How will Calgary become a world leader in designing cities, buildings and landscapes?
Together.

Together, we will strive to achieve excellence and challenge the design status quo through experiential learning opportunities, bold research and meaningful community connections. These will enable us to become the best interdisciplinary design school in North America.

The communities in which we live, work and play are directly impacted by advancements in design and planning — driven by vital philanthropic investments.

The University of Calgary has grown into a vital community of thought leaders and visionaries. Energize: The Campaign for Eyes High is our drive to positively charge our campus community, our city and beyond, to position the Faculty of Environmental Design to create a better future through the design of cities, buildings and landscapes. And this power can only be unleashed together.
Designing the future of Calgary

Innovative design informs everything around us. The design of our homes, neighbourhoods, cities and landscapes have a direct effect on our physical, social, economic and overall well-being.

The University of Calgary’s Faculty of Environmental Design contributes to transformative design for the future of our communities by creating supportive environments for research, learning and design advocacy.

Our competitive and distinctive curriculum, enriched with experiential learning opportunities, prepares our graduates and enables our faculty members to serve the local, national and international community.

Together, with the support of our industry partners and the philanthropic community, we can continue to push boundaries and lead the way in innovative design and planning by augmenting three key areas of focus: enhancing student experiences, enabling transformational research, and strengthening community connections.

An investment in these areas will allow us to re-imagine how we live through the planning, design and construction of where we live.

“An extraordinary design school will influence an extraordinary design culture which impacts everyone’s quality of life. Here in the Faculty of Environmental Design, we have all the elements in place to elevate Calgary to become one of the most creative centres in the world.”

— Nancy Pollock-Ellwand, Dean, Faculty of Environmental Design, University of Calgary
Creating a dynamic learning environment

Successful planning and design is grounded in evidence-based learning and our students benefit from an interdisciplinary education that promotes this. Our students gain exposure to a rich array of design cultures, perspectives and theories and benefit from an interdisciplinary-rooted education. This exposure and learning enhances their passion for and capabilities in quality planning and design.

Your support will help us:

• **Welcome experts to enrich learning (Block Weeks)**
  Additional support will allow more guest experts and practitioners to deliver special lectures, field trips and design workshops.

• **Send students around the globe (Semesters abroad and international student experiences)**
  Through these programs our students undergo a transformative experience that enriches their lives and careers. Additional support will allow us to expand programs more towards communities in need.

• **Attract the best and brightest (Entrance scholarships)**
  Investing in student awards programs, particularly at the graduate level in Planning and Landscape Architecture, will attract exceptional students and those with great potential, allowing us to remain competitive with our peers.

• **Create a world class learning environment (Enhanced teaching spaces and workshop facilities)**
  Investment in facility enhancements will encourage increased collaboration and will fuel a creative environment that enables cutting-edge design projects and greater knowledge sharing.

“I think the ultimate goal across architecture, urban planning and landscape architecture is environmental design.”

— Alexia Caron-Roy, Master of Landscape Architecture (graduating class of 2017)
Bringing the world’s best practitioners right to our front door

Unique Block Week programs are one of a number of reasons that John Ferguson, a second year Master of Architecture student, was drawn to the Faculty of Environmental Design over other design schools. The last Block Week session brought SHoP Architects’ Chris Sharples whose company was named Fast Company’s most innovative firm in the world (2014). Sharples’ presentation and time with students following confirmed for Ferguson he made the right move.

Students worked closely with Sharples, participating in rapid design workshops and constructive group discussions. Exposure to his expertise was, according to John, a significant opportunity.

“For design students, having the chance to work with Chris Sharples was comparable to having a NASA expert visit the Schulich School of Engineering.”

— John Ferguson, Master of Architecture 2016
“Developing a dialogue and understanding design from a global and cultural perspective influences how I approach design today.”

— Jodi James, Master of Architecture 2012 and intern architect, Marc Bourin Architectural Collective

Immersing in a global perspective

Embedded in the thick of Barcelona and Catalonian culture, Jodi James (Master of Architecture 2012) spent her Study Abroad Program immersing herself in spectacular architecture. Her journey took her from the sprawling sculptural buildings of old to the modern additions of a bustling European metropolis. Now an intern architect and a sessional instructor with the faculty, Jodi says her study abroad experience stirred in her a desire and lifelong passion for learning, discovery and exploration that continues to drive her life and career.

The program is also offered in the Pacific Rim (Hong Kong, Tokyo, Melbourne and Sydney) with plans to expand to Mexico and developing communities around the world.
Research today that powers tomorrow’s solutions

In the Faculty of Environmental Design, a new generation of scholars are pursuing real-world projects such as aging-in-place as well as more speculative work including digital fabrication.

To power our bold research goals and shape communities, we must create an integrated and evidenced based research environment and with your support we will:

• Expand our design research capability (Fabrication Lab)
  A fabrication facility would allow us to engage in small and large scale production and enable us to increase our post-professional program offerings.

• Seed projects with real world application (Catalyst Research Fund)
  Sustainable start-up funding can be readily directed towards impactful, community research initiatives in areas like sustainability and healthy communities.

• Build dynamic research (Interfaculty and programmatic chairs and professorships)
  We can attract renowned practitioners and theorists to our campus to collaborate on key research initiatives like integrated design and urbanization.

• Access renowned collections to energize discovery (Canadian and Western Canadian Archives Fellowships and Scholarships)
  Support to access these incredible collections will attract student and academic research talent locally and globally.

“Our research is often generated in collaboration with the private sector, communities, and/or government organizations and reflects the diversity of the program, faculty and students.”

— Maha Al-Zu’bi, PhD candidate, Environmental Design
All the prominent architecture schools in the world have dedicated facilities for fabrication. We could be doing much more incredible work here if we just had the space and the equipment to match the talent, creativity and appetite for design and fabrication our students and faculties have.”

— Matthew Parker, Master of Architecture 2012, Master of Environmental Design 2016

Together, we will do incredible work here.

Take the design road less traveled

Coming by way of an archaeology degree and studying philosophy and religion, Matthew Parker arrived at our faculty curious. He credits his varied background and love of research for helping hone his twin passions for architecture and environmental design.

Combining the creative and the technical is what fuels Matthew. He has spent the last six years of his life fusing architecture and environmental design into his work and research, with a focus on digital fabrication. Emerging technologies and tools are expanding architecture and environmental design opportunities and adding a dedicated fabrication space will continue that trend.
To a landscape ecologist like Assistant Professor Paul Galpern, designing walkable communities is more than aesthetics — there’s a science behind what makes a community more walkable, and that is all driven by studying large data sets. In his pilot program, Paul and colleague Francisco Alaniz-Uribe, are working with student volunteers to use GPS information transmitted through cell phone data to map out where people are walking. This helps them identify, and question, why people may be favouring one route over another.

Paul’s innovative work has been backed with substantial grant funding and he hopes to expand his research citywide, and one day potentially influence urban planning policies.

Together, our research can make cities more walkable.

“Urban planners often identify walkability by measuring if there are enough sidewalks... It’s the evidence-based research that can show how we make a city truly walkable”

— Paul Galpern, PhD, Assistant Professor, Faculty of Environmental Design, University of Calgary
Building Community through Design

The Faculty of Environmental Design is a true community partner. We connect to the City of Calgary and industry partners through applied and conceptual development projects and the broader public through our provocative lectures and symposiums.

Building a design culture is key to delivering real change in policy, practice and research. It positions us to be a key partner in designing a brighter future for Canada’s most enterprising city and with your support we will:

- **Empower community initiatives (Community Project Endowment Fund)**
  This resource can enhance our student and faculty ability to provide much needed expertise that informs solutions to key design issues and opportunities.

- **Advocate for better communities (Community Engagement Initiatives)**
  We have the privilege to share research in our community through lectures, symposia and gallery shows. Increased resources for these initiatives will help us contribute to creating more vibrant, healthy, resilient and equitable communities.

- **Experiment to improve cities (Urban Lab)**
  This is a research group and space that focuses on community planning, urban development and design issues. Support for this initiative will further allow students on internship to work on real-world projects and feed this experience back into the classroom.

Together, we will build communities.
Partnering with the community

When it comes to planning the future of a community, intense analysis is required to paint a complete picture of what is, before we can imagine what can be. The faculty’s partnership with the Federation of Calgary Communities has provided an extraordinary opportunity for students to gain real-world experience and communities to access their growing expertise.

“We look at everything including the implications of development, how we manage infill growth, or what the streets should look like,” says Joanna Patton, a recent Master of Planning graduate on her final studio project.

“Working with the community provides a skill set that would be difficult for community associations to access. They provide us with this extraordinary opportunity to do professional work and we gain a unique experience that we can’t get in a classroom.”

— Joanna Patton, Master of Planning 2016
Learning about global disasters to inform future community mitigation

In June 2013, Southern Alberta experienced catastrophic flooding — the worst in the province’s history — that displaced hundreds of thousands of people, damaged homes and businesses, and permanently altered our landscape. In the aftermath, the Faculty of Environmental Design hosted a one day public symposium to look at resiliency and the city’s response to the flood. A panel of experts from the areas of disaster recovery, health care and flood design were invited to speak on recovery efforts of large scale natural disasters and the impacts of these disastrous events. This was made possible by a partnership between the City of Calgary and makeCalgary, a faculty-led community based research platform of researchers, students, professionals and community partners.

“makeCalgary: Resilient brings together international thought leaders to create a deeper level of understanding about issues that Calgarians face and sets the stage for the process of imagining where we might go in the future.”

— David Down, Coordinator, Urban Design & Heritage, Planning & Development, The City of Calgary

Together, we can build Calgary’s future resilience.
As part of Energize: The Campaign for Eyes High, the University of Calgary will raise $1.3 billion for our campus community.

Together, we will energize the future of design.

The Faculty of Environmental Design is a top five design school in Canada and rising. Your support will fuel our potential to achieve excellence across all of our professional programs.

**Enriching Student Experiences — $2 million**

- **Invest in a prestigious graduate entrance student scholarship** to attract strong and diverse graduate students.
- **Create an endowed Block Week fund dedicated to ensure transformative student experiences for generations to come.**
- **Support study abroad semesters** to enable cultural immersion and to provide our students with a global perspective.

**Enabling Transformational Research — $3 million**

- **Support for a Fabrication Lab** will allow for three dimensional fabrication and to test projects of all scales.
- **A Catalyst Research Fund** will support bringing our faculty together with the community to engage in innovative and impactful, community-based research.
- **Capital to attract key talent through Interfaculty and programmatic chairs and professors** will advance design research.
- **Funds to support research fellows and scholars** to leverage the Canadian Architectural Archives and Western Canadian Landscape Architecture Archives will enrich discoveries that inform future design.

**Strengthening Community Connections — $2 million**

- **Supporting a Community Project Endowment Fund** will enable students to participate in projects that build their professional experience and translate their knowledge.
- **Investing in Community Engagement Initiatives** will allow us to draw the community into conversations about what our city could and should be.
- **Funds to develop an Urban Lab** will empower community engagement by addressing identified issues of common-interest.
Together, you can take your place among the philanthropic leaders of your time.

Join us.

You will help us enhance our student experience by enabling us to continue providing a rich learning environment that will generate professional designers and planners who will create our future buildings, neighbourhoods and landscapes.

You will help us continue to lead innovative and transformational research that offers both real-world solutions, and looks beyond what has been done and what is possible.

You will be part of a community of caring citizens who stand behind our extraordinary city.

You will help strengthen our connections, allowing us to advocate for the benefit of all Calgarians and engaging the public in what our future can be.

This is your opportunity to spark meaningful change in the world. Because great cities need great universities. And great universities are built on great philanthropy.

Together, we will create the future of Calgary.

“We have so much potential here in Calgary: we’re not limited by knowledge or skills, or space or infrastructure. We are on the verge of exploding into our full potential to truly become a great city and great city-building involves all citizens.”

— Francisco Alaniz Uribe, Assistant Professor, Faculty of Environmental Design, University of Calgary
Help us take our place as a global leader in environmental design.

Join us.

Elizabeth Cannon
President and Vice-Chancellor
University of Calgary
403.220.5617
president@ucalgary.ca

Nuvyn Peters
Vice-President
Development and Alumni Engagement
University of Calgary
403.220.6949
npeters@ucalgary.ca

Nancy Pollock-Ellwand
Dean
Faculty of Environmental Design
University of Calgary
403.220.6606
ndpolloc@ucalgary.ca

University of Calgary
2500 University Drive NW, Calgary, AB T2N 1N4, CANADA
ucalgary.ca/campaign