



INDEX-DESIGN AND IVANHOÉ CAMBRIDGE INVITE YOU TO THE FIRST- EVER *DÉFI-DESIGN* EVENT FOCUSING ON OFFICE SPACES

A one-of-a-kind virtual meeting that will take place on May 21

Montreal, May 6, 2021 – *Défi-Design*, an all-new concept that generates ideas in real time, will be livestreamed on May 21 to participants who register free of charge. Initiated by Index-Design, LAAB Collective and Körnelius and presented by Ivanhoé Cambridge, the 180-minute event is highly anticipated in the design, real estate and business communities. The first challenge will focus on work environments in office buildings, as companies consider returning to the office, but have questions about how to do so in a world where work modes have been drastically disrupted by the pandemic.

The lifeblood of downtown

In major urban centres, business communities are the economic and cultural lifeblood of the downtown core. For building owners and managers, as well as developers and investors, preparations for a gradual return to the office in accordance with governmental and public health protocols create opportunities and challenges alike.

The *Défi-Design* events will therefore focus on how spaces can be given new functions and new appeal at a time when employees have become enamoured of hybrid work arrangements.

Reinventing spaces

Each *Défi-Design* event will be livestreamed free of charge. Three teams consisting of selected professionals, ideators and creators, architects and designers will generate ideas that can be used to (re)develop a space, to review its functions and to meet new user needs, expectations and aspirations.

After 120 minutes, each team will present its space and layout solutions to a jury consisting of local influencers and personalities actively involved in revitalizing the downtown core.

In real time, the design teams will propose creative strategies and solutions to redevelop a space unveiled on the morning of the event. The winning team will ultimately have the opportunity to implement its concept by transforming the space for the owner or tenant.

The event is open to everyone with an interest in the transformation of living spaces and cities, subject to prior [registration](#).

Putting users first

The aim of the *Défi-Design* concept is to promote agility and innovation by applying collective creativity to specific issues related to space, layout and, by extension, corporate culture, with the ultimate goal that space be thought of as a service that is desirable, functional and practical for the user. *Défi-Design* uses a “design-thinking” approach to create new value propositions for companies. It demystifies the creative process while delivering an entertaining and inspiring live performance.

Partnering in promising innovations

Ivanhoé Cambridge, the concept’s first presenting partner, is proud to take part in the first edition of *Défi-Design*. “It’s an opportunity for us, as a major downtown-Montreal property owner, to draw on local knowledge to inspire our ongoing thought process about collaborative, collective workspaces,” said Annik Desmarteau, Vice President, Offices, Quebec. “Our office buildings are idea labs that we make available to local talent, so that we can amplify and disseminate innovative office space concepts in collaboration with our partners.”

[Press images](#)

Défi-Design is an original concept developed by LAAB Collective, Körmelius and Index-Design. The first *Défi-Design* event is presented by [Ivanhoé Cambridge](#) in partnership with [Artopex](#), [Tafisa](#), [JBC Media](#), [CCR](#) and [Formations Infopresse](#).

About [Défis-Design](#)

Défis-Design is a new type of online event open to all and an innovative concept created by Index-Design, LAAB Collective and Körmelius – a collaborative team whose mission is to encourage the avant-garde in design while promoting best practices and innovation in the planning of public and private spaces. The purpose of each *Défi-Design* is to redesign a space and its functions in a post-pandemic world where great transformations occur: new work models and workspaces, new consumption paths, new opportunities for city centres.

About [Index-Design](#)

Guided by a vision to promote the cutting-edge design of tomorrow, Index-Design selects and showcases companies, products and projects created by Québec architecture and design professionals. Through different activities focused on a practical aspect – two annual publications, several conferences, training sessions and business encounters – Index-design supports the local design community, continuously encouraging a move forward towards best-practices.

About [Ivanhoé Cambridge](#)

Ivanhoé Cambridge develops and invests in high-quality real estate properties, projects and companies that are shaping the urban fabric in dynamic cities around the world. It does so responsibly, with a view to generate long-term performance. Ivanhoé Cambridge is committed to creating living spaces that foster the well-being of people and communities, while reducing its environmental footprint.

Ivanhoé Cambridge invests internationally alongside strategic partners and major real estate funds that are leaders in their markets. Through subsidiaries and partnerships, the Company

holds interests in more than 1,100 buildings, primarily in the industrial and logistics, office, residential and retail sectors. Ivanhoé Cambridge held C\$60,4 billion in real estate assets as at December 31, 2020 and is a real estate subsidiary of the Caisse de dépôt et placement du Québec (cdpq.com), one of Canada's leading institutional fund managers. For more information: ivanhoecambridge.com.

About [LAAB Collective](#)

LAAB IS A CREATIVE COLLECTIVE DEDICATED TO TRANSFORMING THE BUILT WORLD THROUGH THE POWER OF STRATEGIC DESIGN.

Founded in 2017 by Architect, Innovator and RAIC Fellow [Michel Lauzon](#), [LAAB collective](#) provides a novel approach to architecture, interior and urban design services – by focusing on STRATEGIC DESIGN to create enduring real estate resonance and value. STRATEGIC DESIGN is a powerful convergence of strategic consulting and design thinking applied to built space, resulting in an immersive, inclusive and agile service experience. Honed by 25 years of landmark buildings/ensembles, working with brand leaders, and solving projects of all scales and types, locally and abroad, LAAB combines strategic insight, an intimate comprehension of real estate and top-level design proficiency to tame the most wicked problems and release every project's hidden potential for greatness.

About [Körnelius](#)

Körnelius is a new strategy, creative and production and agency founded in 2020 by Tony Babinski. With over 30 years of experience, Tony has worked at the highest levels of marketing and production — with agencies such as Sid Lee, Cossette and Tux, and directly _ with clients such as Cirque du Soleil, adidas, Bell, Bose, Red Bull, Deloitte, Société des casinos du Québec, Royal Bank, Desjardins, Videotron, Dell and many more. Tony is the author of two books, including 20 Years Under the Sun, the official history of Cirque du Soleil, and, with Bertrand Cesvet, Conversational Capital. Körnelius offers the experience and perspective of established agencies that employ active listening, agility and innovation - virtues needed in an era where new challenges demand bold thinking. Körnelius' clients include Groupe Sportscene, Beaver Tails, Cirque du Soleil, Legacy Development Group, Groupe MMI, Architecture Sans Frontières, Design Montréal, and Cirque du Soleil.

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