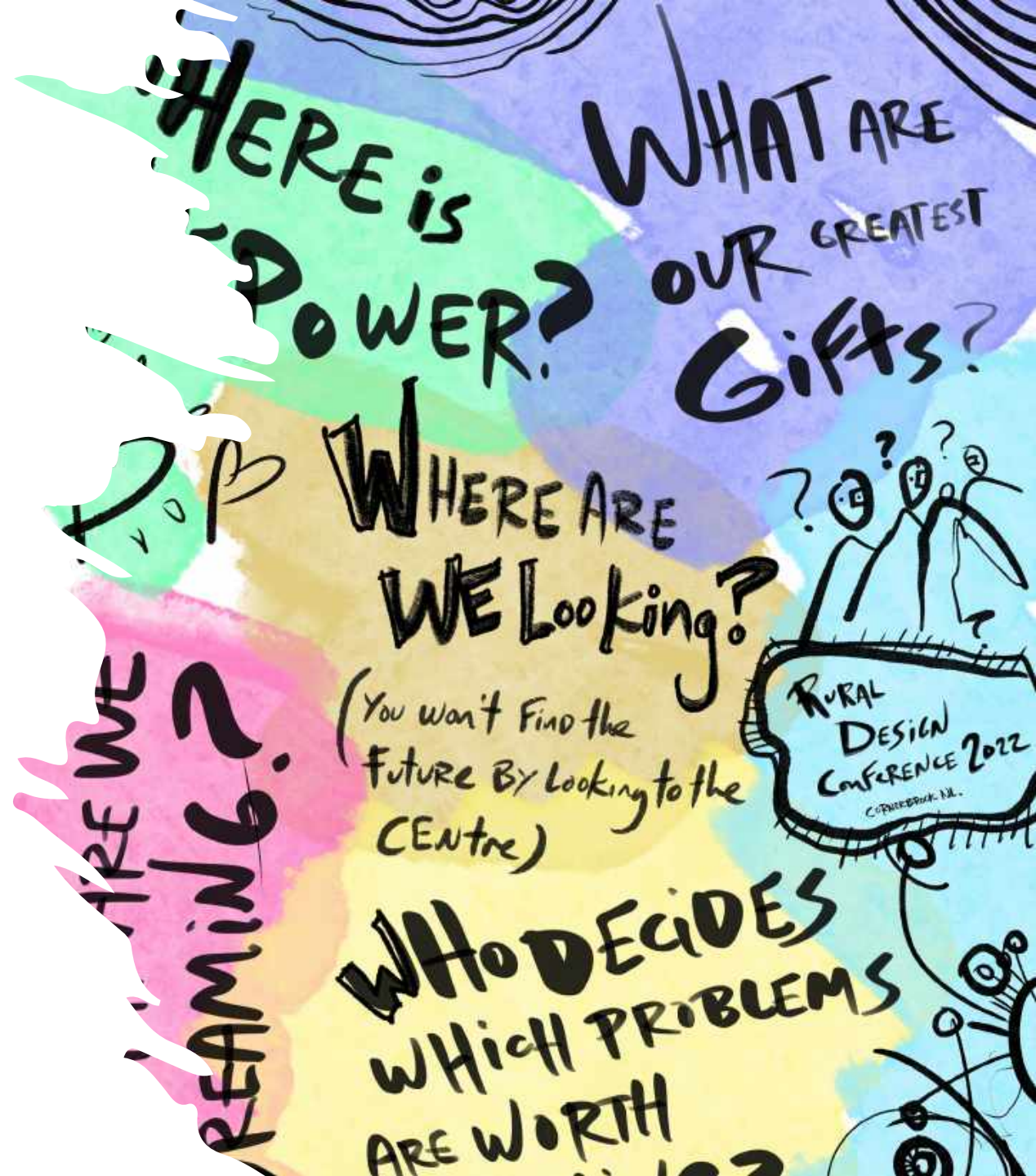


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Preliminary Summary, Synthesis & Insight Gathering





FINER BROOK
& PAPER LTD.

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Preparing the Space

You won't
Find the
Future...
By Looking
at the
Past

How do we build the
resilient infrastructure
for the next
generation?

What is the current
state of rural
design? What
is the future
for it? What
will impact it?

What will
it take to build
and sustain
strong, resilient
rural design
communities?

How can
rural design's
leaders and
practitioners
be better
connected
and supported?

WHAT
OUR
ARE
OUR
THE
Gifts
?

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Big Questions

WHAT ARE WE
LONGING FOR?

WHAT ARE WE
DREAMING?

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There is always enough time for the right work.

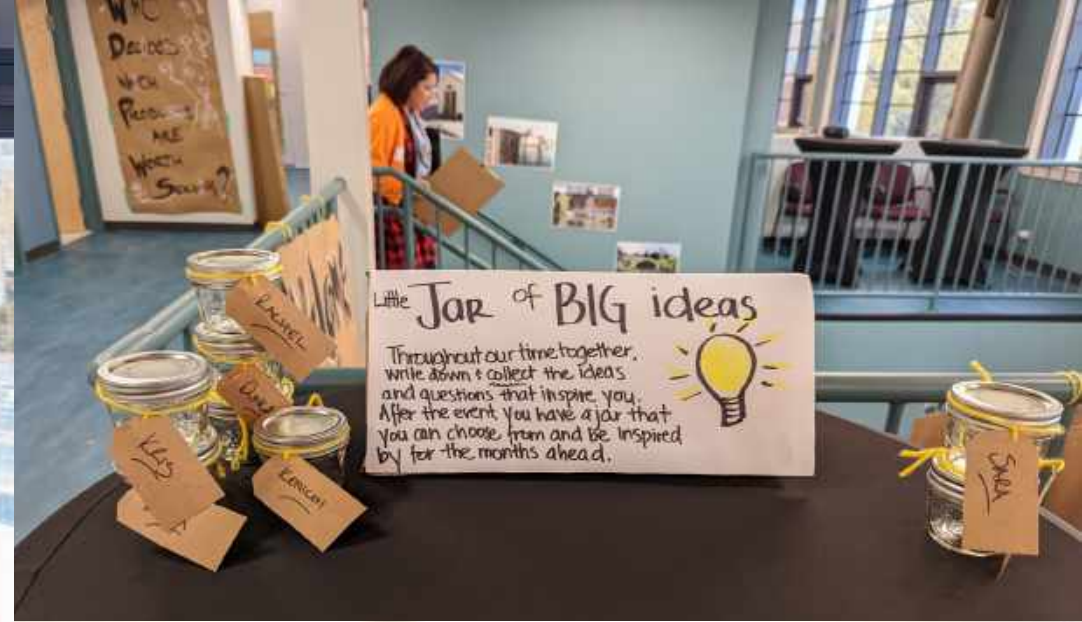
What is the
conversation
that only these ppl
at this moment
can have?

Choosing what
the work
actually is, and
with whom you
will do it, has far
greater leverage
than how you
perform it.

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How can we use/harness change as a way to build new ways of being & doing?



How can the land and waters be our connection



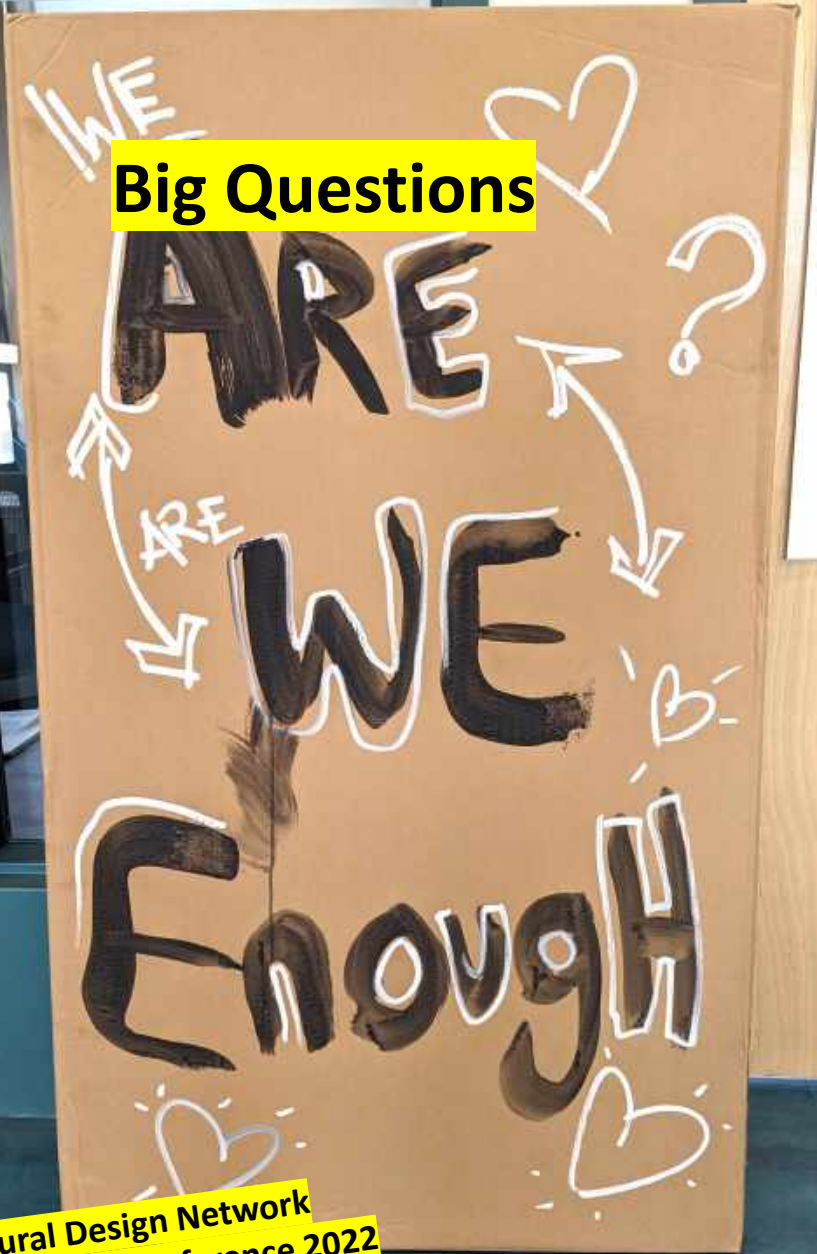
How does built infrastructure reflect our needs & longings?

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DOOR LOCKED WHEN RED

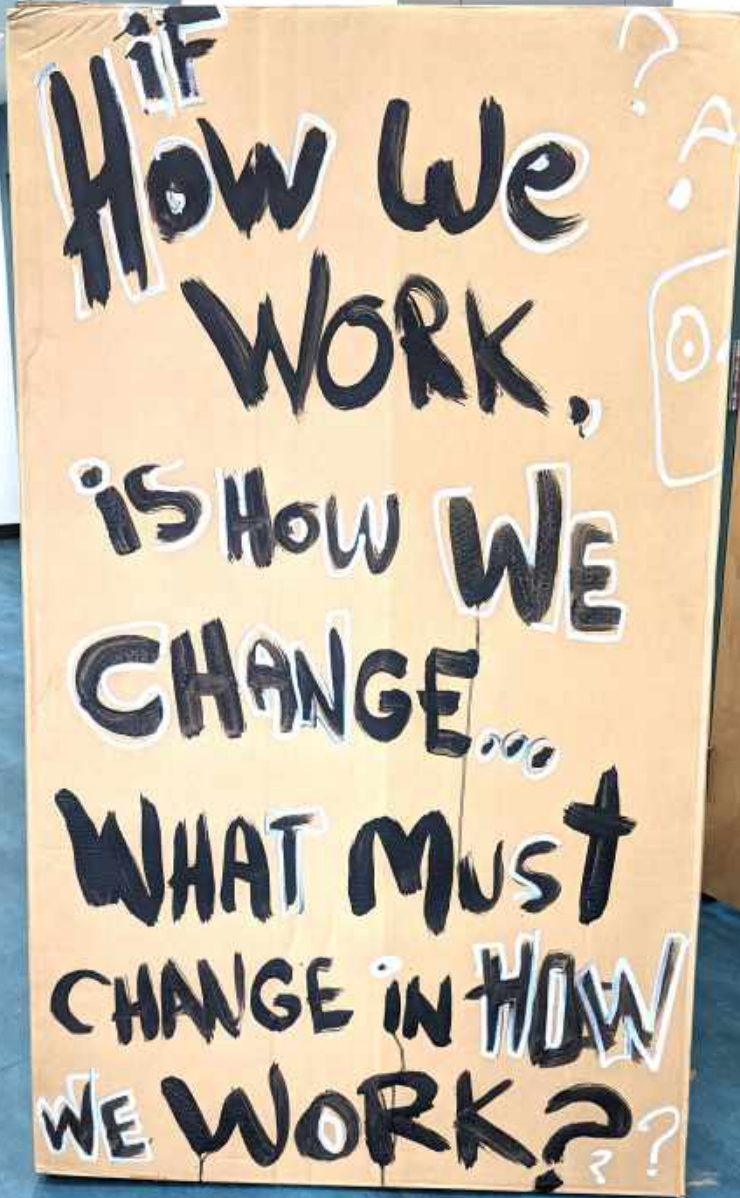
Big Questions

WE
ARE
WE
Enough



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How We
WORK,
is how we
CHANGE...
WHAT MUST
CHANGE IN HOW
WE WORK?




WHO'S
Not
WERE?



Possible Next Steps: Recirculate "Big Questions" and capture participant thoughts and reactions. What's changed, what are they currently exploring.

Big Questions

How can rural design center and empower rural communities to dream and shape their own futures?

- Rural Design Network
National Conference 2022
- Build TRUST
 - + Design For  the People Around
 - Inconsistency makes you invisible
 - Participants Are EASIER than Champions... CAPACITY is scarce.
 - Be Simple
FOOD|FIRE|FUN
 - Ethics... - Slow Down... -
 - WHAT CAN WE TRANSPLANT?
 - How Do we EVALUATE the invisible but MASSIVE Moments



**Beginning to weave
the network**

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Welcome & introductions

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Big Questions

What will
it take to build
and sustain
Strong, empathetic
rural design
ecosystems?

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How do we
build the
IMAGINATION
INFRASTRUCTURES
for the next
SEVEN
GENERATIONS?

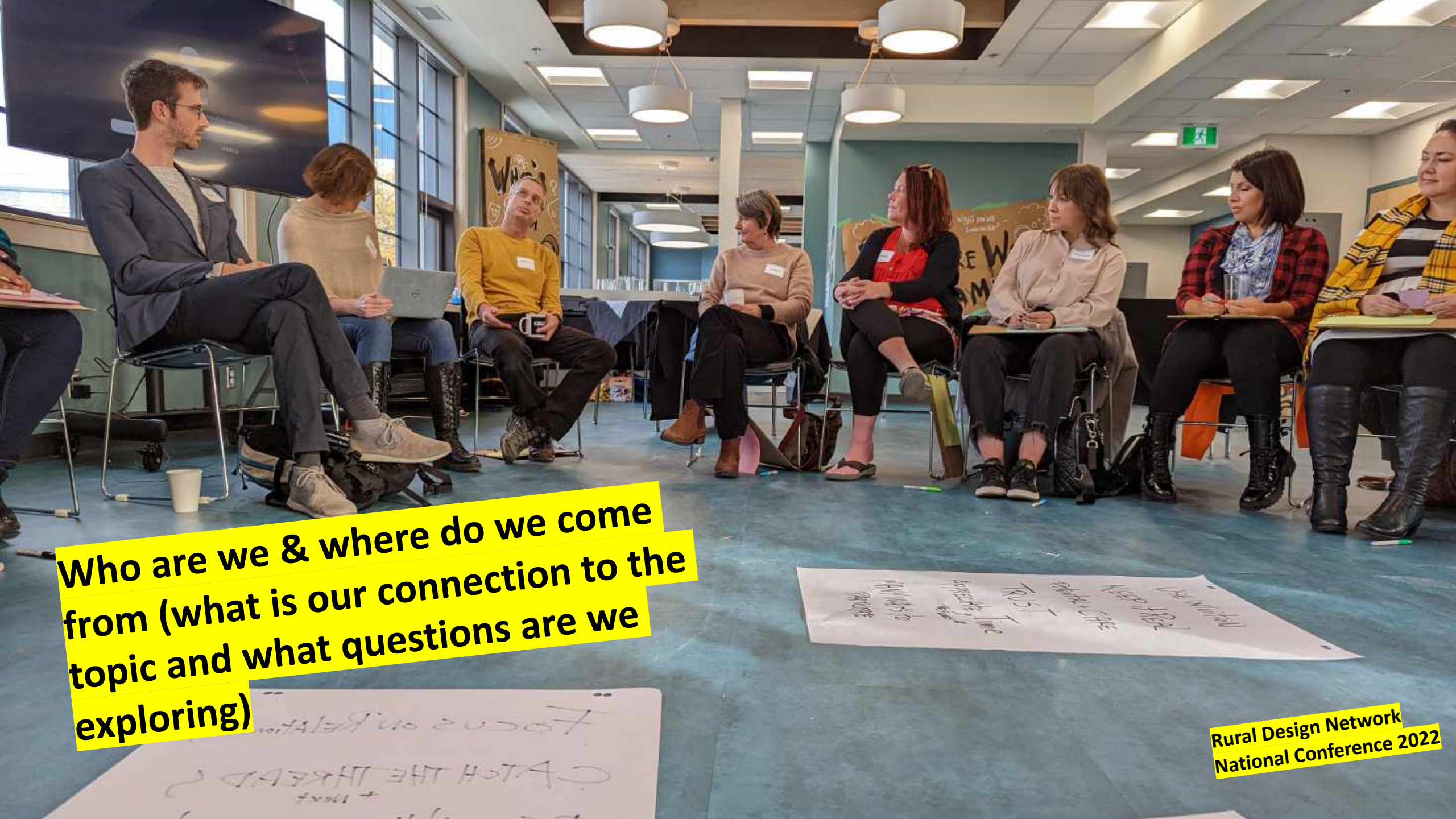
Principles

- BE YOURSELF
(SHOW UP AS A WHOLE PERSON)
- BE TRANSPARENT
- CHOOSE WITH INTUITION
- EMBRACE REST
- EXPECT, PRACTICE + HOLD SPACE
FOR ALL EMOTIONS.
- Let's BE PLAYFUL
- HAVE COMPASSION

USE INTUITION
KEEP IT REAL
POTENTIAL + CARE
TRUST
APPRECIATE ^{Time}
_{THE FLOWS OF}
MANY WAYS TO
PARTICIPATE

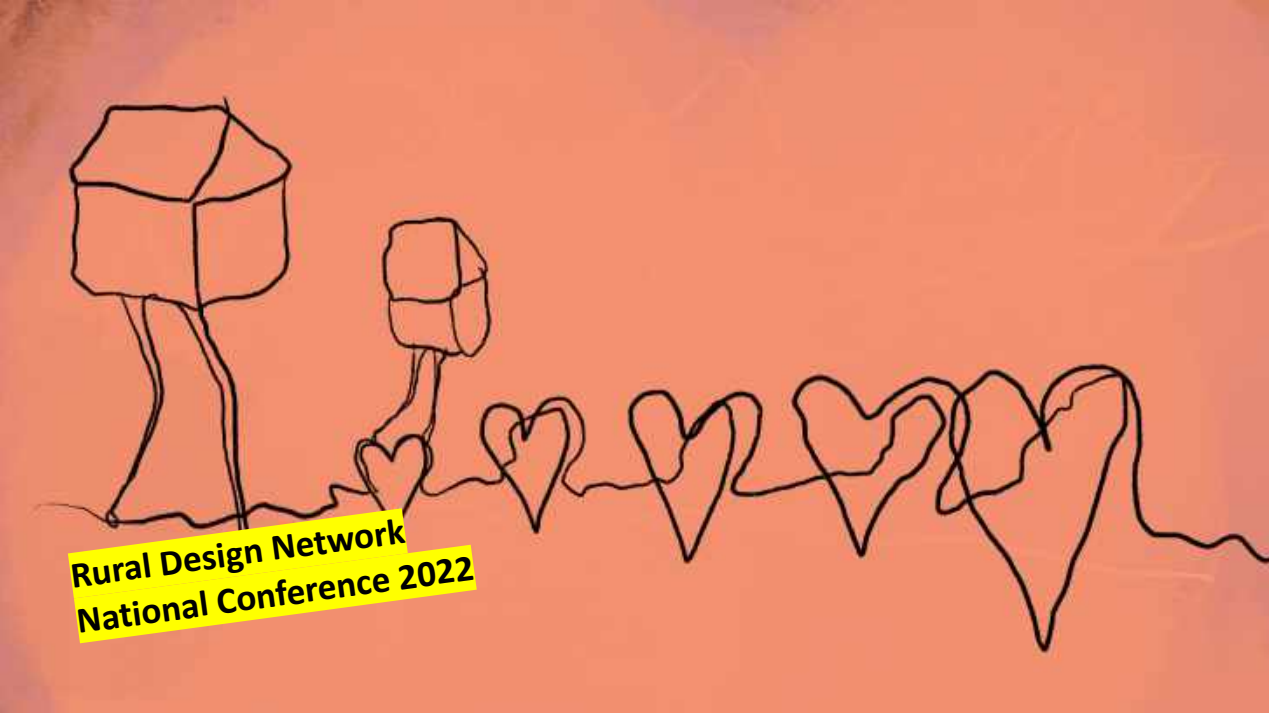
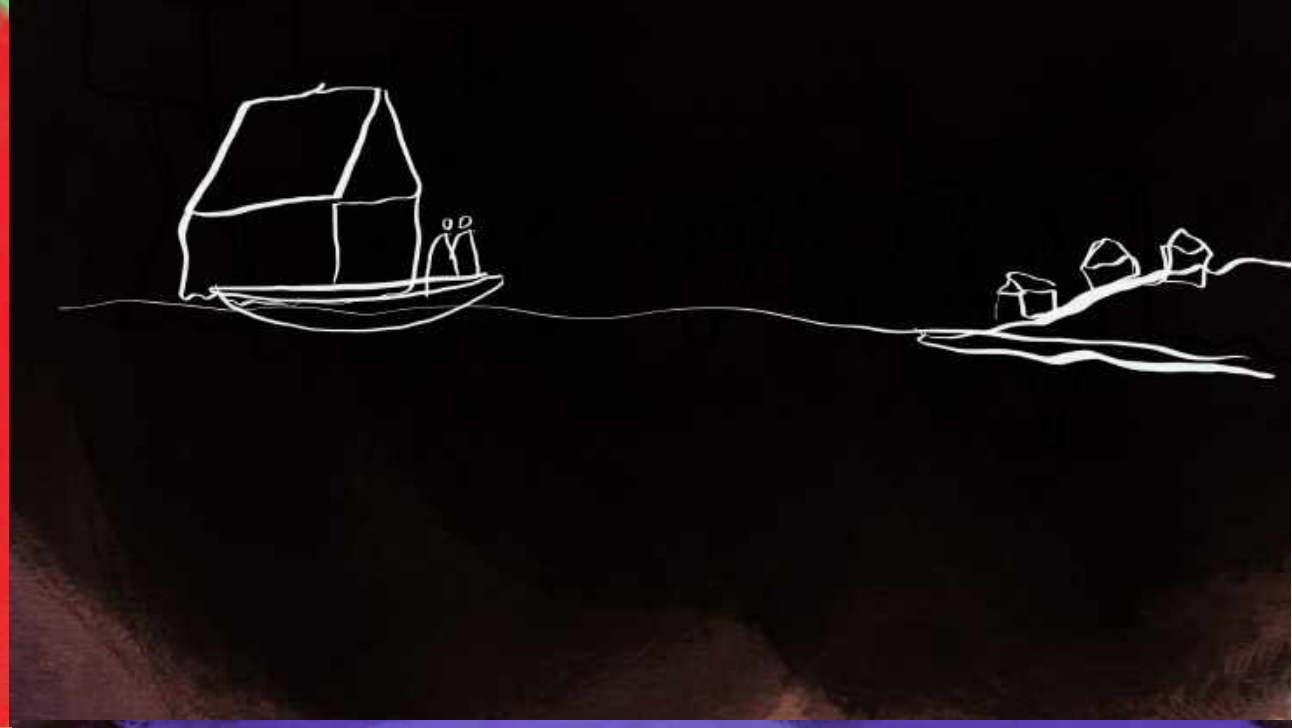
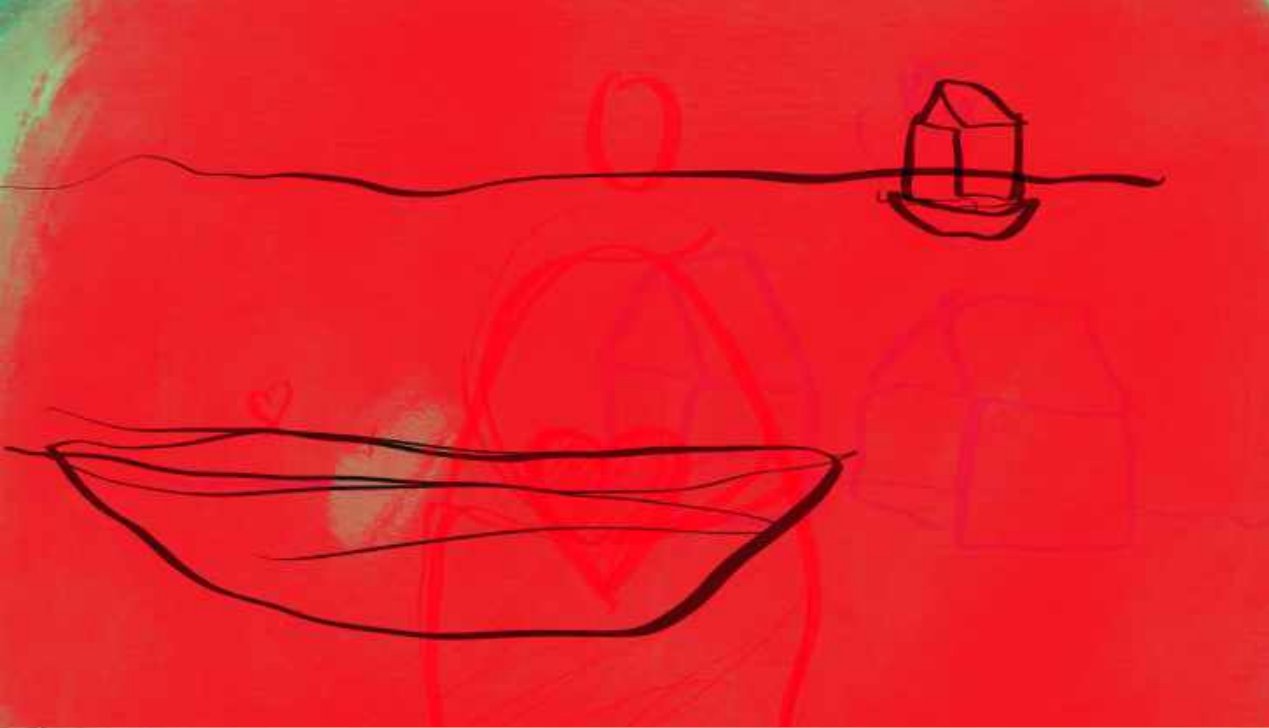
FOCUS ON RELATIONSHIPS
CATCH THE THREADS
+ Next
BE WITH COMMUNITY
WORK WITH WHAT YOU HAVE
TO WORK WITH.

LET GO OF PERFECT



Who are we & where do we come from (what is our connection to the topic and what questions are we exploring)

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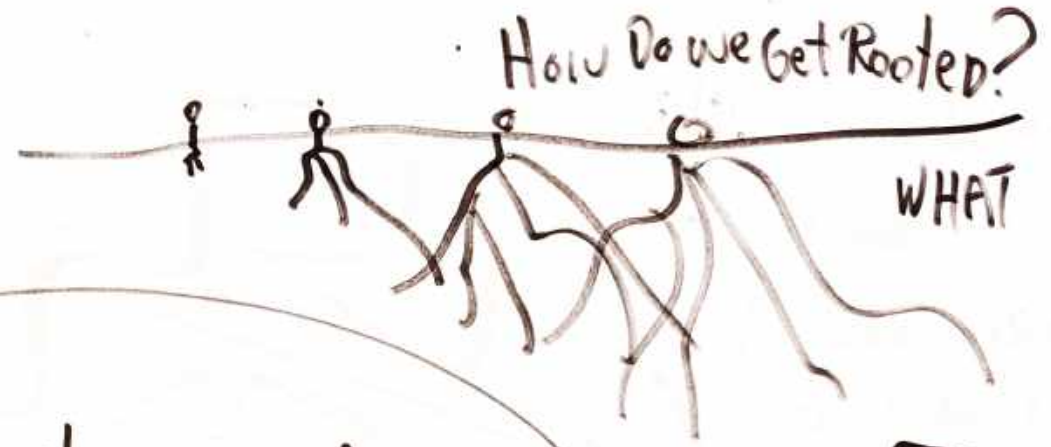
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Sharing stories of where we come from.
 The big themes start to emerge....

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A SMALL town is...

ARTS
TOURISM
RESOURCE

WHERE IS
THE BALANCE...?
EXTRACTION - TIME +
MONEY skew
the BALANCE.

"They Don't Deserve A
STARBUCKS on Every
CORNER... they Deserve
to Not Give A Fuck About
AMAZON ..."



THE STORY
WE ARE TOLD is
that We Are Not
THAT VALUABLE

BETWEEN A ROK
AND A HARD
PLACE ♡

THE NARRATIVE IN OUR
CHILDHOOD'S... You
Will Need to LEAVE...
"THIS PLACE CAN'T SUSTAIN
You..."

**Presentation: Leila Beaudoin
Documentary & Challenge Framing**

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"Design is the The rigorous humanization of technology" – John Kolko

... "Sort of..." – Kristofer Kelly-Frere

Technology

Techne / Logos

Teks / Leg

Technology

Craft / Reason

Weaving & gathering together

Weaving / Gathering

The word technology comes from two Greek words: *techne*, meaning "art" or "craft", and *logos*, meaning "logic" or "reason". Technology has been evolving since the first tools were created up to 2.5 million years ago.

Presentation: Kristofer Kelly-Frere
J5 Design – What is Design Anyway?

THE d WORD

Design is a verb and a noun

I will use it as a **verb**

There is an element of destruction

Take apart

This is why design is so trouble
We can't take apart the whole

de-
active word-forming element in English and in many verbs inherited from French and Latin, from Latin *de* "down, down from, from, off; concerning" (see **de**), also used as a prefix in Latin, usually meaning "down, off, away, from among, down from," but also "down to the bottom, totally" hence "completely" (intensive or completive), which is its sense in many English words.
As a Latin prefix it also had the function of undoing or reversing a verb's action, and hence it came to be used as a pure privative – "not, up to opposite of, undo" – which is its primary function as a living prefix in English, as in *defrost* (1895), *defuse* (1948), *deseculate* (1964), etc. In some cases, a reduced form of **dis-**.

designing (adj.)
"scheming, artful, intriguing," 1670s, present participle adjective from **design** (v.). Earlier "characterized by constructive forethought" (1650s).

WHAT HAPPENS WHEN WE TAKE THE THING APART?



design (v.)
late 14c., "to make, shape," ultimately from Latin *designare* "mark out, point out," from *de* "out" (see **de-**) + *signare* "to mark," from *signum*, "identifying mark." The Italian verb *disegnare* in 16c. developed the senses, "to contrive, plot, etc." French took both these senses from Italian, in different forms, and uses *design* in all senses.
From 1540s as "to plan or outline, form a scheme;" from 1703 as "to contrive the outline or figure of," especially of a proposed work, is from 1630s; the artistic sense from 1660s. The intransitive sense of "do original work in a particular field" is 18c. English with the meaning now attached to **designate**. Related: **designer**.

design (n.)
1580s, "a scheme or plan in the mind," from French *dessein*, *desseing* "plan, design" (see **design** (v.)). Especially "an intention to act in some particular way" (1704); compare **designing**. Meaning "adoption of means to an end" in art and drawing, especially an outline," 1630s. The artistic sense was taken from Italian *disegno*, from *disegnare* "to mark out," from Latin *designare* "mark out" (which is also ultimately the source of the English verb), from *de* "out" (see **de-**) + *signum* "identifying mark, sign" (see **sign** (n.)).
[T]he artistic sense was taken into Fr. and gradually differentiated in spelling: *dessin* 'design in art'. Eng. on the contrary uses *design*, conformed to the General (non-scheming) meaning "a plan our outline" is from 1700s. Meaning "principles" is from 1630s. Sense of "artistic design" is from 1640s.
Design is not the offspring of idle fancy. Ruskin, "Modern Manufacture and Design," 1859

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**Presentation: Carla Stephenson -
Executive Director - Tiny Lights Festival**

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THE AWESOMENESS
Census?



WHAT DO WE HAVE?



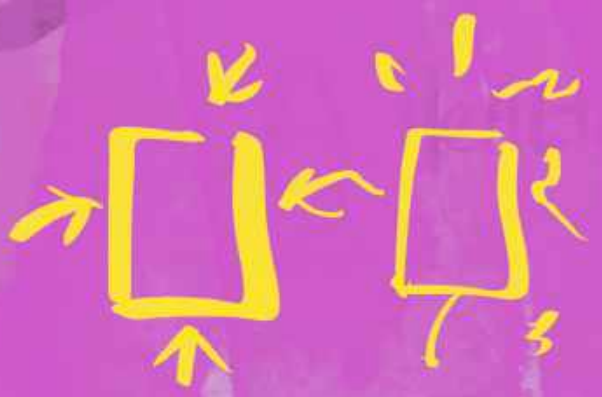
How
Do We
EXPAND
OUR DEFINITION
OF VALUE.



to innovate
FAST



iterative
Growth.



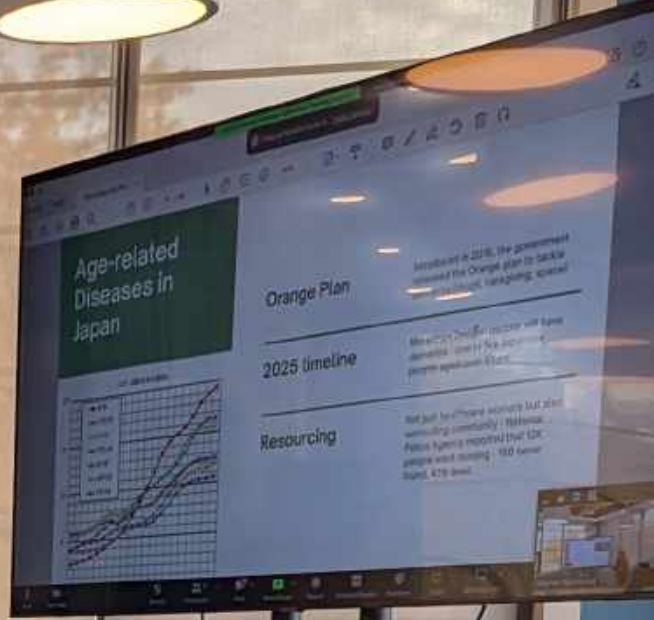
How Do We
think in VERBS vs.
NOUNS.

Presentation: Keiko Ono
Social Innovation Japan

WHAT ARE THE OUR OUR Gifts?

DAY 1
9:30-10:30: Welcome + Introductions
10:30-11:00: Coffee Break
11:00-12:00: Workshop: Future Brief
12:00-1:00: Lunch
1:00-1:30: Open House
1:30-2:00: Break
2:00-5:00: Keynote

- Be Visible
- Be Tough
- Connect with
- Embrace Failure
- Build Trust
- Let's Go
- HA



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A HeALTHy IRREVERENCE
FOR THE IMPOSSIBLE...

Co-Creating Play



Presentation: Anthony Bourque
Vivo Play Project

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WHAT ARE THE OUR GIFTS?

DAY 1
9:30-10:30
10:30-11:00
11:00-12:00
12:00-1:00 LUNCH
1:00-2:00
2:00-3:00
3:00-4:00
4:00-5:00

GRENFELL

RURAL DESIGN CONFERENCE
Design for Community Ownership
Lessons from the Rising Places Project
10/24/22

Presentation: Sara Cantor
Greater Good Studio

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WHAT DO
WE MEAN
BY OWNERSHIP?

SARA

WE DECIDE

↓
LIBERATING

FRAME

is sometimes more precise

Set the conditions for success

- Set AN OPEN ENDED CHALLENGE
- "Thinking Defined By Community"
- Give us A MAP. DEFINE THE AREA.

• Assets + BARRIERS

IDENTIFY
ENGAGE
ELEVATE
CHAMPIONS

Work on the SAME Problem but in slices.

Build A design TEAM.

ELEVATE CHAMPIONS
↑↑↑

(MIX OF BETTER CHILDHOODS + BETTER NEIGHBORHOODS)

Engage

community
↓
DESIGN TEAM
Represented the Project

WHAT DECISIONS
COULD LEAVE
OPEN?

Ownership trickles out...

MAKE THE FUTURE
TANGIBLE

↑
CREATE

MAKE IT SAFE TO SHARE IDEAS. MANY WAYS TO contribute





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Success is About
CHANGE

ownership



important

RELIABLE

committed

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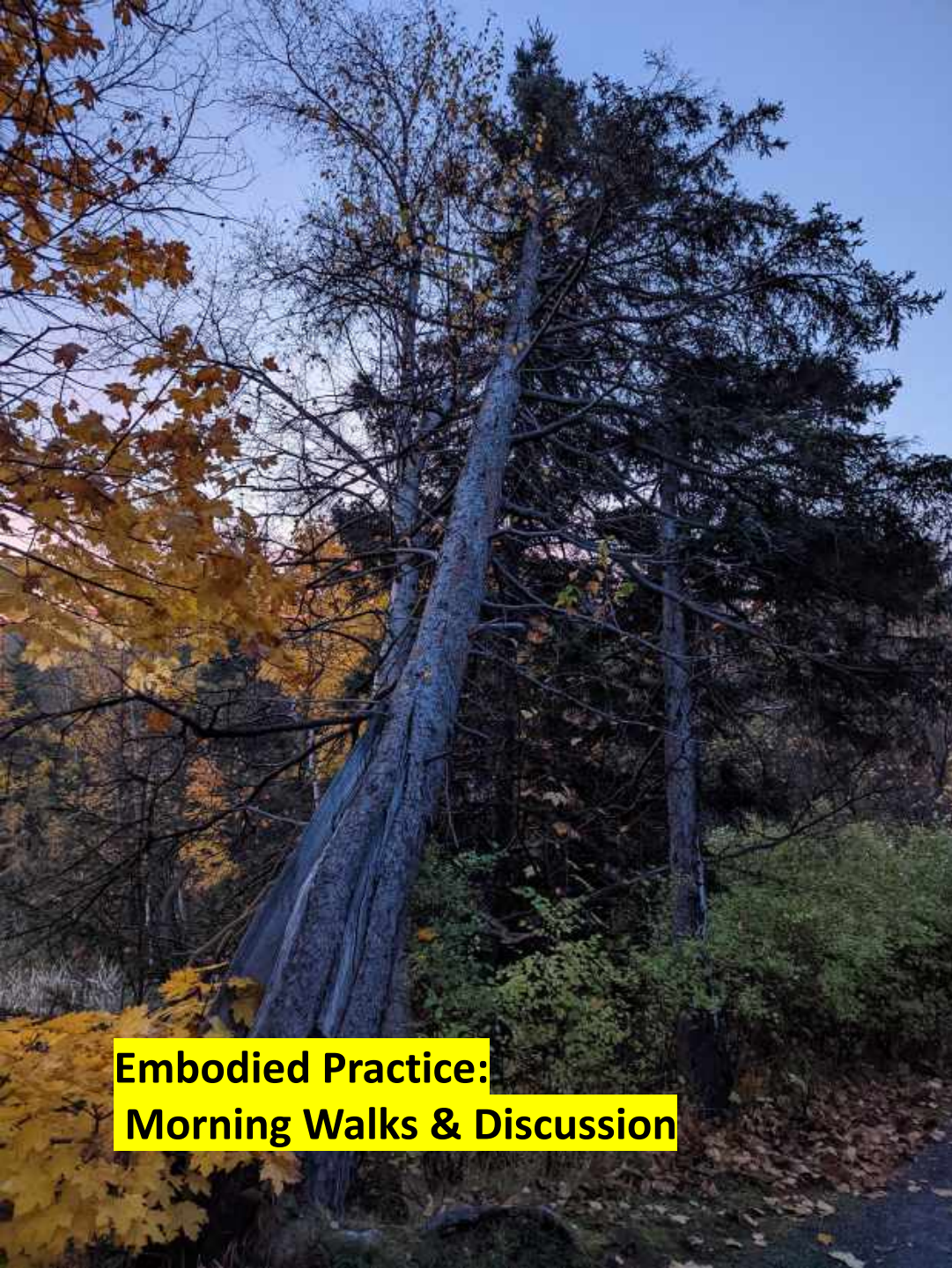


Buy in...
CANNOT
BE BOUGHT.

Connected

IMPERFECT

RELATABLE



**Embodied Practice:
Morning Walks & Discussion**

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**Embodied Practice:
Morning Walks & Discussion**



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In-Community Dialogues



National Codesign Call
Brooks Alberta – Cornerbrook NL
Social Impact Lab Alberta, Ymer BC



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Community Led-Design
Stories from 7 Communities

WISDOM FROM NORRIS PT.

⊕ YOU CAN'T CUT THE THING UP

- EVERYTHING IS CONNECTED

⊕ YOU HAVE TO SEE WHERE YOU FIT IN THE BIG PICTURE.

⊕ TIMING IS EVERYTHING.

- YOU HAVE TO NOTICE WHEN THE TIME IS RIGHT.

⊕ ENGAGE DEEP... People operate from the positions THAT THEY UNDERSTAND.

⊕ SAY YES TO EVERYTHING... it's all connected.. BUT YOU MIGHT NOT KNOW NOW.

⊕ WE NEED DATA + RESEARCH... THAT LET'S US HAVE REAL CONVERSATIONS + SEE NEW WAYS.

⊕ TRUST TAKES SO LONG TO BUILD...

WHY DO WE KEEP STARTING FROM SCRATCH.. WORK FROM WHAT IS ALREADY THERE.

⊕ THINGS TAKE TIME. You've got to keep going AND LOOK FOR CONNECTIONS.

⊕ NO ONE HAS THE ANSWERS... WE ARE JUST ALL TRYING TO PROBE AND TRY. (MAYBE WE HAVE THE ANSWERS TOGETHER.)

⊕ YOU'VE GOTTA ASK (THE QUESTIONS), AND YOU'VE GOTTA FOLLOW UP.

⊕ YOU HAVE TO REALLY KNOW THE PEOPLE YOU ARE WORKING WITH... (DON'T START BUILDING CAPACITY BEFORE YOU DO)

⊕ BEWARE OF SETTING UP LONG TERM SYSTEMS FOR SHORT TERM NEEDS (is this maybe where Prototypes Are All we Do?)

⊕ THERE IS A RISK OF SUCKING IT ALL OUT + PUTTING NOTHING BACK.

So...
⊕ WHAT DOES CAPACITY BUILDING LOOK LIKE?

⊕ THINK IN GENERATIONAL CYCLES (BUSINESS + FAMILY CYCLES)

⊕ Remember... WHAT HAPPENS HERE AFFECTS SO MUCH MORE.



Local Entrepreneurship

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Power Build
We Need to Privilege



New NARRATIVES

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WHAT DOES
RURAL DOWN
REALLY MEAN?

- WHAT'S "RURAL"?
- WHAT'S "DOWN"?
- WHY DOES THIS MATTER?

RURAL DOWN
DOWNTOWN
TOWN
URBAN

RELATIONSHIPS
CAN'T BE
TRANSFERRED...
THEY NEED TO
BE GROWN

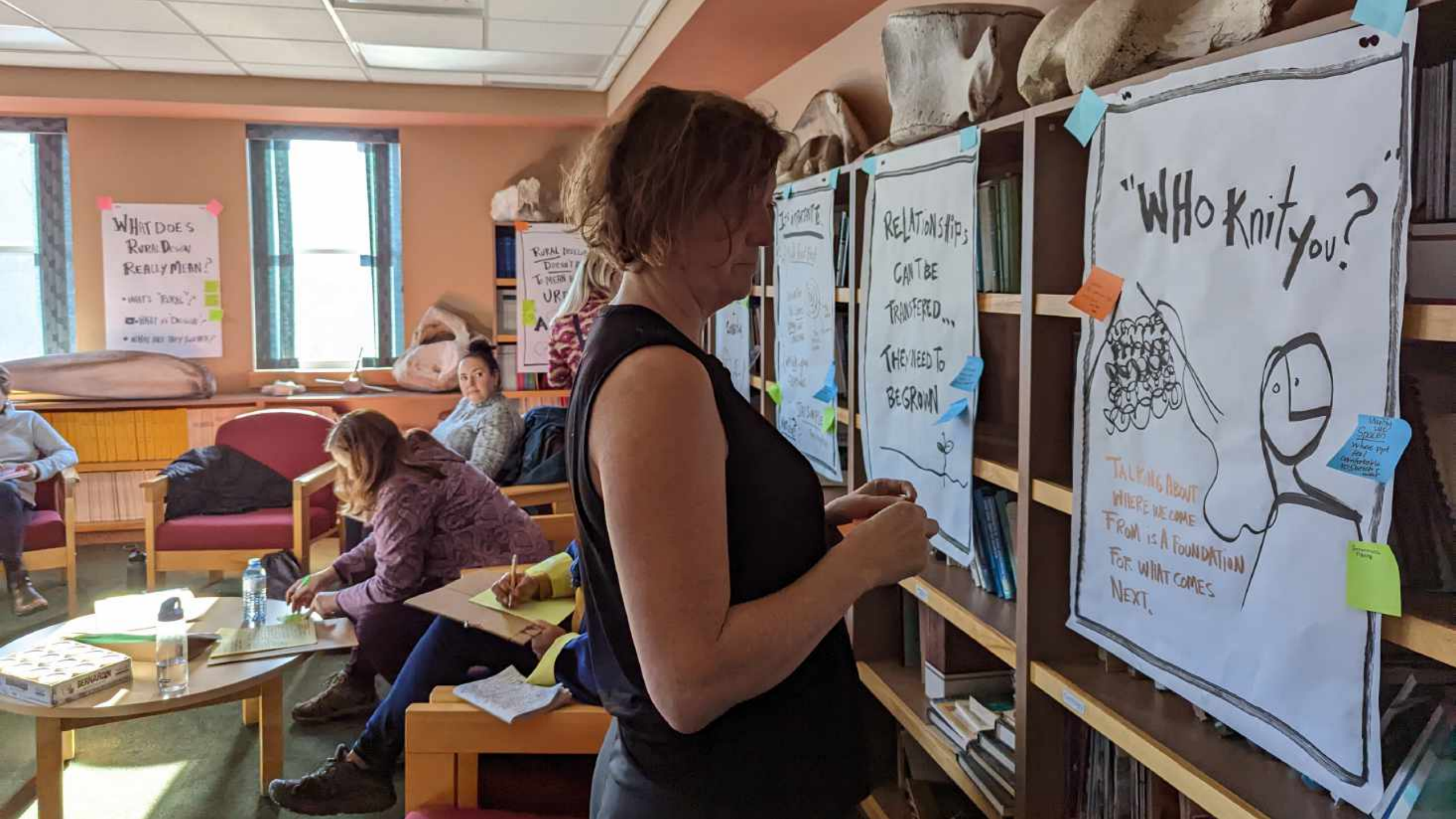


"WHO KNIT YOU?"



TALKING ABOUT
WHERE WE COME
FROM IS A FOUNDATION
FOR WHAT COMES
NEXT.

What's the story?
Where did you come from?
What's the story?



It's IMPORTANT To...

 Build Trust First

DESIGN FOR
THE LAYERS
AROUND YOUR
CHALLENGE



WORK WITH + GROW
CHAMPIONS.

WHAT ELSE? STAY SIMPLE
FOOD/FIRE/FUN.

6. Trust
The best
designs are
the ones
that are
simple and
easy to
understand.

Migration
is a reality.
So focus on
what stays
and what
comes in/out.

Build + iterate
on what
is already
there.

Focus on
the
champions

RURAL IS ABOUT
PLACE
PEOPLE
+
CONNECTIONS



"THE MOST
CAPABLE
PEOPLE I KNOW
ARE RURAL



RELATIONSHIPS
CAN'T BE
TRANSFERED...
THEY NEED TO
BE GROWN



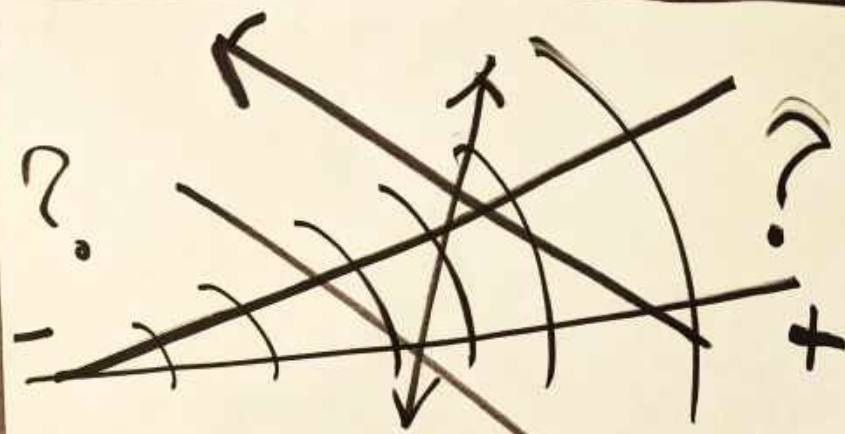
"WHO KNITS YOU?"



TALKING ABOUT
WHERE WE CAME
FROM IS A FOUNDATION
FOR WHAT COMES
NEXT.

Discussion & Themes

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THERE ARE DIFFERENT DEGREES OF RURAL.
(AND IT'S NOT THE SAME AS REMOTE)

Diversity is a must

I Love cities

I Love WIDE OPEN SPACES

IF YOU WANT to Be Somewhere...

How Do We Make RURAL PLACES More Possible to Belong

RURAL DESIGN
-How Do I help not let my urban BRAIN take over

"Who Do You BELong to?"

Different degrees of RURAL.

RURAL ARE complicated Beatos

WHY Do we keep trying to Do New WAYS?

300 people MAGIC.

Discussion & Themes

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Discussion & Themes

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Embrace our elemental connection to what is real

HMW... FOSTER RURAL PRIDE SO LEADERS + RESIDENTS SEE THEIR HOMES AS UNIQUELY ABUNDANT?

HMW... SHOWCASE RURAL INNOVATION SO PLACES w/ SIMILAR CHALLENGES CAN LEARN FROM EACH OTHER?

Improve quality of life.

It should NOT

Explore, Challenge, but respect community's definitions of development (or step away)

Rural dev. is what dev? who knows!

RURAL DEVELOPMENT DOESN'T HAVE To MEAN BECOMING URBAN

Embrace our elemental connection to what is real

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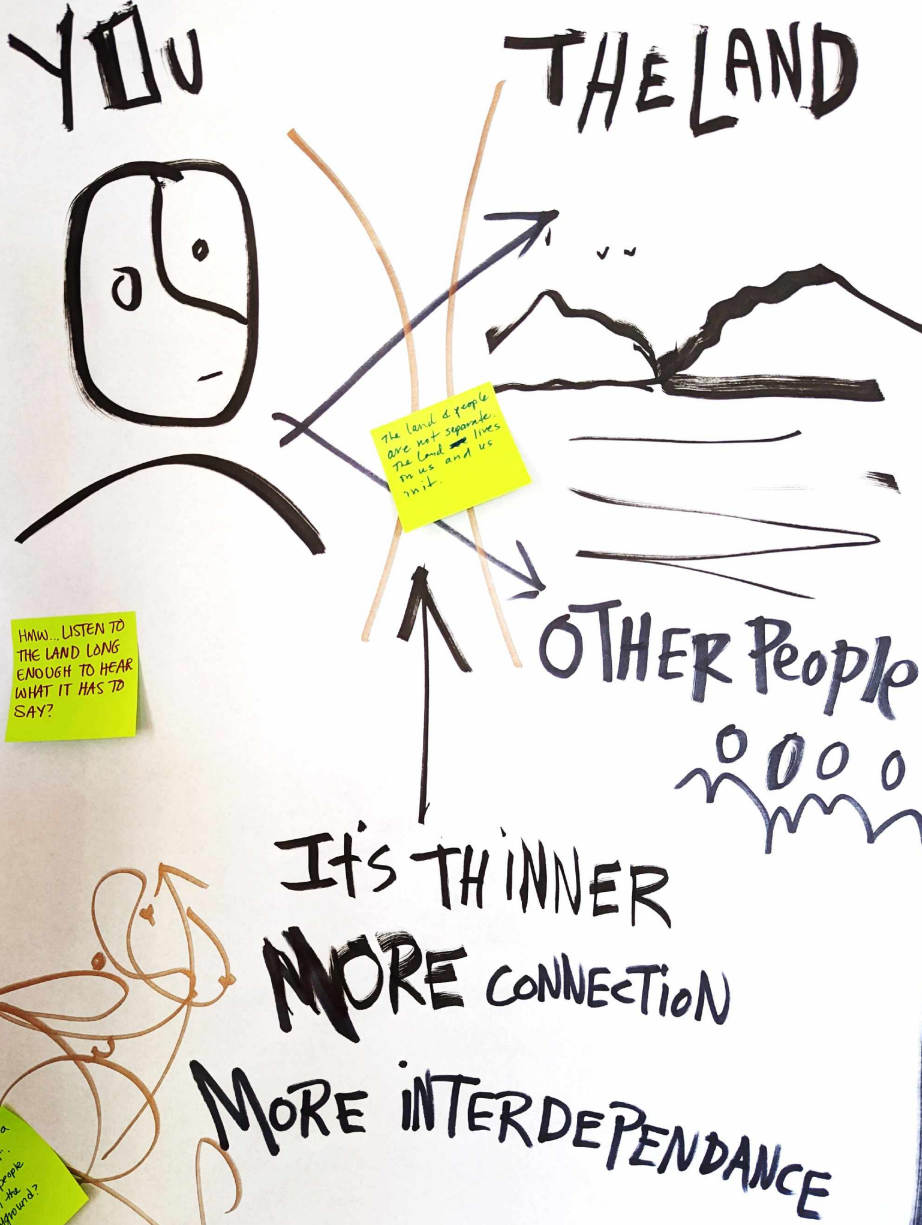
Rural dev. is what dev? who knows!

HMW... LISTEN TO THE LAND LONG ENOUGH TO HEAR WHAT IT HAS TO SAY?

The land & people are not separate. The land ~~is~~ lives in us and us in it.

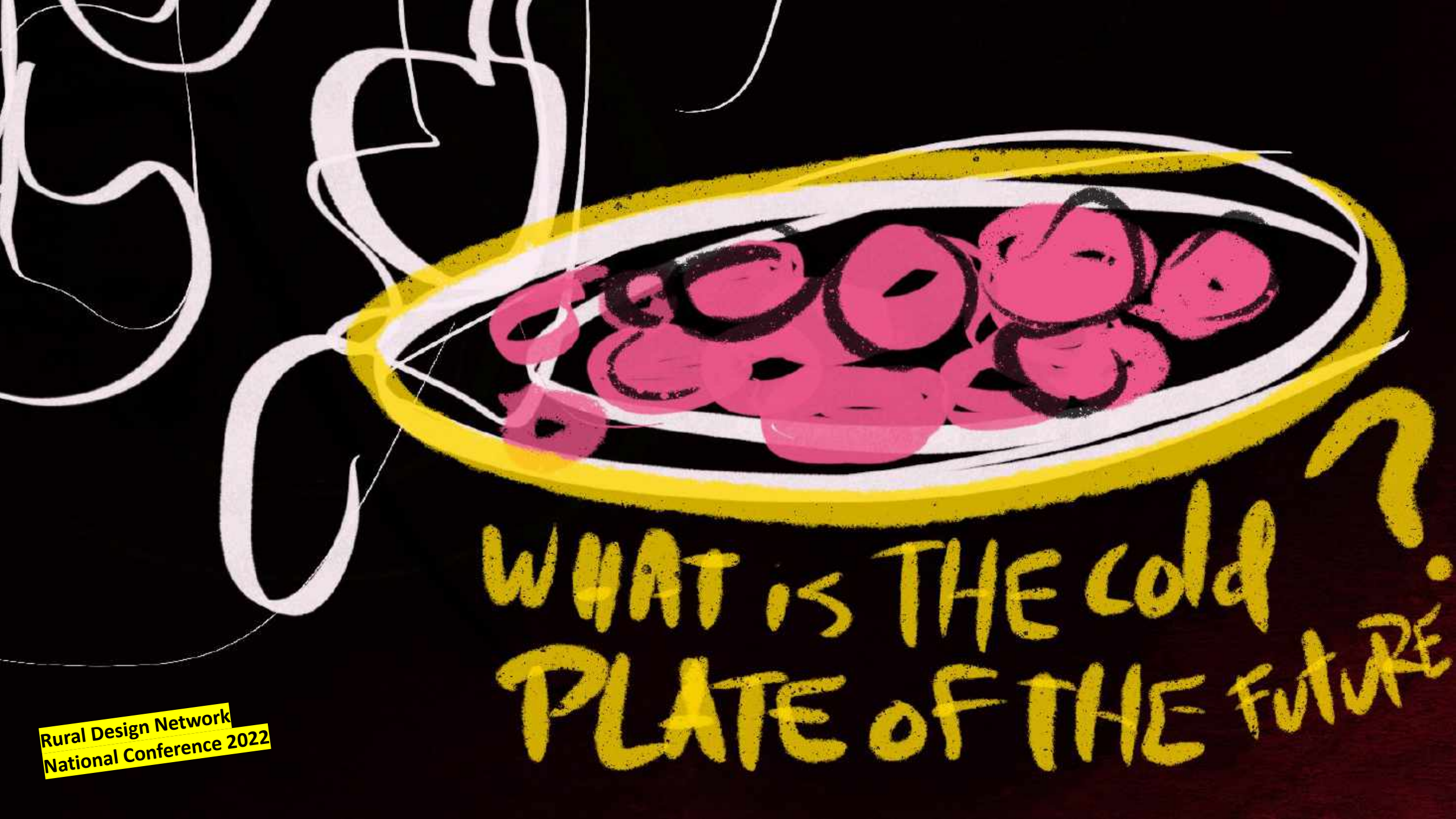
Newfoundland is a "playground". What do people want in the playground?

Newfoundland is a "playground". What do people want in the playground?



Discussion & Themes

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WHAT IS THE COLD
PLATE OF THE FUTURE?

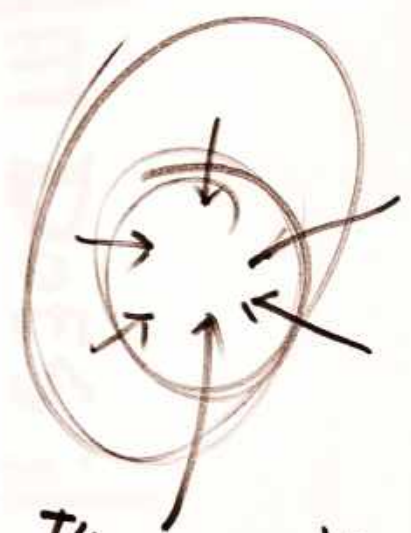
LONG TERM.

LEAVE
COME BACK

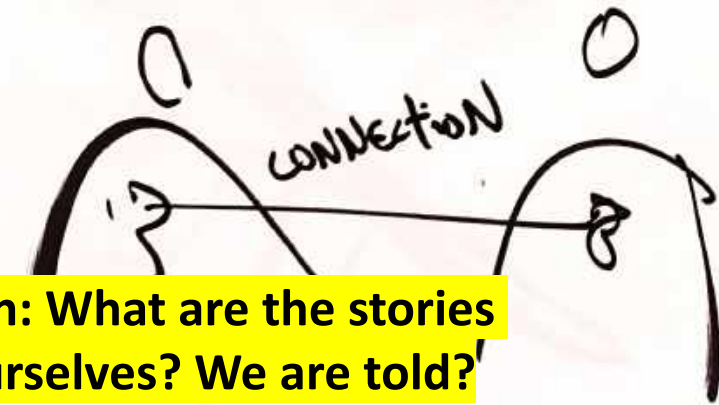
WHEN You Come Home....

You sometimes see values
You didn't know
WHERE THERE.

THE EDUCATION OF
MY LIFE HAS BEEN
TO Move + Come Back



THE MIDDLE HAS BEEN GUBBED



RURAL DEVELOPMENT doesn't
HAVE to MEAN becoming URBAN

Discussion: What are the stories we tell ourselves? We are told?

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SOMETIMES OUR STORIES HOLD US BACK

(AND MIGHT ALSO BE THE
WAY TO CHANGE)

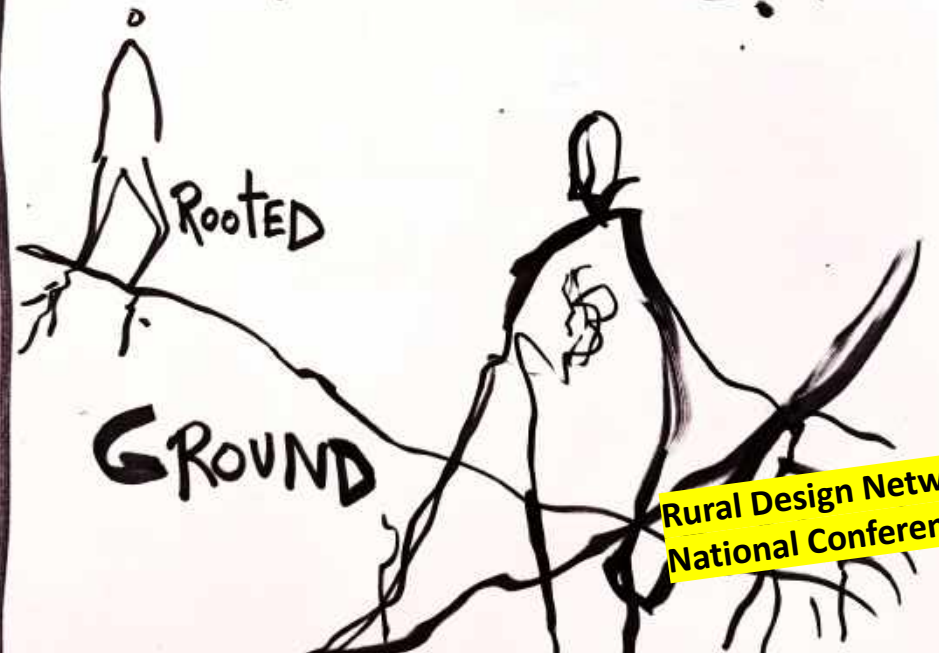


CD create
new narratives
for future generations
to not coming
here

the future
is not coming
here

Discussion & Themes

WHAT DOES IT MEAN TO BE CONNECTED TO A PLACE?



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WHAT NEEDS TO HAPPEN NEXT?

HMW... FOCUS THE
SOCIAL CHANGE
CONVERSATION ON
SCOPE/DEPTH
RATHER THAN SCALE?

...

- To HELP COMMUNITIES
THRIVE?
- To BRING IDEAS TO LIFE?
- To CONNECT RURAL + DESIGN

Answer:
Why?
When?!

Leadership

HMW... FOCUS THE
SOCIAL CHANGE
CONVERSATION ON
SCOPE/DEPTH
RATHER THAN SCALE?

Leadership

WHAT DOES RURAL DESIGN REALLY MEAN?

• WHAT'S "RURAL"?

• WHAT IS "DESIGN"?

• WHAT ARE THEY TOGETHER?

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rural
- a place & people deeply rooted in nature & culture & in balance w/ them

RURAL DESIGN:
A PROCESS OF CREATING POSITIVE CHANGE IN PLACES WHERE CAPITALISM HAS MOVED ON AND PEOPLE HAVE LOST MORE.

LOCALS BRING THEIR CULTURE, CONNECTIONS + COMMITMENT. OUTSIDERS BRING THEIR PROCESS AND PERSPECTIVE. EVERYONE CHECKS THEIR EGG AT THE DOOR.

• respecting the past
• embracing the now
• using this lense to see the future.

Rural means choice, but you don't have to choose.

rural design:
a design approach that observes and seeks to enhance the unique relationship b/w people, place & planet for the preservation & nature & culture

Can show what can be...
Belonging + purpose + community + self sufficiency + connection to land + Wellness

Honoring the rhythms of people, land, water

An interdisciplinary approach to improve the quality of life in rural communities. Collaborating with locals & respecting their dignity.

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Belonging + purpose + community + self sufficiency + connection to land + Wellness

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Reflective Practice & Place

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Close & Network Weaving



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