

## **Jennifer Leonard**

"Referencing a personal selection of design's many colours, forms, functions, methods, stories and applications, I will paint a landscape of the design world today with wide brushstrokes," says Leonard. "My hope is to take the audience on a journey from 'the design of the world' to contemporary 'design fiction,' leaving plenty of time for discussion."

Jennifer is an interdisciplinary Project Leader at IDEO, a global design consultancy, with deep experience in research methods, participatory design and storytelling techniques. Across four years and multiple IDEO locations, Jennifer's content depth has grown to include service, environments, hospitality, branding strategy and community design.

Jennifer co-authored *Massive Change* (with Bruce Mau), a book about the future of global design, voted one of five top books in 2004 by *Wallpaper\** magazine. She also worked for ten years as a writer and radio broadcaster in New York and Toronto after studying journalism in graduate school, where she received the top researcher award and the Norman Jewison prize for creative writing. Upon completing an internship at *Rolling Stone* in 1998, she went on to run a series of popular radio programs and publish feature pieces in a variety of magazines including *Details*, *Nylon*, *Seed*, *DAMn*, *Azure*, *Saturday Night*, *Form*, and *Shift*.

Jennifer is an enthusiastic supporter of the arts, particularly as it pertains to collaborative practice and social change, and avidly chronicles the everyday.