

**For Immediate Release**

## **EMILY CARR UNIVERSITY AND GROWLAB ANNOUNCE PARTNERED RESEARCH PROJECT**

### ***Applied Research Collaboration to Provide Design Expertise to Help Young Entrepreneurs Build Successful Companies***

**Vancouver, CAN, September 19, 2013** | Emily Carr University's [Social and Interactive Media \(SIM\) Centre](#) and Vancouver-based startup accelerator, [GrowLab](#) are pleased to announce a new applied research partnership. This fall, five Emily Carr students will form an innovative design research team at GrowLab's headquarters that will focus on developing a new methodology for connecting design to startup companies.

GrowLab's reputation for bringing together the best and brightest entrepreneurs and connecting them with their global network of top tier investors, mentors and partners is unparalleled. With Emily Carr's research assistants engaging directly with product innovations as they emerge within the iterative, accelerated research and development processes – literally, bringing design-thinking into the mix, expect the bar to be raised.

“Successful startups have a hustler, a hacker and a designer,” explains Len Brody, Founder, GrowLab. “We're excited about this partnership with Emily Carr, students will have opportunities to make an impact in real-world projects and take away valuable experience. And, for our cohort companies, this partnership will be a compelling example of the difference good design can make.”

Led by Associate Professor Haig Armen, (Faculty of Design + Dynamic Media), and SIM Centre Director Kate Armstrong, the project is funded by an Applied Research and Development Grant (ARD) from the Natural Sciences and Engineering Research Council (NSERC).

“This is an exciting initiative in which Emily Carr can strengthen ties with the startup community and advance our goals as a world leader in design,” says Kate Armstrong, SIM Centre Director. “There's been a huge amount of interest in this project from our students, who recognize the importance of entrepreneurship and the massive impact that design has on innovation.”

Emily Carr's research centres are communities of applied academic researchers with a common purpose. As virtual research clusters they focus on areas of research interest that may include faculty from different disciplines, and on applications where Emily Carr is making significant national and international contributions. The common purpose of the Centres is to ensure applied research activities at the University are connected to collaborators and partners especially in the private sector, and to provide students with opportunities to work on applied projects as part of their studies.

If you are interested in how Applied Research can contribute to your enterprise, please contact our Research Centres for more information:

- [SIM Centre](#)
- [Stereographic 3D Centre](#)
- [Health Design Lab](#)

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### **About Emily Carr University of Art + Design**

Emily Carr University of Art + Design, established in 1925, is a world leader in education and research. Encouraging experimentation at the intersection of art, design, media and technology, our learning community merges research, critical theory and studio practice in an interdisciplinary environment. Alumni and faculty are internationally recognized as award-winning creators and thought leaders who have enormous impact on both the cultural sector and economy. We engage students, industry, and society to continuously explore and think differently about creativity and how it shapes our world. Emily Carr is building a state-of-the-art campus for 21<sup>st</sup> century learning at Great Northern Way. The University will be at the centre of a new social, cultural, educational, and economic engine for British Columbia. Find out more at [ecuad.ca](http://ecuad.ca).

### **About the SIM Centre**

The Social + Interactive Media Centre is a new research centre that supports a wide range of applied social, interactive and design projects. Funded by a 5-year grant from the Natural Sciences and Engineering Research Council (NSERC), the centre offers BC companies a way to tap the design, creative and technical expertise of Emily Carr faculty and students.

### **About GrowLab**

GrowLab is a Vancouver-based startup accelerator that helps entrepreneurs build great companies through seed funding, mentorship, collaborative workspace and 3 months of intensive programming. GrowLab brings together the best and brightest entrepreneurs from the world and connect them with our global network of top tier investors, mentors and partners.

Founded and led by five world class super angels and VCs: Boris Wertz (Version One Ventures), Lenonard Brody (Clarity Digital), Debbie Landa (Dealmaker Media), Jason Bailey (East Side Games), Mike Edwards (LX Ventures), GrowLab provides entrepreneurs a unique wealth of expertise, knowledge and connections.

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