

Dream big. Do good. Spread joy.

a documentary featuring Helen Kerr
by 291 Film Company Inc. for CBC television
May 28th at 8:00 pm Eastern
on the CBC documentary channel.

GREAT
MINDS_{OF}
DESIGN



291 Film Company

Kerr
Smith

Design is everything
and everywhere.
This series follows
designers through
their unique processes
of creation.

“I have this big statement on the wall. Dream big. Do good. Spread joy. And that really is true for me. Those are really true honest objectives in the world.” – Helen Kerr

VISIONARY FORCES

A documentary series on designers and their ideas

Everything from a cereal box to a skyscraper starts with a design. Great Minds of Design follows a wide variety of designers as they complete a project. What alternate forms of energy can be used? How can a building be structured to promote efficiency? How has printing technology evolved? What are the design motivations of a street artist? How do exotic cultures sustain themselves?

The creative personalities of designers and their innovative ideas drive the series. Each episode follows a different design process from concept to completion. We discover a new creation directly from its maker as it happens; learn about a different design medium and its history; and meet the visionary people behind everyday objects and ambitious ideas.

Great Minds of Design features everyone from computer-aided industrial designers to street artists, and designers whose work becomes quite conceptual. Themes that unite these visionary forces vary from their desire to create something that is functional and aesthetically pleasing, to finding solutions to human problems, social issues, or groundbreaking improvements to previous designs.

Series Title: Great Minds of Design
Episode:#106: “Dream Big. Do Good. Spread Joy.”
Genre: Documentary Series – Design, Arts, History, Environment
Length: 22:19 minutes
Prod. Co.: 291 Film Company Inc.
Year of Completion 2012
Exec. Producer: Ian Toews
Producer: Mark Bradley
Directors: Ian Toews (#101-105), Cam Koroluk (#106)

Episodes:
#101: “Urban Redesign”
#102: “Solar Stained Glass”
#103: “Designing Cultures: Haiti”
#104: “Architecture by Nature”
#105: “Designing with Ghosts”
#106: “Dream Big. Do Good. Spread Joy.”
May 28th, 8:00 pm, (8:30 in Newfoundland)

Helen Kerr



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.

RELENTLESS

Helen Kerr has earned the trust of an extraordinary range of clients. Kerr has gained a reputation for innovative, influential and effective work by integrating planning, strategy and commercialization to create results that are directly beneficial to short and long-term client goals. Kerr's impressive expertise ranges from large strategy and "Horizon Scanning" projects through to trend analysis, knowledge of materials, manufacturing and tooling, retail expertise, logistics design, quality control, sourcing and sustainability audits.



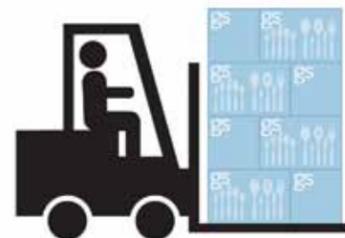
SUSTAINABILITY

Helen Kerr has a degree in Environmental Science. Using this background, Helen has built a design company around a unique methodology of collecting data, processing information, gaining insight and applying it to problem solving. Helen's design work has brought new alternatives into offices and onto shelves, replacing existing detrimental systems and products in healthcare, household goods and in office systems.



DELIVERING THE GOODS

Helen Kerr uses a "Design Thinking" methodology for practical, creative solutions for issues that look for an improved proven result. The studio combines empathy, creativity and rationality to meet user needs. The process is based around the building up of ideas. There are no judgements early on. Kerr eliminates the fear of failure and encourages input in the ideation and prototyping phases. In short, prescriptions are not given until the diagnosis is complete. And, once the strategy is decided, the studio translates those plans into real products and systems. This holistic approach is unique in business where strategies and implementation are often segregated.



"We talked to nurses, physicians, the orderlies that have to move pieces around, the cleaners, we talked to a whole range of people. From that gathering of information, we determined that what we really needed to do was create a whole line of furniture that could respond to all the requirements of all the different parts of a healthcare institution."

PROJECT 1: HEALTHCARE SEATING SYSTEM

Sittris

Every year 100,000 people die from hospital acquired infections. Our deep, evidence-based research helped us understand emergent issues in the healthcare environment and develop patented solutions to those problems. Our non-toxic silicone upholstered seating is game-changing and the sales tools we created helped Sittris effectively explain the complex message to a discerning audience.



A system of healthcare support for both patients and caregivers

Problem Finding:

Through rigorous research KerrSmith identified that hospitals needed a system of healthcare support for both patients and caregivers. Deep insight from direct observation allowed the project to shift from furniture design to healthcare design.

Problem Framing:

Research and observation identified specific instances where seating became a barrier for healthcare providers when physically accessing patients during check-ups. Ergonomic studies identified gaps in knowledge regarding bariatric seating, and outlined key criteria for accommodating obese patients.

Problem Solving:

All options were exhausted in the pursuit of a surface that prevented transmission of infectious bacteria, including fabrics with nano-coatings and structural polymers. Ultimately a patented production method for large surfaces of silicone was developed, producing a surface that does not support bacterial growth, and can be cleaned without toxic chemicals.

Implementation:

Offering furniture as a system of tools in healthcare prevention required crafting a message that was both easy to understand and fully documented with supporting research. A full array of sales tools were developed to assist in positioning Sittris as a suite of health care preventative tools.

“What I talk about is process driven research, that leads to evidence based innovation.”

PROJECT 2: URBAN ECOLOGICAL RESEARCH

Ask Place

What would a city look like if it performed as well as the natural ecosystems that were once abundant in that place? Could cities be inspired by forests, waterways and bio-diverse systems that are now covered in concrete and asphalt? KerrSmith, working with the Biomimicry 3.8 Institute, the Wildlife Conservation Society of New York and supported by the Summit Foundation, is researching ways to turn that inspiration into reality. We are developing tangible tools to empower city makers and city users to better understand the potential of their urban places.



Urban Ecosystem Performance for the island of Manhattan

Problem Finding:

Within a broad utopian vision of urban sustainability it is important to identify the stakeholders capable and willing to be part of deep transformation. Our methodology involves collaborative working sessions to learn from inspiring, ambitious, creative pioneers who are driving change.

Problem Framing

An ongoing process of sense-making is required to process the complex information gleaned from the fact-finding workshops. An iterative process, these insights are fed back into workshops to dive deeper into the opportunities.



“The outcome is not the descriptor of what we do, the process is the descriptor of what we need to do.”

PROJECT 3: PAPER ENGINEERING PACKAGING AND PROMOTION

The Bucky Bag

As an ode to Buckminster Fuller, the description on our promotional bag reads as: The Bucky Bag is a geodesic game-changer. Tetrahedrally engineered to dymaxion-out all of your life engineering issues, the Bucky is one sleek piece of paper re-purposing. Part of a continuum in the rich typology of geodesic integration, this satchel will be a new page in your life liberated from constraints and tutelage. The Bucky is designed with “Tensegrity”, a philosophical model of coherence and an anticlассical approach to structure, construction and load-bearing. You cannot fold in the face of pressure. In the immortal words of the man himself: “Don’t fight forces, use them.” Fuller Up.



A playful exploration of paper engineering,

Problem Solving:

A playful exploration of paper engineering, the Bucky Bag allowed the design team to experiment with the structural challenges of a flat material becoming a three dimensional form, and support 30 lbs of books using only paper.

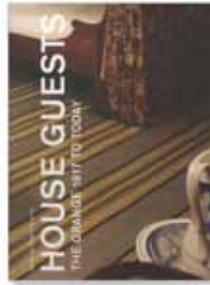
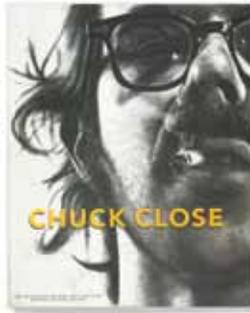
Implementation

The Bucky Bag was a closely integrated collaboration with production partners, Flash Reproductions. It allowed everyone involved to tap into their inner Buckminster Fuller and celebrate creative thinking through integrated design.

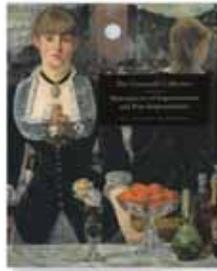




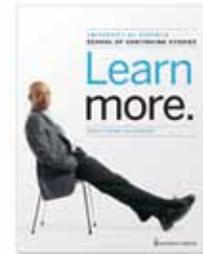
FRANK
ART, FOOD, TALK.



Western
UNIVERSITY · CANADA



WINNERS



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Do good.
Spread joy.**

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**Kerr
Smith**

for more information,
contact Carl Hastrich
416 703 5377
chastrich@kerrsmithdesign.com
kerrsmithdesign.com