



The Design Industry Advisory Committee (DIAC) is a think tank and cross-disciplinary research group established by the City of Toronto in 2001. The activities of DIAC promote the strategic value of design. DIAC's mandate is to leverage the capabilities of designers to improve economic, social, cultural, and environmental outcomes for Toronto, Ontario, and Canada.

DIAC takes a holistic perspective on the design sector and emphasizes the positive impact that can be achieved through cross-disciplinary collaboration among designers from various disciplines. The board members of DIAC include senior representatives of the professional associations representing architects, landscape architects, industrial, interior, graphic and fashion designers in Ontario:

- Association of Chartered Industrial Designers of Ontario (ACIDO)
- Fashion Industry Advisory Panel (FIAP)
- Interior Designers of Canada (IDC)
- Ontario Association of Architects (OAA)
- Ontario Association of Landscape Architects (OALA)
- Ontario Professional Planners Institute (OPPI)
- The Association of Registered Graphic Designers (RGD)
- Toronto Society of Architects (TSA)
- Supporting Partner: Economic Development & Culture, City of Toronto

DIAC is Canada's only non-profit, cross-disciplinary design research group; connecting design leaders from the various disciplines to explore breakthrough innovation opportunities, strengthen the design sector and benefit all sectors of industry and government.

DIAC research and program highlights include:

- The Power of Design: How Innovation and Strategic Design Translate to Market Success – panel at Toronto Small Business Forum 2023
- Think Design 2023 report – DIAC acted as sector experts for Toronto Workforce Innovation Group study
- Design Metrics Framework 2020-ongoing case studies
- CaféTO Winterization Design Charrette 2020
- Design Meet-up with RSA, London UK (2019)

- Integrated Design Program for incubator start-ups in partnership with TMU's Design Fabrication Zone 2019
- Inside Eglinton Crosstown Design Tour and Panel 2018
- Design Cluster Immersion Experience 2018
- Toronto Design Roundtable 2018
- International Design Roundtable 2017
- City Building by Design Panel 2017
- Why Invest in Design? 2014
- Design Advisory Service 2009-2017
- Advanced Manufacturing Case Studies 2007
- Design Matters 2004

<https://www.diac.on.ca/>

[info@diac.on.ca](mailto:info@diac.on.ca)

[Instagram](#)

[Twitter](#)

[LinkedIn](#)

[Facebook](#)