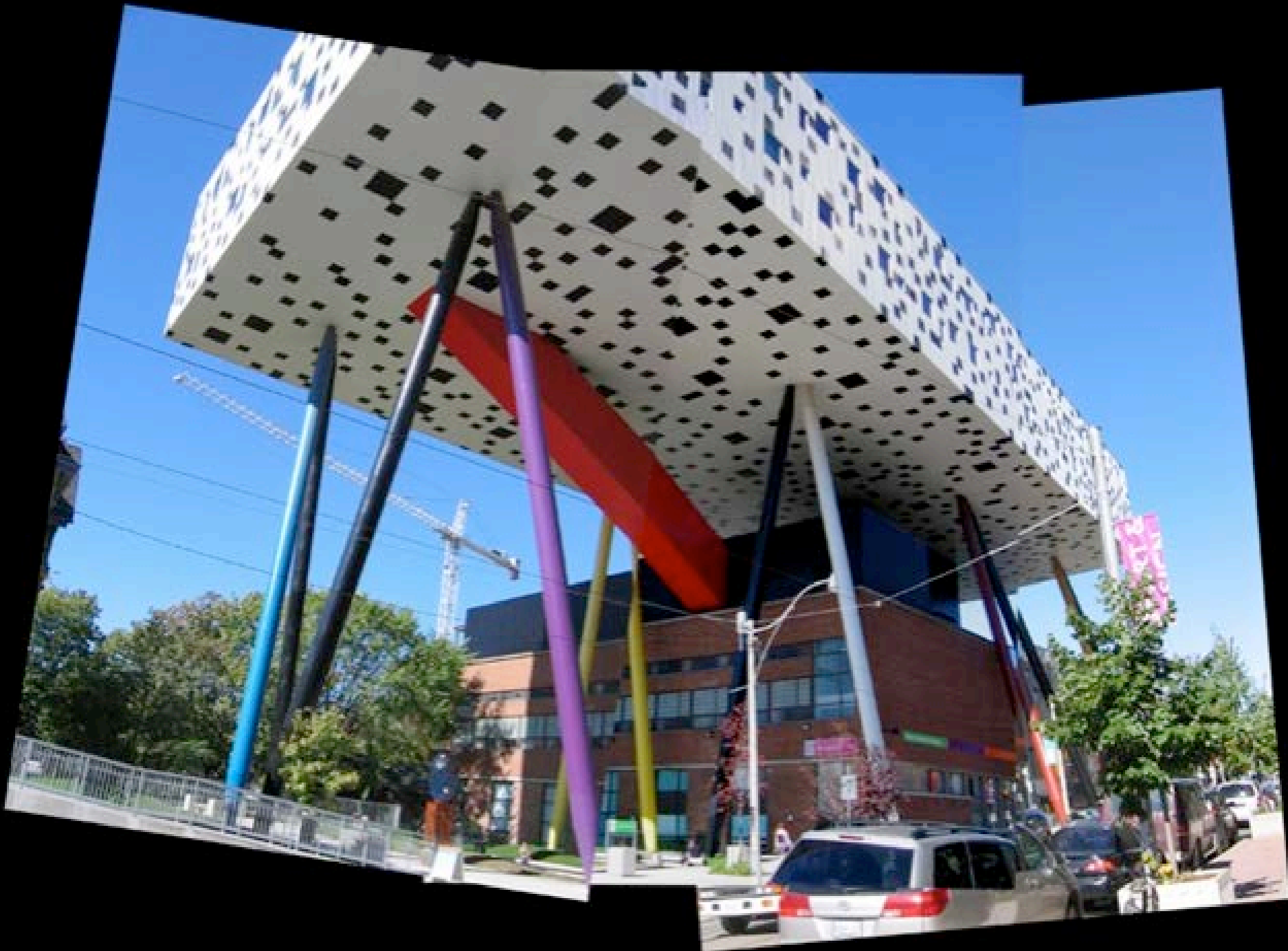
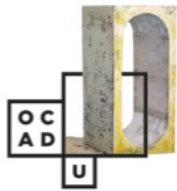


CREATE THE FUTURE OCADU

**Innovation & Entrepreneurship in the Age of
Imagination,
Dr. Sara Diamond,
President OCAD University**







Mission

OCAD University's students, alumni and faculty will provide Canada and the world with design methods and thinking combined with the experimentation and interpretive qualities of art, a mastery of technological invention, combined with innovation and entrepreneurship



135 Years of Innovation

Since 1876 OCAD University has contributed to Toronto's development as a world class art, design and digital centre

Home of the Group of Seven (Arthur Lismer and J.E.H. MacDonald were principals; A.J. Casson faculty)

Engine for Canadian advertising industry and graphic design – Air Canada, CN, CBC (Burton Kramer, Alan Fleming, Stuart Ash, Elizabeth Lynn, founder of Zig)

Inventors of industrial design – Don Watt – master of retail design solutions

Catalyst for electronic arts (digital media) – Michael Snow, David Rimmer, Lisa Steele, Rebecca Belmore

Home to world class visual artists – Doris McCarthy, Rebecca Belmore

Responsible for Queen Street revitalization in the 1970s and 1980s – commercial galleries

Birthplace of Canadian new wave music (1980s)

Lead illustration awards 1980s – 2010s



A.J. Casson



Digital Futures Initiative

Undergraduate program: DF

TIDA: Technology,
Innovation, Design/Art

Graduate Programs: Masters
of Digital Futures

Digital Media Research &
Innovation Institute (18
laboratories, four
buildings)



Emma Westecott, Games Design Faculty
keynote at Cannes



Innovative Curriculum

- Inclusive Design Masters – building technologies for inclusion
- Strategic Foresight Masters – Design applied to business challenges
- Design & Health
- Think tank
- Work on real world challenges with industrial partners





Major Research Centres

DMRII:

- Gaming, Social Media, HCI, Mobile technology, Wearable computing and intelligent fabrics, Ambient experience design, Interface and Interaction Design
- Inclusive Design Research Centre and IDI (multi-institutional multi-million dollar centre)
- Centre for Data Visualization and Data Driven Design
- Strategic Foresight Lab (Media 2020)



Dance Gloves, Kate Hartman



Tom Barker, Chair, DFI



Economic Development Initiatives



Not-for-profit association
that groups mobile
industries, universities
and colleges

Incubator (supported in part
by City of Toronto);
Mobile Accelerator
Program

Applied Research – Taking
Ontario Mobile





Economic Development Initiatives

Imagination Incubator:
Support to get alumni
and student prototypes
to market; venture
capital and super angel
advisory board; enable
SMEs; FEDEV

Design Advantage
Network: Design
services for SMEs



Logic Blocks



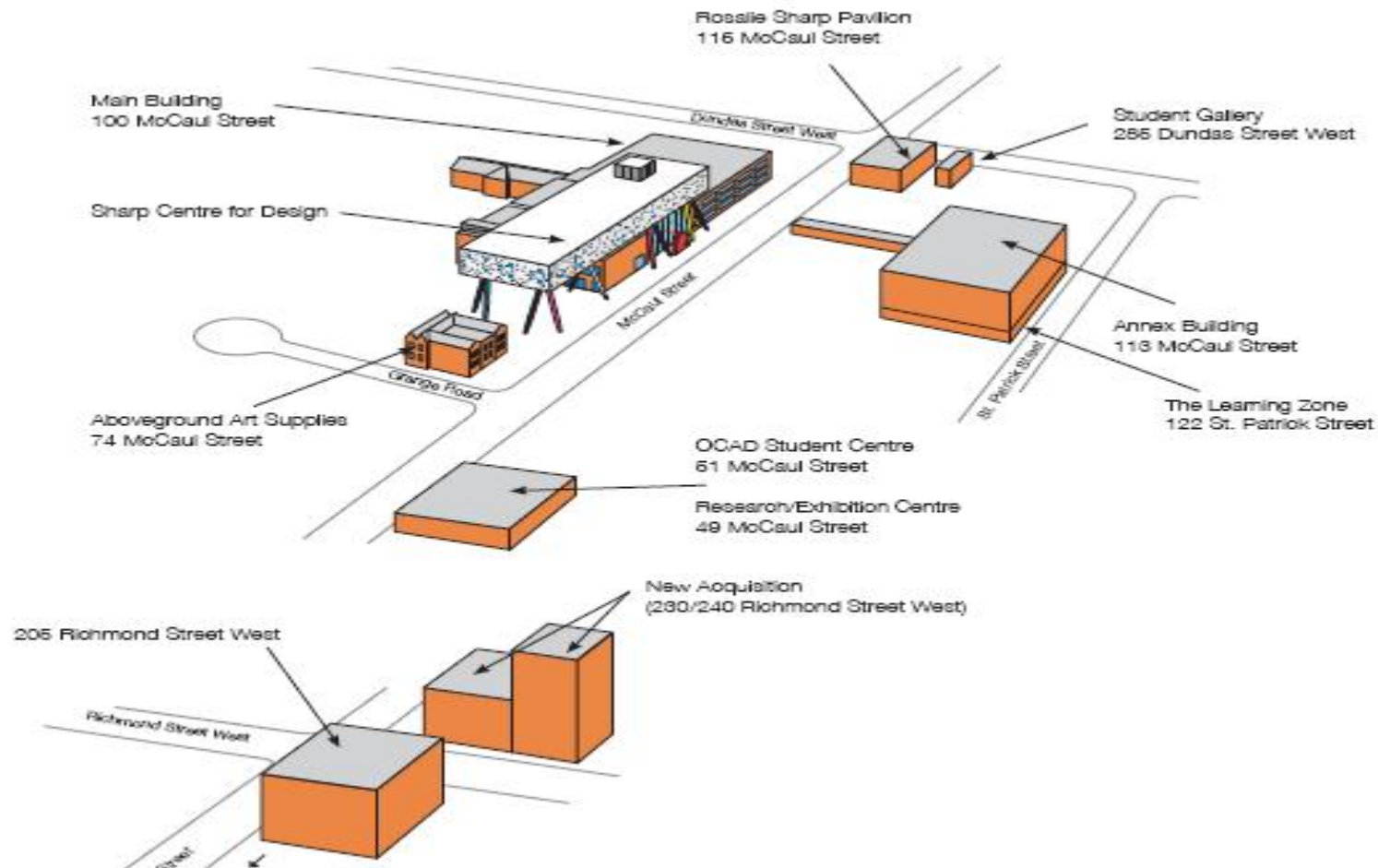
Job Creation

- Visual Art graduates work in media industries, galleries, community arts, as independent artists and in many related fields.
- Design graduates fill the successful Toronto and region design industries (17300 a decade ago)
- The majority of faculty are also entrepreneurs with their own companies





City Builders





Innovative Space Use – 49 McCaul, IDRC





City Builders

Institute for Creative
Digital Industries

240 Richmond Street West

Public/private sector partners,
include:

- Marblemedia
- Decode Entertainment
- Glass Box Television
- Tattersal Sound and Pictures
- University of Waterloo's Stratford Institute
- Seneca College
- National Film Board





Centre for Advanced 3D Design & Manufacturing - Queen Street West

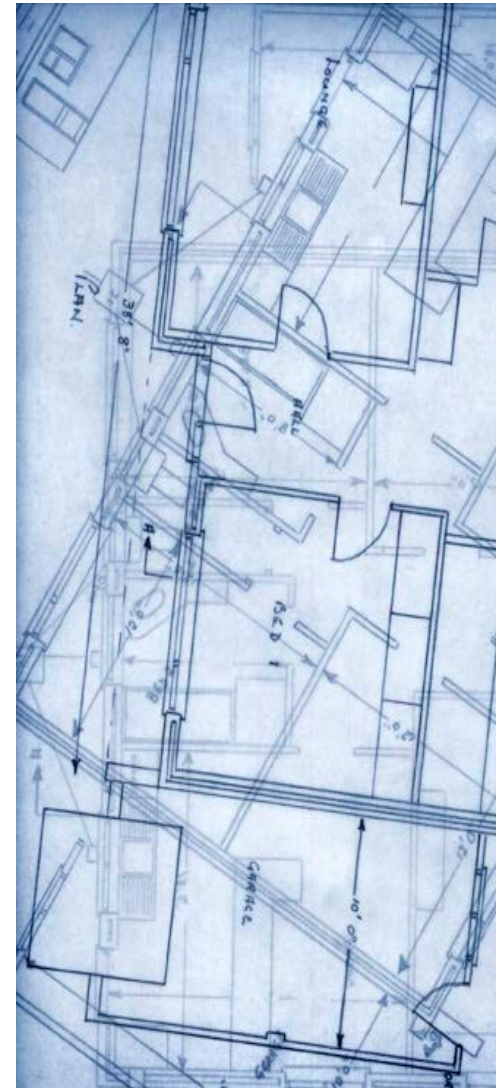


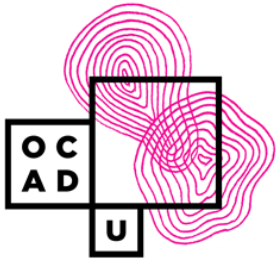


Section 37

OCAD U has 5 innovative ideas

1. IMAGINATION CATALYST
2. DESIGN FUTURES SHOWCASE
3. ABORIGINAL HOUSE OF LEARNING
4. VISUAL ART PUBLIC LEARNING CENTRE
5. VISIBLE CAMPUS PUBLIC BOULEVARD





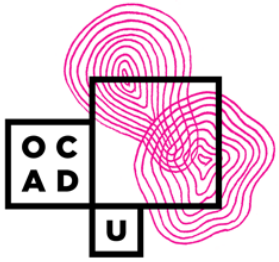
VISIBLE CAMPUS PUBLIC BOULEVARD

3

Creating of an enhanced pedestrian experience along McCaul St, south to Duncan St, based on research conducted by OCAD U professor Job Rutgers, working in partnership with Canadian building material manufacturers.

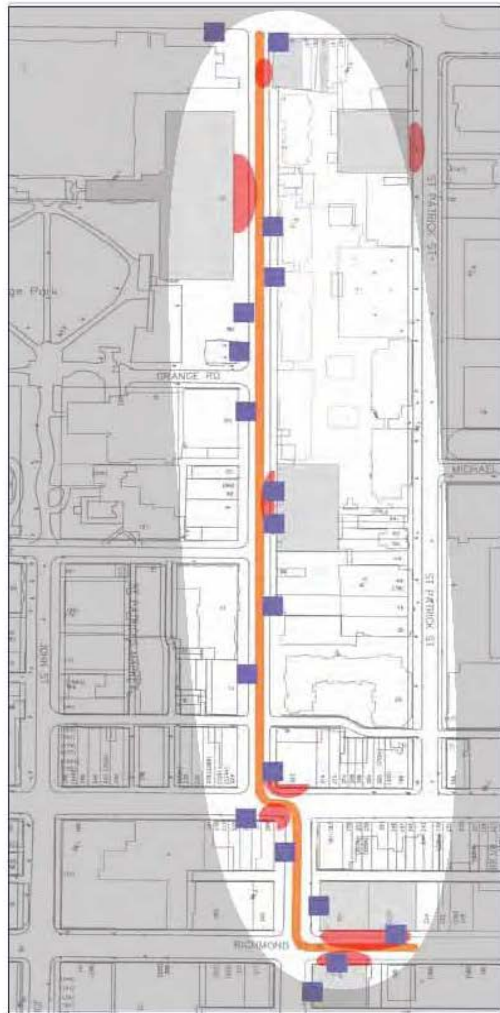
Invites the public user to discover art and design by creating a tangible cultural discourse on the boulevard through:

- **Display installations**
- **Artistic paving patterns/markers**
- **Graphic markers**
- **Planters and seating**



VISIBLE CAMPUS PUBLIC BOULEVARD

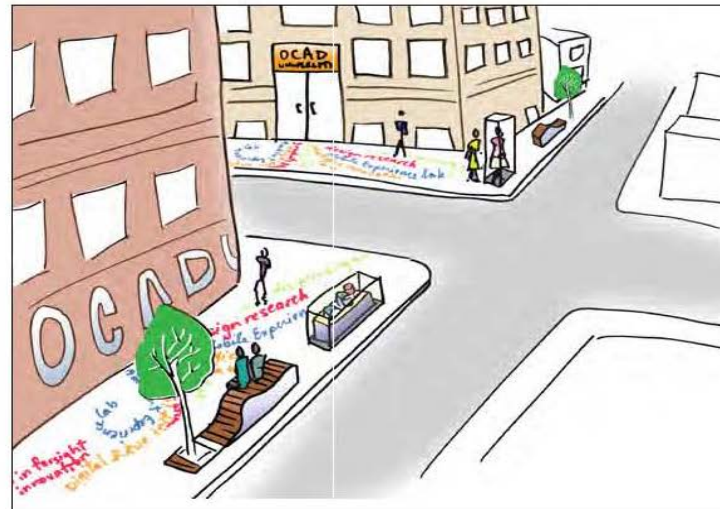
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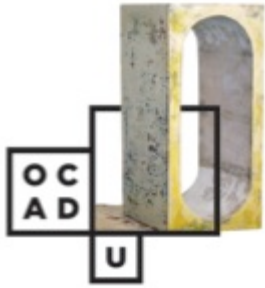


Series of dynamic graphics marking key OCADU premises.
Outdoor exhibit system featuring best student works.
Street furniture that expresses dynamic OCADU brand.

LEGEND

- Graphic Treatments on Pavement/Buildings
- Outdoor Exhibition Display System
- On Street Graphics Trails
- Street Furniture



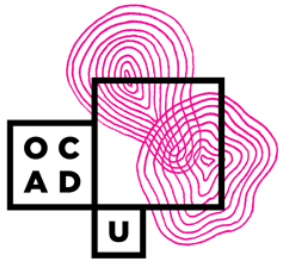


IMAGINATION CATALYST: CREATIVE INCUBATOR

A drop-in business centre that is staffed by faculty and design staff and students working for the benefit of community organizations, not-for-profits, ICT, digital media, new manufacturing businesses and green industries to provide design-based competitive advantages through industry-lead collaborations and networking opportunities. The Design Advantage Network will be housed at this site, offering student and faculty support through design services and strategic foresight to the Toronto community.

The facility will ideally consist of:

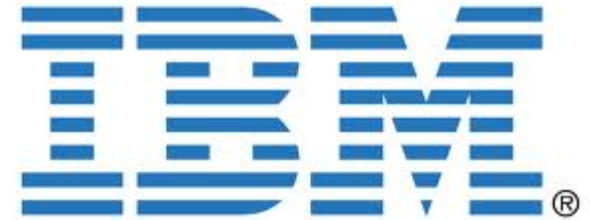
- **Storefront**
- **Studios**
- **Offices**
- **Support spaces**



Some of our Collaborators



Sony Ericsson



achillesmediagroup



