

Project Inkblot

#designfordiversity

AIA Presentation

9/30/16 | 3-4pm

About Project Inkblot

Project Inkblot is an experiential agency that leverages a rich network of diversity to *design experiences*, *build communities* and *create media* that shift perceptions and inspire action for brands.

Media has a tremendous impact on how people view themselves and others. When people see themselves reflected authentically, and in all their complexity, they are able to see opportunities possible for themselves that didn't exist before, and in turn, they are able to see others with increased empathy. We are here to create a world where all people experience themselves as being fully seen and heard.

You can't be what you can't see

#designfordiversity is our core methodology

- To design for diversity means being in the inquiry of “who’s missing” from each stage of a project and inviting them into the conversation as critical (not just ancillary) voices.
- It’s ensuring that the team and stakeholders mirror the makeup of the target audience.
- It’s bringing the lens of plurality and intersectionality through determining your team.
- It’s ensuring that there is the presence of diversity at every step of the project, which yields culturally sensitive outcomes that are sustainable and authentic.

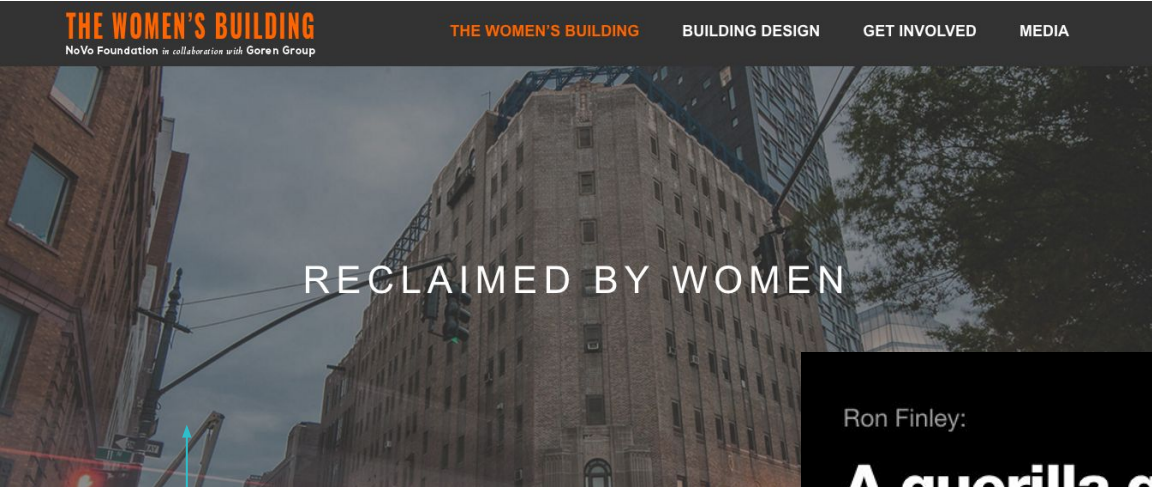
Our view on diversity

1. Diversity is an asset *not* a deficit.
2. Diversity is prioritized when seen as a business proposition and growth opportunity, not an ethical problem.
3. Diversity is the discovery based process that leads to innovation.

*“By 2050, minorities will represent 54% of America; yet most American business leaders remain uninformed about what diversity means to business...those uncomfortable with the new role that diversity management plays in the workplace and the marketplace must recognize that **it is no longer a choice**. The demographic shift in America demands it – **demands that the products and services we deliver connect in culturally relevant ways** with the changing face of America’s new consumers and the workforce that is creating them.”*

- Forbes

#designfordiversity examples



NoVo Foundation has partnered with the Goren Group, a women owned and operated architecture firm to transform a former women's prison into a multi-purpose, multi-service building in NYC.

Ron Finley is a gangsta gardener from South Central, who saw a simple solution to the food desert epidemic in his own community. He utilized abandoned lots and neglected city-owned sidewalks and began planting food in his neighborhood.



#designfordiversity examples

Kaiser Permanente is an integrated managed care consortium specializing in human-centered design such as green spaces, community conference rooms and welcoming spaces created to transform the experience of managed care facilities.

Kaiser Permanente



Recognizing the importance of diversity and inclusion, Microsoft has developed both a manual and a toolkit to show how human diversity can create better design.

Inclusive
A Microsoft Design Toolkit



Microsoft's Inclusive Design Program

Importance of diversity: tech analogy



In 1984, media drastically shifted the representation of the tech world. Though there were many women who were pioneers of computer science, they were completely stripped from public visibility. Ads, marketing materials, pop culture like blockbuster movies and TV shows portrayed only men and boys in tech.

Project Inkblot case studies



the

DESCRIPTION



PROJECTS / RUST

#WENYC

WE NYC

01:05

HD :: V



Project Entrepreneur

RENT THE RUNWAY
FOUNDATION



UBS

#designfordiversity outcomes

- Higher/longer user engagement
- Increased business revenue
- Collaboration
- Greater stakeholder buy-in
- Expanding community reach
- Transforming brand perception
- Modernizing brands

**“Diversity leads to
innovation”**
*- Tim Cook, CEO of
Apple*

From audit to action: what you can do

- ❑ Do you believe you have taken every step you can in assembling a diverse team? (plurality of experiences, backgrounds, race, gender, abilities, etc?)
- ❑ Are you continually in the inquiry of what voices are missing in the room?
 - ❑ If not, how can you incorporate this into a daily practice?
 - ❑ How can you employ your leadership to make this standard practice for your teams?
 - ❑ What mechanisms can you create as a team to bring those missing voices into the conversation?
- ❑ Where in your workplace are you viewing diversity as a deficit instead of an asset?
- ❑ Where can you find evidence in your past successes, where diversity has led to innovation?
- ❑ Where can you find evidence in your past projects where the innovation from diversity has led to greater client outcomes? (exceeding client expectations, unexpected positive outcomes)
- ❑ Have you compiled these as your case studies?
- ❑ Have you hired an outside expert? You can hire us!

INKBLOT SERVICES



IDEATION



NETWORK



EXPERIENCES



MEDIA

“Diversity Leads to Innovation.” - *Tim Cook, CEO of Apple*

JAHAN MANTIN

Principal, Project Inkblot



Jahan Mantin is the co-founder of Project Inkblot. Her love for journalism led her to a career in publishing. Jahan began working in advertising and marketing at *Time Out New York* and later moved into the editorial world as the Associate Editor for *Beyond Race* magazine. Prior to Project Inkblot, Jahan co-founded Culturephiles; an arts and social impact online publication that featured cutting edge creatives and entrepreneurs including Yemini photographer Boushra Almutawakel, and author and food activist, Bryant Terry. In her current role at Project Inkblot, Jahan has led a number of high profile campaigns, including a women-driven initiative focused on low-income, immigrant women of color entrepreneurs for the City of New York. She curated a diverse lineup of speakers for Project Entrepreneur, a non-profit arm of fashion and tech giant Rent the Runway. Jahan is an avid traveler and has lived around the world in such locations as Colombia and Scotland. A native New Yorker and proud Lower East Sider, Jahan is a self-described Jewmaican and currently resides in Brooklyn with her husband.

BOYUAN GAO

Principal, Project Inkblot



Boyuan is a content creator, experience designer, musicologist, and the co-founder of Project Inkblot. Past clients span industries ranging from educational foundations, HIV/AIDS service agencies, feminist intimate lifestyle companies, tech startups and more. She's designed interactive/multimedia workshops for women entrepreneurs, freelancers and artists, and produced transmedia social impact projects. Boyuan was the former Editor-in-Chief of *Revive Music*, her writing has been incorporated in multimedia art exhibits in Cairo and Swiss-German Magazine, *Fabrikzeitung*. She lives in Brooklyn with her music producer fiancé and their cat, Prince Rahim Quadruple X, given to them by the bodega owner downstairs.

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