



## In this issue:



Dear ACIDO Members,  
It was great to see so many of you at this year's AGM. I can finally put faces to email addresses. For those of you who couldn't make it to the AGM, check out this issue's "**Design Postcard**" which covers the 2001 ACIDO AGM and see a snapshot of what you've missed.

What does a toolbox, a drill bit set and a dinner set have in common? They are all award-winning designs by ACIDO members featured in this issue's "**Member News**".

And let's not forget to mention the next generation... In this issue we take you to see some of the exciting work from the 2001 Carleton ID grads in "**Success Story**" as well as this year's Humber Chair Show in the "**News Clippings**" section.

Enjoy this picture-filled issue!

Sayeh D. Beheshti  
ACIDO, Communications



Winning design at the 2001 Humber Chair Show



Exhibit from the 2001 Carleton Grad Show



Socializing at the 2001 ACIDO AGM

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## Some Win-Win Opportunities....

Off we go with another year of goals. Our recent AGM, which had one of the largest turnouts in memory, was followed by a monthly Board meeting with more than a dozen interested members sitting around a crowded table, tossing out ideas as solutions to the issues we all face as ACIDO members. The participants at this particular gathering could be categorised as one of three types of players: the Grizzled Veterans who somehow manage to keep their interest alive and come back year after year to keep fighting the good fight, the New Professionals who are as eager to embrace the history of the Association as they are keen to grow it into an expanded role for the future, and the Youth Wing, brand new and full of amazing energy, bursting to do something, perhaps anything. Believe me, there's a lot to do.

I won't try to place anyone in any of these categories, they know who they are and I'm sure no-one is offended by my pigeon-holing them this way. Let me take a moment to lay out for you what challenges we've set for ourselves and who is spearheading each effort:

• **Students.** After the enthusiastic response Mike Davis-Burchat received to his "Open Thesis" concept presented at the AGM, Scott Grant and members from each of the ID schools have decided to forge ahead with this wonderful opportunity for students to work more closely with the professional community on their final projects, sharing ideas and contacts, culminating in an ACIDO-sponsored presentation (possibly at the DX in Toronto) next May. Plans call for entrants from all schools to present their final work in competition for cash prizes. More details will be coming soon.

• **Legal Issues.** Paul Arato will be assembling a small team of members whose interest is in seeing our Professional Status legislation come into being. This is going to be a long battle, but we have to start. If Paul comes calling I hope you'll give him whatever time you can to get this important initiative onto its feet.

• **Communications.** Sayeh Beheshti has asked for, and received, offers of assistance to continue and expand on the digital communications she almost single-handedly built and launched last year. After this issue you'll be seeing new parts developed and coordinated by some new people, such as new board member Lee Fletcher. We'll give you more contact info as this group works out its roles and responsibilities.

• **Services.** Many members have volunteered to head up small teams dedicated to providing or improving the various member services we all receive. Everything from administrative details to the implementation of new benefits will be carried out and reported on so you'll know what to expect. Don't be surprised if you get a call asking you to help in some small way.

• **Web Bits.** Allen Clarke has offered to head up the effort to get our ACID national design website up and running, so he's handed off the responsibility for ACIDO's site to Denis Feigler. Denis and Allen will be discussing ACIDO's site layout and details, and Denis will then be implementing some of the on-going additions we've been discussing and adding a few ideas of his own to the mix. We all look forward to the continued expansion both in scope and relevance of this important communications tool.

• **Mentoring.** Aside from herding all these cats, my main challenge (over what looks to be an increasingly busy summer) will be to draft the contents of the Mentoring Program as laid out in our newly-ratified By-Laws. This important plan calls for a structure that will adopt ICSID's recommended articulation of professional capabilities and find a way to ensure that our Associate Members acquire these on their way to Professional status. We believe that this program represents a clear win-win opportunity for ACIDO members at all levels, and I'm sure you share my enthusiasm.

• **Associates.** Perhaps the nicest surprise at last week's meeting was the turnout by Associate Members. The Board suggested that this group start by forming an Associate Committee to delve into the needs and wants of this membership group, to develop plans for programs, and prepare detailed proposals that the Board might approve. In addition, each of the attending Associates (and a few who were volunteered in absentia) have indicated an interest in assisting with several of the other projects we discussed. Such eagerness is both welcome and encouraged.



Last year's Board of Directors :  
Individual Picture: Allen Clarke,  
Group Picture: (left to right) Sayeh Beheshti,  
Paul Arato, Martin Clarke, Tim Poupore,  
Michael Davis-Burchat, Scott Grant

I'm sure I've missed a whack of details, and I apologise to anyone whose effort or contribution has been overlooked. We have lots to do, and I'm extremely grateful that each of these individuals has offered to help.

If you're interested in contributing, we're definitely interested in hearing from you. A small amount of effort from each of us will go a long way to getting the services and support we need to deliver on these and other issues. Please don't hesitate to call any of your Board if you would like to work with us on these tasks. We'd love to hear from you, and I promise we'll be gentle.

-Tim Poupore, President, ACIDO



# The 2001 ACIDO Annual General Meeting

by Elizabeth Erskine and Sayeh Beheshti



< Members had a chance to socialize before the AGM.



< Tim Poupore explaining Wim Gilles' request of students to challenge his ideas by putting a handkerchief on their heads.

Miles Keller of Carbon Design shared the story of how he designed the Allseating Fluid Chair.



Wim Gilles - ACIDO Hall of Fame Inductee >



< Presentation by Professor Martien de Leeuw: Wim Gilles' Hall of Fame Induction

Professor Martien de Leeuw accepts a Hall of Fame Certificate on behalf of Wim Gilles' for his work in industrial design. >



^ Martin Clarke showing the draw box for the Allseating Fluid Chair raffle. Louise Boutin, an industrial design student from Carleton University, designed the draw box.

ASSOCIATION OF CHARTERED INDUSTRIAL DESIGNERS OF ONTARIO



## Feature Articles



**Bert T. Bobrovniczky, President of ACID, presented the following report at the ICSID Regional meeting in Montreal on May 18th, 2001.**

### Report on Industrial Design in Canada

Many times over the years, at social gatherings, I've been asked what I do for a living. My responses were often met with blank stares as usually no one had ever even heard of industrial design. Today, I receive nods of recognition, frequently an informed question.

Times have indeed changed. As designers working in Canada we can now benefit from Free Trade between US and Canada, NAFTA, Industry Canada Services such as the Intellectual Property Office and the Industrial Design Act. Furthermore, the industrial design community hasn't been static either. What follows is a brief overview of what's happening nationwide:

#### THE NATIONAL ASSOCIATION:

The Association of Canadian Industrial Designers (ACID) was founded in 1948 to:

- Promote and defend the interest of industrial designers before federal government authorities and other powers at the national level.
- Maintain a regular exchange of information among other design associations and the various industrial design organizations.
- Play a representative role within the International Council of Societies of Industrial Design (ICSID).
- Promote international industrial design activities to Canadian professionals and organize national events like the National Congress of Industrial Designers Montreal in 1993, Human Village Congress sanctioned by ICSID and ICSID Congress Toronto in 1997.

ACID serves as a national link between three provincial organizations: Association of Chartered Industrial Designers of Ontario (ACIDO), Association des designers industriels du Québec (ADIQ) and British Columbia Industrial Designers Association (BCID).

#### NATIONAL NEWS:

ACID is working toward establishing true professional status for Industrial Design in Canada. ACID has formed working committees comprised of volunteer representatives from the provincial associations (corporate members). The committees focus on:

1. Professional Practice Standards
2. Academic Standards
3. Continued Education Standards

A goal of ACID is to develop these high-level, nationally-recognized standards and make them adoptable by governments, industry, and Colleges and Universities across Canada. The groundwork is complete. To determine the final documents ACID is going to disseminate draft standards to industry and academic representatives for additional problem-sharing and fact-finding input.

ACID is developing its website in a continuing effort to improve communications. A committee represented by members of the provincial associations is working to study feasibility and cost/benefit parameters.

#### PROVINCIAL NEWS:

##### ACIDO

In 1984, ACIDO was recognized by the Ontario Legislature as the sole authoritative voice of industrial designers in Ontario. The Chartered Industrial Designers Act provides power to the ACIDO to carry out its objectives. Every two years ACIDO elects a new Board. The 2000-2002 Board started a vigorous campaign to increase membership and to raise the profile of ACIDO.

ACIDO developed then launched its website last November, [www.acidontario.org](http://www.acidontario.org). The site was exclusively internally funded. ACIDO implemented a new visual image for the millennium and the logo (Trade Mark protected) features on the new website. A major effort was aimed at upgrading communications with members and now ACIDO has a central database with e-mail addresses of all members.

Motivated by deep commitment to students of industrial design, ACIDO donates financial contributions to graduating classes of Carleton University, Ontario College of Arts and Design, and Humber College.

Preparations are under way to upgrade bylaws to enhance professional standard requirements and to include "mentorship" (to facilitate skill development of graduate students of recognized industrial design programs from school to business). The code of ethics is being upgraded to reflect current professional business conduct. ACIDO provides its members a Standardized Form of Agreement between client and designer upon renewal of the annual membership.

##### ADIQ

The Association is active in many areas and has a very vibrant committee life. 1999 was a milestone year. It represented the 35th anniversary of ADIQ as an Association. A members' manual is being developed which includes guidelines, code of ethics, bylaws, and standard contractual forms. This will provide substantially more information to the members concerning the internal structure of the Association. Financial report has shown recognition for the volunteer work contributed by the members.

The name of the Prix ADIQ 500 prize given to students of industrial design, was changed to Prix ADIQ André Jarry in honour of André Jarry, a fellow of the Association, professor, and practicing industrial designer for over 30 years.

The Government of Québec renewed the tax credit programme for industrial design until January 2001. The success of these incentives contributed to increased membership of the Association.

It is one of three associations represented along with la Societe des designers d'interieur du Québec and la Societé des designers graphiques du Québec for Les Prix de l'Institute de Design Montreal 2000 in which \$55,000 was awarded to the winners of the various categories.

##### BCID:

The AGM is Tuesday June 12th 2001. This also will be the official launch of [www.bcid.com](http://www.bcid.com) as well as the official kick-off of the provincial taxation grant project. The BCID executive will be working with a professional organization to get this under way. BCID had its tax expert attend the last board meeting and all agreed to move forward with the project. There is much to look forward to in the coming year.

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**MibroGroup's Universal Design Competition:**  
Create the Perfect Box

**3rd place - BitsBOX**

Paul Arato, Michael Caron, Daniel Arato  
Arato Designs  
Richmond Hill ON



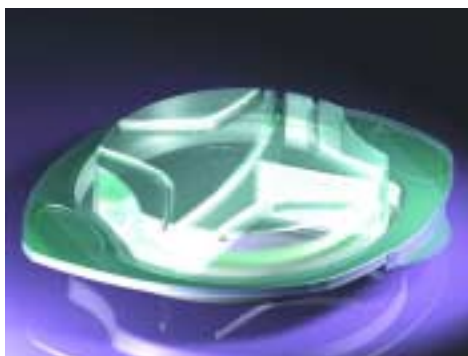
This design is based on modularity, the 23 and 75 given tool bits are organized into groups for their respective functions and packed into separate, but similar container modules; all of the modules can remain attached, or separated and used as individual units.

**MibroGroup's Universal Design Competition:**  
Create the Perfect Box

**3rd place - Matchbloccs**

Miles Keller  
Carbon Design Inc.  
Toronto ON

MatchBloccs is a power-tool accessory, storage system based on two products familiar to everyone with universal simplicity: matchboxes and children's building blocks.



**Dupont's Universal Student Competition:**  
Life by Design

**3rd place Winner - Dinner Service**

Tasneem Babul,  
Toronto ON

Made for the Arthritic Seniors who receives catered meals, Dinner Service is designed to make consuming and transporting catered meals safer, easier, and more appetizing for seniors thus maintaining their sense of dignity and independence.

It is a unique catering dishware system, containing a flexible polyethylene lid that snaps over a reusable melmac plate that increases safety and usability and where the form, colour, material choices, and functional process are intuitive, discrete, and elegant.

This issue's Success Story showcases the talented work of the **2001 Industrial Design Graduates of Carleton University.**



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### The 2001 Humber Chair Show

Humber's second year industrial design students were given just a few weeks to design and build the high-end / low-cost stackable chairs for Toronto Cafes. Since students were not allowed to build the chairs on campus, they were forced to contact suppliers and manufacturers.



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