

# Toronto

## Design



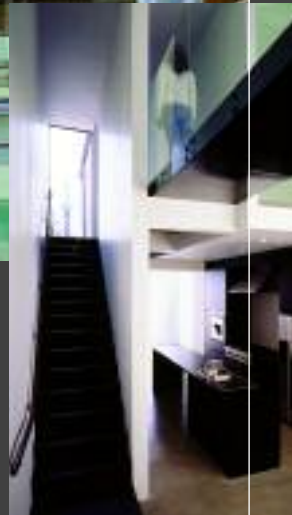
### NEXT STEPS

Our expert team is ready to answer all your questions about business and investment opportunities in Toronto's growing design cluster. We offer a cluster profile, information on other economic clusters and helpful liaison with government and industry organizations. Please contact the Toronto Economic Development Office:

416 392 3375

[www.toronto.ca/business](http://www.toronto.ca/business)

 **TORONTO** Economic Development



Upper Right:  
3rd UNCLE design inc., Dov photography exhibit installation,  
Andrej Kopac photographer

Entro and Pentagram, Pearson International Airport,  
New Terminal Building

Tom Deacon, Keilhauer, Tom chair

Below:  
Hambley & Woolley INC  
Janet Rosenberg + Associates, Landscape Architects + Urban Designers, H+O  
Karim Rashid, Umbra, Garbino



Furniture manufacturer Keilhauer created the award-winning Tom chair, designed by Tom Deacon in 1997, and saw its business grow by 100%.

Housewares manufacturer Umbra commissioned Karim Rashid to design the Garbino plastic trash can, which has sold millions of units over the past decade and is now in the permanent collection of the Museum of Modern Art, New York. Teknion's annual sales grew by 350% when it began working with designers to identify niches and bring its office furnishings to market faster. The interior design genius of Yabu Pushelberg helped the MGM



Grand Hotel in Las Vegas raise its guest room rates by 35%, and enabled the Victoria's Secret flagship store in New York to sell twice the store average per square foot, or an estimated US\$32 million in its first year. Hambley & Woolley's strategic graphic design transformed the essence of the brand at Canadian House & Home magazine into materials that worked beautifully and fit with the full company strategy. Working with top designers, Eventscape's award-winning custom fabric forms and architectural structures have enabled the company to work with clients as diverse as Fila, The White House and Charles Schwab, and grow their company ten-fold in six years.



*"Toronto's expertly trained design workforce is poised to address the needs of clients in every sector of the economy – and the design workforce is growing."*

ARLENE GOULD, STRATEGIC DIRECTOR,  
DESIGN INDUSTRY ADVISORY COMMITTEE (DIAC)

*"Toronto is at the epicenter of one of the world's most vibrant design-based economies."*

RICHARD FLORIDA,  
GEORGE MASON UNIVERSITY, AUTHOR

*"Organizations can no longer count on quality, performance or price alone to sustain leadership in the global marketplace. Design has emerged as a new competitive weapon and key driver of innovation."*

ROGER MARTIN, DEAN, ROTMAN SCHOOL OF  
MANAGEMENT, UNIVERSITY OF TORONTO

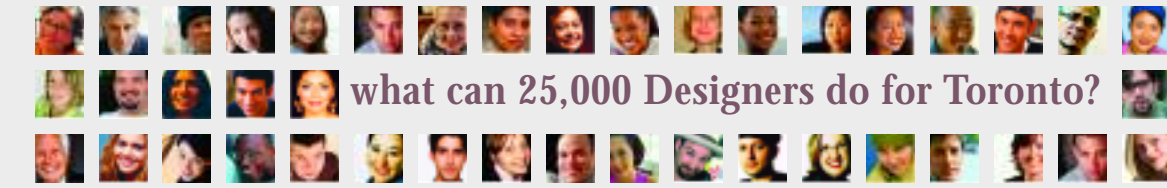
*"Everyone wants to invest in innovation, but it takes design to turn good ideas into hard cash."*

CANADIAN BUSINESS, October 10-23, 2005

Front Cover :

Kuwabara Payne McKenna Blumberg Architects/  
Goldsmith Borgal and Company, Associates,  
architects in joint venture,  
Scott Thornley, Thornley Design, graphics,  
National Ballet School

Johnson Chou Inc., 11 Baldwin Street House



## what can 25,000 Designers do for Toronto?

Innovative building solutions are helping the University of Toronto attract students and faculty, maximize research results and lower operating costs with sustainable design features. Quadrangle's innovative design for BMW Toronto has changed auto retailing in an urban environment. What's the common link? The ideal balance of design skills, innovative thinking and marketing acumen fostered in one of the world's leading centres of design: Toronto.

The success of Toronto's design cluster arises from the convergence of creativity and problem solving skills of an expertly trained design workforce, sophisticated clients and quality standards that have evolved from competitive and cooperative creative endeavours. The result is a highly developed environment for selling design innovation and commercialization around the globe. In the six disciplines of design – architecture, landscape architecture, interior, industrial, graphic and fashion design – Toronto innovators are winning acclaim as they help build global brands, make companies more competitive, plan sustainable communities, enhance quality of life and provide the imaginative fuel for future growth.

### SUCCESS BY DESIGN

- > With over 25,000 designers, Toronto has the largest design workforce in Canada and the third largest in North America (after New York and Boston).
  - > Toronto is home to 28% of all Canadian designers (compared to only 16% of the total Canadian workforce).
  - > Toronto's design workforce grew by 4.7% from 1991 to 2001, while the overall labour force grew by 1.4% in the same period.
  - > Designers have higher levels of post-secondary education (university or college) than the overall workforce: 34% of designers have a university degree as compared to only 22% of the overall workforce, and the design sector is engaged in continual training and upgrading prompting continuous improvement.
- ### SUPPORT SYSTEMS
- > Over 3,000 people pursue post-secondary studies in various design fields in Toronto. All four universities and numerous colleges offer design programs that ensure a wealth of highly skilled graduates. Design schools are also important research and advocacy centres. York University launched its master's program in design in September '05, and Ryerson University is also planning a new design master's. Industry associations

- provide ongoing skills training programs for practicing designers, making Toronto a fertile ground for design innovation and commercialization.
- > Influential design trade shows/conferences include DigiFest ([www.dx.org/digifest](http://www.dx.org/digifest)), DesignThinkers ([www.designthinkers.com](http://www.designthinkers.com)), the DX National Design Conference ([www.dx.org](http://www.dx.org)), Fashion Week ([www.lorealfashionweek.ca](http://www.lorealfashionweek.ca)), the Festival of Architecture and Design ([www.toronto.ca/fad/](http://www.toronto.ca/fad/)), the Interior Design Show ([www.interiordesignshow.com](http://www.interiordesignshow.com)), and IIDEX/NeoCon Canada ([www.merchandisemart.com](http://www.merchandisemart.com)).
- > In addition to design awards presented at the shows, local honours include the ARIDO Awards of Excellence, Best of Canada Design Awards, National Post Design Exchange Awards, the Ontario Association of Architects Annual Awards and the City of Toronto Architecture & Urban Design Awards.
- > The Design Exchange ([www.dx.org](http://www.dx.org)), is the only Canadian institution devoted to promoting Canadian's understanding of the value of design across all disciplines through its competitions, education programs, exhibitions and industrial design collection. The DX hosts 40 programs annually targeting all ages.

### WHY TORONTO?

- > Toronto is home to one-sixth of Canada's labour force. Multilingual (100+ languages) and ethnically diverse, it has a style unique in North America and is a magnet for creative media, design, software and technology companies.
- > The Toronto region's 5 million residents are well educated, media-savvy and cosmopolitan – which fosters a dynamic, inspiring cultural environment for design.
- > Toronto is Canada's gateway; the volume of direct international flights puts the city in a league with New York and Los Angeles.
- > A local network of consultants, professional firms and specialized suppliers serves 40% of Canada's top 500 companies. The City's state-of-the-art communications infrastructure includes the highest fibre optics concentration on the continent.
- > Toronto has state-of-the-art manufacturing facilities with the expertise, skills and experience to produce products in a timely, efficient and cost-effective manner.
- > *Toronto: A Diversified Economy* has more on the Toronto region's proximity to the U.S. market, extensive public transit system, vibrant cultural life and clean, safe streets.

Designers work in almost every sector of Toronto's economy, contributing to the success of companies in a wide range of fields.

INDUSTRIAL MIX OF TORONTO'S DESIGN WORKFORCE, 2001  
(Source: Statistics Canada, Census of Population, 2001)



Based on research conducted by Gertler & Vinodrai, Dept. of Geography and Munk Centre for International Studies, University of Toronto for DIAC

TOP NORTH AMERICA CITIES FOR DESIGN EMPLOYMENT, 2001  
(Source: Meric S. Gertler & Tara Vinodrai, 2004, DIAC, Design Matters, p.4)

|                                 |        |
|---------------------------------|--------|
| New York, NY PMSA               | 35,200 |
| Boston, MA-NH PMSA              | 17,500 |
| Toronto, ON CMA                 | 17,300 |
| Chicago, IL PMSA                | 17,100 |
| Los Angeles-Long Beach, CA PMSA | 15,000 |
| Montreal, QU CMA                | 12,100 |
| San Francisco, CA PMSA          | 11,500 |
| Detroit, MI PMSA                | 10,000 |
| Philadelphia, PA-NJ PMSA        | 9,800  |
| Minneapolis-St. Paul, MN-WI MSA | 8,300  |
| Dallas, TX PMSA                 | 7,900  |
| Atlanta, GSA MSA                | 7,800  |
| Washington, DC-MD-VA-WV PMSA    | 7,400  |
| Phoenix-Mesa, AZ MSA            | 6,800  |
| Houston, TX PMSA                | 6,000  |
| Vancouver, BC CMA               | 6,000  |

### FIND OUT MORE

- Together with all levels of government and key stakeholders, the design industry associations work on the Design Industry Advisory Committee (DIAC), to deliver sector-wide advocacy and support. DIAC is a design research think-tank established by the City of Toronto in 2001. [www.diac.on.ca](http://www.diac.on.ca)
- > The Association of Chartered Industrial Designers of Ontario - [www.acido.info](http://www.acido.info)
- > The Association of Registered Interior Designers of Ontario - [www.arido.ca](http://www.arido.ca)
- > The Association of Chartered Industrial Designers of Ontario - [www.acido.info](http://www.acido.info)
- > The Ontario Association of Landscape Architects - [www.oala.on.ca](http://www.oala.on.ca)
- > The Association of Registered Graphic Designers of Ontario - [www.rgdontario.com](http://www.rgdontario.com)
- > The Ontario Association of Architects - [www.oaa.on.ca](http://www.oaa.on.ca)
- > Toronto Society of Architects - [www.torontosocietyofarchitects.ca](http://www.torontosocietyofarchitects.ca)
- > Toronto Fashion Incubator - [www.fashionincubator.com](http://www.fashionincubator.com)
- > Fashion Design Council of Canada - [www.fdcc.ca](http://www.fdcc.ca)

Above:

Shikatani Lacroix Brandesign, Design Matters, DIAC

Below:

Arthur Mendonça, L'Oréal Fashion Week, Paul Toogood photographer

Gottschalk+Ash International, MaRS

Quadrangle Architects Limited, BMW Toronto

