



For Immediate Release

## **2005 Living Like Leonardo da Vinci Awards to Reward Creativity in Toronto GTA**

***Artscape, Ontario Science Centre, Pfizer Consumer Healthcare  
and the University of Toronto among Finalists Announced***

**TORONTO, April 11, 2005** – The Creativity and Innovation Day panel of judges today announced the list of finalists for the 2005 Living Like Leonardo da Vinci Awards (LDV), which launches Toronto's festivities for Creativity and Innovation Week from Friday, April 15 to Thursday, April 21. Among the nominees are key and new players in Toronto's artistic, educational, entrepreneurial and business communities. The LDV Awards recognize and celebrate those that have created new, useful and positive inventions, developments or improvements to reach new dimensions of performance.

"The breadth of this year's finalists provide a fascinating example of the diversity of creativity and innovation," said Elizabeth (Buffi) Huggins, Chair of 2005 Creativity & Innovation Week and the 2nd Annual LDV Awards. "They are helping to knock down the myths that creativity is for artists only or a select few and many demonstrate that creative problem solving is a sound way to take organizations in all disciplines to a new level of performance."

Leonardo da Vinci Award recipients will be honoured on April 15, 2005 at the Royal Ontario Museum (ROM) – 100 Queen's Park. The evening will also include *The Ornithopter Project: Da Vinci's dream aircraft 500 years later* and *Foods of the Renaissance*. Last year's LDV Award recipients include **Dofasco Incorporated** in *Business*, **soulpepper Theatre** in the *Arts* and **The Toronto Zoo** for "Operation Conservation" in *Education*.

*More on Page 2/...*

Finalists in each of the 4 categories include:

### **Arts**

**Artscape:** Artscape is a non-profit organization dedicated to unlocking the unlimited creative potential in all people. Artscape is a leader in the international discussion on the relationship between creativity and place and the connection of arts and economic development.

**City of Toronto, Parks, Forestry and Recreation:** The Toronto Music Garden design interprets in nature J. S. Bach's "First Suite for Unaccompanied Cello", with each dance movement within the suite corresponding to a different section in the garden.

**Inner City Angels:** Six week interdisciplinary arts in Malvern with team of professional artists, student teachers, retired teachers and 25 children, culminating into a First Night Festival showcase at the Distillery Historical District.

**South Asian Visual Arts Collective (SAVAC):** SAVAC is an artist-run centre dedicated to promoting cultural diversity in Canada through the development and presentation of new works in contemporary visual art by artists of South Asian origin.

**Tafelmusik Baroque Orchestra:** Celebrating Toronto's diverse arts, Tafelmusik and the Toronto Consort presented: Metamorphosis Festival - a ground-breaking, festival of multicultural performing arts, film, and architecture, celebrating the world's great myths of transformation.

### **Education**

**Greenwood College School:** Dedicated to the intellectual, social and emotional growth of young men and women in Grades 7-12. The school's program – which incorporates outdoor education, differentiated learning, community service and technology – encourages character-based education, where students discover their strengths and push themselves in an environment of kindness, care and respect.

**Ontario Science Centre:** The "Environmental Solutions" (EVS) program is the first of a series of new programs at the Ontario Science Centre (OSC) called "Design Challenges." Through design and inquiry processes students engage as scientists to collect and analyze data and put their creative talents to work. From problem definition to prototyping solutions, students work on real world problems such as the complexities of supplying a community with a clean water supply.

*More on Page 3/...*

**Roots of Empathy:** An innovative classroom parenting program which reduces aggression and bullying by raising social/emotional competence and fostering the development of empathy in children and adults. Its focus is to build the parenting capacity of the next generation of parents, thereby breaking the intergenerational cycle of poor parenting and violence.

**University of Toronto:** The Centre for Innovation Law and Policy is a multi-disciplinary academic centre at the University of Toronto. It serves all of Ontario by providing dedicated research, teaching and public outreach on the legal and policy challenges and opportunities that arise from the Internet, biotechnology and other emerging technologies.

**YMCA of Greater Toronto (YMCA Academy):** Their program employs inter-generational mentoring, intentional and powerful learning with a public purpose, self-advocacy, and learning through experiential, creative projects. After documenting the experience of 64,000 young people seeking employment, it became clear to the YMCA of Greater Toronto that an innovative and creative educational initiative was needed to help youth find success in school.

### **Entrepreneurship**

**Beyond the Box Incorporated:** After intensive consultation with senior executives in government and industry, Beyond the Box™ developed creative training modules using visual, dramatic arts and music to help teams of corporate executives discover their creative potential and solve organizational challenges.

**Cargo Cosmetics Corporation:** CARGO Cosmetics excels at creating great make-up, and finding creative and innovative ways to engage Hollywood celebrities to help develop and and promote it. Driven by the inspiration that make-up is really a woman's cargo, CARGO's DailyGloss evolves make-up to a new level of consumer friendliness – packaged lip gloss in individually sealed pouches. The tear-away doses make it easier to carry, more hygienic and super-shareable.

**Hostopia:** Hostopia pioneered advanced clustered server architecture to service providers enabling them to profitably offer small businesses private-labeled web hosting, email, and online applications without material investment in technical staff or equipment.

**Imagenius.com Incorporated:** By using technologies traditionally used in the pre-construction phase of major property developments Imagenius.com Inc. made the Papal visit easier to conceptualize, promote and plan for. The web based project allowed the media to visually depict the event to millions of viewers in advance and planners the assurance of its success and the safety of over 800,000 attendees.

*More on Page 4/...*

**PlantBest Incorporated:** PlantBest - *SoilSponge™* and *PeatEliminator™* - help people garden in an environmentally positive way (water less, conserve depleting Peat Moss - a non sustainable natural resource) and help 100 Vietnamese subsistence farmers gain meaningful employment.

### **Business**

**Arius 3D:** Through Arius 3D technology, exact digital copies of Egyptian artifacts were captured and brought alive for students and visitors to the Royal Ontario Museum's Digital Learning Gallery. In enhancing the Digital learning experience Arius 3D met the ROM's seemingly impossible request for interactivity with artifacts that couldn't be touched and an emotional learning experience with a virtual teacher.

**Bell University Labs:** Bell University Laboratories (BUL) at the University of Toronto is a breakthrough model for collaboration between Ontario industry and researchers in computer science, engineering, medicine, social work and law. Through its innovative model of collaboration, BUL engages researchers from a wide range of academic disciplines and their industry counterparts to work on real-world, socially and commercially-relevant problems.

**Corporate Knights:** Publisher of Corporate Knights magazine and convener of the Annual Corporate Knights Roundtable, aims to make business more responsible by enhancing transparency in ways that clarify which companies are leading--and lagging--the charge to a better world.

**Pfizer Consumer Healthcare:** Launched its Innovation initiative in 2004 to make one of their most important corporate values meaningful and to create a true culture of creativity and innovation. In a business climate where all eyes are on resources and the bottom line, the leadership team recognized innovation as very important to business success and lobbied for dedicated resources for the initiative.

**Platinum Naturals:** Platinum Naturals NEW Omega Suspension Technology™ (OST) delivers more vitamins and minerals to the body, resulting in significantly faster and better results. This new technology overcomes the problem of low bioavailability, improves the absorption of calcium (for example) and ensures that the calcium is deposited in the bones and not deposited in the arteries and kidneys.

Page 5/ Finalists announced...

For more information regarding any of the LDV Award finalists visit:

SAVAC	<a href="http://www.savac.net">www.savac.net</a>
Tafelmusik Baroque Orchestra	<a href="http://www.tafelmusik.org">www.tafelmusik.org</a>
Toronto Artscape	<a href="http://www.torontoartscape.on.ca">www.torontoartscape.on.ca</a>
City of Toronto, Parks, Forestry & Recreation	<a href="http://www.city.toronto.on.ca">www.city.toronto.on.ca</a>
Inner City Angels	<a href="http://www.innercityangels.ca">www.innercityangels.ca</a>
Greenwood College School	<a href="http://www.greenwoodcollege.com">www.greenwoodcollege.com</a>
Ontario Science Centre	<a href="http://www.ontariosciencecentre.ca">www.ontariosciencecentre.ca</a>
Roots of Empathy	<a href="http://www.rootsofempathy.org">www.rootsofempathy.org</a>
University of Toronto	<a href="http://www.innovationlaw.org">www.innovationlaw.org</a>
YMCA of Greater Toronto	<a href="http://www.ymcatoronto.org">www.ymcatoronto.org</a>
Beyond the Box, Inc.	<a href="http://www.beyondthebox.ca">www.beyondthebox.ca</a>
Cargo Cosmetics Corporation	<a href="http://www.cargocosmetics.com">www.cargocosmetics.com</a>
Hostopia	<a href="http://www.hostopia.com">www.hostopia.com</a>
Imagenius.com Inc.	<a href="http://www.imagenius.com">www.imagenius.com</a>
PlantBest Inc.	<a href="http://www.plantbest.com">www.plantbest.com</a>
Arius 3D	<a href="http://www.arius3d.com">www.arius3d.com</a>
Bell University Labs	<a href="http://www.bul.utoronto.ca">www.bul.utoronto.ca</a>
Corporate Knights	<a href="http://www.corporateknights.ca">www.corporateknights.ca</a>
Pfizer Consumer Healthcare	<a href="http://www.pfizer.ca">www.pfizer.ca</a>
Platinum Naturals	<a href="http://www.platinumnaturals.com">www.platinumnaturals.com</a>

For more information about Living Like Leonardo Venetian Festival featuring the LDV Awards, Creativity and Innovation Week and Admit it. You're Creative! workshops visit: [www.CreativityDay.ca](http://www.CreativityDay.ca)

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