



**“One of the
top 100
design firms
worldwide.”**

Taschen Books

Part office, part atelier, KerrSmith is a unique pool of talents, brought together in a creative, experimental studio. We embrace discourse, critical thinking and problem solving. Our broad cultural awareness is immersed in the influences of art, photography, design, film, literature, research and business strategy.

About us

KerrSmith is a new studio with deep roots. Helen Kerr, director of Kerr and Company and Nigel Smith, president of Hahn Smith Design have been collaborating on projects for over 10 years. The two studios, combined, have over 35 years of design leadership experience. Now the story continues as the full breadth of our capabilities and expertise are brought together in a truly integrated design laboratory.

Leadership

Helen Kerr leads product and system development with a focus on research and strategic innovation. From the complex realm of healthcare, to relevant sustainability issues, and the intimate study of how we eat, her insights and design direction guide clients to realize business ideas as fully integrated solutions. For more than 20 years, Helen has collaborated with her team to deliver complete brand experiences. She is an Associate Professor in graduate studies at OCADU. She has applied her foresight capabilities to government policy both federally and provincially and is often sought as a lecturer, juror and conference speaker. She has been recognized at the highest level by IDSA and Phaidon Press.

Nigel Smith is a designer, art director and photographer by education, and a businessman with 17 years of leadership experience. He has worked in London, Milan and Toronto. He has an extensive work background with diverse international clients in a variety of commercial and cultural sectors. He has taught at both Harvard and the University of Toronto. He lectures regularly on design and branding. He wrote a column on branding for the *National Post*. His work has been acclaimed and recognized internationally by Taschen Books, the American Institute of Graphic Arts, a Presidential Design Award and the Art Director's Club and the Advertising and Design Club of Canada.

Team

KerrSmith Design is a 14 person studio comprised of strategists, designers, creative directors, art directors, model makers, project managers, an office administrator, and a client services director.

Highlights and Distinctions

We have been recognized by AIGA, *The Globe and Mail*, the Centre for Health Design, *Business Week*, the Design Exchange, and *I.D.* Magazine, among many other publications and institutions.

Our capabilities

KerrSmith provides integrated design for discerning companies seeking to direct the future. We deliver strategic services in foresight, insight, innovation and implementation. We help others work smart, play fair and drive sustainable growth.

Foresight

Backcasting
Horizon Scanning
Scenario planning
STEEP workshops
Trend/driver analysis
Windtunneling

Insight

Ethnographic research
Future search
Research ethics planning
Stakeholder engagement
Usability testing
Video capture

Innovation

Biomimicry
Brand strategy & positioning
Business modeling
Material exploration
Patent application
Sustainability

Implementation

Communications
Digital
Engineering
Environmental
Experience
Logistics
Packaging
Print
Production
Prototyping
Product
Sales tools
Service
Signage/Wayfinding
Systems
Visual identities
Web/Mobile

Clients

We have earned the trust of our clients while gaining an international reputation for innovative, influential and effective work. We work at the highest level – integrating planning, strategy, and imagination – to create work that is directly beneficial to short- and long-term goals. Our experience ranges from work with Harvard and MoMA to Sittris and Gourmet Settings. Our clients include:

- Art Gallery of Ontario
- Big Smoke Burger
- CBC
- Cuisipro
- Dufflet Pastries
- Gardiner Museum
- Giannone Petricone Architects
- Gluskin Sheff + Associates
- Gourmet Settings
- Guro Studio
- Harvard University
- HIROC
- HomeSense
- Keilhauer/Sittris Furniture
- KPMB Architects
- Maxwell's Clothiers
- MoMA
- Ontario College of Teachers
- Power Plant Art Gallery
- Reinsurance Group of America, Inc.
- Rizzoli
- Rotman School of Management
- St. Michael's Hospital
- University of Toronto
- Upper Canada College
- Waterfront Toronto
- Westwind Financial
- Whitney Museum of American Art
- Winners

Contact

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