

Association of Chartered  
Industrial Designers of Ontario  
August 2003

## President's Message

Tim Poupore



Welcome to the completely new and redesigned "O", the communications publication of ACIDO. As you can tell, we've been busy, and this edition of "O" is dedicated to bringing you up to date. Many of your Board members are going to report on their activities elsewhere in this issue, so let me take a moment to tell you what's new from my perspective...

It's Up: [www.acido.info](http://www.acido.info)

Let's start with [acido.info](http://acido.info), the totally new ACIDO web site that was launched in late March. This site is such an improvement over the previous one I hardly know where to begin, so I'll start with the most obvious change: Pictures! We've got pictures of members and pictures of products, all randomly cycling down the right side of the screen to really put a face on Ontario's Industrial Designers. To date we've got 68 Member Web Pages posted, and these members' faces are the ones that appear on your screen. We switch to product shots when the topic is more product than people-oriented, and these images come from the ACIDO Images Portfolio that holds all those products you've designed.

The Archives section now holds all the .pdf files of old "O" newsletters and ICSID newsletters. We will soon be adding a repository for all the downloads available on the site, including application forms, By-laws, the Industrial Designers Act and the Mentoring Kit. Connections holds the Event calendar ( let us know if you have any

events you'd like marked) and our links to other sites of interest.

The Information section has also been reworked to include better categorization of diverse pieces of information, with an expanded "How to Join" section and a new space dedicated to Mentoring (more about this program below). The Designers section lists all of our members, and presents the Member Pages for those who want more detailed personal data, achievements and contact information made public.

The What's New area will be regularly updated with fresh information about changes we will make to the web site on an ongoing basis, as well as a snapshot calendar of events for the current month and one-click download buttons for the current "O" and ICSID News.

Immediately below is an entire section on the Rocket Show (news of this successful event can be found elsewhere in this edition) and a more comprehensive Contact Us page which will soon show your ACIDO Board and the best way to get directly in touch with us.

### Mentoring Begins!

Mentoring has begun at ACIDO with the preparation and release of the ACIDO Mentoring Kit, a document that explains how we all benefit from Mentoring and gives easy step-by-step instructions to Associate Members to help them get started. Mentoring is intended

primarily to ensure that young designers grow into professionals with the assistance of an established ACIDO Professional guiding them and letting them benefit from years of experience. Several Associates have already opted into the program, and many more are expected to sign on soon. If you're already a Professional ACIDO member, don't be surprised of an Associate calls you and asks you to contribute to their future.

The ACIDO Images Portfolio is a separate project that is being updated constantly. It holds a compendium of members' work in digital form, so we can present ourselves to markets and audiences when asked. Let me remind you that you can add new product shots to the ACIDO Images Portfolio anytime, just forward your digital files to me in 1024 x 768 pixel resolution, horizontal orientation, .jpg format.



[www.acido.info](http://www.acido.info)

*Ottawa Chapter*

Jonathan Liberty



It's coming up on the first anniversary of the discussion to rebuild the Ottawa Chapter of ACIDO with this year's Carleton ID Grad Show. Over the year the Chapter has been recreated and several member meetings have been held to find ways and ideas on getting existing and new members to come out and get together. And that's where it stands. As with business in the city there hasn't been too much movement in the Chapter.

With the anniversary, however, it's time to reflect and realize good things always take effort and must be worked at. So, goals/realities for the coming year include our first "official" chapter meeting of members taking place, a local board being formed and new members being encouraged to join and take part. By building on the positive role of the chapter and ACIDO, members and friends will have the opportunity to work together and build something that all might enjoy and benefit from.

I'd like to say "wish the chapter luck" but I know that it's hard work that will make the chapter grow and move forward. So, instead I'll close with a thank you to all who took part over the year for your contribution of time and encouragement of spirit.

*ACID Matters*

Allen Clarke



I'm please to report that ACID is in the process of significant renewal, and making progress, which will become apparent to all Canadian Industrial Designers in the near future.

Topping the list of objectives is the development of an ACID web site, that was formally launched last month at [www.designcanada.org](http://www.designcanada.org). The primary objective of the site is to provide a national presence for our profession, while directing inquiring minds to the appropriate regional association for more detail on local activities. BCID and ACIDO presently have a web presence, and ADIQ is in the process of developing a site.

The ACID Secretariat now has an actual office. This is located in donated space provided by the developers of the historic Gooderham-Worts complex in Toronto's Distillery District. Address/contact details are listed on the ACID web site.

To further raise the profile of ACID professionals, we have submitted and received approval of an application to the government PEMD Fund for financial assistance in promoting Canadian ID abroad. Canadian Industrial Designers have much to offer offshore industry and it is our objective to let them know.

Funds and volunteer time continue to be a challenge not only for ACID, but all of the regional associations. I would encourage you to attend an ACIDO board meeting occasionally (members are always welcome) and in a small way get involved. ACID and ACIDO are only as strong and influential as its volunteer members have the time and interest to make it. Please come out, and get involved. You can make a difference.



Launched to great success in 2002, the Rocket Show provides an opportunity to graduating students of Ontario's three schools of Industrial Design to showcase their talents. This year's event took place at the Design Exchange and highlighted the senior year projects of over 60 graduating ID students. Jurors of industry professionals selected the finest work of today's young designers and both the public and business communities were invited to review the future of design. Scott Grant, VP of Services for ACIDO has been the event's Producer since it began. I caught up with him shortly after the show.

*How did you come up with the idea?*

The concept is the brainchild of Michael Davis-Burchat. Michael made a compelling presentation to our membership at the ACIDO AGM of 2001, in which he spoke eloquently about the "Power of Association" and the need for students to be more involved in ACIDO. His presentation struck a nerve and as V.P. Services and Membership Director I began to roll ideas around in my head as to what our association could do to achieve this goal. One of Michael's suggestions involved the idea of bringing students together from all of Ontario's I.D. programs under the banner of an event: possibly a show or even a competition of some sort. I imagined that a show and competition might have the allure needed to attract the target audience and began in earnest to formulate a plan.

*Why Rocket?*

Once the idea of an event began taking shape, it was immediately evident that a brand was needed to raise awareness and provide a focal point for promotion. I spent hapless days running a continuous string of potential names through my head. It wouldn't have been much different were I naming a child. I had a short list of potential names but the only one that really did it for me was ROCKET. It speaks of upward direction, launching new careers and concepts and lends itself to graphic representation. I built a story around the name and approached Michael to see if it would "fly" with him. After a few conversations and

an imminent deadline to develop promotional material, ROCKET received Michael's endorsement.

*Who created the logo, trophy and posters?*

The logo was a collaboration between ACIDO Professional Darren Bosch and myself. We touched on a variety of styles before deciding on an icon and a word mark that has the feeling we were after. The same goes for the trophy and the 2 posters, the flyer from 2003 and the invitation card for 2003. Darren has done a fantastic job of creating an image to go with the name. I believe we have an identity that can grow with the event.

*How many hours did it take to put on this year's show?*

While there were more graduates participating this year, fewer hours were required to organize and facilitate the event. Not having to create a brand from scratch made for much smoother sailing. As well, this year we adopted a 2-tiered approach to organizing the event. Class representatives from each school volunteered their time to assist in subscribing participants, disseminating information and ensuring that all the ROCKET participants showed up prepared for the event. Alexis Eizinas, Isobel Daniel, Jenn Court, Louise Boutin, Sergei Plishka, and Josh Brasse all did a great job of getting the word out to their classmates. I can't thank them enough for their help in making the show happen. My own time was on the order of about 200 hours. Mountains of correspondence, visits to each school (hats off to Tim and Michael for their assistance), meetings with the DX event coordination staff and 3 days with next to no sleep on the weekend of the event accounted for the lion's share of the time invested.

*What was your favourite moment from this year's show?*

I had a few this time around. I think the most memorable was a rather solitary couple of hours spent

walking the show with a coffee in hand, early on Sunday morning. I had arrived well in advance of the DX doors opening and had time to read through many project briefs, absorb the intent of the projects and appreciate the incredible effort that had gone into the presentations. I had cause for reflection and thought back to the spring of 1983 when my OCA ID graduating class of 13 was showing our final year work. The tools have changed as have the styles but the same excitement was there again for me to relive. It was a great feeling and one of the main reasons that I will undertake ROCKET again this coming fall. A close second in the "favourite moments" would be watching this year's panel of jurors walking the show, taking notes, asking questions of the ROCKET participants and seeing their reactions to the various offerings. They donated time and their personal insights. The task of scoring and picking "winners" is a daunting one. The process is evolving with each year that the event takes place and I expect next year will bring more challenges as the number of participants grows. The jurors had a tremendous task and I would like to note and thank each of them (and you, Stacey, for your effort in contacting them and having each agree to participate).

Many thanks to our jurors: Diane Croteau, Lenore Richards, Bert Bobrovniczky, Steve Copeland, Ken Cummings, Martien de Leeuw, Mike Doell, Luigi Ferrara, Claude Gidman, Julian Giggs, Miles Keller and David Quan.

*How many attended? What was the response of those who attended?*

Based on my head counts taken at various points during the weekend, I estimate that about 600-650 visitors circulated through ROCKET: Saturday afternoon saw about 200 visitors, Saturday evening between 300 and 350 visitors crammed into the exhibit space and Sunday afternoon a further 100 guests made a visit to the DX. Having extended the event from one day to two had a positive impact on the number of visitors to ROCKET. The response was 2 thumbs up from virtually everyone I have spoken to that attended. I received calls and e-mails in the days following,

thanking the association for undertaking the event.

I haven't closed the books on attendance as yet, since the "Best of ROCKET" is scheduled for this coming November in the Chalmers Design Centre at the DX. I am expecting lots more people that missed the show the first time around will make it out to see the category winners and runner-up projects

*What kind of feedback did you get from the students?*

The student response was equally positive. I spoke with most of the participants over the course of the event and all were thrilled to be showing their work. Most came up at the end of the event as they packed up to leave and thanked me personally for the efforts of all the people who donated their time to make the event a success. There were many behind the scenes such as yourself, our student helpers who were on hand throughout the weekend, Jonathan Liberty and of course our Corporate sponsors at NOVA Product Development for their generous assistance and the DX for their sponsorship and assistance. I also have to thank our association board for supporting the event and providing funding to assist in staging ROCKET.

*What are your plans for next year?*

Once our "Best of ROCKET" show plans are put to bed I am back in gear planning next spring's event. I am hoping for 100% participation from all three schools this time around and expect to have a bigger and even better event in 2004.



Left: Scott Grant



Right: 2003 Rocket Poster

## 2003 Rocket Winners

### Winners By Category

All category winners receive a 1-year ACIDO Associate membership.

#### **Medical · Safety & Protection · Special Needs**

Winner: Rory McGarry: "ORBERHALER" Asthma Inhaler for Children (OCAD).

Runner-up: Ilesh Parmer, Robert Blackburn and Matt Menard "TEMS" Tactical Emergency Medical Services (Carleton)

#### **Consumer goods · Electronics · Appliances · Musical Instruments**

Winner: Marcel Naegelkraemer: "Washing Machine" (Carleton)

Runner-up: Todd McDowell: "DUO" Musical Instrument Accessory (Humber)

#### **Furniture · Environments · Way-finding and Information Systems**

Winner: Jimmy Rogers: "Bloom" Interactive Children's Furniture (OCAD)

Runner-up: John Perna: "Milano" furniture (Humber)

Runner-up: James Casey: "Allo" Community Info Landmark (OCAD)

#### **Sports · Recreational · Transportation**

Winner: Adam Shepperdley: "Ricochet" Snowboard Trainer (Humber)

Runner-up: Josh Brasse: "Reincarnation" personal water craft (OCAD)

#### **Special Recognition**

Jenn Court (OCAD) for "Dirimite" a document providing "an understanding of the importance of education to the continuation of the profession"



Top Left: Rory McGarry  
Top Right: Marcel Naegelkraemer  
Middle: Rocket Trophy  
Bottom: Jimmy Rogers

## 2003 Rocket Winners

### Overall Winners

#### **Best-of Show:**

Overall "Best-of Show" as determined by all 12 jurors from the pool of 4 "Best-of-Category" winners:

A \$1000 cash prize has been awarded to Rory McGarry for his "ORBERHALER" Asthma Inhaler for Children.

#### **NOVA Product Development Award:**

The NOVA Product Development Award of a package of prototyping services valued at up to \$1000 was awarded to Shawn Long. The winner was selected by Garry Campbell of NOVA.

#### **ROCKET Web Page Award:**

The winner of the ROCKET Web Page Award goes to Dorothy Leung from OCAD. Dorothy best utilized the ACIDO web site through repeated updates of her page and by presenting imagery that showed the ongoing product development of her "OGO" Children's Storage System.

#### **Special Award:**

A 'Special Education Category' award was granted to Jennifer Court for her written document "Dirimite" dealing with the nature of Industrial Design Education.

#### **Please Note:**

All winners and runners-up had their projects represented in Montreal at the recent ICSID conference, and will be presented as well in a one-month "Best of ROCKET" show to be held this coming fall at the DX in Toronto.

To see more of our participant's work visit [www.acido.info](http://www.acido.info).



## Z-Corp Plaster Models

Z Corporation develops, manufactures, and markets the 3D Printers - machines that produce physical prototypes quickly, easily, and inexpensively from computer-aided design and other digital data. Z Corp.'s 3D Printers are used to make prototypes ranging from toys for market feedback to fan blades for functional testing. In the same way that conventional desktop printers provide computer users with a paper output of their documents, 3D Printers provide 3D CAD users a physical prototype of real world objects such as a mobile phone, an engine manifold, or a camera." -www.zcorp.com

Some of the benefits of using this method include:

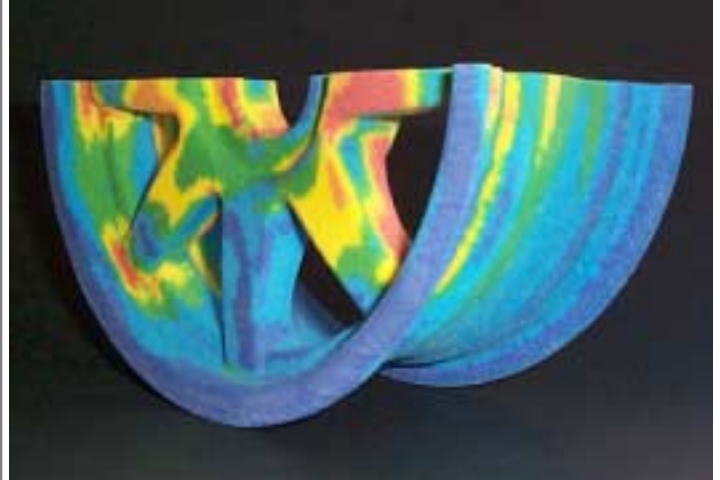
- 1) speed- turnaround can be up to a day faster than SLA parts
- 2) cost- the cost is approximately 2/3 that of an SLA
- 3) ability to create complex models
- 4) ability to output finite element analysis data in full color see image
- 5) the model can be finished and painted

Some of the drawbacks include:

- 1) surface finish: while faster than an SLA they do require more surface finishing post printing
- 2) surface accuracy is not as good as an SLA
- 3) thin walls under .080" can be fragile and difficult to create

To find out more about this method and to see a demo go to:

<http://www.zcorp.com/products/demo.asp?ID=1>  
Z-Corp Plaster Models (www.zcorp.com)



Top: Finite Element Analysis, full colour model

Bottom: Complex Model

**Events**

*July 30-Aug 8 2003*

**Six Times Five (Insitu5)**

Humber College Industrial Design  
Cafe Chair Project  
@ The Design Exchange  
234 Bay Street, TD Centre  
Toronto

*Aug 5 2003*

**Acido Board Meeting**

7:30pm  
@ The Design Exchange  
234 Bay Street, TD Centre  
Toronto [www.dx.org](http://www.dx.org)

*Aug 7 2003*

**Speak Easy - Illustration Show**

@ The Mockingbird  
8pm – midnight  
580 King Street West  
Toronto

*Sept 2 2003*

**Acido Board Meeting**

7:30pm  
@ The Design Exchange  
234 Bay Street, TD Centre  
Toronto [www.dx.org](http://www.dx.org)

**Exhibits**

*Design Exchange, Toronto*  
[www.dx.org](http://www.dx.org)

**Dimensions of Design**

June 24 – August 24, 2003

*Power Plant Gallery, Toronto*  
[www.thepowerplant.org](http://www.thepowerplant.org)

**Stretch**

June 20 to Sept. 1, 2003

*Art Gallery of Ontario, Toronto*  
[www.ago.net](http://www.ago.net)

Tom Thomson  
Now On View: May 30 to  
September 7, 2003

Degas Sculptures  
Coming Soon: October 11, 2003  
to January 4, 2004

**Competitions**

**National Post Design Exchange Awards**

“A jury of leading business executives, designers and community leaders will select up to three winners in each of seven categories.

The National Post Design Exchange Awards recognize the critical role of design in all types of organizations including commercial entities (large and small businesses), not-for-profit organizations, and the public sector.

The awards celebrate the business

success stories achieved through close partnerships between clients and designers.

By entering the NP/DXA, you are eligible to win an award, to have your project featured in a special supplement in the National Post, and exhibited at the Design Exchange in Toronto.

The National Post Design Exchange Award winners will be announced and the awards presented at a gala dinner at the Design Exchange on November 27, 2003.

This year's National Post Design Exchange Awards program is sponsored by Apple Canada, Volvo, JBM Resources Network, Karo International Group Inc. and the Crowne Plaza Toronto Centre.”

Entries must be received by Friday August 29, 2003.

For more information please visit [www.dx.org](http://www.dx.org).

ACIDO  
c/o Design Exchange  
234 Bay St., PO Box 18  
Toronto, Ontario  
M5K 1B2

[www.acido.info](http://www.acido.info)

Please send any comments or questions to: [info@acido.info](mailto:info@acido.info)

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