

2021 Interior Design Show Assembles Roster of Prominent Keynote Speakers and Joins Forces with BAIDA

Presentations from Google, IKEA, OCAD and more added to the virtual event

Toronto, Canada – April 2021 – The Interior Design Show (IDS) announces its charitable partner and additional keynote presentations for this year’s virtual conference, taking place Monday, May 10 to Thursday, May 13, 2021. Presented by Volvo, IDS will host a lineup of keynotes from thought-leaders with both a local and global perspective who will tackle the future of design. IDS is excited to be partnering with BAIDA (Black Architects and Interior Designers Association) as its charitable partner for 2021.

“IDS is committed to amplifying underrepresented communities and hope to raise awareness and amplify Black voices on this powerful platform around the discussions of diversity, equity and inclusion in the field of design,” says Karen Kang, Director, IDS Canada. “IDS and BAIDA are both committed to building their partnership in a way that benefits members of both organizations and assists in supporting collaboration at the local level, and contributes to a diverse profession that mirrors the communities we live in.”

Founded in 2020, Black Architects and Interior Designers Association (BAIDA) is a non-profit organization made up of 100+ students, planners, interior designers, and architects. BAIDA aims to support diversity, equity and inclusion in the profession of architecture and interior design. Through advocacy, mentorship, networking, and outreach, BAIDA seeks to address the issues of inequitable outcomes and a lack of diversity within the architecture and design industry.

At IDS, architects Farida Abu-Bakare and Bryan Lee will speak with Kang about their work in advocacy and social justice within the built environment. As part of IDS’s commitment to inclusive programming, this BAIDA accredited session is complimentary with any conference pass.

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Farida Abu-Bakare is the Project Director at the award winning architectural and design firm; Adjaye Associates. Farida uses architecture and design as tools to support and empower the communities she lives within. She is the co-founder and chair of the Black Architects and Interior Designers Association, also known as BAIDA, a Canadian non-profit organization which promotes diversity, equity, and inclusion in the profession of architecture and interior design in 2019.

Bryan Lee is an Architect, educator, writer, and Design Justice activist. He is the founder/Design Principal of Colloqate Design, a non-profit multidisciplinary design practice, in New Orleans, Louisiana, dedicated to expanding community access to design and creating spaces of racial, social, and cultural equity. Bryan is a founding co-organizer of the DAP (Design As Protest) Collective and Dark Matter University.

New Keynote Announcements

Home for Humanity. Explore sustainability innovation, social enterprise and the future of life at home with IKEA – Akanksha Deo Sharma, IKEA of Sweden, Alicia Carroll, IKEA Canada, Johanna Fabrin, SPACE10

Join leaders from across one of the world's largest home furnishing companies to explore research, innovation, social enterprise and a sustainable life at home. This diverse panel features a Strategy Design Lead from SPACE10 in Copenhagen, Denmark, a research and design lab dedicated exclusively to IKEA; a Designer from IKEA of Sweden who hails from New Delhi, India, and whose advocacy for democratizing design is literally woven into her work at IKEA; and a Home Furnishing & Retail Design Lead from IKEA Canada who is immersed in the needs, dreams and frustrations of 'Canadians to inform the building of affordable and sustainable solutions. Anecdotes, case studies and creative discoveries will shape this panel session exploring the building blocks for creating cities and homes that feel better for more people today and into the future. This dynamic presentation will also spotlight how scaling social enterprise is reshaping communities, and how audacious ambitions and simple solutions can combine to inspire and empower us all.



Johanna Fabrin

IKEA's keynote will take place on Wednesday, May 12, 9:00 - 10:00 am EDT

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The Future of Technology and Interdisciplinary Design – Suhair Khan, Strategic Projects, Google

IDS

Currently based in London, Khan works on strategy at Google. Last year she founded Open/Ended Design, a new platform for conversations in design, tech and culture. Her work in technology has been at the intersection of creativity, culture and design. Over the last decade at Google she has been involved in the development of Google's self-driving car, Waymo; building a new data-driven sustainability platform for the global fashion industry; and leading numerous successful global initiatives and partnerships at Google Arts & Culture. Khan is a visiting lecturer at the Architectural Association and the Masters in Architecture program at Central Saint Martins and is actively involved in juries and advisory in the cultural and design space.

In conversation with Tomos Lewis, Bureau Chief Toronto, Monocle, they will explore the future technology and interdisciplinary design, Google's Arts and Culture, Open/Ended and sustainability in fashion.

This keynote will take place on Tuesday, May 11 at 9:00 am EDT.

What Does Equitable Recovery Look Like in Cities Post-Pandemic? – Zahra Ebrahim, CEO, Monumental

Humans are resilient and have a great capacity to adapt, but the systems we rely on need to be designed for participation and equity. This critical design principle must be at the heart of creating sustainable cities, resilient in the face of a pandemic, environmental and social change.

Zahra Ebrahim, CEO of Monumental, is a public interest designer and strategist focused on deep, community-led approaches to policy, infrastructure, and service design. She is an established bridge-builder across grassroots and institutional spaces and is a leading practitioner in reforming institutions to be more human-centred. In conversation with Alex Bozickovic, author and Architecture Critic for The Globe and Mail, they will discuss how we start thinking intentionally about how we design our cities, public spaces, and even our individual houses with equity in mind.

Their conversation takes place Thursday, May 12 at 11:00 am EDT.



Suhair Khan

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The Future of Design is Decolonized – Elizabeth (Dori) Tunstall, Dean, Faculty of Design, OCAD

Elizabeth (Dori) Tunstall is a design anthropologist, public intellectual, and design advocate who works at the intersections of critical theory, culture, and design. As Dean of Design at Ontario College of Art and Design University, she is the first Black female Dean of a Faculty of design. She leads the Cultures-Based Innovation Initiative focused on using old ways of knowing to drive innovation processes that directly benefit communities. With a global career, Tunstall served as Associate Professor of Design Anthropology and Associate Dean at Swinburne University in Australia. She wrote the biweekly column Un-Design for The Conversation Australia. In the U.S., she taught at the University of Illinois at Chicago. She organized the U.S. National Design Policy Initiative and served as a director of Design for Democracy. Industry positions included UX strategists for Sapient Corporation and Arc Worldwide. Tunstall holds a Ph.D. in Anthropology from Stanford University and a BA in Anthropology from Bryn Mawr College. Presently, Tunstall's life work culminates in the effort to decolonize design at OCAD University.

Tunstall's keynote will take place on Monday, May 10 at 11:00 am EDT.

The Kitchen Water Hub – Beyond the sink and faucet – Corey Klassen, Design Manager, Articulated Design Studio

The increasing demands on providing healthy, safe, and quality designed environments for kitchens is on the rise. Factors to consider are material characteristics and properties, accessibility to planning centers, and appropriate installation methods. This course introduces materials, methods, and techniques when planning an important activity center in a kitchen design – the Kitchen Water Hub. Corey is a Certified Master Kitchen & Bath Designer (CMKBD) with 20 years of related industry experience. He has won multiple international design awards and often lends his experience and knowledge to shelter publications and the broader interior design industry. As an experienced interior design educator and professional speaker, both with the National Kitchen & Bath Association (NKBA) and public/private institutions, Corey focuses on interior environments that are inclusive for a variety of users, sustainable design, wellness, accessibility and building technology. Corey has volunteered with the NKBA BC Chapter, the NKBA Certification Task Force and been a peer reviewer for numerous industry related texts. In addition, he has written and developed courses for the NKBA, Lixil America, and BLANCO North America and spoken across North America presenting Professional Development courses. Recently, Corey was selected as a leading Subject Matter Expert and technical writer for the NKBA's new Kitchen, Bath & Support Planning Guidelines launching in 2021.

This seminar session takes place Thursday, May 13, 1:00 - 2:00 pm EDT.



Elizabeth Tunstall

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Please note all keynotes and seminar sessions will be accredited and will take place on the Miele Virtual Stage. IDS21 will return on October 4 - 6, 2021 for its Fall Virtual Conference with themes of Business of Design, Innovation and Future Trends. This event will focus on tools, developing new ideas, and scaling and innovating a design practice in a constantly changing world. Topics will include business planning, marketing, change management, the sustainability of your practice, new materials, digital fabrication and future trends. More details on this event will be available shortly.

Media Accreditation for the Spring Resiliency Virtual Conference is now open. Please contact Faulhaber Communications to apply.

About the Interior Design Show

From May 10 - 13, 2021 the Interior Design Show will host the Spring Resiliency Virtual Conference. Returning for its 23rd year, IDS will bring people together to experience the power of design. Celebrating and promoting design in Canada and across the world, IDS presents the best in design and thought leadership from emerging local designers to international legacy brands. Over the last two decades, design has shifted from the aesthetics of style to a powerful tool for change. An incubator of ideas, the show hosts the most influential design minds of today and the future and is a platform to launch never-before-seen products. The Interior Design Show is not just a fair – it's a total design experience.

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Media Contact

For media inquiries please contact Faulhaber Communications:

Lindsay Singer, ls@faulhabercommunications.com
 416.629.5956

Amanda Mallat, am@faulhabercommunications.com
 519.995.7995



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