

# DESIGN° LATITUDES

An exhibition mapping the innovations, influences and future directions of design studies in the north

May 12 – June 6, 2015

Fine Arts Building Gallery, University of Alberta  
Edmonton (53.53°N), Alberta, Canada  
[www.designlatitudes.ca](http://www.designlatitudes.ca)



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The Design Latitudes exhibition explores shifts of **latitude** and frontiers of **north** in relation to our interdisciplinary Design Studies program at the University of Alberta, which connects design education to research, practice, industry and community engagement. **Latitude** encompasses both geographical context as well as breadth of freedom of action or thought. **North** is bordered geographically, framed in opposition, and conceptualized through a diversity of experiences, lenses and spaces.

This exhibition reflects on, articulates and critiques aspects of design education by documenting our past, situating our present and envisioning our future possibilities. Beyond looking at the legacy and prospects of our own program, we hope that **Design Latitudes** will generate dialogue and debate on how to equip designers to meet the needs of communities in the north and beyond.

The **Design Latitudes** exhibition showcases 59 submissions from students, graduates, faculty, instructors and design professionals affiliated with or connected to Design Studies in Industrial Design and Visual Communication Design at the University of Alberta. These innovative submissions challenge, conceptualize, critique, embody, examine, explore, interrogate, propose, reflect on and reveal a wide array of frameworks for design studies in the north.

**JORGE FRASCARA**  
Professor Emeritus, University of Alberta, Canada  
Jorge Frascara is Professor Emeritus of the University of Alberta, Honorary Professor at Emily Carr University, Fellow of the Society of Graphic Designers of Canada, and member of the editorial boards of the *Information Design Journal*, *Visible Language* and *Design Issues*. He has held leading positions at the University of Alberta, Iograda, the ISO, the Society of Graphic Designers of Canada, and the Graphic Design Education Association (USA), and has been advisor to the ISO and to the Canadian Standards Council regarding graphic symbols. He has published ten books and more than 60 articles internationally, and has lectured and made presentations in more than 25 countries. Past clients include the Government of Canada, the Government of Alberta, the Mission Possible Coalition (traffic safety), the Alberta Drug Utilization Program, and the Health System in Italy. He lives in Vancouver, consulting on information design for the health sector with his wife, Guillermina Noël.

**RICHARD ISAAC**  
Manasc Isaac Architects, Canada  
Richard was born and educated in England and studied Architecture at the Oxford School of Architecture (now Oxford Brookes University), graduating in 1976. He came to Canada in 1982 and worked for three years as a volunteer in the First Nation community of Wabasca in Northern Alberta. In 1987, he began work with Vivian Manasc in the architectural firm FSC Groves Hodgson Manasc. The pair then founded their own practice, Manasc Isaac Architects Ltd., in 1997. At Manasc Isaac Architects, Richard is the Principal-in-Charge of Design and Projects. In this role, he is responsible for overseeing a number of the firm's key projects. For Richard, there are no template solutions to design challenges. Of paramount importance to Richard is the design of buildings, which will have zero impact on the environment through an integrated design process. The sustainable building is architect's gift to the global ecology.

**COURTNEY CHETWYND**  
Artist-Researcher, Canada  
Courtney Chetwynd is an artist-researcher who was raised in the Eastern and Western Arctic of Canada's Northwest Territories. Currently a PhD Candidate with the University of Dundee in Scotland, her work explores concepts of performativity and liminality within Northern culture, through place-based research and interdisciplinary artistic practice. Courtney holds a Bachelor of Fine Arts degree from Mount Allison University and a Master of Fine Art degree from the University of Calgary. She has exhibited work in New York and research grants from the Alberta Foundation for the Arts, the Banff Centre for the Arts, the Canada Council for the Arts, the University of Calgary, the Centre for Research in the Fine Arts, and the NWT Arts Council. Her work focuses upon themes and metaphors of the body, space, and relationships by integrating Northern concepts and materials in a poetic and psychologically charged manner.

**GAVIN RENWICK**  
Canada Research Chair Design Studies, University of Alberta, Canada  
For over 25 years Gavin Renwick has taught in and worked through architecture, design, fine art and curation. His interior Design undergraduate study was at Napier College, Edinburgh; his MA at the Royal College of Art, London (supported by the *Spatial Determination in the Canadian North: A Theoretical Overview and Practice-Based Response*, one of the first practice-based PhDs submitted in the UK. This was followed by a three year UK Arts & Humanities Research Board Fellowship in the Creative and Performing Arts. In 2005 Renwick was appointed Professor and Chair of Art & Policy at Duncan of Jordanstone College of Art & Design, University of Dundee. Gavin has realized projects across Europe, as well as in Turkey and Canada. In 2010 he joined the University of Alberta as the first Canada Research Chair for Design Studies in the country.

# COUNTER POINTS

An open conversation about innovations, influences and future directions of design studies in the north

- offer perspectives on spirituality and design
- explore tacit 'northern' knowledge versus tacit 'design' knowledge
- equip designers to meet needs through cross-cultural collaborations
- interrogate the idea of sustainable design education
- challenge imported education models
- transform communication spaces through design
- connect designers' ways of thinking with cultural ways of knowing
- embrace pluralistic and intercultural approaches to design in relation to design studies in the north

Panelists have been invited to respond to how we can:

- When Latitude Become Norm. Atif Akin
- Canadian Design Pioneers: Student Research and Design Project (Des 494). Judy Armstrong + Gillian Harvey
- Okoth's Dream: A children's story co-created from our unique southern/African/Ugandan/youth/artist vantage. artists 4 life
- Navigating Educational Pathways/Hospital Wayfinding. Deanna Bains, Chris Brodt, Kaiqiao Chen, Wai Chui, Alexa Guse, Qing Han, Janelle Holod, DongMing Hu, Max Hurd, Mark Lafond, Michael Parillas, William Ramsey, Julie Sikora, Jillan Watts, Chris Wilson, Chenxin Zhou, C Couldwell + Ben King
- Eight New Points in the Nebula: Latitude to Shift Our Creative Space. Hjalmar Baldursson, Droplaug Benediktssdóttir, Fiona Mary Cribben, Arite Fricke, Brynja Þóra Guðnadóttir, Jiao Jiaoni, Magnús Elvar Jónsson, Li Yiwei + Dóra Ísleifsdóttir
- Design Latitudes Visual Identity Designs. Jaymes Barone, Natika Culham, Janelle Holod, Linnea Lapp, Kim vanderHelm + Susan Colberg
- WYSI-WE (What You See is What Emerged): Surprise, Control, Real. Jessica Barnes
- Collaborative Teaching Projects. Peter Bartl, Bonnie Sadler Takach + Visual Communication Design Students
- Northern Perspectives on Indigenous Housing. Emily Bews, Carson Wiebe + Evan Taylor
- Psychogeographic Archive of Edmonton: A Collaborative Collection. Chelsea Boos, with Sean Bliss
- Precarity Pilot—Redefining the Path of Our Working Lives. Brave New Alps + Caterina Giuliani
- frost flowers/arctic death machine. Blair Brennan + Nancy Sandercock
- Northern Narratives from 2-368. Anne Brown, Anna Campbell, Priscilla Chu, Jaime Clanachan, Rachel Denholm, Bianca Ho, Sophie Maisonneuve, Hilary McHale, Lydia Stewart, Ryan Wayne, Chenxin Zhou, Aidan Rowe + C Couldwell
- Smithsonian Folkways Recordings Packaging Design. Anne Brown, Linnea Lapp, Jillian Watts, Katrina Whiteman + Susan Colberg
- Where We Are From. Jaime Calayo
- Visual Latitudes. Anna Campbell, Jaime Clanachan, Alexa Guse, Bianca Ho, Alix Knowles, Damian Sokolowski, Jillan Watts, Ryan Wayne + Bonnie Sadler Takach
- Naskashuk. Carole Charette
- Incubator for Northern Design and Innovation (INDI) Visual Identity Design. Sarah Chou, Robin Good, Erin Greenough, Cheryl Liao, Katrina Regino + Susan Colberg
- Clearwater Studio. Lancelot Coar, Unbuild/Design/Build studio program + community of Clearwater, Manitoba
- Wobbly Structures Research. Lancelot Coar et al
- Dene Declaration (experimental typography). Susan Colberg
- An Empathic Adventure. Heather Daam
- ForgeFix Sleeve 1. Peter Davis
- Energy Bracelet. Chet Domanski
- Lacrosse Bench. Chet Domanski + Chris Brandt
- Living Colours: A Biomimetic Approach to Inform and Inspire Design. Carlos Fiorentino
- Dementia Care by Design. Nicole Gaudet, Megan Strickfaden with Steven Hope
- Outlier Spaces: Northern Field Sites. Jonathan Green
- The Explanation. Fish Grnkowsky
- You Are Here. Gillian Harvey + Edmonton Wayfinding Society
- THIS MIRROR FACES SILENCE. Bernd Hildebrandt
- Cultural Networks: Mapping the Mobilizing of Inuit Cultural Heritage. Anna Hudson, Heather Igloliorte, Angela Norwood, Nancy Wachowich, Gro Ween + Collaborators
- True North. Derek Jagodzinsky, LUXXX Ready to Wear
- MORRISLAND. Peter Jones
- Design Due North: Canadian High Arctic Research Station. Shafraaz Kaba, Manasc Isaac Architects
- Modeling the North: Technologies and Illustrations of Northern Buildings. Shafraaz Kaba, Manasc Isaac Architects
- A Manifesto for Public Art in Northern Climates. Kobot
- Light in the Laces. Jeff Kulak
- Where's My Glyph? Davis Levine
- Subversively Northern by Design: Minnesota Congratulates Alberta. Steven McCarthy et al (University of Minnesota Text & Image class)
- The Interconnected North: Decolonizing the Spaces of Communication. Naureen Mumtaz
- Designing In the Other North. Bettina Neu
- REMAND (4,2) – (1,5) – (3,2) – (1,1) – (3,3) – (1,4)
- SUCCS (4,3) – (4,5) – (1,3) – (1,3) – (4,3). Emery Lane Norton
- Northern Cities Infographics. Genevieve Ongaro, Sophia Park, Kim vanderHelm, Jillan Watts, Katrina Whiteman, Deprise Hutton + Susan Colberg
- North South: Making Global, Making Local. Berto Pandolfo + Megan Strickfaden
- Take a Kid Trapping and Harvesting Report. Charles Yu Hiu Poon
- There to Here. Adam Rankin
- Spatial Configurations for Living North of Normal. Gavin Renwick
- Exploring Sustainable Urban Ecologies in a Northern City: Two live case studies, Des 483/683 + 681, Winter Semester, 2015. Gavin Renwick
- Hay River Regional Health Centre: Wayfinding and Multiple Languages in Northern Communities. Bob Robertson Visual Communication Design + Consulting
- Sámi Flag Redesign. Lea Rouhiainen
- The Woman Who Came Back
- Adolfo Ruiz, in collaboration with the Behchoko Community
- Evolving Lines: An Artifact Exploration Exercise Through Drawing and Handwriting. Adolfo Ruiz + Megan Strickfaden
- Northern Shift. Tiffany Shaw-Collinge + Eleisha Underwoods
- Emotionally Sustainable. Mosaic Centre for Conscious Community and Commerce. Vedran Skopac
- Sonic Pumpjack Explorer. Scott Smallwood
- Edmonton—Portrait of a City. (A Book Re-Design project). Ryan Wayne
- Phase Transition/Landscape of Voices. Andrea Wollensak