

JENNAIR
DISRUPTING
— DESIGN

IMPACT

REPORT 2023

TABLE OF CONTENTS

03

Welcome from
Whirlpool Canada

05

An Opportunity to
Celebrate - and Disrupt

07

About JennAir
Disrupting Design

09

Our
Partners

11

The JennAir
Scholars Award

15

JennAir
Mentorship Program

17

ARIDO
Mentorship Program

18

Creating Space
for Progress

20

Brand
Partnerships

21

Disrupt
With Us

WELCOME FROM WHIRLPOOL CANADA



On behalf of Whirlpool Canada, I am honoured to share the inaugural JennAir Disrupting Design Impact Report – a reflection on the momentum this program has created in Canada’s interior design industry.

The JennAir Disrupting Design program emerged from facing a truth: too many talented racialized people still face barriers to studying and working in design. Since 2021, we have been building a program designed to transform this current reality into a more equitable, inclusive and resilient future.

When the idea for this program was in its infancy, we knew its success would depend on the expertise of industry-leading professionals working shoulder-to-shoulder with our JennAir team. I am immensely grateful to our Advisory Board members, who have dedicated not only their time and valuable insights, but their considerable passion to this program.

We first launched the JennAir Disrupting Design Scholars Award in 2022, in partnership with The Creative School

at Toronto Metropolitan University. The scholarship program for Black, Indigenous and students of colour is designed to break down some of the financial barriers that students from underrepresented groups face when accessing education.

We can proudly say that eight incredibly talented students have already accessed funding thus far, four awards were distributed in 2022 and six in 2023 (two of which had their scholarships renewed from 2022). Having met several of these young creatives, I know their fresh perspective and unmatched enthusiasm will change their profession for the better.

In 2023, we expanded our efforts to focus on mentorship, knowing it’s a powerful tool for building a successful career. The JennAir Disrupting Design Mentorship Program connects design students and recent graduates with industry-leading professionals who can offer guidance and support as they begin their careers. We also became proud sponsors of the Association of Registered Interior Designers of Ontario (ARIDO) Mentorship Program, which

advances mentorship opportunities for mid-career interior designers.

The JennAir Disrupting Design program is a natural fit for a brand that stands for progressive and unconventional thinking that drives progress in design. It also plays an important role in advancing Whirlpool Corporation's Inclusion and Diversity strategy. As part of that strategy, Whirlpool Canada supports a vibrant and inclusive environment through our Stronger Together initiative. We champion inclusivity in the marketplace by strengthening community partnerships and collaborating with diverse organizations.

The JennAir Disrupting Design program is actively moving the needle on that front. JennAir Disrupting Design and its success

so far is the direct result of community input. Together, we are all continuously learning more about others' lived experiences, the challenges keeping our industry from being more equitable and inclusive, and how we can address them head on.

I invite you to read our Impact Report – not only to celebrate with us, but to keep challenging us. After all, Disrupting Design exists to question the status quo and drive real progress, together.

Gary Power

Vice-President and General Manager,
Whirlpool Canada

AN OPPORTUNITY TO CELEBRATE - AND DISRUPT

As members of the JennAir Disrupting Design Advisory Board, we are thrilled to share this first Impact Report on the program's progress so far.

Every designer's identity and lived experience is different, and that should be the impetus for exceptional design - not the barrier to it. The JennAir Disrupting Design program was created to support this idea.

It is encouraging to see JennAir's commitment to driving meaningful, lasting change, and to be part of it. This is no small undertaking, but we already have success to build on in the years to come.

Through the JennAir Scholars Award, more Black, Indigenous, and racialized students are now focusing on their design education, with less financial burden. Reducing barriers to education is essential for building a more inclusive industry.

The launch of the JennAir Disrupting Design Mentorship Program in 2023 is also an important initiative that will nurture

emerging talent and empower thriving careers. Through this program, each of us on the Advisory Board and other talented professionals will provide design students with the guidance and support they need to navigate their early careers.

Mentorship is something to be celebrated, as it holds immense power. Good, effective mentorship can open doors for young talent, providing them with invaluable insights and opportunities they may have never encountered otherwise.

For racialized students, the impact is immeasurable, as they gain not just knowledge, but also the confidence and guidance to forge their own paths in the world of design. It's something many of us wish we had benefited more from in the early days of our careers. We're not only proud to be a part of opening doors for the next generation but energized by learning from these fresh young minds in return.

There is a critical need to continue to disrupt the design industry and operate with equity and diversity at the core of

this transformation. The Advisory Board looks forward to watching students and industry experts come together to create meaningful change within this industry.

As our profession becomes more inclusive, our spaces – and societies – will only become stronger. We are grateful to

JennAir for its leadership and allyship, and creating ongoing opportunities to listen, be heard and fuel progress.

As we reflect on our impact so far and consider what's next, we invite you to become part of the journey and disrupt with us.

JennAir Disrupting Design Advisory Board



Natalie Ramtahal

Manager of Administration and Equity in the School of Interior Design and Ph.D. student in the joint Communication and Culture program at York/TMU



Yasmien Fadl

Head of Workplace Design, Experience & Change Management for TD Enterprise Real Estate



Golnar Raissi

Senior Interior Designer and Team Lead at Mayhew Inc.



Ian Rolston

Founder of Innovation Consultancy at Decanthropy



Emrul Hasan

Vice President of Global Programs at CARE Canada



Brian Porter

Principal Architect of Two Row Architect

ABOUT JENNAIR DISRUPTING DESIGN

The JennAir Disrupting Design program mission is to take on the structural barriers that Black, Indigenous and people of colour face when studying and working in the design sector – because meaningful inclusion drives stronger, more diverse design work.

Disrupting Design provides financial and education support through its two core programs: The JennAir Scholars Award, in partnership with The Creative School at Toronto Metropolitan University, and the JennAir Disrupting Design Mentorship Program, which pairs emerging designers with industry-leading professionals.

The program also involves key sponsorship activity, networking opportunities and education on topics related to diversity, equity and inclusion in interior design and architecture.

Disrupting Design is guided by the expertise of an Advisory Board, a committee with a wealth of expertise in the design sector and the diversity, equity and inclusion space in Canada. Made up of industry leaders reflective of Canada's diversity, the Advisory Board provides guidance and recommendations on the JennAir Disrupting Design program's implementation, to ultimately move the needle for diverse designers in Canada.



"Sometimes programs are too big or theoretical, and this one is very tangible and specific. JennAir's found the courage to be the first with a program like this and I'm hoping that it opens up a whole lot more doors for diverse talent in the industry."

- Yasmien Fadl

Highlights to Date



\$375,000 in scholarships over five years, in partnership with The Creative School at Toronto Metropolitan University



Eight JennAir Scholar Award recipients



Launched the JennAir Disrupting Design Mentorship Program with 30 mentor-mentee pairing opportunities.



Inaugural sponsorship of the Association of Registered Interior Designers of Ontario (ARIDO) Mentorship Program



Two annual events hosting emerging and established design talent

JennAir Disrupting Design plays an important role in supporting Whirlpool Corporation's Inclusion and Diversity material issues, as measured through our Environmental, Social and Governance framework.

Learn more in the [2022 Sustainability Report](#).

OUR PARTNERS

At JennAir, we recognize that Canada's design industry is made up of a complex web of designers, builders, architects, organizations, and institutions, all of whom play a vital role in shaping the future of design in Canada. We know that to facilitate better representation of racialized Canadians in interior design, leaders from across the industry need to acknowledge and act upon shared values of inclusion and diversity to fuel change.

Since the launch of our programming, JennAir has built meaningful relationships with industry partners who share our desire for progress. Our partners have played a key role in supporting, amplifying and expanding the overall impact of our JennAir Disrupting Design work, offering their unique expertise, time, and guidance to the development of this transformative endeavour.

Toronto Metropolitan University (TMU)

Toronto Metropolitan University (TMU) is a leading institution of higher education in Canada, known for its innovative programs and commitment to diversity. As a partner of JennAir Disrupting Design since its inception, TMU has supported and amplified the program, acting as a true partner.

Our partnership with TMU is rooted in our scholarship program with The Creative School at the university. Over the course of five years, the \$375,000 scholarship will support Black, Indigenous and students of colour in the Bachelor of Interior Design program, and the planned Master's program.

A member of TMU's staff also sits on the JennAir Disrupting Design Advisory Board, guiding our programming through the lens of the next generation of design talent.

Tridel

Tridel is one of Canada's largest developers and has been a partner of JennAir's Disrupting Design program since 2023.

Tridel is JennAir's primary partner for the Day of Discovering Design, an event for high school students interested in a career in the design industry. The goal is to create awareness about the various career opportunities available within the design industry, such as the residential development sector.

In 2023, Tridel also opened its doors to TMU students looking for internship placements. Over the course of the summer of 2023, Tridel employed a student intern from TMU and extended their contract to part time.

The Association of Registered Interior Designers of Ontario (ARIDO)

ARIDO is a professional organization that represents over 3,500 interior designers in Ontario. As a strong supporter of JennAir's Disrupting Design program, ARIDO will play a role in expanding JennAir's network of design professionals.

Going forward, JennAir will also act as a key partner for the ARIDO Mentorship Program, which pairs ARIDO Registered members with Intermediate designers for guidance on preparing for their registration exams, gaining supervised work experience, professional practices, and more.

The goal of this sponsorship is to expand mentorship opportunities beyond the JennAir Mentorship Program and provide opportunities for a larger pool of designers.

THE JENNAIR SCHOLARS AWARD

Advancing diverse representation in interior design begins with breaking down barriers to design education.

That is why JennAir collaborated with The Creative School at Toronto Metropolitan University to create the JennAir Scholars Award in 2022 – a milestone for both the JennAir brand and the university, which is a leader in interior design education.

The scholarship program awards a \$375,000 scholarship over five years to support Black, Indigenous and students of colour in the Bachelor of Interior Design program and the planned Master's program. It is the highest dollar-value design scholarship available at the university and the largest scholarship with mentorship and job placement programs for racialized youth entering the design sector in Canada.

Outcomes

Our partners at Toronto Metropolitan University published a self-identification report in 2019 to set a baseline for the representation of students, and found significant under-representation of Black,

Indigenous and racialized students.

There are many barriers keeping racialized students from accessing an education in interior design, including not having the proper prerequisites, to unequal access to resources and opportunities.

The cost of post-secondary education is also a major barrier, especially for students from marginalized communities.

Through the JennAir Scholars Award program, the goal is to reduce the financial burden emerging interior designers face, so they can focus more on their education and building a meaningful career – and less on how they will afford to do it.

Over 2022 and 2023, eight incredible design students have received funding under the JennAir Scholars Award program.

Recipients include students at different points in their interior design studies, including first-year university students. We believe strongly that the earlier we

can break down barriers to education, the stronger the interior design industry will ultimately become.

Scholarship Recipients



Michelle Xu

Michelle Xu is a third-year undergraduate student and first-generation immigrant studying interior design in Toronto. By combining her cultural experiences with the diverse perspectives seen in Canada, she aims to design with empathy. This intent involves creating inclusive, functional, and meaningful environments that go beyond just aesthetics, supporting the nuanced needs of individuals. Michelle's passion for reading books and storytelling permeates her work, and she seeks to weave a personal narrative in her designs that resonates with the inhabitants of those spaces.



Nader Al-Fahad

Nader's creative soul breathes life into crafting brands while he delves into the art of interior architecture, fusing innovation, thoughtful design, and meticulous craft. He has an uncanny ability to see the potential in things that others might overlook and think ordinary and transform them into something extraordinary, granting them a second chance to thrive and flourish. His determination and ambitious mindset, full with energy, drive his performance whether he leads the creatives or supports them and pushes the boundaries of what's possible.



Quianna Woolner

Quianna Woolner is a second-year interior design student who is deeply passionate about sustainability, inclusion, and diversity in design. She believes in the power of design to make our world more beautiful, eco-friendly, and accessible to all. As she works towards completing her degree, her ultimate goal is to enter the field of set design.



Jihyuk Kim

Jihyuk is a fourth-year interior design student at Toronto Metropolitan University. Jihyuk is a passionate thinker who enjoys creative problem-solving processes. He looks at spaces from different perspectives to produce unique solutions. Jihyuk is also interested in exhibition spaces where ideas are communicated through thoughtful designs. Through his perspective and passion for creative interiors, Jihyuk wants to dedicate his career to designing exhibitions for diverse audiences.



Takako Daros

Takako Daros, a fourth-year student at Toronto Metropolitan University's School of Interior Design and the visionary founder of Cultural Harmoni X, is dedicated to advancing the organization. She is assembling a team of designers and translates intangible cultural elements into tangible objects. Takako seamlessly infuses Japanese aesthetics and culture into spaces, and her evocative approach provides collaborators with a fresh and enriched perspective. Her initiative aims to enhance the city's cultural diversity, fostering unity, appreciation, and a sense of belonging, ultimately bringing joy to the community.



Victoria Nip

Victoria is a fourth year Interior Design Student who designs through intuition and enjoys exploring philosophical ideas to create something that is profound. She believes that design is deeply connected to improving life and takes interest in design strategy and adaptive reuse. While finishing her final year, she is working on learning through leadership, supporting her peers and looking for the next opportunity to grow.



Huazhi (Joyce) Sun

Joy is in her first year of studying interior design. She has always been passionate about design, knowing it is a subliminal force in influencing human emotion and behaviour, good design has always been a source of energy and inspiration for her. She is excited to shape interior design in a way that pushes past the current trends.



Zauha Rehman Qamar

Zauha Rehman Qamar is an artist and a first-year interior design student working towards a minor in psychology. She is fascinated by how architecture, fine arts, and psychology blend. Qamar aspires to design spaces that contribute meaningfully for the well-being of individuals and communities. She believes that design is one of the tools for a brighter future and hopes to contribute to its light. Her goal is to explore the role of psychology in interior spaces and to connect the two fields within her studies and beyond.

JENNAIR MENTORSHIP PROGRAM

Along with accessing quality education, meaningful professional and personal guidance play an important role in building a thriving career. Mentorship is key to opening doors for young talent and providing them with invaluable insights and opportunities.

With that in mind, we launched the JennAir Disrupting Design Mentorship Program in 2023. The program connects emerging Black, Indigenous and racialized designers with established industry professionals who can offer ongoing mentorship as they begin their careers. Students and early-career designers are eligible for the program, which was built with the

guidance of the JennAir Disrupting Design Advisory Board.

Mentorship pairings are assigned based on mentee needs and mentor experience. Industry professionals who apply to be mentors are vetted through the Advisory Board to ensure they can offer meaningful professional mentorship. Emerging designers seeking mentorship can view mentors' profiles that feature their experience and areas of expertise through an online portal. Then, they can apply to be mentored, ranking their top ten choices for mentors. Mentors then review applications to ensure they are the right fit to offer mentorship.



“Any advancement that I’ve made in my career did come through someone investing time and energy into preparing me for the next step.”

– **Ian Rolston**, Founder of innovation consultancy Decanthropy and Disrupting Design Board Member

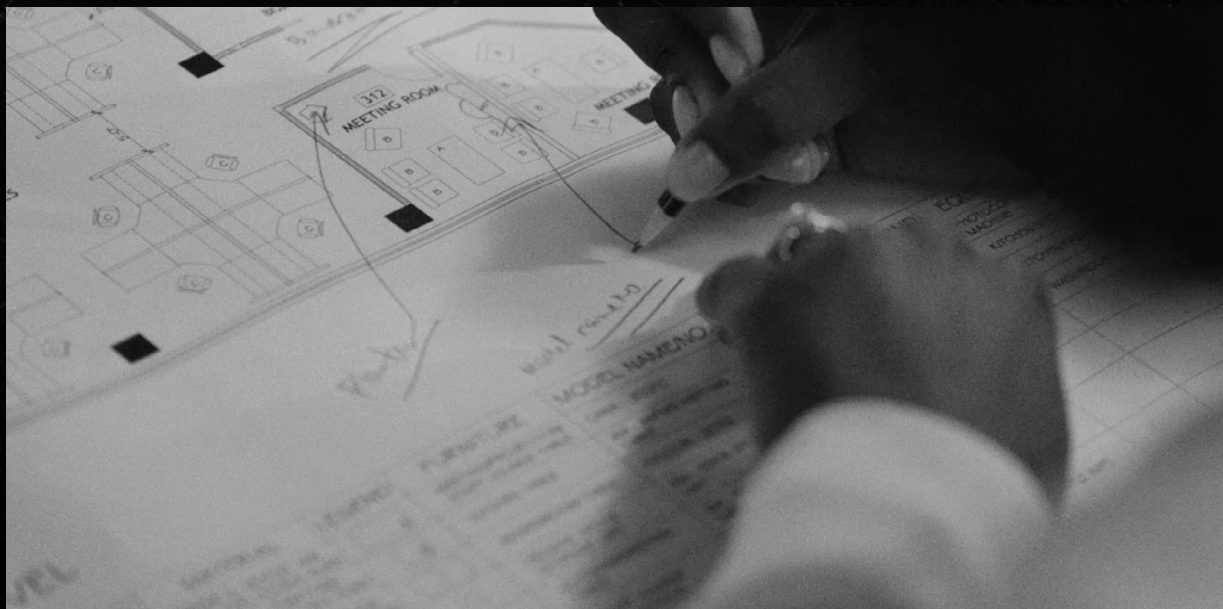
Outcomes

Racialized students represent the future of the design industry. But as they finish school and start their careers, they may face unique challenges that can be difficult to navigate. Having a mentor – especially one who may have experienced similar challenges – can provide them with the guidance and support they need to be successful.

Connecting with a mentor who shares their experiences and understands their perspective can be a gamechanger in the early stages of a person's career.

Formalized mentorship programs for underrepresented groups specifically help remove systemic barriers and create opportunities. Ultimately, mentorship is a powerful tool for empowering racialized individuals and creating a more equitable and inclusive profession.

At launch, the JennAir Disrupting Design program created opportunities for 30 mentor-mentee pairings, connecting next-generation designers with leading organizations and professionals. Based on demand, we will continue facilitating new matches between mentors and emerging designers.



ARIDO MENTORSHIP PROGRAM

Alongside the launch of the JennAir Disrupting Design Mentorship Program in 2023, we also collaborated with a leading industry organization to advance mentorship opportunities.

We partnered with **The Association of Registered Designers of Ontario (ARIDO)**, the professional body for interior designers in Ontario as a partner for its mentorship program for mid-career interior designers. The program matches registered members with mentees seeking guidance on subjects such as the National Council for Interior Design Qualification (NCIDQ)

certification exam, professional practices, networking and more.

ARIDO and JennAir's Disrupting Design mentorship programs share the same vision: a commitment to driving positive change in interior design and providing mentorship opportunities for designers at all career stages.

Together, these programs are about disrupting the status quo and paving the way for a more inclusive, diverse, and inspiring future for the interior design industry.



"Together, we have the opportunity to create spaces that tell the stories of people from all walks of life and reflect the beauty of our shared humanity."

– Mareike Greve, Marketing Leader, Whirlpool Canada

CREATING SPACE FOR PROGRESS

Creating space to celebrate diversity, share experiences and challenge the status quo through meaningful conversation is core to the JennAir Disrupting Design program. Our annual events are an important part of bringing this to life in a tangible way, offering a thought-provoking, design-driven experience for people at all stages of their interior design careers.

In 2022, we hosted the inaugural JennAir Disrupting Design event. The event celebrated the launch of the program, with an emphasis on creating understanding of the barriers that exist for racialized people hoping to study and work in design. A panel discussion featuring renowned design and DE&I experts Ian Rolston, Brian K. Porter and Natalie Ramtahal created an opportunity to hear about their lived experiences and offered insights into the importance of the program.

The 2023 event marked the official launch of the JennAir Disrupting Design Mentorship Program. In the spirit of

celebrating the potential of emerging talent, the 2023 event was co-designed with two JennAir Scholars Award recipients, Quianna Woolner and Nader Al-Fahad.

The pair created an event around the theme of Ascension, the act of rising. It is a call to action, a collective responsibility that aims to compel everyone to lend their expertise, time, and unwavering support to this transformative endeavour.

Each student also co-designed two of the event spaces, RISE and NOIR. RISE was a space of warmth, integration, and innovation. It's where ideas take flight, and where we meet our peers and challenge ourselves to reimagine the world of design. NOIR represents action, progress and passion, key feelings guiding our efforts to make design more equitable and diverse. It's a space where we encourage you to ask the tough questions and immerse yourself in the possibilities of a transformed industry.

Both events were incredibly successful, generating positive feedback from emerging and established designers alike. We're proud to say that attendees called the program "life changing," "impactful" and "inspiring."

Our annual event and other opportunities to connect and learn will continue to be priorities as we reimagine the future of the interior design industry.

Sharing our story

JennAir Disrupting Design is an opportunity to amplify underrepresented voices, and provide education and insights on diversity, equity and inclusion in interior design. In 2023, we began building a new digital content experience for Disrupting Design, creating a space to share stories and perspectives from racialized designers, architects and other experts across Canada.

Among our initiatives was creating a new [JennAir Disrupting Design video](#), celebrating the power of mentorship. It tells the story of an established designer reflecting on her career and purpose, and the meaning that comes with opening doors for the next generation.

As our programs evolve, we will continue to use this space to highlight underrepresented talent, including emerging designers. We are grateful to our Advisory Board members and other leading experts who have lent their time and voices to the Disrupting Design content experience.

BRAND PARTNERSHIPS

At JennAir, we are dedicated to empowering the designers most affected by underrepresentation and working with them to amplify racialized voices within the design community. As a brand that pushes the boundaries of progress, we recognize that providing racialized designers with opportunities and resources to help them grow their practice is a key step in facilitating meaningful change.

Through formal brand partnerships JennAir provides designers with access to JennAir sponsored products for their personal or client projects. In 2022, a commitment was made to ensure that half of the designers on our brand partner roster in Canada were from diverse backgrounds.

We are proud to say that since 2022, we have exceeded our target of 50%, working with partners from many diverse backgrounds.

2022 and 2023 brand partners included:

-  **Aleem Kassam, [Kalu Interiors](#)**
-  **Phyllis Lui, [Kalu Interiors](#)**
-  **Alykhan Velji, [Alykhan Velji Designs](#)**
-  **Nam Dang Mitchell, [Nam Dang Mitchell Design Inc.](#)**
-  **Jessica Nakanishi and Jonathan Sabine, [M-S-D-S Studio](#)**

DISRUPT WITH US

JennAir is calling on industry leaders to further progress in design.

If you would like to learn more about how to get involved or stay up to date on Disrupting Design news, get in touch.

jennair.ca/disrupting-design

JENNAIR

DISRUPTING
DESIGN