

What if you could help change the world?

What if we could design a sustainable, intelligent, balanced, and universal home? A house that produces no waste and contributes power to the community grid. A smart house for the world. What if there was a way to make this vision a reality?

The Institute without Boundaries, a post-graduate program focusing on social innovation through design collaboration, has taken up this challenge and we invite you to join us!

We're looking for corporate partners like you to support our World House Project campaign. With your contribution, we can help change the world. Enclosed is a package containing more information about the program and some of our accomplishments.

On behalf of the students, staff and faculty, we hope that you will join the team. Please feel free to contact Elise Hodson at (416) 943 0303 x 113 or email elisehodson@worldhouse.ca should you require any more information.

Be part of the World House Project!

THE INSTITUTE WITHOUT BOUNDARIES PROGRAM

The Institute without Boundaries at George Brown College is a Toronto studio that works towards collaborative design action and seeks to achieve social, ecological and economic innovation through research, strategy and outreach.

The Institute comprises of a post-graduate program that teaches interdisciplinary design strategy to professionals from diverse backgrounds and furthers the pursuit of knowledge in and around topics arising from the curriculum. A commercial division offers professional design consultation services to clients.

Our inaugural project, Massive Change, explored and sparked a discourse on the future of global design. Our second project, World House, confronts the necessary evolution of shelter for coming generations by developing housing systems based on principles of sustainability, accessibility, technological responsiveness and ecological balance.

This year's projects include:

- **CANÜHOME**

Designed by IwB, the canühome is a full-size traveling exhibit that educates the public about the latest trends in sustainable living through the vehicle of the home environment. The aim was to produce a house that could be built locally and easily, generating a housing system that would enable people to build sustaining, universal, and healthy homes and communities, and create an exemplary home environment that re-imagines how we may live in the near future. The home debuted at the 2008 Green Living Show and was one of the flagship displays at the Earth Tones event at Yorkdale, and will be the featured exhibit at IDEX Neocon in the fall. Details are available at www.canuhome.com

- **THE WORLD HOUSE COSTA RICA PROJECT**

In 2008, the Ministries of Culture and Housing of the Government of Costa Rica asked the Institute to explore solutions for rural community redevelopment in regions experiencing rapid tourism growth. The Institute was also tasked with developing a sustainable re-design for government-sponsored social housing units. The results of the World House Costa Rica Project will be presented in a special exhibition at the National Gallery and Children's Museum in San Jose in 2009.

- **WORLD HOUSE HABITAT @ THE BRICK WORKS**

This year, the focus of the Institute will shift back to North America in partnership with Habitat for Humanity Canada and Evergreen at the Brick Works in Toronto. The Evergreen charity is currently redeveloping the Don Valley Brick Works to become an environmental discovery centre focused on urban sustainability. The ultimate objective of this year-long partnership will be to research, design, and conceive a collaboration model that could be exhibited at the opening of the Brick Works facility in 2010.

Our Achievements

MEDIA

MASSIVE CHANGE

- A discourse on the future of global design, the exhibit and book look at how design can be used as a methodology to address social, economic and political systems challenges. Co-authored with Bruce Mau and Jennifer Leonard, published internationally by Phaidon Press, New York and London. Exhibited at the Vancouver Art Gallery, the Art Gallery of Ontario, and the Museum of Contemporary Art in Chicago.

SYSTEMS PATTERNS IN HOUSING

- A timeline identifying twelve systems, from construction to identity, and significant trends throughout history and cultures that make up the story of our home. Featured at the 2007 Interior Design Show and reviewed in the *Globe & Mail* by Dave LeBlanc, host of *The Architourist* on CRFB. Exhibited at the Connecting World Design Congress in October 2007 & the Utrecht Manifest in the Netherlands, November 2007 – January 2008.

WORLD HOUSE DOCUMENTARY

- An international survey drawing responses from 32 different countries all over the world, sharing stories about their relationship with their homes.

WATERSHED: THE WORLD HOUSE GUIDE TO DESIGNING WATER'S FUTURE

- A guidebook showcasing emerging solutions and technologies for water purification, capture, sanitation and conservation.

CANÜHOME

- The model home and its debut at the 2008 Green Living Show has been covered by television programs including Discovery Channel, CityNews at Six; news publications including USA Today, the *Globe & Mail*, Toronto Sun, Edmonton Journal, Saskatoon Star Pohenix, Ottawa Citizen; magazines including New Dream Homes, Canadian Kitchen & Bath; and well-known sustainable design blogs including EcoGeek, Treehugger, and Green Design Girl.

EXHIBITIONS

GREEN BUILDING FESTIVAL

October 2007

INTERIOR DESIGN SHOW

February 2007 & 2008

DOORS OPEN

May 2007

WORLD HOUSE LIVING MODEL 1.0

June 2007

GREEN LIVING SHOW

April 2008

EARTH TONES @ YORKDALE SHOPPING CENTRE

June 2008

IIDEX NEOCON

September 2008

EVENTS & CELEBRATIONS

WORLD HOUSE INTERDESIGN

- Co-hosted the 50th anniversary celebrations with the International Council of Societies of Industrial Design, bringing together 154 participants from across Canada and around the world to explore and develop solutions for challenges related to housing and water.

ARCHITECTURE TECHNOLOGY CHARRETTE

- Hosted the first joint and continuing inter-divisional project at George Brown College with the Architectural Technology program in celebration of the College's 40th anniversary in 2007. A video documentary was filmed and has been used for recruiting during the Technology in the City events at the College. In 2008 the charrette was repeated for the World House Costa Rica project, organized by the Institute with the support of the Government of Costa Rica, Building Magazine's 4th annual "Outside the Box" competition, and Octopz advanced online collaboration tool. Details are available at www.worldhouse.ca/onlinecharrette

GLOBAL DEVELOPMENT VILLAGE

- An interactive event to help youth gain a better understanding of global development issues in four theme areas: peace, human rights, human health, and environment. Between two events in October 2007 and May 2008, over 2000 young participants had the opportunity to meet experts and representatives from local and international organizations and took part in hands-on workshops, presentations, performances, and activities demonstrating concrete techniques for addressing the Millennium Development Goals. A partnership between Scouts Canada and the Institute without Boundaries, supported by the Canadian International Development Agency (CIDA) and Parc Downsview Park. Details are available at www.youthoftheworld.ca

WORLD HOUSE COSTA RICA EXHIBIT

- Coming Soon - March 2009

Sponsorships & Donations

It is our hope that your participation with the Institute will be mutually beneficial. Over the long run, your involvement at the Institute will provide additional benefits. While we gratefully accept any level of support, please also consider the following options:

PLATINUM \$20,000+	In addition to Gold level benefits, • Most prominent logo will be on all of our website and publication materials including the World House Book, e-newsletters, Institute without Boundaries 2008-2009 Lecture Series promotion, and all official program materials • 1 page company profile will be in all of our publication materials such as the World House Book • Support acknowledged in media (radio, television, print, presentations) • Rights to name particular functions or events • Logo on Institute promotional items including t-shirts, caps, etc.
GOLD \$10,000 - \$19,999	In addition to Silver level benefits, • Identified as "Official Sponsor" on all promotional media • Ability to promote your company at all of our major events and exhibitions • Large logo and company profile (1/2 page) will be in all of our publication materials such as the World House Book, e-newsletters, official Institute without Boundaries 2008-2009 Lecture Series promotion, and all official program materials • Large logo showcased on a permanent installation at the Studio with the donation and a company profile, and also present at all of our national and international exhibits
SILVER \$5,000 - \$9,999	In addition to Bronze level benefits, • Medium logo and small company profile (1/4 page) will be in all of our major publication materials such as the World House Book • Medium logo showcased on a permanent installation at the Studio, and also present at all of our events and the lectures
BRONZE \$2,500 - \$4,999	In addition to Contributor Level benefits, • A copy of the Institute publications and additional copies at your request • Small logo will be showcased on the Donor banner. This signage will be a permanent installation at the Studio
CONTRIBUTOR Up to \$2,500	• Small logo and a link to the sponsor's website will be put on the World House Project and Institute without Boundaries website