

# SARAH CATHERINE HAY, BID, MAA design

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## OBJECTIVE

Exploring the linkages between art, design, architecture, and sustainable narratives through collaborative processes.

## EDUCATION

### 2006 – 2008 | Emily Carr University | Masters of Applied Arts in Design (MAA)

- + The thesis paper, entitled “slow design and the lost art of shifting gears” puts forth a new interpretation of *slow design* that does not imply idleness, but rather taking the necessary time to consider and visualize unintended consequences and actively seeking out ways to not only avoid these but to find better alternatives.
- + Conceived as a floating structure, built mostly of salvaged materials, the project component of the thesis (RAFT) was used as a way to test and work through the creative possibilities that surround *slow design*.

### 1999 – 2004 | Carleton University | Bachelor of Industrial Design with distinction (BID)

- + 8 month major project | evo; creating travel stories through location based photography.
- + Other projects include contemporary furniture, interactive design, and a lectern for disabled professors.

## WORK EXPERIENCE

### Fall/Winter 2008 | City of Vancouver | Public Artist | Vancouver BC

- + The City of Vancouver, in collaboration with PWL Partnership Landscape Architecture firm commissioned a series of artworks within the public realm of the South East False Creek development.
- + My role as artist and consultant involved working between the City’s Planning department and PWL to create and develop concepts that reflect the Public Art Master Plan while honouring the rich and complex history of the area.
- + Elements included: neighbourhood defining sidewalk medallions (cast iron), utility manhole cover (cast iron), BC Hydro electrical boxes (paint and steel), and BC Hydro Vista Lid Chamber doors (3m by 2m aluminum doors at ground level etched through CNC machining process).

### 2007 – present | Ci: Conscientious Innovation | Creative Strategist | Vancouver BC

- + Ci is a communications consultancy and think tank whose mission is to support the overall cultural shift to sustainability. Looking through that lens of sustainability, Ci uncovers opportunities that deliver on business priorities.
- + My role as creative strategist involves gathering the best consumer, cultural and marketplace insight across a myriad of product / service categories, distilling and communicating those findings in a manner that is visually compelling.
- + website available at [www.ci-shift.com](http://www.ci-shift.com)

### 2006 | Light House Sustainable Building Centre | Communications and Design, Manager | Vancouver BC

- + Light House is an enterprising non-profit society dedicated to advancing and catalyzing sustainability in British Columbia's built environment.
- + My role was to ensure brand integrity and consistency through the transition from Sustainable Building Centre to Light House in both the digital and physical realms.

- + My responsibilities include overseeing the development and implementation of public outreach and web design.
- + website available at [www.sustainablebuildingcentre.com](http://www.sustainablebuildingcentre.com)

### **2005 | UBC Institute for Resources and Sustainability | Design Research | Vancouver BC**

+ A collaborative research project with UBC, Emily Carr Institute (ECI) and the National Research Council entitled Methods for Designing Sustainable Products and Services.

+ An investigation of best practices for the Center for Interactive Research on Sustainability (CIRS) to help determine an integrated model for an ECI led designlab within CIRS.

+ This project's goal was to help bridge the gap between the engineering of the CIRS building and the creative activities that could unfold within: a cultivation of tools, resources, and inspiration.

+ project website available at [www.breavo.com/cirs](http://www.breavo.com/cirs)

### **2004 – 2005 | MobileMUSE Network | Design Research | Vancouver BC**

+ A social experiment in mobile narrative interpreting global and leading thought-space related to domains of mobile experience as a part of a larger project: MobileMUSE.

+ Observations on a rapidly changing social geography with topics ranging from public art, politics and social software applications to product design, affordances and anthropology.

### **2004 summer | Origin Studios | Royal Ontario Museum (ROM) Exhibit Design | Ottawa ON**

+ Member of design team responsible for elevation drawings to communicate artifact placement and display structures in the new gallery spaces designed by architect Daniel Libeskind.

## **TECHNICAL SKILLS**

Adobe {Illustrator CS3, Photoshop CS3, InDesign CS3} | Macromedia {Dreamweaver MX, Flash MX} | FreeMind

+ excellent visual and verbal communication skills, idea generation, concept development and enabling solutions

+ knowledge and understanding of human factors, sustainable production and new material technologies

## **AWARDS**

### **2007 Core77 Greener Gadgets competition**

+ Received honourable mention for contextual recording device for travelers – still relevant!

### **2006 Entrance Scholarship to Emily Carr University MAA Program**

+ Awarded \$4000 entrance scholarship into the programs inaugural year.

### **2005 National Research Council's Industrial Research Assistance Program (IRAP)**

+ Awarded \$16,000 to carry out best practices research in sustainable design methods. Vancouver, BC.

### **2004 Association of Canadian Industrial Designers of Ontario Rocket design competition**

+ Received "best of electronica" for 4th year major project – contextual recording device for traveler

## **COMMUNITY INVOLVEMENT**

### **Vancouver Design Nerds Society, Co-director. [www.designnerds.ca](http://www.designnerds.ca)**

+ The Vancouver Design Nerds are a network of collaborating designers and artists who share a desire to engage design opportunities with a spirit of creative play and to challenge the normative environment of the city.

### **eatART (Energy Awareness through Art), member. [www.eatart.org](http://www.eatart.org)**

+ EatART is a charity that promotes energy awareness through art projects.