

◦ WELCOME PACK ◦

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**CELEBRATE
10 YEARS OF IXDA
WITH US.**

Welcome to Toronto and Interaction13, we've been waiting for you! We are excited you're joining us for our 6th annual conference. We have so much to share... With lots of extra events planned to help you make new connections and for those returning, welcome back, you'll have plenty of opportunities to reconnect with old friends too.

Toronto is one of the most cosmopolitan cities in the world; a place where international ideas intersect with canadian culture. Toronto is a center of rare openness, warmth, energy, and style. A city of contrasts, Toronto's skyline includes the CN Tower, one of the modern wonders of the world, and glass skyscrapers juxtaposed with historic limestone facades. "Starchitectural" enhancements to prominent arts attractions contribute to the atmosphere of a city in the midst of a "cultural renaissance."

Any famous people from Toronto? A few famous designers who hailed from Toronto are Karim Rashid, Steve Mann and Bruce Mau.

Inspire and be inspired at Interaction13 and make an impact on the social fabric of your community, organization, and society.

REGISTRATION "BADGE PICK"

Here's a list of times and locations you can pick up your name badge. This will give you access to workshops (if you're attending them) as well as the conference so make sure to carry it with you at all times. If you have a day pass - you can only pick up your armband on the morning of the day you're registered for.

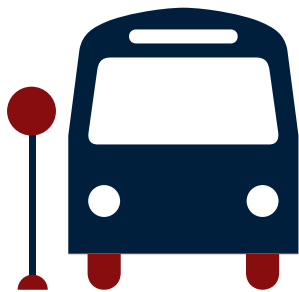
**Sunday,
January 27**

**Registration is open
from 8:00AM-5:00PM
AT OCAD U**

**Monday, January 28 -
Thursday, January 31**

**Registration opens daily
at 8:00 AM
At MTCC**

VENUES & TRANSPORT



**SUNDAY, JANUARY 27
9:00AM-5:00PM**

Workshops at OCAD U
Shuttle Buses from all 3 hotels
to OCAD

**SUNDAY, JANUARY 27
05:30PM- 09:30 PM**

OCAD U Reception/Pecha Kucha
Night Sponsored by Mad*Pow at
OCAD U*

*only open to workshop attendees

Shuttle Busses from OCAD to all
three hotels

**MONDAY, JANUARY 28-
THURSDAY, JANUARY 31**

Conference at Metro Toronto
Convention Center

Shuttle Buses From all 3 Hotels
to MTCC

Shuttle Buses to all 3 Hotels
from MTCC

Buses will be provided from
the MTCC to the above hotels
on Friday only.

Times will be announced on
the day.

DAILY MORNING MUSIC ENTERTAINMENT

MONDAY, JANUARY 28 / 8:30AM - 09:30AM

Stewart Hoffman and Dan Ionescu

Hear the distinctive musical sound of Stewart Hoffman, vibraphone, and Dan Ionescu, guitar. An hour of swinging jazz, and Latin and pop classics performed with eloquence and style.

TUESDAY, JANUARY 29 / 8:30AM - 09:30AM

Steve McNie

Steve McNie is the force behind the Corktown Ukulele Jam at the core of Toronto's thriving uke scene. His insightful teaching has inspired hundreds to play better and progress faster. His purposeful mix of awesome song choices showcases the uke's strength in any style. He's big on sound, style, groove, feel and form.

WEDNESDAY, JANUARY 30 / 8:30AM - 09:30AM

Hyoseon Sunny Kim

Hyoseon Sunny Kim, a native of Daejeon, Korea began studying piano at the age of five and immediately showed her talent, winning top prizes at local competitions. Hyoseon Sunny Kim is the winner of the CCC Piano Concerto Competition (2012) and runner-up of the Stratford Symphony Orchestra's Concerto Competition (2011), and is an active soloist in Toronto where she is a chamber musician (founding member of the Toronto Hwa-Eum Ensemble) and an instructor

SOCIAL EVENING EVENTS

MONDAY, JANUARY 28

08:00PM-11:00PM

*Opening Party at Hoxton w/ live music
by Cuff the Duke*

69 Bathurst Street, Toronto, ON M5V 1M5, Canada

Shuttle buses will be available from the conference venue from 6:30pm to take you to the Hoxton for the opening party sponsored by Microsoft.

TUESDAY, JANUARY 29

8:00PM-12:00AM

Interaction Awards at Steam Whistle Brewing

255 Bremner Boulevard, Toronto,
ON M5V 3M9, Canada

From MTCC to Steam Whistle

Shuttle buses will be available from the conference venue from 6:30pm to take you to Steam Whistle for the Interaction Awards sponsored by GE

WEDNESDAY, JANUARY 30

6:30PM-8:30PM

Coroflot Connects at Gladstone Hotel

1214 Queen Street West Toronto,
ON M6J 1J6, Canada

Shuttle buses will be running from 6:30PM-8:30PM from the MTCC to conference hotels. Grab one to the Gladstone for Coroflot Connects.

THURSDAY, JANUARY 31

6:00PM-10:30PM

*Closing Night Party at MTCC with live music
by DJ Chris La Roque*

Make sure to stick around the MTCC for the closing party so that you can compare your favorite sessions with those of your fellow attendees. The conference programming is over, but the party has just begun!

GETTING HOME FROM THE PARTIES

Every night shuttle buses will be available to take attendees back to these hotels: Radisson Admiral, Hyatt, One King West and Gladstone Hotel. Shuttle bus capacity is limited, but public transit and taxis are always an available alternative. We will have volunteers on-site to assist with wayfinding.

If you miss the shuttle...

Public Transit

Toronto Transit Commission
<http://www3.ttc.ca/>

Day Passes:

http://www.ttc.ca/Fares_and_passes/Passes/Day_Pass/index.jsp

Taxi

Uber, the on-demand car service, is excited to offer 50% off one BLACK car ride for Interaction attendees between January 27-31 for new Uber users.

Signup at uber.com/go and punch in the code IXD13 to redeem your discounted ride.

Diamond Taxi

416-366-6868

<http://www.diamondtaxi.ca>

This is a Tourism Toronto
Company Partner
(mention Tourism Toronto
referred you)

Co-op Cabs, Associated Toronto Taxicab

Co-operative Limited

416-504-4016

[http://www.co-opcabs.com/
about-us.html](http://www.co-opcabs.com/about-us.html)

This is a Tourism Toronto
Company Partner
(mention Tourism Toronto
referred you)

Beck Taxi

416-751-5555

<http://www.becktaxi.com/>



THURSDAY, JANUARY 31 / 9:45AM - 10:45AM

SPONSORED EVENTS AT IxD13

The Great UX Debate

Following the outstanding success of the 'Great IxDA Debate' at Interaction12, Dublin, SapientNitro & IxDA have joined forces once again to organize another 'Great UX Debate' at Interaction13, Toronto.

On the morning of January 31st, join a panel of five industry experts and the IxDA community of Interaction Designer practitioners, to play your part in resolving some of the toughest debate statements the IxD community can muster!

Get up to speed on all the pre-debate banter by following [@UXDebate on Twitter](#).

Don't miss out. Join the debate and contribute to shaping the future of our industry, submit the topic you wish for the panel to address via this link before the conference at <http://thegreatuxdebate.eventbrite.com>

WEDNESDAY, JANUARY 30 / 1:15PM - 02:15PM

IxD13 Cinema

Sponsored by Usability Matters

On Wednesday, January 30 during lunch, we will show "Design & Thinking", a documentary directed by Mu-Ming Tsai. We'll provide the candy to give you the sugar rush you need to continue your day at IxD13.

To learn more about this documentary, visit <http://designthinkingmovie.com/>



At IxD13 we are launching a new session that helps you digest and reflect on the week long conference programming.

IxD13 Redux Live

THURSDAY, JANUARY 31 / 2:30PM – 04:00PM

We've invited select media partners from outside our immediate design community, with interests in Design, Technology and Art, to join us in person on our journey through IxD13. With their fresh eyes and ears they'll share from their perspectives the big ideas, trends and predictions from IxD13 and reflect on them while we are still together as a community in Toronto. We are thrilled to have Cliff Kuang (Fast Co. Design), Jeroen Van Geel (Johnny Holland) and LinYee Yuan (Core77) join us this year as our Redux tour guides!

SPONSORED HAPPY HOURS



RIM Happy Hour

MONDAY / 5:30PM – 07:30PM: MTCC

Special thanks to RIM for this well-deserved happy hour. After Day 1, you will have much to talk about with your fellow attendees. Take a moment to relax and chat with like-minded Interaction Designers about your favorite session from the day.



MFA Interaction Design program at SVA Happy Hour

TUESDAY / 5:30PM – 07:30PM: MTCC

Special thanks to the MFA Interaction Design program at SVA for this well-deserved happy hour. After Day 2, you will have much to talk about with your fellow attendees. Take a moment to relax and chat with like-minded Interaction Designers about your favorite session from the day.

HUGE

HUGE Happy Hour

WEDNESDAY / 6:15PM – 07:15PM: MTCC

Special thanks to HUGE for this well-deserved happy hour. After Day 3, you will have much to talk about with your fellow attendees. Take a moment to relax and chat with like-minded Interaction Designers about your favorite session from the day.



THINGS TO DO IN TORONTO

When you pick up your badge, you will receive a guide of Toronto from one of our sponsors, Jauntful. The guides include recommendations for restaurants, shopping, art galleries, and more. In the meantime, here are just a taste of what is awaiting you...

ART AND MUSEUMS

Royal Ontario Museum

100 Queens Park
<http://www.rom.on.ca/>

With six million objects in its collections and 40 galleries of art, archeology and natural science, the ROM offers a whole world for you to explore.

Design Exchange

234 Bay Street
<http://www.dx.org/>

Located in the old Stock Exchange Building, the Design Exchange -- or DX, as it prefers to be known -- has become an important Canadian design museum. It features work from a range of disciplines, from architecture to fashion, landscape design to interactive media design.

The Bata Shoe Museum

327 Bloor Street West
<http://www.batashoemuseum.ca/>

This modern museum houses the shoe-magnate Bata family's 10,000-item collection. The attractive building, designed by Raymond Moriyama, suggests a whimsical shoebox.

SHOPPING AND CINEMA

Toronto Dominion Centre

66 Wellington Street West

Designed by the internationally celebrated architect, Ludwig Mies van der Rohe, TD Centre stands as one of his finest creations and is home to many of Canada's most dynamic, globally-minded companies.

Silver Snail

329 Yonge Street
<http://silversnail.com>

Long before graphic novels entered the mainstream, this store opened the door to adults and kids alike in search of comic-book finds. There are collectables, books, posters, and other memorabilia, along with adult-oriented comics such as the Sandman series.

Bloor

506 Bloor Street West
<http://bloorcinema.com/>

The Bloor is Toronto's largest single-screen cinema. Part of the Bloor-Annex landscape since 1905, it was converted to a movie theatre in the '40s. Original balcony love seats!

RESTAURANTS

The IxD13 Entertainment committee has set aside some reservations for Wednesday, January 30 at a few Toronto restaurants. You can sign up to join other IxD13 attendees for dinner at <http://interaction13socialdinner.eventbrite.com> or check out the Toronto restaurant scene at your leisure.

Toronto's Winterlicious

http://www.toronto.ca/special_events/winterlicious/2013/index.htm

Starting January 25th, take advantage of the incredible value and exclusive prix fixe menus offered at 191 of Toronto's top restaurants.

Marben

488 Wellington Street West
<http://www.marbenrestaurant.com/>

Meat from the in-house butcher is the "star attraction" at this "cosy" King Wester in a modern, industrial-style space where the "innovative" Eclectic menu features "ingredients from local farms".

COFFEE AND TEA

Sense Appeal Coffee Roasters

96 Spadina Avenue
<http://www.senseappeal.ca/>

Jimmy's Coffee

107 Portland Street
<http://www.jimmyscoffee.ca/>

Jimmy's Coffee was born on December 9, 2009 at 107 Portland Street in Downtown Toronto. The owner (a serial entrepreneur), Phil Morrison, wanted to create a coffee cool place that welcomed everyone. He found the home of Jimmy's in a complete disarray and gave it some love.

Dark Horse Espresso Bar

215 Spadina Ave
<http://www.darkhorseespresso.com/>