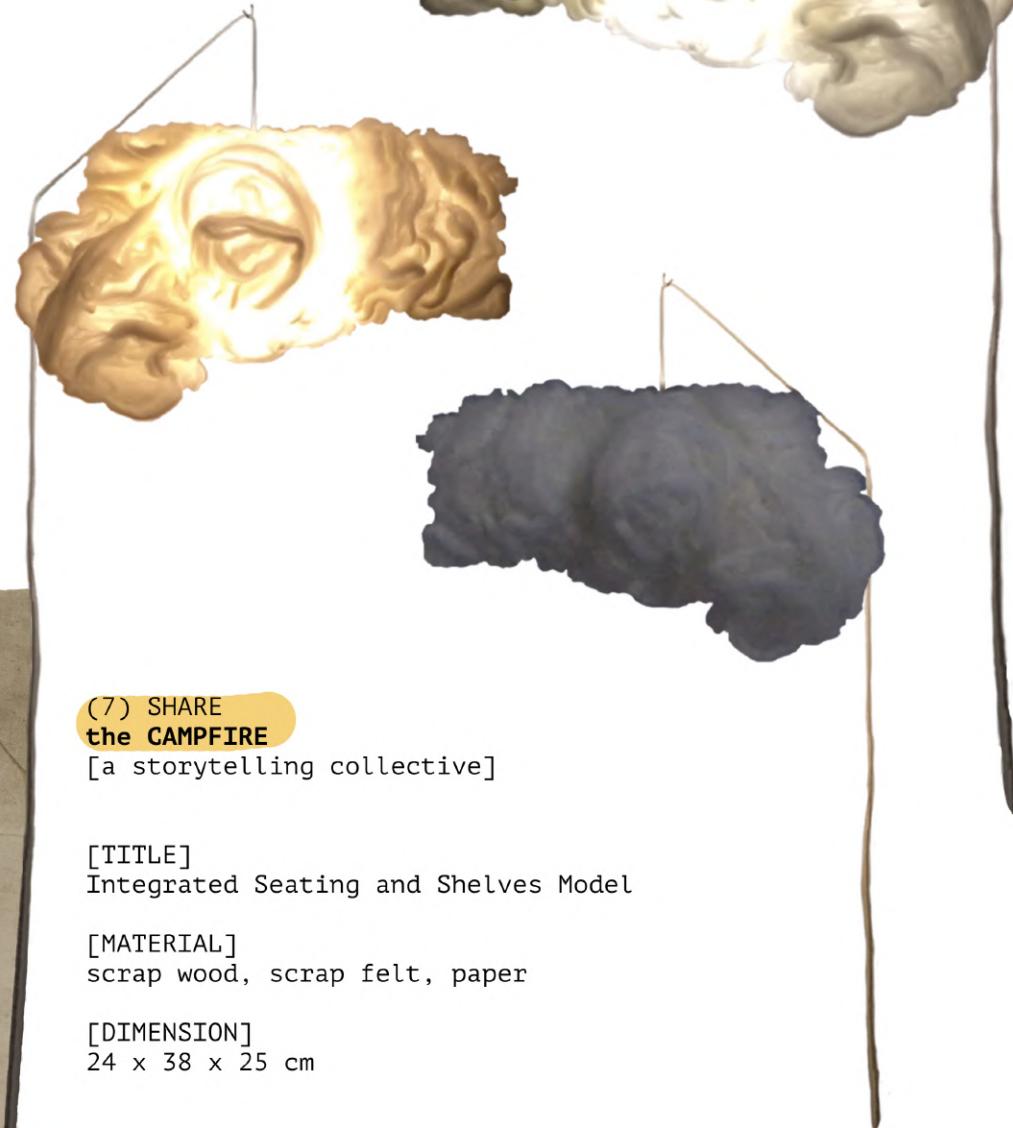


(2) IMAGINE  
the **BLUE** room  
[the sky's the limit]

[TITLE]  
Handmade Cloud Lights

[MATERIAL]  
cotton, paper lanterns, LED lights

[DIMENSION]  
90 x 62 x 72 cm



[PLNT 312 URBAN HORTICULTURE]  
Milton x Parc

[TYPE] academic  
[ROLE] Landscape Designer  
[DURATION] jan - apr 2019

PLNT 312 URBAN HORTICULTURE is a plant science course taught at McGill University's agricultural campus, MacDonald Campus. Class lectures and greenhouse labs explore landscape design, green space management, green roofs and walls, urban trees, and urban agriculture.

The Milton x Parc design project concerns a vacant lot in the intersection of Rue Milton and Avenue du Parc. Located in a neighbourhood known for its deep root in community activism since the 60s, it predominately houses McGill University students and lower-income residents. With a ranging demographic that continues to diversify, the area calls for more uniting public spaces. A site and needs assessment was performed and dictated the resulting design features (ie. a prominent trail of footprints in the snowy lot dictated the proposed path's placement).

In keeping with the local features and historic desires of the community, the Milton x Parc project aims to revive native species, relieve socio-economic tensions, and reignite communal connections through a shared public green space.

PLNT 312 – URBAN HORTICULTURE:  
Milton x Parc (Montréal, QC)

[AREA]  
811.60m<sup>2</sup>

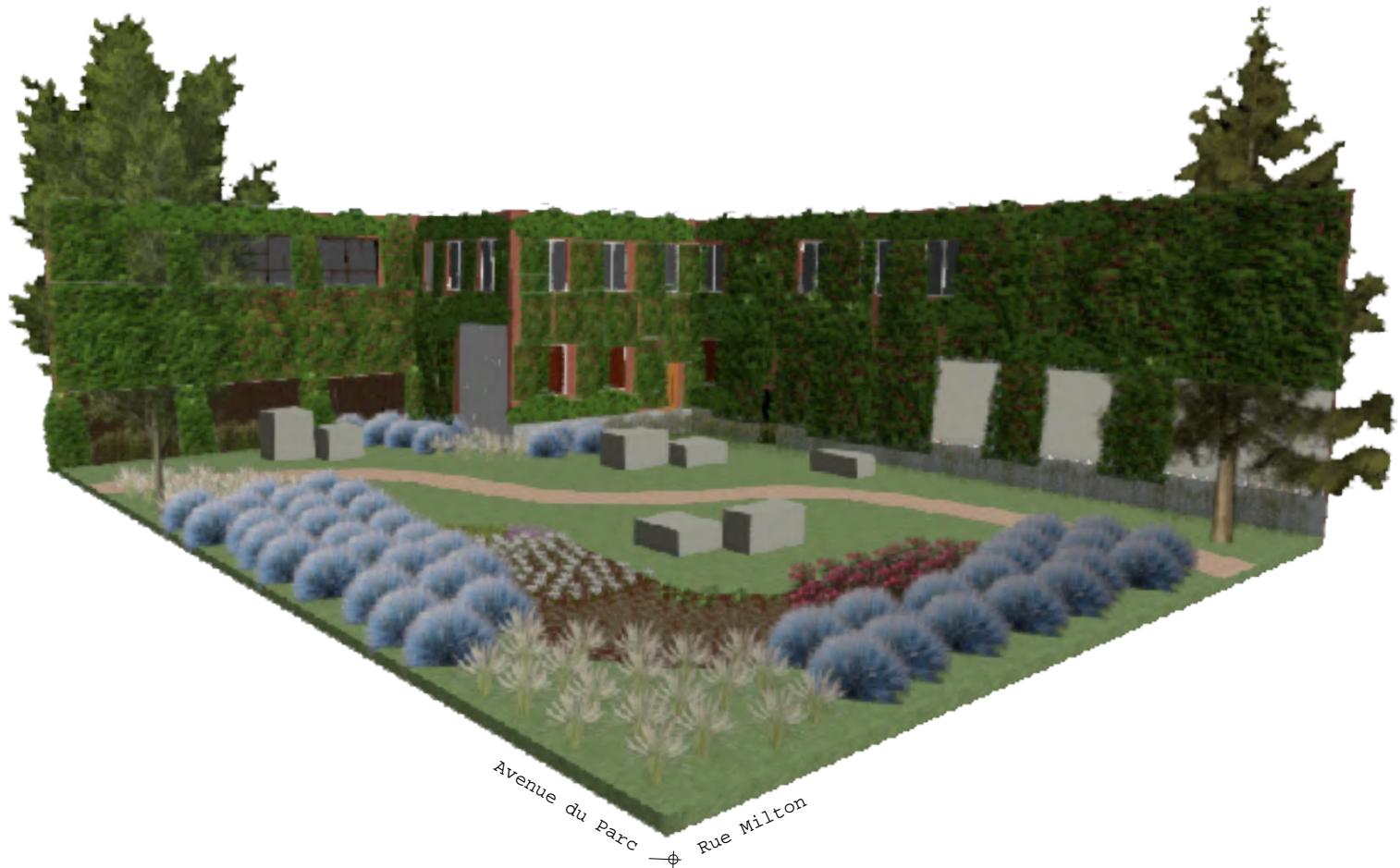
[DESCRIPTION]  
Discarded parking lot

[LOCATION]  
Intersection of Rue Milton  
and Avenue du Parc

[ZONING]  
Commercial intersection in  
residential area

[DEMOGRAPHIC]  
Students, families, elderly,  
homeless

[PARTI]  
“a healing meadow in the city”



Existing site - West perspective



Existing site - detailed perspective



Proposed site - detailed perspective

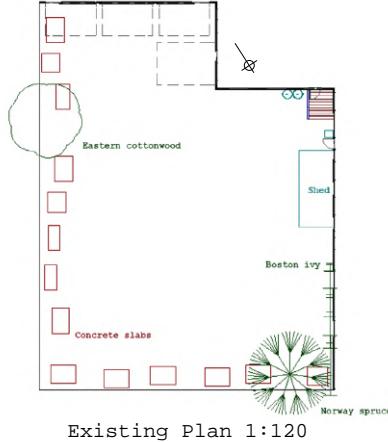


Proposed site - North perspective

## [GRASS & SEDGE SELECTION]

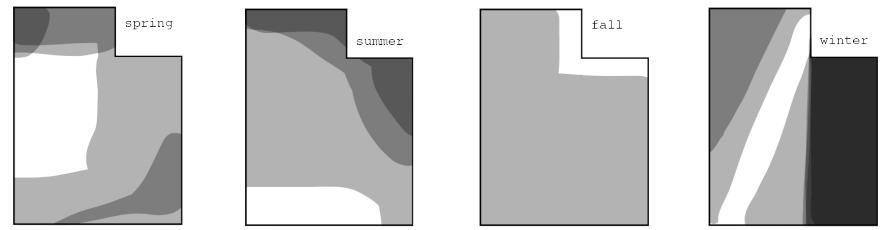
**Creeping red fescue**

- shade tolerant
- cool-season
- low fertile
- rhizomes
- 3-8cm



**White clover**

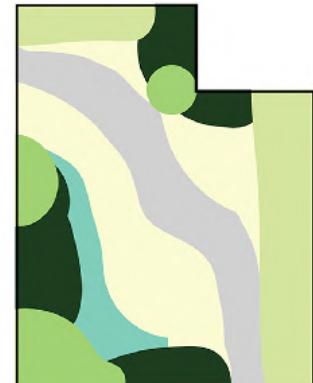
- shade intolerant
- cool-season
- wear tolerant
- nitrogen fixing
- stolons
- 5-8cm



Seasonal shade study determining planting pattern

**Snowy woodrush**

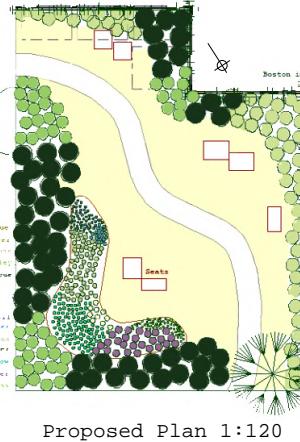
- part-shade/shade
- May-June
- bunch
- 30-40cm



Grass & sedge planting pattern  
(lighter green = earlier bloom)

**Foxtail barley**

- sun
- June-July
- bunch
- 30-60cm



**Blue fescue**

- sun/part-shade
- May-June
- bunch
- 20-30cm



Flower bed planting pattern  
(green shades = Spring bloom  
blue shades = Summer bloom)

## [FLOWER BED SELECTION]

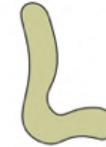
**Wild ginger**

- shade
- April-June
- 15-30cm



**Canada anemone**

- sun/part-shade
- May-June
- 20-40cm



**Stout blue-eyed grass**

- sun/part-shade
- May-June
- 10-15cm



**Common yarrow**

- sun
- June-August
- 60-75cm



**New England aster**

- sun
- September-October
- 80-100cm



**Wild basil**

- sun/shade
- July-August
- 20-60cm



**Purple coneflower**

- sun
- July-September
- 60-100cm



[PHOTOGRAPHY]  
Technicolor Postcards  
Anthropomorphize

[TYPE] personal  
[MEDIUM] digital

It is not the movement we remember, but the pattern that remains after our displacement.

The itineraries of travel, even schedules of a day at home, evade our memory. The movement of action is lived only in its moment and solely for the prize: the documentation of what has been seen is the means in and of itself.

Perhaps, if these fleeting moments were captured, they would reveal more than a treasured landmark. Perhaps, they would reveal the pattern of its becoming, dynamic no longer but artificially static in a slideshow lost of 2 dimensions (depth & time). Perhaps, it would make clear how subjects belong to their backdrops, beings belong to their landscapes.

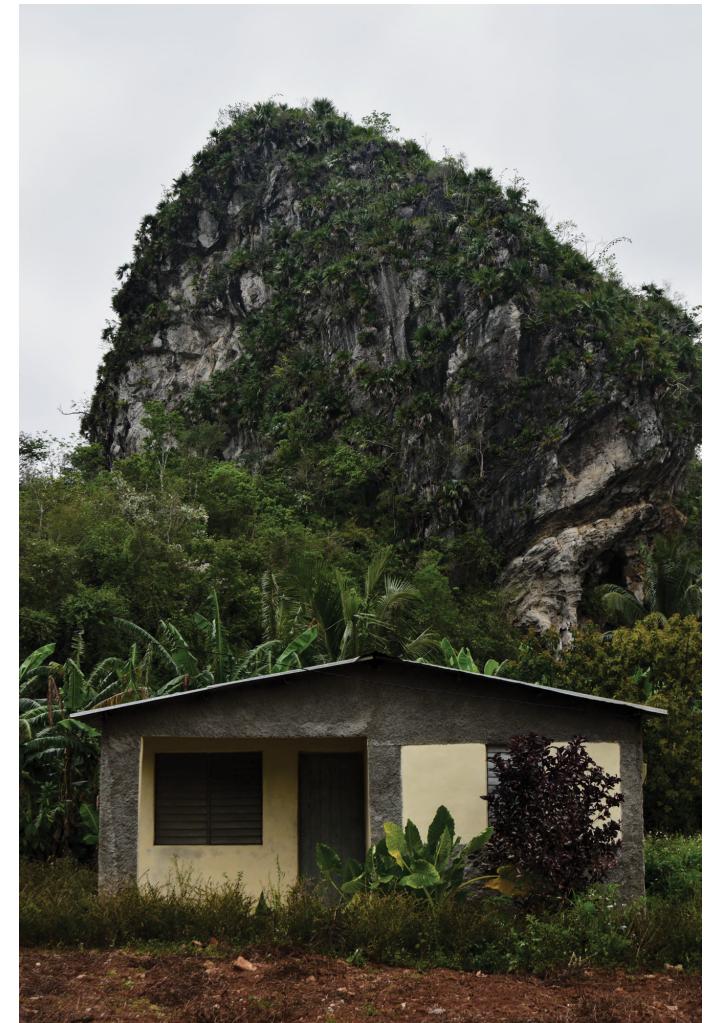
TECHNICOLOR POSTCARDS  
Rural Jordan & Downtown Dubai  
iPhone 6S



ANTHROPOMORPHIZE

Viñales, Cuba

Nikon D5300



[SHORT FILM]  
‘To Make Paper’

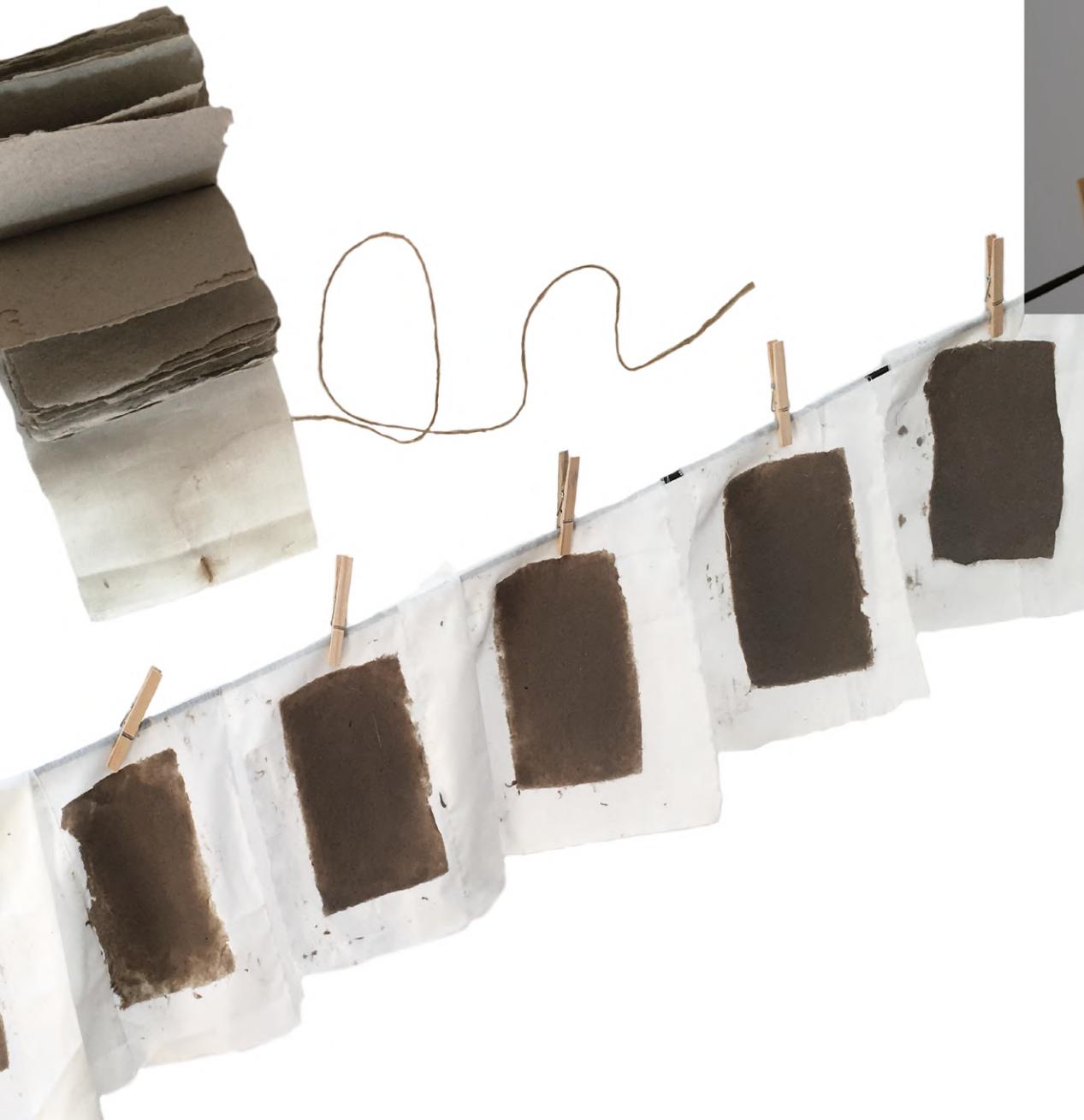
[TYPE] personal  
[MEDIUM] digital film ([5:49](#))

What cannot be said can still be felt. I cannot say how many mornings of eggs I have had, yet I can say I have felt all its cartons with curiosity.

‘To Make Paper’ is a thought that rests before thought written down. I do not think if I cannot write thought down. It is a preliminary expectation to have paper to begin to think (like eggs in a pan, an expected mechanic pattern). I thought paper could not be thought of but made through, as in reading the pages being built before the words were inked.

And so, I made paper, and felt the textures of the materials I was once mechanically out-of-touch with.

'TO MAKE PAPER' SHORT FILM  
papermaking & bookbinding



Frame from short film (4:51)



[TITLE]  
Handmade Journal

[MATERIAL]  
egg carton, linen, twine

[DIMENSION]  
8.5 x 10.8 x 2.0 cm

RASHA LAMA  
PORTFOLIO  
2021

