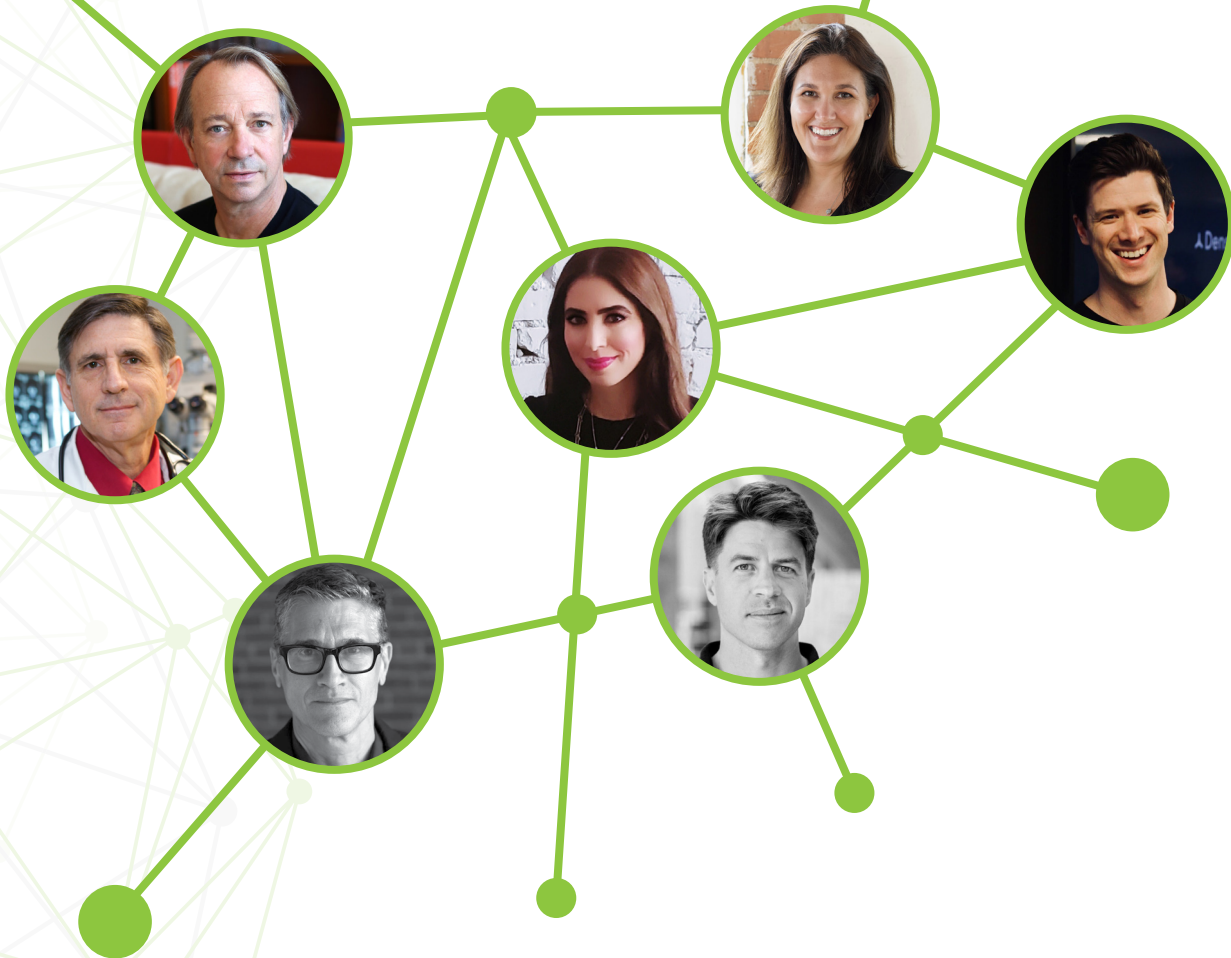# INTERIOR DESIGNERS OF CANADA

2020 VIRTUAL DESIGN SYMPOSIUM

idc ... DESIGN SYMPOSIUM

OVERVIEW

Founded in 1972, Interior Designers of Canada (IDC) is the national advocacy association for the interior design profession in Canada with a mandate to provide a unified voice to advance and promote the Canadian interior design industry locally, nationally, and internationally.

With this goal in mind, IDC provides valuable and quality professional development opportunities, educates the public about the importance of hiring qualified interior designers and advocates on behalf of members to promote understanding of the interior design profession.

IDC represents more than 5,000 members including fully qualified interior designers and related professionals including nearly 200 manufacturers and suppliers who provide products and services for interior design projects and firms.

In response to the global pandemic caused by coronavirus (COVID-19), last year's in-person Design Symposium was shifted to a fully virtual event featuring discussion panels that helped identify issues in the interior design industry and discuss possible solutions for the future of the industry, during and after COVID-19. The virtual program delivery allowed IDC members to share ideas, connect and learn together across the country.

Sponsored by: **Knoll**

DISCUSSION PANELS

PANEL 1
Future of Work:
Re-defining a human-centered purpose of the workplace

October 22, 2020

Guests Dr. Allan J. Hamilton and Joel Sanders focused on the culture of social connectedness and issues of safety in the workplace during and after COVID-19.

PANEL 2
Design and Mental Health:
Helping people feel safe at work

November 19, 2020

Experts Holly O'Driscoll and Dr. Katy Kamkar discussed how the evaluation of emotional health and basic human need for safety cannot happen without refuge in times of health and infinitely more so in times of stress.

PANEL 3
Future of Design:
Practical field guide to safety in the workplace

December 10, 2020

Experienced planners Andrew Farah and Kåre Stokholm Poulsgaard shared insight into strategies for planning safety into the workplace, global perspectives on how to contribute to safer work environments, and ongoing learning throughout COVID-19.

Each panel accounted for one non-IDCEC hour.

FUTURE OF WORK

PANELISTS
Allan J. Hamilton MD, FACS, FAANS
Regents Professor of Neurosurgery
University of Arizona

Joel Sanders
Principal, RA, FAIA, JSA
MIXdesign

MODERATOR
Tracy D. Wymer
VP Workplace
Knoll Inc.

This first panel opened the conversation on the culture of social connectedness and issues of safety in the workplace during and after COVID-19.

Dr. Allan Hamilton explained what happens in our brains when humans face existential problems like the current pandemic. In his presentation titled, *Understanding our Perceptions of Personal Risk and Safety in the Age of Covid-19: A Neuroscientific Perspective*, he posed these questions:

- How do our brains process fear and safety?
- Why does COVID-19 have a shocking disruption in our sense of security?
- How do we evaluate our human needs in light of future existential threats?

A few examples of existential threats he provided are artificial intelligence, asteroid hitting the earth, and global pandemic.

Odds of Artificial Intelligence (AI) surpassing human intelligence?
- 50% of being able to perform most tasks as well as or better than humans by 2050
- 5% of surpassing human intelligence by 2060
- Higher likelihood of AI-enhanced weapons in the hands of wrong person

Odds of Earth being wiped out by an asteroid?
- 1 asteroid large enough to cause a global catastrophe happens once on average every 120,000 years. Last time was 66 millions years ago

Odds of a nuclear apocalypse?
- 9 countries have nukes with a total of 14,000 warheads
- There has been no time in humanity since the dawn of the Atomic Age when we have been deemed closer to a nuclear outbreak of hostilities

Existential crises result:
- When we violate human nature
- When we violate mother nature
- The more we deviate from natural balance

Dr. Hamilton noted the correlation of success in some countries during the pandemic with the women in leadership in those counties (New Zealand, Taiwan, Iceland).

Joel Sanders discussed the existential crisis through the lens of an architect interested in two overlapping issues – COVID-19 and the violation of human rights in marginalized communities, in his presentation titled, *Body Politics: Social Equity and Public Space*.

MIXDesign is dedicated to combatting the legacy of exclusion in architecture.

"More likely than not the fate of the human race will be decided in the next 50-100 years."

- A. J. Hamilton

They work with progressive clients to apply their unique, inclusive design approach to develop guidelines, standards, recommendations, and prototypes for making every day building types, including workplaces, to make them safe, accessible, and increasingly hygienic for a wide spectrum of people with different identities and embodiment.

Looking at a case study of washroom design, Sanders presented a two-step Inclusive Design Methodology:

Step 1   Research & analysis
Sept 2   Conduct comparative analysis of overlapping end user needs
Goal   For max number of non-compliant bodies to mix in public space.

"Inclusive design depends on the active participation of stakeholders and users who provide valuable insights from their lived experiences of the designed environment ... To do this work requires cross-disciplinary collaboration."

Example: transgender access to public restrooms in the USA *(STALLED)*

Change took shape in the form of changing the 2021 International Plumbing Code to include the proposed changes for a more inclusive design that considers mixed use by non-compliant bodies and later, expanding end-user considerations to include spaces for women who breast feed and menstruate (trans men also menstruate), privacy needs for religious purposes (ex: footbaths for Muslims before prayer, Jewish Orthodox women's privacy) and a place to change or shower for commuters (those cycling or exercising on their way to work).
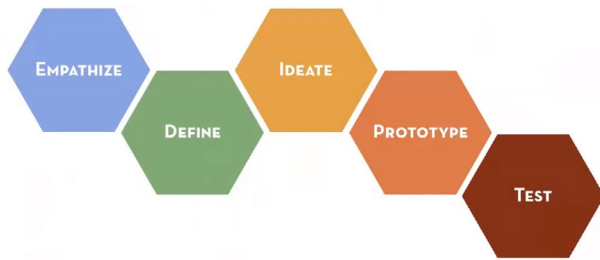
"Existential crises can be prevented by careful reasoning, sustaining our emotional strength and values, and embracing global planning. They can be precipitated by panicked reactivity, short-sighted self-protective instinct, and the dissimulation of denial."

— A. J. Hamilton

Impacts of COVID:

- Balancing the needs of the individuals to engage with each other in the built environment while considering the public health imperative to restrict individuals from having physical contact with other individuals (i.e., social distancing)

- All of us becoming non-compliant bodies - the anxiety of learning how to maneuver safely within one's familiar but now disabling public spaces.

KEY FINDINGS:

- Existential crises result when we violate human nature, mother nature and when we deviate from natural balance

- For people to feel safe and connected they need public spaces designed to minimize existential threats (or environmental stressors induced by disorientation and overstimulation)

- Reducing environmental stressors depends on spatial awareness (sensory cues and making people aware of the presence of themselves in relationship with other people as they conduct activities in unfamiliar public spaces)

"Its goal is to foster sharing among individuals, families, friends, cohorts and caregivers, while also providing options for those with unique functional or privacy needs."

— J. Sanders

Design Thinking Model, Stanford dschool

DESIGN AND MENTAL HEALTH

PANELISTS
Holly O'Driscoll
Founder and CEO
Ampersand, LLC

Dr. Katy Kamkar Ph.D., C. Psych.
Clinical Psychologist
Centre for Addiction and Mental Health
(CAMH)

MODERATOR
Tracy D. Wymer
VP Workplace
Knoll Inc.

Curiosity • Listen deeply, suspend judgment, challenge assumption, and ask questions (even unpopular ones).

Courage • Demonstrate vulnerability, share stories, and create connections - choose to learn from failure, and share!

Candor • Overcome willful blindness; choices of words matter and so does our commitment to follow through.

Questions to ask your employees, employer, peers/friends:
- What can I do to help?
- What are you up against?
- What are your concerns?
- Who are you worried about?
- How can I support you?

In the second panel, speakers discussed how design and mental health are having an impact on people due to COVID-19 and how things may look in the future, post-pandemic.

Holly O'Driscoll discussed how empathy and creating conditions for safety are rooted in curiosity, courage, and candor in her presentation titled, *Helping People Feel Safe at Work*.

Design thinking uses the mindsets and methods of design to solve problems in a shamelessly human centered way. Designing solutions means solving challenges – it's about people first; people over things like budget, timing, or technology.

The principles used in design thinking have been developed at Stanford University in the form of a model: Empathize, Define, Ideate, Prototype, and Test.

Creating a sense of safety requires empathy. How can we begin to build empathy in our own lives?
- Think about what's important and use empathy in everything you do
- Start with empathy for ourselves and each other – build our own self awareness, then use that as the platform for others
- Engage the heart and mind
- Create an empathy mapping tool – make visible what other people are thinking, feeling or doing
- Create conditions for safety: identify specific areas where safety (both physical and psychological) are wrapped up in curiosity, courage and candor.

Dr. Katy Kamkar discussed the steps and preventative measures people can practice during the pandemic to alleviate symptoms of mental health and grief. While referring to data and experiences at CAMH, Dr. Kamkar provided tools for daily practice that individuals can adapt to their lifestyles.

Prevention Continuum of Care

Primary Prevention	Identify risks, build protection, seek education.
Secondary Prevention	Identify symptoms, acute stressor, interventions.
Tertiary Prevention	Find accommodation, manage illness/disability.

"Health is health, whether it's mental health or physical health mind, body connection, holistic approach to care - head to toe."

- Dr. Kamkar

Individualized pathways to resiliency:

Identify and normalize reactions
When feelings of fear are normalized, the fear goes down and we feel more hopeful, less helpless, less powerless, knowing that we are not alone or the only ones feeling this way.

Seek support
Social support is one of the greatest protective factors (e.g. gathering knowledge and data to understand the issue, seeking emotional support, sympathy, empathy, and feedback).

Identify self judgement
Engage and create meaningful activities, praise yourself daily, and recognize any negative thoughts about yourself, which will help reduce the tendency to judge ourselves. Appreciate your hard work, achievements, and accomplishments, regardless of the outcome - practice gratitude.

Learn self-care:

Create a balanced lifestyle that will work for you and stick with it.

Exercise has a direct impact on our mood and health. Walking outside 15 to 20 minutes three or four times a week will have a positive outcome on our mood and on our health.

Stay hydrated – drink a glass of water first thing in the morning to start your day and keep drinking water throughout the day.

Stretch – stretching every half hour to an hour has actually been found to help our cognitive functioning and our concentration. Practice this throughout the day.

Breathe - when we learn to slow down the breathing, the body's physiological reaction, the nervous system calms down too, helping you better cope with stress.

KEY FINDINGS:

- Creating a sense of safety requires empathy towards ourselves and others
- Design thinking is about people first - people over budget, timing, or technology
- Incorporating healthy practices into our lives can help alleviate symptoms of mental health issues and grief

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Sensory grounding technique
What do I see?
What do I hear?
What do I touch?
What can I smell and taste?

Be flexible (psychologically)
Identify your range of thoughts and emotions, set goals and expectations, and be ready to revise those goals and expectations. The more we exercise flexibility, the more connected we are to reality, and able to move forward, closer to an outcome that is desirable,

Practice self-compassion
  i) Identify and evaluate your range of thoughts and emotions to be able to reframe
 ii) Reduce self-judgment with self kindness to be able to have more kindness towards others
iii) Realize that you're not alone and that you are a human being who makes mistakes

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Recommended Resources

Mental Health and COVID-19

COVID-19 FAQ & Additional Resources

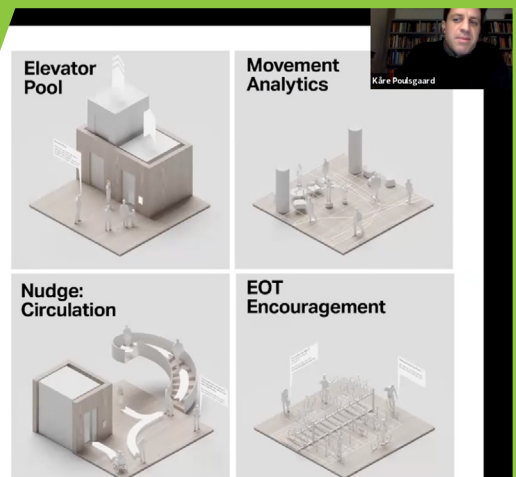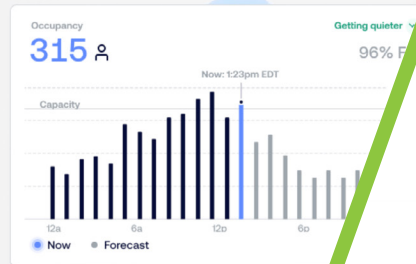Mental Health in Canada: Covid-19 and Beyond - CAMH Policy Advice

The Fearless Organization, by Amy C. Edmondson

"It turns out that trust is in fact earned in the smallest of moments. It is earned, not through heroic deeds or even highly visible actions, but through paying attention, listening, and gestures of genuine care and connection."

- Brené Brown

Improve experience

When employees know which conference rooms are occupied, which desks are open, or whether a cafe is overcrowded, they have more time to focus.

FUTURE OF DESIGN

PANELISTS
Andrew Farah
CEO
Density

Kåre Stokholm Poulsgaard
Head of Innovation
GXN

MODERATOR
Tracy D. Wymer
VP Workplace
Knoll Inc.

Huidhonger • skin hunger: a longing for human contact while in isolation, is a new Danish word that emerged during the COVID-19 pandemic.

The third panel shared insight into strategies for planning safety in the workplace. This panel also included global perspectives on how to contribute to safer work environments and ongoing learning throughout COVID-19.

Andrew Farah, CEO of Density, illustrated how Density has created a system that measures building performance by measuring how humans use space in real time.

Farah's presentation questioned how we can begin reopening workplaces safely and in a way that does not result in mass surveillance. He emphasized the notion of the balance of preserving privacy without compromising the quality of data.

The importance of perception of safety versus actual safety when empowering people to return to work:
- The perception of safety is just as important, if not more important, than actual safety
- The user needs to feel agency over safety and this impacts behaviour
- Introducing choices through design to increase the user's sense of control and agency

The role that data plays in human lives:

We are at a point in time where we have the data needed to make decisions in regard to space and workplaces.
- Is data intrusion in people's lives a concern?
- Anonymized vs. anonymous at source: what does this device see? What does this device collect? If data is not anonymized at source, can users opt out? If users can only opt out by not being present in the space, the data becomes intrusive.

Kåre Stokholm Poulsgaard, Head of Innovation at GXN Innovation, presented ideas on how architecture and behaviour intersect and how to use that research to design better.

Drivers for post-COVID design:
- Flexible working: staggering shifts, end of "the weekend", end of the daily commute, blurring of work-life balance, new metrics for location choice, demand for shorter leases
- Missing each other: lack of social interaction, loneliness, need for training and learning, barriers to innovation, need for sense of belonging, need for spontaneous interactions
- Hygiene and safety: reversal of densification trend, reversal of hot-desking trend, mixed perception of textiles, lifts as checkpoints, uncertainty over shared spaces, anxiety over personal space

Poulsgaard presented a three-part manifesto:
- Make the office more than a desk: how can the office attract employees and offer something that working remotely cannot?

"We had a large enough shock to the system to start asking what actually matters generally about our strategy with space."

- A. Farah

- Design choices rather than solutions: how can the office be future-proofed and allow people to influence and change their environment?

- Expect expectations to change: how can we recalibrate the metrics we use to define a good office in a shift from quantity to quality?

Design Responses

- Embedded hygiene: make sanitation a feature not a bug by integrating contactless hands-free technology, self-disinfecting antibacterial materials, and carefully controlled arrival spaces
    o Results of the study showed a decrease of up to 60% in nitrogen oxides after the inclusion of photocatalytic surfaces which break down organic matter, micro-organisms (i.e. bacteria), and pollutants (i.e. NOx gases)

- Agility: Consider adaptable screening, modular furniture, design for disassembly techniques, and adaptable overspill areas to build in flexibility for varying densities
    o It is predicted that up to 30% of people will continue to work from home several days a week post-pandemic

- Neighbourhoods: Organize the environment into clusters of 20-25 people to ensure a sense of belonging, a shared social contract, and the ability to compartmentalize when needed
    o Employees in open-plan offices spent 73% less time in face-to-face interactions. Email and messaging have increased by over 67%

- Choreographing movement: Making the most of digital and physical "nudges" to encourage safe wayfinding in entrances and circulation areas, allowing for multiple modes of flow

- Enduring focus areas:
    o Health and wellbeing
    o IoT and optimization
    o Collaboration and innovation
    o Diversity and flexibility

KEY FINDINGS:

- Data should be collected in a non-intrusive manner in order to provide better design options for future-proof workplaces

- The multi-purpose office offers the user choice and agility

- The importance of not only providing users with safe work places but also emphasizing the perception of safety

- Issues of surveillance that keeps us safe now possibly becoming digital invasion in the future

- Importance of creating workplaces that are adaptable in a time with so much uncertainty

BIOS

Tracy D. Wymer
Vice President Workplace Knoll, Inc

Tracy D. Wymer, leads an investigative workplace team focused on client product applications. The work, in concert with Knoll Workplace Research team, focuses on the study of the workplace, understanding trends in the emerging workforce and the ability to translate those needs into specific plans and product applications. The approach specializes in discovering links between real estate strategies, theory, and practice. The emphasis is on understanding workplace performance goals and meeting them through tangible products, resources and information. He is also a member of the Knoll product development team and oversees technical and media teams that provide specification, product, rendering and multimedia support for Knoll customers.

Wymer is an urban cyclist, former little league coach, competitively sailed classic wooden boats on San Francisco Bay, and was a former professional chef. Current activities center around his sixteen-year-old twins. He lives in San Francisco.

Joel Sanders
Principal, RA, FAIA, JSA and MIXdesign

In addition to running his studio based in New York City, Sanders is a Professor of Architecture at Yale University. Prior to joining the Yale faculty, he was the Director of the Graduate Program in Architecture at Parsons School of Design and an Assistant Professor at Princeton University. He received both a B.A. and M.Arch from Columbia University.

The editor of Stud: Architectures of Masculinity (Princeton Architectural Press, 1996), he frequently writes about art and design, most recently in Pin-up, Art Forum and the Harvard Design Magazine. His monograph, Joel Sanders: Writings and Projects, was published by Monacelli Press in 2005. Groundwork: Between Landscape and Architecture, co-edited with Diana Balmori, was released by Monacelli Press in 2011. An active member of the design community, he serves on committees and panels on behalf of the American Academy in Rome, MacDowell Colony, American Institute of Architects, Architectural League, and the GSA Peer Review. Sanders is also a co-chair of Van Alen Institute's Program Leadership Council (www.vanalen.org).

Allan J. Hamilton MD, FACS, FAANS
Regents Professor of Neurosurgery, University of Arizona

Dr. Hamilton started his working life as a janitor. He went on to become a Harvard-trained brain surgeon. He is a decorated Army veteran who served in Operation Desert Storm. He holds four professorships at the University of Arizona in Neurosurgery, Radiation Oncology, Psychology, and Electrical & Computer Engineering. He has been selected by his peers as "One of America's Best Doctors" for more than twenty-three consecutive years.

Dr. Hamilton has authored five non-fiction works that have won numerous literary awards and have been translated into several languages. He is a celebrated speaker, works in Hollywood in TV and films as a script consultant and writer, and is a renowned horse

whisperer. He is currently working on his sixth book that will focus on the human brain and is due out in 2021. His insights have helped to shape and inspire the thinking of educators, technology leaders, politicians, designers, film makers, ecologists, artists, and scientists around the world. He has been decorated by several countries for his notable scientific achievements and philanthropic work.

Holly O'Driscoll
Founder and CEO of Ampersand Innovation, LLC

Holly O'Driscoll is an industry expert in the field of design thinking and human centered innovation. With over 20 years of experience in her career, She has built a reputation as a master human centered innovation strategist, trainer, and facilitator having led programs in more than 20 countries. She is the former Global Design Thinking Leader at Procter & Gamble, where she led more than 250 workshops, often at the request of C-suite executives. She is the founder and CEO of Ampersand Innovation, LLC, a design thinking and human centered innovation strategy consultancy whose clients include Walmart, McCormick, Procter & Gamble, American Express Global Business Travel, Novartis, Estee Lauder, and more.

O'Driscoll is an IDEO Experience Point certified design thinking facilitator and trains other facilitators. She is a 2019-20 Entrepreneur in Residence at Miami University, a trainer/consultant for the Xavier University Leadership Center, and is the former faculty chairperson of the Rutgers University Design Thinking Exec Ed program. She has guest lectured on the topic of design thinking at The Parsons School of Design, Trinity College, Harvard Business School, Stanford University's Graduate School of Business, and more. She lives in Cincinnati, Ohio with her husband and four children.

Dr. Katy Kamkar, Ph.D., C. Psych.
Clinical Psychologist at the Centre for Addiction and Mental Health (CAMH)

Dr. Katy Kamkar obtained her Clinical/Research Postdoctoral Fellowship 2006-2007 at CAMH. She is an Assistant Professor within the Department of Psychiatry at the University of Toronto and the chair of the Canadian Psychological Association (CPA) Traumatic Stress Sector and the Co-Chair of Global Law Enforcement and Public

Health Association Inc. (GLEPHA), Health of Police/First Responders. She is also the Executive Director, Canadian Association of Fire Investigators (CAFI) and Regional Director of Ontario. Dr. Kamkar provides evidence-based assessment services, independent medical evaluation, disability management services, and evidence based psychological treatment (cognitive behavioural therapy) for mood and anxiety disorders, trauma and stressor related disorders, including post-traumatic stress disorders (PTSD), and occupational stress injuries to first responders on psychological distress in the workplace.

Andrew Farah
CEO, Density

Andrew Farah is founder and CEO at Density. A passionate storyteller and entrepreneur, Farah has made it his mission to be humble, seek feedback, and always solve the fundamental problem. Prior to Density, he spent five years as a Partner and Strategic Lead at Rounded, a product-focused software development agency. During his tenure, he helped manage and acquire over 200 development projects and led Rounded's Research and Development team. Farah lives in San Francisco with his wife, Dori, their daughter, Josephine, and their English Shepherd, Indiana.

Kåre Stokholm Poulsgaard
Head of Innovation, GXN

Kåre Stokholm Poulsgaard is Head of Innovation at GXN and works with applied design research across 3XN architects and GXN innovation. He is interested in research and innovation in the built environment, specifically in environmental issues, circular economy, and the ways digital technology impacts human well-being. Alongside this, Stokholm Poulsgaard is finishing a PhD at the University of Oxford focused on how digital technologies impact human cognition and creativity and what this means for the organization of work.

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