



# agenda

12:30-12:50 pm	<b>Registration</b>
1:00 pm	<b>Introduction</b> <b>Zahra Ebrahim</b> <i>Founder and CEO, archiTEXT</i> <i>Innovator in Residence, Design Exchange</i> <b>John Brodhead</b> <i>Co-Founder, Treehouse Group</i>
1:15 pm	<b>Introduction to Speed Dating for Ideas</b>
1:20 pm	<b>Speed Dating for Ideas</b>
1:40 pm	<b>Introduction to Rapid Idea Generation</b>
1:45pm	<b>Idea Factory</b>
2:05pm	<b>Brain Cleanser</b>
2:25 pm	<b>Break</b>
2:45 pm	<b>Explanation and Introduction to 3-D Sketch</b>
3:00 pm	<b>3-D Sketch</b>
4:45 pm	<b>Final Remarks</b>

# tips for the 3-d sketch

The 3D-Sketch can be anything you want it to be: a building, several buildings, a street, a monument, anything you believe best represents positive, progressive, and forward thinking associations of what architecture could and should be.

- Make your table color a prominent part of the design so we can easily identify your project.
- When using rubber cement: brush it onto both surfaces, wait one minute, then press the surfaces together.
- When using the x-acto knife, please do all cutting on the provided cutting mat.
- Feel free to scribble or color using your poster paint markers on the provided black foamcore.
- If you find you cannot represent something in the built form, write it somewhere on your model or foamcore! Scribble anything anywhere, it's your model, so be creative!

# tips for the idea factory

- There is no such thing as a right or wrong idea, anything goes!
- Write anything that comes to mind, whether it be a word, phrase, or idea.
- Try not to talk to those around you; this is an individual process, but feel free to look at the screen for motivation! (You'll have plenty of time to get to know your table-mates in the 3D-Sketch Session)
- Feel free to stop, think and have some candy! But as you are taking a brief pause, write anything that comes to in that time, some of the best ideas come when you're not looking for them!
- If you run out of paper, ask a volunteer for more.
- Its okay to repeat your answers in different questions, if you feel the same word is appropriate in one or more sections, write it!
- Don't think too hard about it, just let your pen flow your stream of consciousness out onto the paper, it's not about articulating it perfectly, it is about instant associations.
- Enjoy yourself!

# who is here

Abigail Moriah	Julian Caspari
Adam Clare	Luisa Lizoain
Alan Broadbent	Margaret Kerr
Alana Wilcox	Margie Zeidler
Alexandra Mihailovic	Maria Hunt
Alison Loat	Mark Chamberlain
Allyson Hewitt	Maureen Fair
Andrew MacDonald	Meredith Drieseberg
Ani Koulain	Mia Hunt
Anil Patel	Michael Lewkowitz
Anne Gloger	Michael Oliphant
Bill Young	Mignon Dobson
Charles Edey	Mith Ravindran
Charles Pascal	Morgan Zhuo
Chris Carson	Nadja Sayej
Christina Palassio	Nicolas Thompson
Constance Exley	O'Neil Edwards
David Harvey	Pedro Barata
Deb Matthews	Ratna Omidvar
Derek Ballantyne	Ravi Dindayal
Devin Hayward	Rohan Walters
Diana Denton	Ryan Little
Emily Hazell	Ryan Swift
Francis Fong	Sabrina Ge
Geeta Yadav	Samantha Sannella
Graeme Stewart	Sandy Houston
Howie Millard	Shannon Ballard
Humayun Khan	Sue Grimbley
Jack Prokopec	Susan Pigott
Jane Farrow	Tarak Ahmed
Jason Weston-Wong	Tatum Wilson
Jennifer Gerbeldinger	Theresa Wetzel
Jo-Ann Goldsmith	Tiffany Got
Johnathan Rabinovitch	Tim Brodhead
Jonathan Spencer	Vis Ramasubramanian
Josh Fullan	Whitney Long

# what is treehouse?

The Treehouse Group <<http://www.treehousegroup.org>> is a collective of Toronto-area thinkers who facilitate the exchange of ideas by bringing together people from diverse backgrounds. We meet for monthly discussions on a wide range of contemporary issues, and host social events. The group shares the view that multi-disciplinary collaboration is central to addressing the issues that face society – both locally and globally. The Group has helped organize educational events, conferences, debates, science fairs, and continues its flagship series, the Toronto ideaXchange. Recently, satellite Treehouse communities have popped up in Bangalore, London, and Kandahar. Contact [treehouse@treehousegroup.org](mailto:treehouse@treehousegroup.org) for more on the group and upcoming events.

# what is archiTEXT?

archiTEXT is a think tank focused on architecture and innovation that explores the intersection of architecture on all levels - from food to fashion to politics to economics – and uses creative mechanisms including: rapid idea generation, charrettes, contemporary art, conceptual art, and 3-D sketching to explore these intersections. Using these creative mechanisms as vehicles, archiTEXT creates implementable and tangible outcomes that include education (at the elementary, secondary, and university levels), public policy, publications, and film. archiTEXT is currently the Innovator in Residence at the Design Exchange.

For more information, visit [www.architextinc.com](http://www.architextinc.com)

# what is a charrette?

char•rette [shuh-ret]

1. a cart.
2. The term *charrette* evolved from a pre-1900 exercise at the École des Beaux Arts in France. Architectural students were given a design problem to solve within an allotted time. When that time was up, the students would rush their drawings from the studio to the École in a cart called a charrette. Students often jumped in the cart to finish drawings on the way. The term evolved to refer to the intense design exercise itself. Today it refers to a creative process akin to visual brainstorming that is used by design professionals to develop solutions to a design problem within a limited timeframe. (*Carnegie Mellon Library*)