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REVEAL YOUR QUIRKIEST QUIRKS

Emily Carr University and Pacific Centre Launch Quirky Elephant

Vancouver, BC | Emily Carr University of Art + Design and Pacific Centre launched a collaborative project created by students in the University's Bachelor of Design program, Friday, June 17, 2011.

Quirky Elephant is an interactive installation developed in response to Pacific Centre's desire to enhance their customers shopping experience in a creative way. The design brief was initiated in Emily Carr's Exhibition Design class, and the project was then developed as a Directed Studies class.

The concept for Quirky Elephant evolved out of the team wanting to create something that would get people talking, but also something that would create a social space, much like those found throughout the City during the Winter Olympic Games. The idea of the 'elephant in the room' was introduced and the design blossomed from there.

"This project showcases how business and education can work together to create a project that provides real life work experience for the students, while providing fresh inspiration for the Centre's programming and an exciting new public art installation within the Centre," says Sandi Green, Senior Marketing Director, Pacific Centre.

Students from all of the University's degree programs are provided with the opportunity to work on community and industry projects as part of their respective programs. Educational partnerships such as these not only provide exceptional learning opportunities, but also build relationships with industry that allow students to ladder into employment after graduation.

"This collaboration has been a fantastic experience for everyone involved," says Bonne Zabolotney, Dean, Faculty of Design + Dynamic Media. "Our students have risen to the challenge established by Pacific Centre in way that is fun, functional, and engaging, and, one that allows them to connect with the public in a unique way."

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The Quirky Elephant Team is comprised of 2011 Industrial Design grads Rachel Kroft and Desmond Wong, soon-to-be fourth year students Anastasia Djikia, Interactive Design, and Michael Lee, Communication Design, and faculty supervisor, Eugenia Bertulis, an award-winning industrial designer.

Quirky Elephant will be on display at the Pacific Centre Rotunda through July 12, 2011.

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