

# DESIGNING DOWNTOWN

“Inspiring you to invent your city!”

What amenities, spaces, architecture, and features do you envision for Edmonton’s downtown? Join the conversation. Get creative. Shape your city.

## SPRING/SUMMER 2011 SERIES

### BETWEEN 2 CITIES

(APRIL 6, 2011)

AGA @ 7PM

[www.madeinedmonton.org](http://www.madeinedmonton.org)

*A discussion. A debate. A delight*

Vancouverites Trevor Boddy (Architecture Critic/Curator and Urbanist) and Matthew Soules (Architect/Professor) talk with Edmontonian Shafraaz Kaba (Architect) about the challenges and opportunities involved in revitalizing a downtown. Hosted by Ryan Jespersen, CityTV. Moderated by Todd Babiak, *Edmonton Journal*.

### VANCOUVERISM

(TBD)

[www.vancouverism.ca](http://www.vancouverism.ca)

*Architecture Builds*

After showing in London and Paris, this unprecedented exhibition featuring some of the world’s most innovative design and city-building comes to Edmonton. According to *Architecture A Vivre*, “In terms of dynamic urbanism and architecture, Vancouver is in North America’s avant-garde, its influence spreading from Dallas to Dubai.”

### PECHA KUCHA NIGHT X

(JUNE 17, 2011)

[www.edmontonnextgen.ca](http://www.edmontonnextgen.ca)

*“Designing Downtown” DIY*

Design it yourself! Really. This is your chance to present your ideas for a better downtown.

## PARTNERS

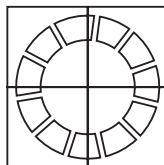


M.A.D.E. IN  
EDMONTON



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## SPONSORS



## SPEAKERS

HOST RYAN JESPERSEN, CITYTV

MODERATOR TODD BABIAK, EDMONTON JOURNAL

**MATTHEW SOULES, MAIBC**  
[www.msaprojects.com](http://www.msaprojects.com)



Matthew Soules is an assistant professor at the University of British Columbia's School of Architecture and Landscape Architecture and the director of Matthew Soules Architecture (MSA) Inc. – a Vancouver based architecture, urban planning, and research firm. MSA has received numerous awards including the Architectural Institute of British Columbia's 'Emerging Firm Award' in 2010. Matthew's writing has been published in Harvard Design Magazine, Praxis, Azure, Canadian Architect, Topos, and 306090. He has been a guest critic at MIT, the Rhode Island School of Design, and Harvard.

**TREVOR BODDY**  
[www.vancouverism.ca](http://www.vancouverism.ca)



A graduate of Ross Sheppard High School and the University of Alberta, Trevor Boddy's career began as an urban designer in Edmonton. His first book was "Modern Architecture in Alberta". His second book, "Architecture of Douglas Cardinal", received the Alberta 'Book of the Year' prize. He is now a Vancouver-based architecture critic/curator urbanist (see his "future of the suburbs" ideas competition at [www.townshift.ca](http://www.townshift.ca)).

**SHAFRAAZ KABA**  
[www.manascisaac.com](http://www.manascisaac.com)



Shafraaz Kaba is an architect and partner at Manasc Isaac Architects Ltd, a leading firm for sustainable buildings. Shafraaz is a founding Member of the Media, Art and Design Exposed (M.A.D.E.) in Edmonton Society which creates public programs that bring design, art and architecture to the public. He is an enthusiastic, year-round bicycle commuter and currently is trying out being a contractor for his own home.

## PARTNERS

**M.A.D.E**  
[madeinedmonton.org](http://madeinedmonton.org)

Media, Art, Design Exposed in Edmonton is a young, volunteer driven, not-for-profit organization that is actively working to bring out the best in Edmonton's design community. M.A.D.E strives to create a forum for the discussion of art and design by hosting events that bring talented individuals and creative works from around the world to Edmonton. The organization's mission is to heighten the public's awareness and ability to appreciate design, art, and architecture, and increase their capacity to demand good art and design in their communities. Those who attend M.A.D.E events or belong to our organization include the general public and a range of students and professionals in the fields of architecture, graphic design, industrial design, landscape architecture, interior design, fine art, and film, to name a few.

**CITY OF EDMONTON  
NEXT GEN INITIATIVE**  
[www.edmontonnextgen.ca](http://www.edmontonnextgen.ca)

Edmonton is a vibrant, welcoming city shaped by the lives and leadership of the next generation, ages 18 to 40. Next Gen is a City of Edmonton initiative with a mandate to coordinate and support the efforts of this demographic to make Edmonton an attractive city now and in the future. In addition to leading and partnering on important projects throughout Edmonton, Next Gen hosts Edmonton's Pecha Kucha Night. Pecha Kucha, the Japanese phrase for "the sound of chitchat," is a night of ideas, networking, design, and discussion. Each presenter has 20 slides and 20 seconds per slide to deliver his/her message. These constraints challenges presenters to clarify their ideas and match each thought with the perfect image.

Over 350 cities around the world have Pecha Kucha Nights. Since then, Pecha Kucha Night has spread to over 350 cities and the presenters have become just as diverse. Pecha Kucha is a grown-up "show and tell." The presentations at Pecha Kucha allow the audience to learn, expand their perspectives, and leave the night with something new on their mind. It's food for thought.

**PROGRESS (UN)LTD.**  
[www.progressunlimited.ca](http://www.progressunlimited.ca)

We will help you move forward. Whether it's taking charge of your website and ensuring strong dialogue with clients, creating marketing materials, developing funds, coordinating events, or working to clarify your mission and vision by bringing all ideas and stakeholders together, unlimited progress is assured.

Progress Unlimited specializes in communications and promotions, strategy, and fund development. Working from a clear strategy and solid messaging, we generate awareness and excitement about who you are and the work that you do. By tapping into our creativity, networks, fearlessness, and endless energy, we make sure that your story/idea/work resonates with your audience to bring you impressive and lasting results.

**THE ART GALLERY  
OF ALBERTA**  
[www.youraga.ca](http://www.youraga.ca)

A centre of excellence for the visual arts in Western Canada, connecting people, art and ideas. The AGA is focused on the development and presentation of original exhibitions of contemporary and historical art from Alberta, Canada and around the world. The AGA also offers a full-range of art education and public programs.