



portraits of
innovation | technology

OUTSIDE THE BOX



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EXHIBITION

Oct. 16, 2018 – April 12, 2019

Monday-Friday | 8:30 a.m. - 6 p.m.

Vaughan City Hall

on the slate Atrium Gallery

2141 Major Mackenzie Dr.

Vaughan, Ontario



OUTSIDE

THE BOX

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For more information on this exhibition
and other visual art initiatives at the
City of Vaughan, contact:

Sharon Gaum-Kuchar
Senior Art Curator and Planner
sharon.kuchar@vaughan.ca



The interpretive bridge that connects ART to innovation, technology and entrepreneurship is not too long a stretch. Not when a dynamic mix of influencers – connectors, ecosystem builders and faces of business – pose as portrait subjects for visual storytellers. In the unconventional portraits featured here, accomplished photographers help us make the logical leap by employing clever symbolism to depict the *outside the box* mantra of the mavericks who position Vaughan’s economic and social leadership at the vanguard of urban transformation.

The 10 portrait subjects profiled in this exhibition and the photographers assigned to interpret their spheres of influence, are all inspired by the same inherent Muse. They are galvanized by a spark of “Creativity”, which in turn, ignites their innovative output. These subjects and

photographers both demonstrate creative genius through their ability to transform raw material – at times nothing more an abstract kernel of an idea – into complex, inventive and transformative concepts, products and services.

The City of Vaughan proudly recognizes these exceptional portrait subjects, who give new meaning to thinking outside the lines. Through their monumental contributions across the economic continuum – from start-up, to in-growth and international operations – they give a face to the progressive enterprise that is shaping the landscape of innovation and technology in Vaughan.

Sharon Gaum-Kuchar
Senior Art Curator and Planner

PRIAL STATEMENT



PHOTOGRAPHER
Joanna Katchutas

Shiva BHARDWAJ
CEO, Pitstop

In this portrait, I captured Shiva in the familiar environment of his family auto-shop, but chose to depict him contained within the tool that allows his dream to be possible: a high-tech tablet. Combining the old and new, this image illustrates both Shiva's origin and the future still to come.

SUBJECT

ABOUT PitStop

The Pitstop data engine aggregates data from across the automotive industry. This includes OEMs, Tier1 suppliers, connected vehicles and dealerships to predict vehicle failures before they happen. Currently, Pitstop's data engine has processed more than five million kilometers of connected car data across 15M failure cases for six of the largest vehicle brands. The algorithms developed were trained from this unique dataset and has yielded prediction accuracies of over 90 per cent (validated with Tier1 suppliers) for components including batteries, air induction, the emissions control system, engine timing and cooling. Pitstop is currently developing algorithms in partnership with various Tier1 suppliers for predicting brakes, tires, lithium ion batteries and electronic communication faults.

Mission Statement

Pitstop is a prognostics platform that harnesses data from several sources including the connected car. We apply that data together with our proprietary algorithms, artificial intelligence and machine learning to provide actionable insights in mobility.

Shiva Bhardwaj founded Pitstop which is funded by Ford and Verizon. He grew up in an automotive shop and leveraged that inspiration to become an electrical engineer working at NVIDIA in Silicon Valley. After witnessing that there are one million lines of code in a vehicle, Shiva realized there was an opportunity to use machine learning to apply prediction to failures.

The autonomous and connected vehicle will disrupt the transportation industry much like the industrial revolution did to the horse and carriage. Shared mobility with advanced automation will become our new reality. - Shiva Bhardwaj

Find more information about Pitstop:
pitstopconnect.com

CUIP



PHOTOGRAPHER
Nancy Stirpe

Lucas CHANG

Community Connector and
Co-Founder of Y2 Entrepreneurship Labs

The technique of light painting was befitting for my portrait of Lucas, who won York Angel ecosystems partner of the year, because it shows his innovation, energy, and ability to inspire creativity. This process involves a collaborative and human element which relates to how Lucas builds community and fosters youth entrepreneurship.

SUBJECT

ABOUT

Y2 Entrepreneurship Labs

Y2 Entrepreneurship Labs is a non-profit dedicated to giving teens and pre-teens opportunities to build their problem-solving, innovation, and entrepreneurship mindset and skills. We teach our core program in school classrooms, and we also host conferences where students learn skills relevant as an employee or as an entrepreneur, such as design thinking, financial forecasting, building a pitch presentation and public speaking. More than 500 students have participated in our classroom programs; and more than 300 have participated in our conferences.

Mission Statement

Y2 Entrepreneurship Labs helps teens and pre-teens prepare for an undefined future, by giving them opportunities to build their problem-solving, innovation, and entrepreneurship mindset and skills - and to expand their personal networks by connecting them with entrepreneurs and professionals.

Lucas Chang's "why" has been to help others discover their voice. He co-founded Y2 Entrepreneurship Labs to give teens and pre-teens opportunities to develop their problem-solving and innovation skills. He has helped connect communities by co-leading Startup York, and co-founding the EIR speaker series, which has featured more than 100 speakers since November 2014. A member of the York Angels, Lucas has been a frequent speaker, mentor and judge in innovation competitions.

The World Economic Forum predicts that, by 2020, skills related to problem-solving, critical thinking and communications will be critical to stay ahead of job displacements due to automation. As technology continues to rapidly evolve, the need to nurture these skills in our next generation of leaders becomes more urgent, so that our innovations solve problems instead of creating new ones. - Lucas Chang

Find more information about Y2 Entrepreneurship Labs: y2labs.co



PHOTOGRAPHER
Sandra Scarpelli

Melissa CHEE
President and
CEO, ventureLAB

Melissa and her ventureLAB team provide an incubation conduit that supports tech companies as they advance to the next level. Her flowing scarf conveys that progressive movement forward – with animated “stick figures” symbolizing collaboration and bubbles illustrating the embryonic stage of a new company - ready to burst out to the next stage in their evolution.



ABOUT ventureLAB

ventureLAB is a leading technology hub that supports tech entrepreneurs and small businesses. Located in York Region, Canada's densest technology cluster, ventureLAB has supported more than 2,000 entrepreneurs in a region that is home to more than 4,300 technology companies and 65,000 tech jobs. ventureLAB operates the IBM Innovation Space-Markham Convergence Centre, a 50,000 square foot innovation hub, that is home more than 40 tech companies and partners, and 300 jobs. At ventureLAB, we support tech entrepreneurs through programs focused on capital, talent and technology to advance Canada's economy on a local, national and global scale.

Mission Statement

ventureLAB will establish the region as a leading Destination of Choice for technology firms to create globally competitive companies, building and scaling in Canada. We help entrepreneurs build high-growth, innovative, scalable businesses.

Melissa Chee, President and CEO of ventureLAB, a leading innovation hub based in York Region, is an accomplished and visionary leader in the technology sector and a passionate advocate for innovation in Canada to advance our nation's global competitiveness, technology commercialization, women in STEM and other community impact initiatives. She brings more than 20 years of experience in leading global teams to build successful products at technology giants and deep entrepreneurial experience in growing a semiconductor start-up to public listing.

Innovation is not just about creating a new product or disrupting an industry. It's about solving global challenges and shaping our future. - Melissa Chee

Find more information about
ventureLAB: venturelab.ca

SUBJECT



PHOTOGRAPHER
Laura May

Tony
DI BENEDETTO
CEO, Drone
Delivery Canada

Figuratively, Tony can exist in multiple places at one time, thanks to the birth of his innovative drone delivery service. I depicted him here as multiple exposures, one flipped and laid upon the other.



ABOUT Drone Delivery Canada

Drone Delivery Canada is developing a drone delivery platform to provide next generation logistic services for Canadian retailers, service providers and government agencies. We are a Canadian company based out of Vaughan, Ontario Canada, utilizing state-of-the-art technology and materials to develop this next generation logistics platform. Our R&D group is integrating next generation Super Materials into our delivery drone designs which include Graphene and Carbon Fiber. Our prototyping and design platform also utilizes 3D Printing systems to expedite concept design.

Mission Statement

Drone delivery is a DISRUPTIVE TECHNOLOGY which will re-define the traditional shipping/delivery market.

Tony Di Benedetto has been actively involved in the Canadian technology services sectors since the early 1990s and has built a number of tech companies including internet hosting providers, managed service providers, wireless broadband networks and data center facilities. He is active in several other ventures including Data Centre Realty, Di Benedetto Group and MS Transactions. Tony brings more than 17 years of IT entrepreneurship, technology M&A and capital markets experience to Drone Delivery Canada's management team. He received his degree at York University.

The future is endless. The more we talk to clients, the more we talk to government agencies and government offices, they see further and further where this technology can be implemented and where it can better serve the community and their customers; and it's endless. It really, really is. You can almost put it back to the internet era, when the internet came, how it changed all these businesses, the consumer, the business, the online, all of that.

- Tony Di Benedetto

Find more information about Drone Delivery Canada: dronedeliverycanada.com

PROJECT



PHOTOGRAPHER
Laura May

Kimberly D'OLIVEIRA

Manager, Business Development and Strategic Partnerships, National Centre for Social Innovation

Kimberly's ability to exist on many levels is evocative of Vishnu, the Hindu God of Preservation. She is the maintainer, preserver and protector of the arts, community and social justice. Kimberly is depicted as layered versions of herself, with several, overlapping heads and six arms to represent her many duties.

ABOUT The Centre For Social Innovation (CSI)

CSI is a co-working space, community and launchpad for people who are changing the world, with four locations in Toronto and one location in New York City. CSI provides its members with the tools they need to accelerate their success and amplify their social impact. CSI partners with the City of Vaughan, Ryerson University and the MaRS Discovery District to build Social Enterprise supports in Ontario's Central Region.

Mission Statement

To catalyze, inspire and support social innovation.

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SUB**

Kimberly D'Oliveira has a love of revolutionary ideas and a passion for disrupting the status quo. She found CSI after completing an MBA with a specialization in the Circular Economy last year. Before that, she specialized in customer acquisition, account management and business development and, worked for a large corporation. Today, she works with entrepreneurs and the business advisors and coaches that support them to connect them to opportunities and supports that they need to help them grow and make a positive impact.

Social innovation is essential to tackle the complex social and environmental challenges of our time. There is much more to be done to connect those doing social and environmental work, but not necessarily identifying as innovators. Technology is key to enabling these connections.

- Kimberly D'Oliveira

Find more information about the Centre for Social Innovation: socialinnovation.org



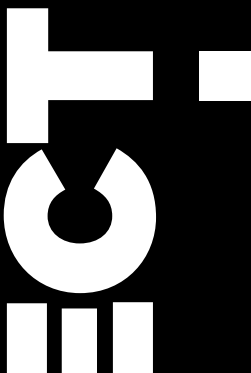


PHOTOGRAPHER
Sandra Scarpelli

Left to right:

Mark FALBO, CEO
Rick FALBO, Executive Vice President,
Business Development and Marketing
Tony FALBO, Founder and Chairman
Jason FALBO, CTO
Mircom Group of Companies

It was a deliberate decision to compose a panoramic family portrait that depicts the evolution of Mircom's global presence. The image conveys a complex company with multiple facets and tiers, illustrated through the intricate backdrop (detailing Mircom technology) and the laptop screen shot of Mircom's award winning Open Graphic Navigator - reinforcing their recognition as titans of innovation and technology.



ABOUT

Mircom Group of Companies

Reaching customers in more than 100 countries worldwide, Mircom's international portfolio includes: fire detection and alarm, communications and security, mass notification, nurse call, and building automation and smart technologies.

Mission Statement

"Safer, Smarter, More Livable Buildings"
We will protect lives and property by:

- having a customer centric focus.
- leveraging a program of continuous improvement.
- delivering cost effective life safety system solutions.

Tony Falbo, Founder and Chairman of Mircom, has been a leader in the Fire Alarm and Communications industry for more than 50 years, building an excellent reputation through associations with quality product and responsible companies.

Mark Falbo, B.A., J.D., M.B.A., Mircom's President and CEO, is an executive manager with significant global, legal, financial and strategic experience. His community

involvement includes: Vice-Chair of the Board, Mackenzie Health Hospital, member of the City of Vaughan Smart Cities Task Force and committee member for the Vaughan Chamber of Commerce.

Rick Falbo, B.A., LL.B., Mircom's Executive V.P. Global Business Development and Marketing, is a gold medalist economics graduate from the University of Toronto and a graduate of Osgoode Hall Law School.

Jason Falbo, B.Esc, M.B.A, P.Eng, PhD Candidate, Mircom's Chief Technology Officer, is leading the Research, Development and Engineering functions at Mircom.

Within the very near future, various electronic building systems will be regularly talking to each other and gathering data from their environments to deliver ultimate comfort, efficiency and savings to their users and owners. The IOT movement is very real and very near, and Mircom will be front and center as a key participant.

- Mark Falbo

Find more information about Mircom:
mircom.com



PHOTOGRAPHER
Frank Mazzuca

John FRANGELLA
CEO/Co-Founder, Proto3000

What is innovation? Can you see it? Can you feel it? Can it move you? Can it make you think? Can it shape society? Can it be creative? Can it INSPIRE? Yes, it can.

Meet John from Proto 3000. He's a fun guy – a kid that is curious, creating things that make our minds think. He doesn't subscribe to shelving an idea... if you can think it, he can print it, in 3D. Never shelf an idea – best to bring it to LIFE!

ABOUT PROTO3000

The Proto3000 team helps companies leverage the transformative power of advanced manufacturing with industry leading design, additive manufacturing and metrology solutions. Our portfolio of products and services address the growing challenges faced in design and manufacturing, and are designed for industry 4.0. Our product line of Stratasys professional 3D printers, Desktop Metal 3D printers, and Creaform portable handheld 3D scanners, along with our ISO9001 accredited service bureau can accelerate productivity, increase production speed, and make manufacturing applications more efficient and cost effective. We have helped our customers reinvent the way they produce jigs and fixtures, prototypes, and tooling while creating opportunities to benefit from bridge tooling, low-volume production, supply chain reorganization, and on-demand digital inventory.

Mission Statement

To manufacture the impossible.

John Frangella is the Co-Founder and Managing Partner of Proto3000, a leading provider of design, 3D printing and 3D scanning products and services in Canada. He started out in the manufacturing world as an employee at the family cheese business; and when it closed, looked for the next opportunity to apply his business acumen and creativity. After coming across 3D printing, it was love at first sight, and John saw the opportunity to advance and lead the scope of manufacturing and product development in Canada.

Don't think outside the box, build new boxes! Don't be discouraged by reluctance to adopt new technology or change. Continue to push and believe that what you're doing will make your community or the world a better place.
- John Frangella

Find more information about Proto3000:
proto3000.com



PHOTOGRAPHER

Joanna Katchutas

Jess JOSS

Executive Director, York Angel Investors Inc.

Many startup businesses need investors to help make their company operational. These special investors are affectionately called "Angels." Jess Joss is one such Angel Investor – she brings not only investment, but also years of business experience and a vast professional network to the Vaughan startups she supports. In this portrait, I depicted Jess in the form of an angel to best portray how she is seen by those with a dream and needing that first affirmation of confidence on their long road to success.

ABOUT York Angel Investors Inc.

York Angel Investors (YAI) is one of the premier angel investor organisations in Canada, providing accredited investors an opportunity to meet with highly-curated, innovative start-ups who are ready to scale. YAI is the largest group in Ontario and second largest in Canada, with angels from diverse backgrounds coming together to support founders with funding and mentorship. YAI are very active both in the ecosystem, and in terms of investing. YAI was tied for first place in total number of investments across Canada in 2017.

Mission Statement

York Angel Investors Inc. links high-calibre angel investors who are interested in investing in and mentoring innovative entrepreneurs, with start-ups that are post-concept, post-revenue, and seeking funding to scale their business. The goal? Business growth, economic development and mutually beneficial exits.

Jess Joss' passion for entrepreneurship began after she graduated from Queen's University and founded a web development firm which continues to thrive today. She grew the Insiteful Solutions, scaling it to an integrated online marketing firm and brought in partners. In 2011, she pivoted to investing in the future of start-ups. Jess became the Executive Director of YAI in 2014, following many years as an active angel investor with the group.

As an angel investor, innovation and disruption across all verticals are the areas where there is the greatest opportunity for gains; both societal and monetary. Technology is the tool that allows entrepreneurs to drive their vision for improvements and impact in their industries. Supporting innovation is at the core of angel investing.

- Jess Joss

Find more information about York Angel Investors Inc.: yorkangels.com

■ SUBJECT



PHOTOGRAPHER
Nancy Stirpe

Ambreen KHAN
CEO, Momentify

Ambreen developed Momentify, a social ventures app that allows people to develop interpersonal connections. I made a composite image to illustrate loneliness and the lack of connection in urban environments. Ambreen developed an inventive approach to creating social connections among people in urban centres. I admire and respect her belief that entrepreneurship and business can transform communities for the better.

ABOUT Momentify

Momentify is a platform designed to address the growing remote working trend in the labor market. Due to the lack of social interaction from being in a non-traditional work environment, remote workers are more susceptible to the detrimental effects of social isolation and often a lack of productivity. Using our platform, remote workers can find and organize co-working sessions with others in public spaces to increase their productivity while creating meaningful social interactions.

Mission Statement

To create a more empathetic world with more human interaction. Ambreen Khan's work on social entrepreneurial projects has taken her to several different countries around the world, competing in international competitions and receiving training in design thinking and lean start-up methodologies. Equipped with a global experience, Ambreen developed a unique lens for problem-solving that led her to start her own company.

When she's not writing ideas on sticky notes, Ambreen is either drinking matcha tea, longboarding or getting into deep life conversations with strangers at cafés.

The future of work will be greatly impacted by new technology further enabling remote working and co-working. Our future work places are bound to look more like interconnected workspaces underpinned by virtual conferencing, complete and constant connection and portability.
- Ambreen Khan

Find more information about Momentify:
momentify.app



SUB JECT



PHOTOGRAPHER
Frank Mazzuca

**Dr. Marat
RESSIN**

President and
Professor, York
Entrepreneurship
Development
Institute

Meet Dr. Ressin from YEDI. Remember the story of Pinocchio? Making something out of nothing that became something. That's what Dr. Ressin does. He's sees potential, incubates and accelerates the entrepreneurial spirit of the individual. The business world is our stage. Dr. Ressin has a deep love for theatre and has crafted himself to be quite a Canadian-Russian thespian. He holds a yearly theatre production; and Pinocchio is his favorite to perform. Funny, something out of nothing.

ABOUT York Entrepreneurship Development Institute (YEDI)

YEDI is a world-ranked academic institution and charitable organization. This year, YEDI was ranked as the #1 University Linked Business Accelerator in the world.

Mission Statement

YEDI's mission is to provide top-tier business education and mentorship to innovative entrepreneurs from any sector or industry to build and accelerate successful businesses and efficient not-for-profit organizations. YEDI is committed to ensuring that ideas with high impact are not lost due to lack of knowledge during the start-up process. YEDI guides innovators to refine their ideas and create tested proof of concepts that are attractive to investors and will benefit Canadian society

Dr. Marat Ressin has led an incredible 25-year career as an internationally successful businessman in business and real estate development. Having completed his PhD in Economics with a specialization in small business crisis management, he has extensive expertise in growing small businesses that attract investment, and has successfully reinvented and rehabilitated more than 30 businesses from a variety of industries. Marat personally believes in the importance of social impact and has volunteered his knowledge to many not-for-profit organizations to help them become more efficient and achieve their goals. In 2013, he became the first President of the YEDI.

YEDI hopes to be the backbone and support system for innovators and tech leaders shaping our world today and tomorrow. - Marat Ressin

Find more information about YEDI:
yedoinstitute.org

S ■ PROJECT

ARTIST

Joanna KATCHUTAS

As an OCAD University graduate (2009), and Teachers Assistant (2011), Joanna has an extensive background in Fine Arts photography. Her work has been on display in 31 exhibitions, published in 23 books, newspapers and magazines, and has won several awards. Since 2011, she has been working as a freelance photographer and arts curator. As a photographer, Joanna specializes in food, interiors/exterior, products, portraits and events. Joanna has considerable experience developing, organizing, implementing and evaluating art programs and exhibitions.



Contact Joanna Katchutas:
joannakatchutas.com
jkatchutas.com

Laura MAY

Born and raised in Vaughan, Laura received numerous accolades and awards for her photography while completing her Fine Arts degree at Ryerson, studying Graphic Design at Seneca and attaining her Bachelor of Education at York University. She has taken part in numerous solo and group shows and continues to create meaningful snapshots of people's lives. Laura also works on commercial projects, including lifestyle and food photography, and has been published widely, appearing in Toronto Life, Wedlux, Intimate Weddings, Niagara Bride and the Toronto Sun.

Contact Laura May:
laura@lauramayphotography.com
lauramayphotography.com



ARTIST

Frank MAZZUCA

A long-time resident of Vaughan with more than 80 solo/group exhibitions since 1991, Mazzuca continues to build on his passion for photography. Whether working on commissioned assignments, portraiture, people and places, commercial projects which include lifestyle and food, fine art portfolios or contributing to Photosensitive and many other not-for-profit assignments, Mazzuca continues to capture photography with purpose. Collectors of his art range near and far. Frank is also the principal at Mazzuca Design, Photography and Ideas Inc. and is represented by his own private gallery - MSpace Photogallery in Vaughan, Ontario.

Contact Frank Mazzuca:
frank@mazzuca-dpi.com
mazzuca-dpi.com



Sandra SCARPELLI

A long-time resident of the city of Vaughan, photographer Sandra Scarpelli is the recipient of numerous prestigious awards. She holds a degree in Political Science and an honours diploma in photography. Her eclectic photographic repertoire includes urban streetscapes, portraits, still-life and interior design; and her deep affection for capturing poignant images of the diverse city she calls home is reflected often in her metropolitan and vintage Vaughan subject matter. Sandra's work is featured in many public art exhibitions, and is housed in public, private and corporate collections. She is currently working on a photographic book featuring images of Toronto.



Contact Sandra Scarpelli:
sandra@sandrasview.com
sandrasview.com



AR

Nancy STIRPE

I am a Visual Arts teacher for the York Catholic District School Board. Working with digitized images allows me to achieve the expressive qualities of a painting. In my photographic work, I am attempting to explore and understand the world around me. I strive to explore creative options and depict imagined realities. I choose to take photographs because photography offers unlimited opportunities for self-expression. Photographs provide a direct connection to real subjects and real locations. Yet the camera has the potential of transcending original subject matter. As an educator, I encourage students to see photography as a way of life.



Contact Nancy Stirpe:
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ncrstirpe@hotmail.com



TIST



VAUGHAN BUSINESS
ENTERPRISE CENTRE



PITSTOP



vaughan.ca/culture



