ONTARIO COLLEGE OF ART AND DESIGN UNIVERSITY

# OCAD UNIVERSITY

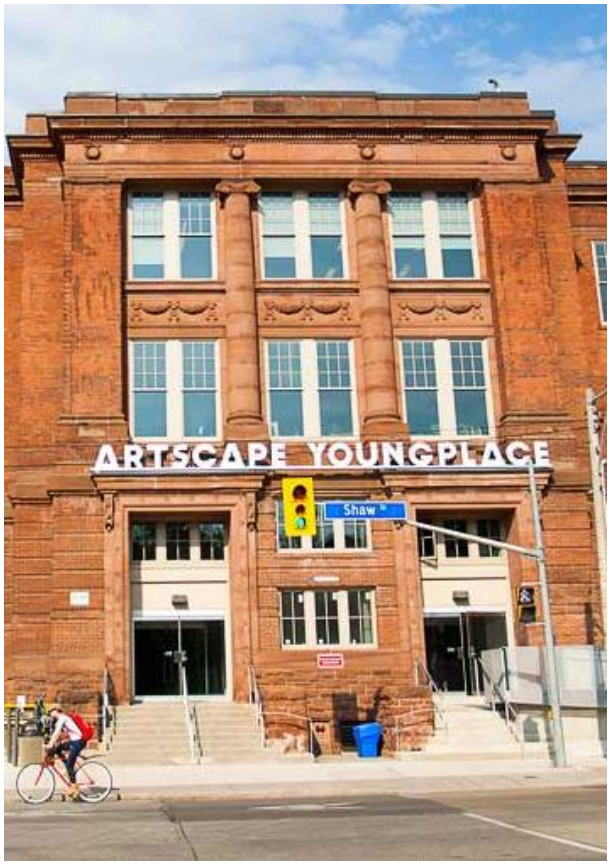
# World Futures Cities – A place where culture flourishes

- Mobilize artistic, creative industry and design disciplines of cities + urban planning capacity + smart city infrastructure – high speed connectivity, WiFi coverage, data collection and analytics
- Create culturally rich, diverse and livable cities

# Livability

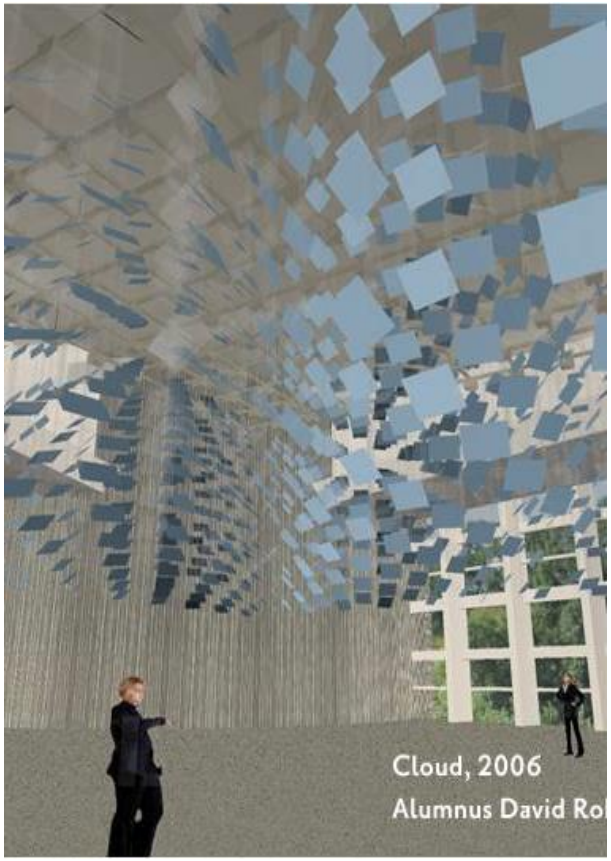
- Smart urban planning, transit, mixed use development, complete streets (with multiple forms of transportation, businesses, parks, cultural assets) – retain talent and allow for affordable living and disposable income.
- Supports cultural diversity – language translation etc.

# Toronto's vision of a Smart City




- Smart cities are now about people, not driven by technologies.
- Holistic vision of future cities which engages the capacities of the public sector (libraries for example), the not-for-profit sector (physically located cultural entities) and industry.

# Successful Cities

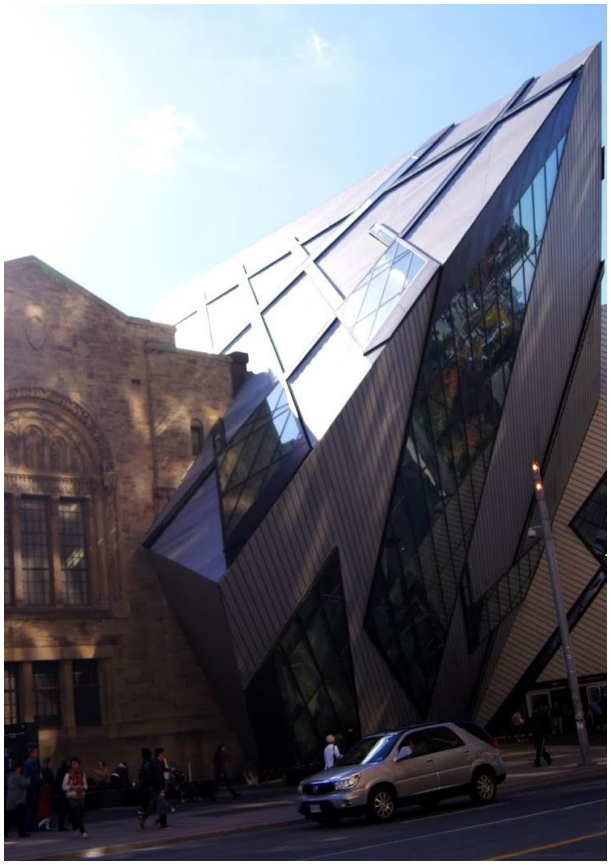



- Successful cities have strong cultural hubs, distributed experiences and accessibility.
- Fuels economy, integration, understanding well-being. Define and measure.
- Understanding the Value of Arts and Culture. AHRC UK, Geoffrey Crossick and Patrycja Kaszynska, 2015

# New Forms of Cultural Expression

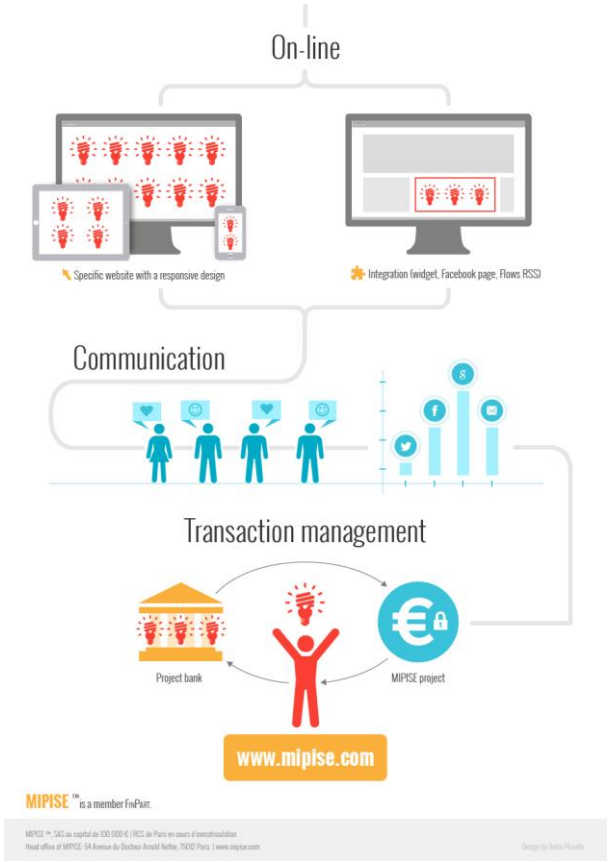
- Digitizing Shakespeare – C.J. Hervey of Secret Location and Anita Gaffney, Executive Director of the Stratford Festival
- Virtual Festival Orchestra – inside the performance
- Virtual Reality Macbeth
- https://www.youtube.com/watch?v=PyPmDSi0nrU

# Cultural Infrastructure



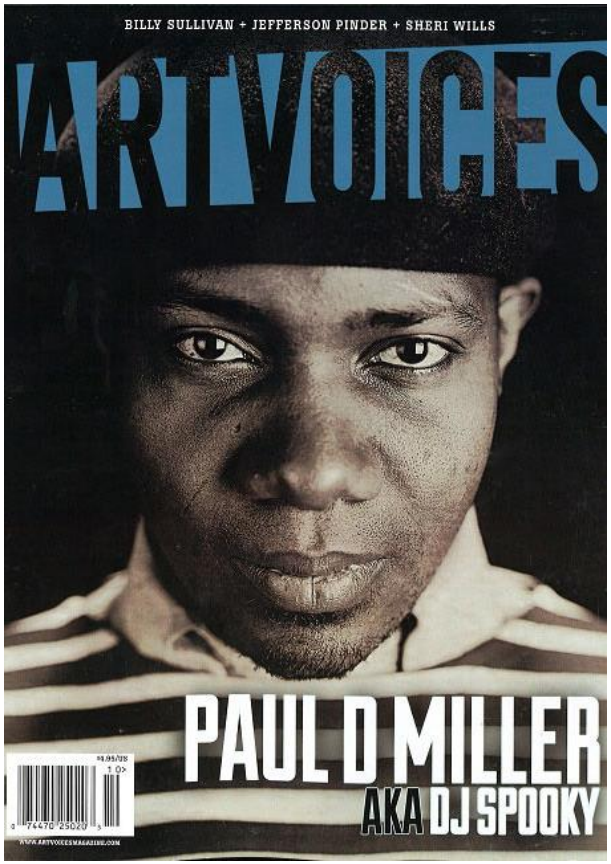
- Transform historical buildings to be virtual as well as physical sites and network them – bring the Royal Ontario Museum to Scarborough – plan infrastructure from the beginning
- Make what is available more accessible using smart planning - transportation around cultural assets.
- Intra-neighbourhood connections through video conference – TIFF Bollywood to Brampton.

# Digital Entities




- The most straightforward way in which digital technologies are affecting the cultural sector lies in how organizations are connecting with their visitors…revenue generating activities such as crowd-funding, social media, content publication, downloading and streaming.
- Creative networks for artists to share equipment (sharing economy) and production assets; ongoing collection of artistic activities; promotion – intertwine of local and global. Crossick

# Real Time Collaboration

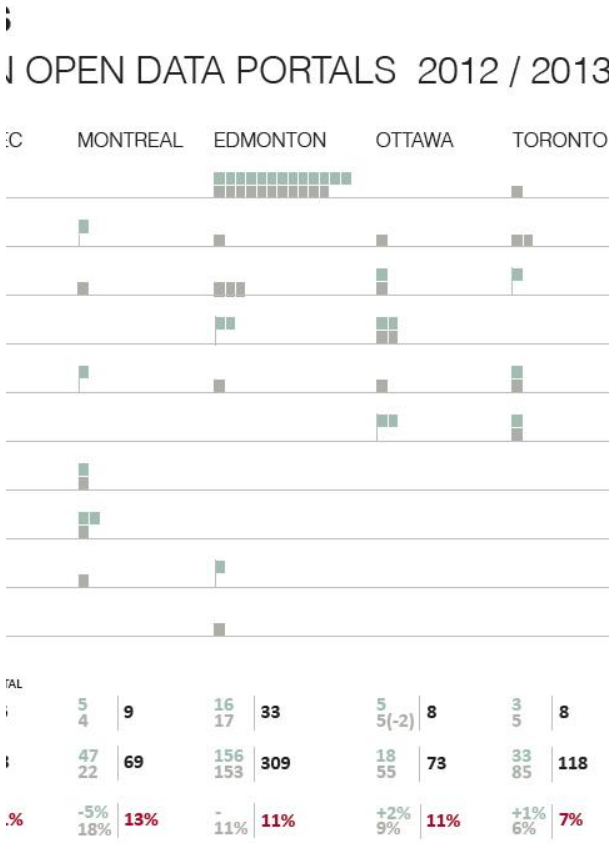



- Ability to collaborate with cultural producers around the world, as an artist or audience with broadband
- “The future is telepresence” e.g. DJ Spooky and Korea http://www.fastcocreate.com/3029001/dj-spookys-global-show-fuses-real-time-performances-in-new-york-and-korea

# Public Art

- Strategize its planning and placement, and relationship to other artifacts and sites
- Analyze the ways that cultural policy impacted content and style of art and artists, correlate placement with investment
- http://www.theartfulcity.org/

# Cultural Analytics




- Although it is characterised by enormous volume and variety, what really matters about big data is how it is used
- The limited character of data collection systems at most cultural institutions is a further constraint
- The cultural sector, argue Lilley and Moore, needs to see data as an asset rather than as a tool of accountability.

# Cultural Analytics

- Data is critical to understanding cultural change, impact and economics. It allows us to measure and address flourishing neighbourhoods and cultural deserts.
- Large (urban focused) cultural data sets – longitudinal study regarding arts participants. Eurobarometer survey on participation includes Canada, Australia and the EU

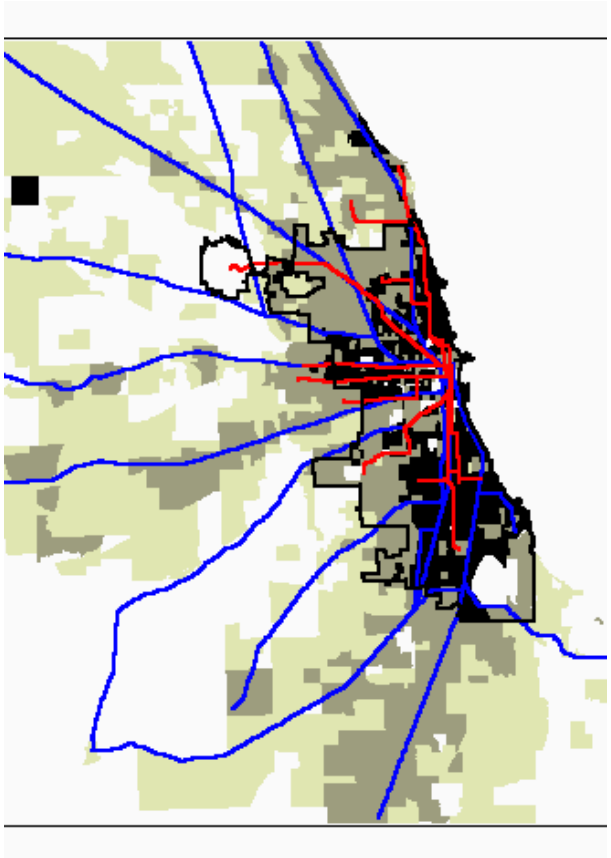
# Cultural Data Profile

- http://culturaldata.org/ Insight for the arts.
- Allows NFP arts, culture and humanities organizations to collect and analyze their financial and audience/user data, and activities.
- Outputs are analytic reports and visualizations and annual reports.

# Chicago Cultural Plan

- Strong Neighbourhoods, Innovation, Environmental Sustainability (reuse and alternative transportation), Public Health, Lifelong Learning, Public Safety, Well-being and quality of life. Measure impacts - Culture as cohesive
- "Artist360," a sector-wide fellowship of rotating artists in corporate communication, social work, city planning, crisis management, early learning centers, and healthy living to incorporate creative skills into other sectors.

# Chicago Cultural Plan – What to Measure



- Economic Impact-- “Culture attracts and retains creative professionals and their employers.
- Public Safety: Culture breeds positive street life. Culture revitalizes and sustains property values.
- Culture attracts transforms the lives of at-risk populations. Culture visitors regionally and globally, directly contributing to combats the anonymity that drives communities apart.

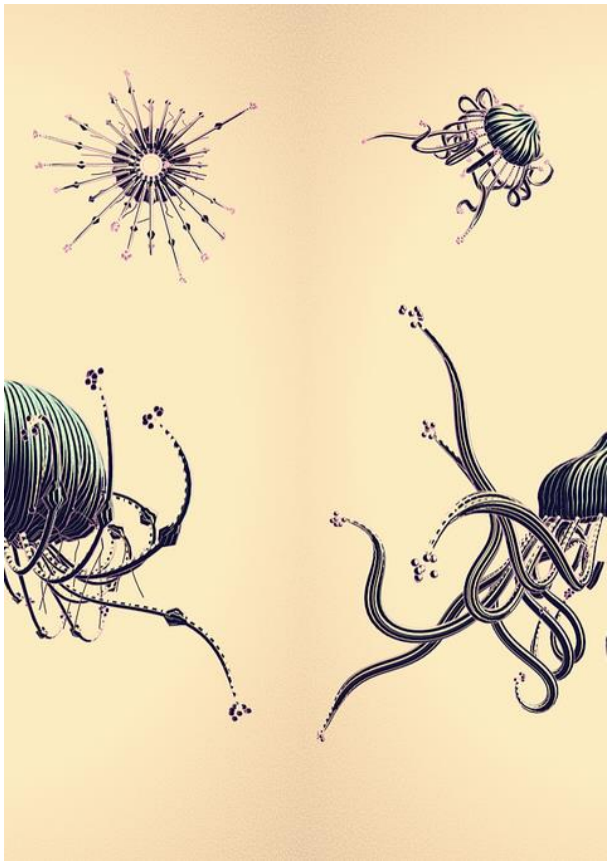
# Cultural Tourism

- **Cultural Tourism** – requires data for planning and fund-raising – understand patterns, case study Nuit Blanche - Nuit Blanche is popular and the corporate world is solidly behind it — those are good things. Its economic impact since 2006 has grown from $1 million to $40.5 million 2014.  200,000 out of town guests. Data for crowd management, asset placement.

# Cultural Tourism

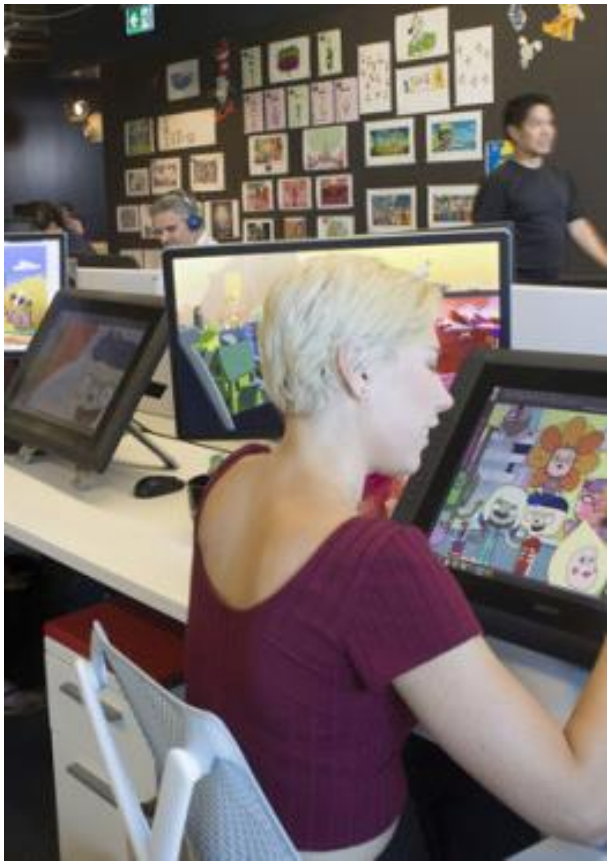
- Need real time aggregated content that encourages them to explore cultural experiences, venues. https://www.artsy.net/ Discover, research and collect the world's best art. Guide to art fairs, location aware.

# Data as Art Form



- Bringing alive urban dynamics (data materialization) http://variable.io/ e.g. Marcin Ignac *Be in the Know Transport* for London with Saatchi, animals made out of transit line links.

# Cultural Industry Economics



- Ultra high speed connectivity needed to ship assets (e.g. Toronto's analytics association.
- Animation – Guru Studios and House of Cool, ship assets internationally.
- Clustering physically while working from anywhere virtually – stimulus.

# Clustering and Affordability

- Develop and measure mixed neighbourhoods versus gentrification – creative centres, businesses, creative industries, live/work spaces.  Artscape in Toronto and Vancouver – creative place-making. http://www.torontoartscape.org/
- E.g. Launchpad
- Find talent fast through just in time network

# Clustering and Affordability

- Affordable housing, health care, childcare – access to content was one of the three top drivers for choosing a city.

# Disintermediation

- Collaborative culture – NESTA 83 % of young people between 8 and 18 had made some form of culture and shared it – music, animation, web sites.

# Design

- Establish design standards and measure impacts – zero carbon design, green roofs.  E.g. James Elder. Understand and analyze impacts of decisions that are made – segue to Dr. Eric Miller

# OCAD University Today

- Founded 140 years ago.
- Largest, most comprehensive art, design and media university in Canada and 4th largest in North America.

- 4,700 students in 15 undergraduate and 7 graduate programs; 9% international UG/23% graduate.

- As world transforms, OCAD University's 500 + faculty and students are leading change, building strong new competencies in human-centered technology design, strategic foresight, design thinking and big-data driven digital fields – visual analytics, wearable technology, and the Internet of things.

- Three Canada Research Chairs: Indigenous Visual Culture & Curatorial Practice, Design for the Future of Health and Design for the Internet of Things.

**OCAD University defines excellence as the ability to mobilize the intrinsic power of art and design creativity to address the world's significant challenges.**

**THE UNIVERSITY OF THE IMAGINATION**

**Our curriculum and research programs have a real-world foundation in design. We activate data, materials and technology.**

**We combine human-centered research methods and design thinking with invention, experimentation, and interpretive qualities of art-making practices.**

**UNDERGRADUATE Bachelor of Fine Arts (BFA)**

1. Criticism & Curatorial Practice
2. Cross-Disciplinary Art: Publications
3. Digital Futures
4. Drawing & Painting (Digital Painting Expanded & Animation)
5. Art and Social Change
6. Indigenous Visual Culture
7. Integrated Media (Integrated Media & Expanded Animation)
8. Photography
9. Printmaking
10. Sculpture / Installation

**UNDERGRADUATE Bachelor of Arts (Honours) BA**

1. Visual and Critical Studies

# OCADU UNDERGRADUATE DEGREES

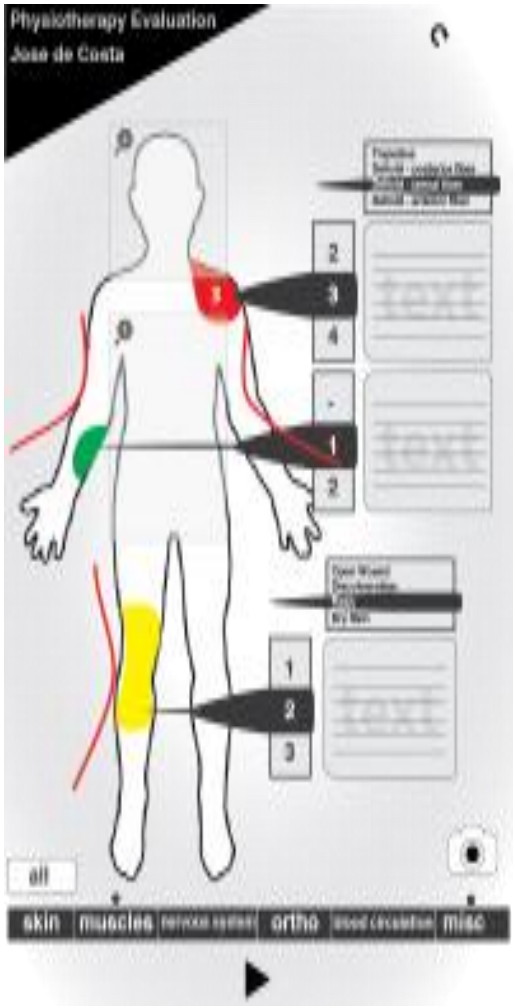
## UNDERGRADUATE Bachelor of Design (BDes)

1. Advertising
2. Environmental Design
3. Graphic Design
4. Illustration
5. Industrial Design
6. Material Art & Design
7. Digital Futures

# OCADU UNDERGRADUATE DEGREES

Shannon Lea Doyle 2013

# GRADUATE STUDIES




## GRADUATE PROGRAMS

1. Criticism & Curatorial Practice
2. Interdisciplinary Art, Media and Design
3. Digital Futures
4. Contemporary Art, Media and Design History
5. Strategic Foresight and Innovation
6. Inclusive Design
7. Design for Health

**Boutique, highly interdisciplinary programs**

## OCADU UNDERGRADUATE DEGREES

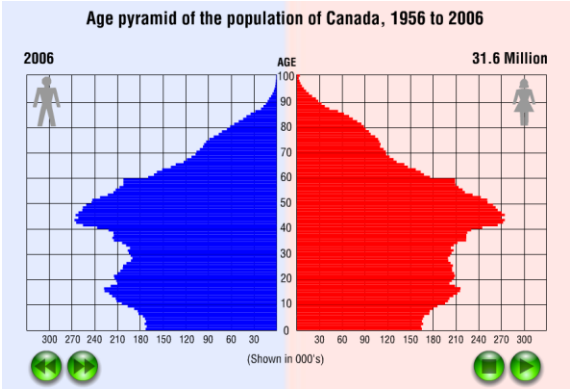
The Master of Strategic Foresight: trans-disciplinary interweaving design. social science, technology, and business. Essential competencies: design thinking; strategic and iterative methodology; understanding human needs, wants and behaviours.

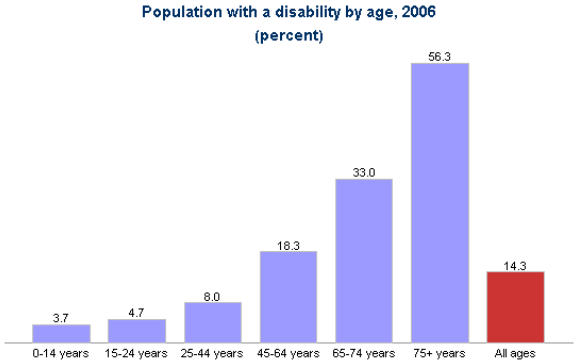
**STRATEGIC FORESIGHT & INNOVATION**

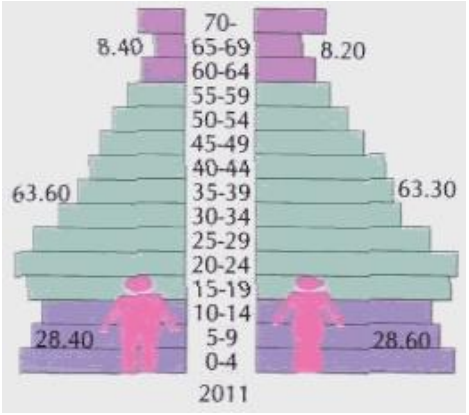
The Master of Digital Futures Program fuses together disruptive technologies and new thought leadership to form technology savvy leaders in digital applications, products, media content, practices and services.

**DIGITAL FUTURES**

A two-year executive program is open to students worldwide, with online courses which use highly interactive instructional design techniques, multi-disciplinary seminars co-taught by leaders in the field, and a major project.

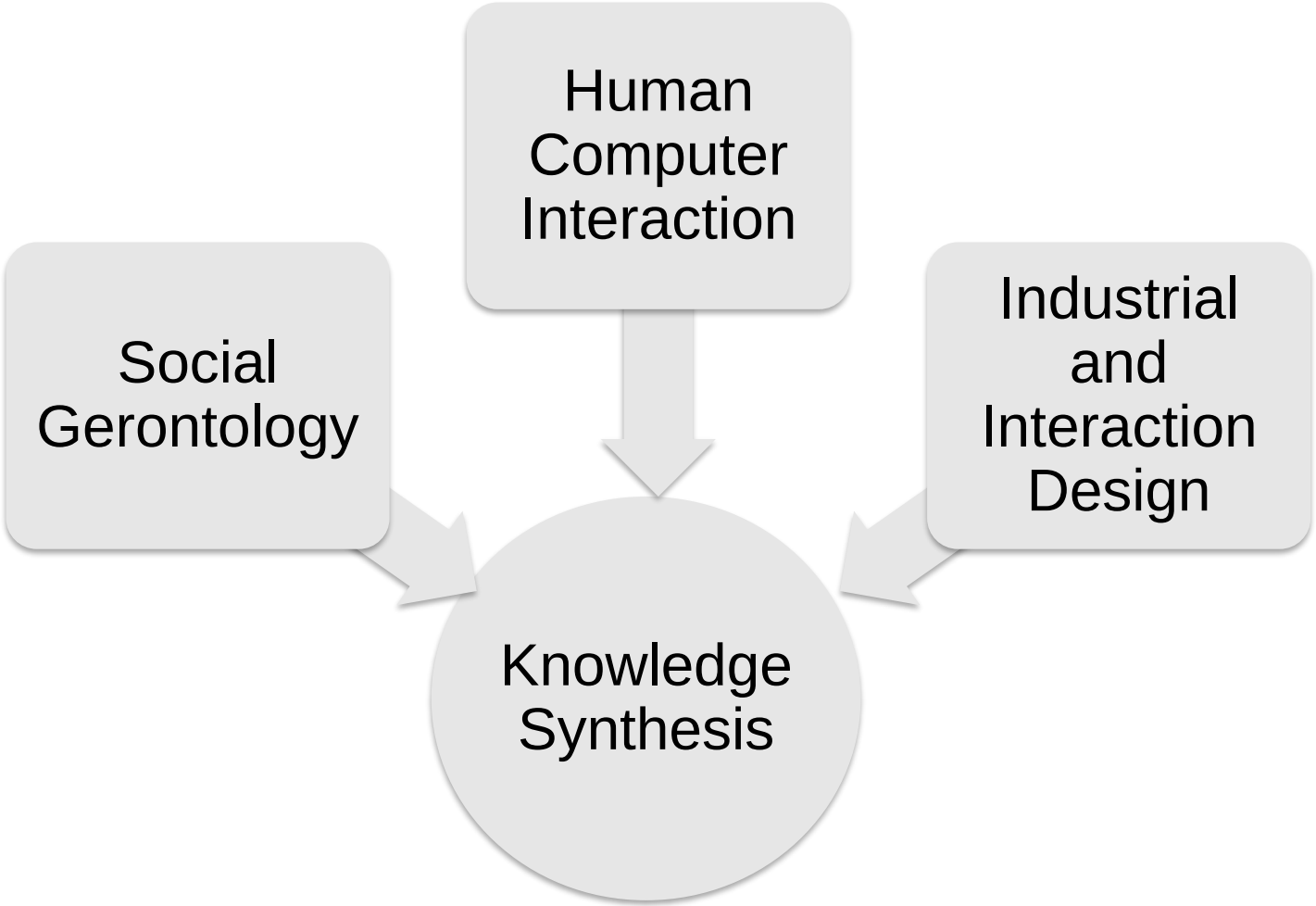



**INCLUSIVE DESIGN**

# DESIGN FOR HEALTH



This is a cross-disciplinary, cross-institutional program of study, designed to educate curators and critics across all creative disciplines.

**CRITICISM & CURATORIAL PRACTICE**

# Research and Commercialization at OCAD University

- Research/creation leader + research in design for health, curatorial practice and global culture, data analytics and visualization, digital economy, design engineering, social science and humanities.
- Research in wearable technologies, intelligent materials and textiles, 3D fabrication and advanced manufacturing and interaction design
- Partner in Canadian Centre for Aging & Brain Health Innovation led by Baycrest. Art and Neuroscience.

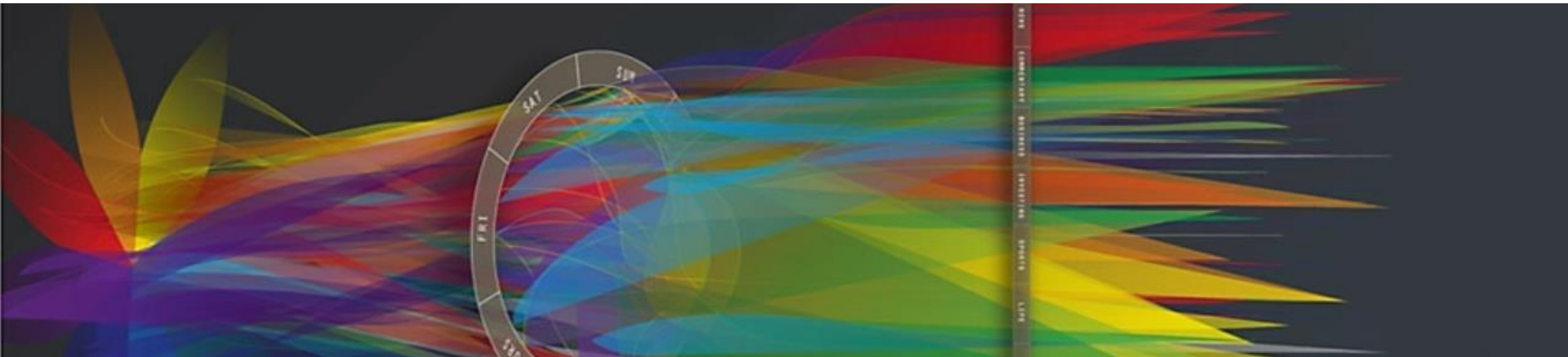
IMAGINATION CATALYST
ZERO STUDIO
OPEN SPACE GALLERY
Data Material-ization Lab
IDRC Labs
Ambient Experience Lab
Digital Futures Studio
Experiential Inclusive Meeting Room
Mobile Experience Lab
TANGIBLE PLATFORM & FORESIGHT LABS
TECHNOLOGY SERVICES & DEVELOPMENT LABS
HCI Labs
sLAB
Game: Play Lab
Social Body Lab
Visual Analytics Lab
Super Ordinary Lab
SMAC Lab
Research Offices
DIGITAL MEDIA RESEARCH + INNOVATION INSTITUTE
Inclusive Media & Webcasting Labs
Data Infrastructure
Rapid Prototyping Studio | Maker Lab
Digital Drawing & Painting Lab
Smart Materials & Lighting Lab
CONTENT RESEARCH STUDIO LABS
Physical Hybrid Computing Lab
MEIC CONVERGENCE STUDIO
Black Box Lab
AGILE DEVLOPMENT LABS
Digital Collaboration Studio
Inclusive Design Community Lab

# Inclusive Design Research Centre

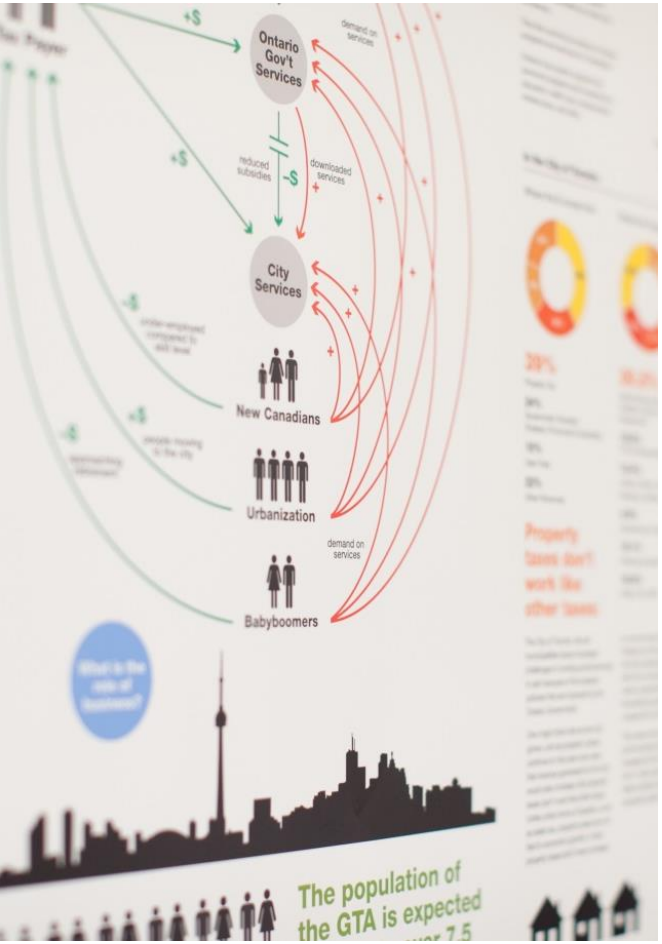
- A global centre of expertise with nearly 100 partners worldwide that addresses how we design and develop information and communication technology systems so they are inclusive.
- Develops information and communication technology systems for people with varying abilities, languages and cultural preferences.
- Related graduate program in Inclusive Design.
- Supported by ORF-E, ORF-RI, CFI, William and Flora Hewlett Foundation, The Andrew W. Mellon Foundation, SSHRC, OMDC, IBM, Blackberry, U.S. Department of Education, European Union.

# Visual Analytics Lab

- Drives research in data extraction, information analysis and scientific visualization in partnership with industry clients such as Boeing, the *Globe and Mail*, N-Logic, PWC, IBM and research hospitals.
- Co-PI with the Centre for Information Visualization and Data Driven Design (an industry, York University and OCAD U partnership).
- International partnerships with Brazilian and Canadian universities and hospitals.
- Theme Leader for Visualization research in iCity and BRAIN ORF-E projects.
- Supported by ORF-E, NSERC, SSHRC, OCE, MITACS.
- Related graduate program in Digital Futures and undergraduate programs in Industrial Design and Graphic Design.



# Strategic Innovation Lab
(sLAB)




- Develops and applies strategic foresight, design thinking and visualization prototyping methodologies.
- Integrates academic research, professional engagement, education and skills development for stakeholders in the private, public and not-for-profit sectors.
- Clients include Government of Canada Policy Horizons, SSHRC, OMDC, Ontario Government (MRI), United Way, Scotiabank, AT&T.
- Related graduate program in Strategic Foresight and Innovation.

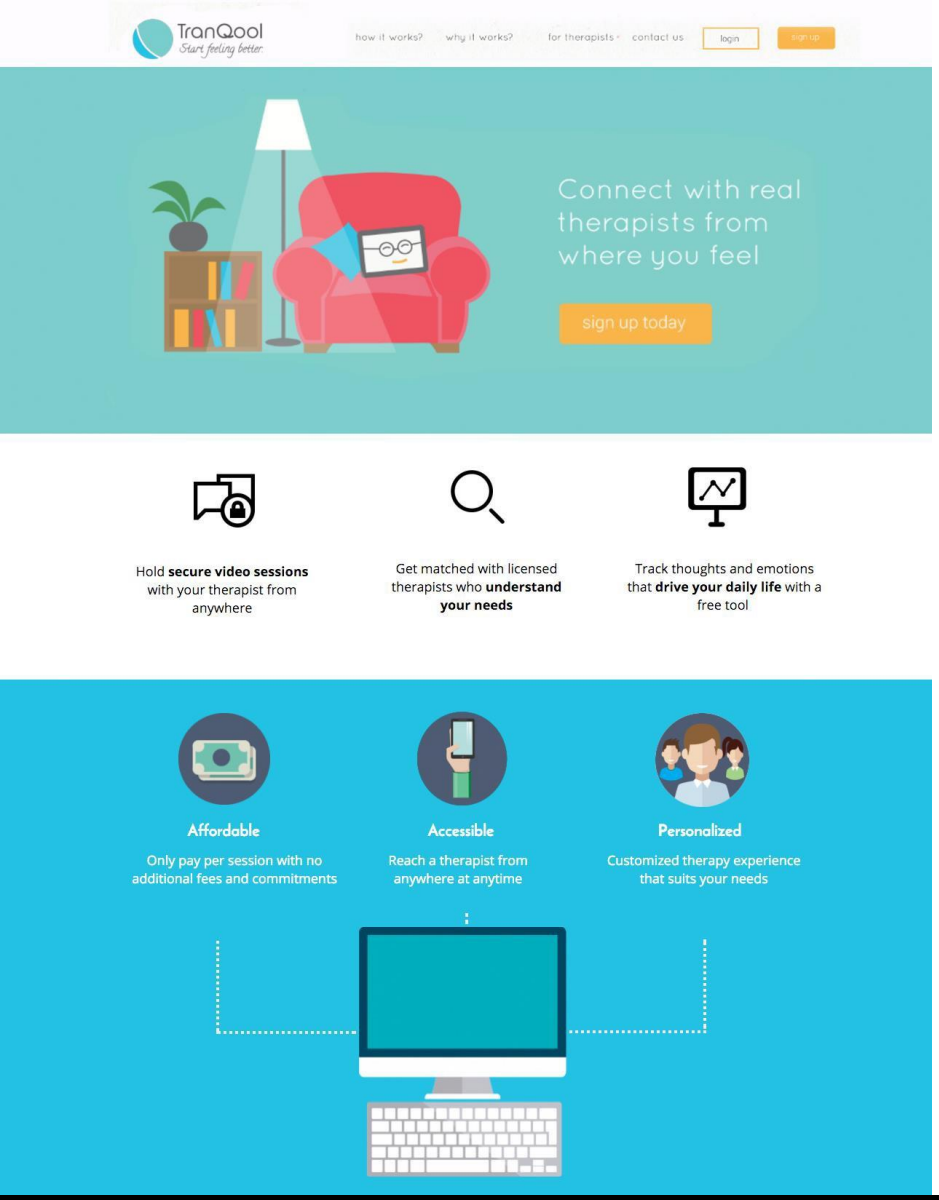
# INDUSTRY PARTNERS IN RESEARCH & INNOVATION

# Imagination Catalyst Incubator – Design and Digital incubator

- Current 3,000 square feet provides co-working space for up to 25 creative companies and social ventures each year, while also leveraging OCAD University's investment in world-class technology, maker studios, research labs and specialized maker equipment such as 3D printers.

- Imagination Catalyst entrepreneurs have access to business advisors, professional service providers, and an extensive mentor network as well as government funding opportunities.

# Our Partners




TranQool
Start feeling better.

TranQool is an e-mental health platform that matches patients and therapists, provides a secure video therapy environment and Daily Emotional Tracker app, all designed to improve health outcomes

OCAD U imagination CATALYST

# Creative business & design skills for cultural entrepreneurs & young startups

# DesignJam

## BigTent Events

Toronto 100+
Waterloo Region 100+
Focus on traffic & transit
food insecurity
homelessness & more

## Workshops

Hands-on training by
experts in design thinking
visual production,
sustainable service design
future-forward business

## Toolbox

Online videos & tools
for self-development
design for people
strategic foresight
startup culture

lab

OCAD UNIVERSITY

MaRS

imagination CATALYST

Ontario Centres of Excellence

ONE

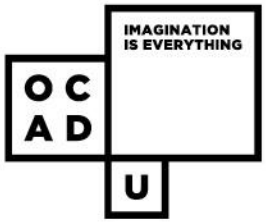
Ontario Network of Entrepreneurs

# McCaul Street
# **Creative City Campus**

- The Creative City Campus project will revitalize and expand the core of OCAD University's campus.
- The fundamental goal is to ensure students have full access to technology-enabled studio-based and experiential learning.
- The project will add 55,000 square feet of new space and upgrade 94,700 square feet of existing space to:
  - expand and refurbish studio spaces and fabrication technology
  - construct collaborative learning spaces in the Sharp Centre for Design
  - create the Grange Park Room and Student Commons
  - create an Indigenous Visual Culture Centre
  - revitalize and expand the Art and Design Library for the Future
  - develop a Centre for Experiential Learning, located at 115 McCaul St.
- The total project cost is approximately $60 million, with $27 million in funding from the Government of Ontario.

# Proposed Campus for the Connected World on Toronto's Waterfront

- New facility for research and innovation including a shared commercialization and incubation led partnership with IBM to which OCAD University would bring strengths in strategic foresight and design thinking to emerging technologies.
- OCAD University's proposed new home for human-centered technology design, digital media, green technology research, incubation and learning would be part of the emerging innovation hub on Toronto's Waterfront.
- Toronto's waterfront is a living laboratory that will benefit from a leading edge creative research and learning partner.


IMAGINATION
IS EVERYTHING
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