PRESS KIT

ANGELA NG
CO-FOUNDER
647.772.9692
urbanmindsto@gmail.com

urbanminds

urbanminds.co
#1UPToronto **@urbanmindsTO**

urbanminds

WHO ARE WE?

Urban Minds is a young start-up based in Toronto with a mission to educate and empower youth in the city-building process.

QUICK FACTS

- Urban Minds is a start-up founded by Ryan Lo, Angela Ng and Katrina Shiu in June 2016
- We are based in Toronto, Canada
- We specialize in delivering workshops and conferences on city-building, youth engagement and design thinking

OUR BELIEF

Not everyone will become an architect, urban planner, or engineer, but anyone can be an advocate and create change in the community they live in.

We believe youth are the untapped force of change in our cities. Creative, energetic and honest, youth are the ideal visionary city-builders.

Yet their voices go largely unheard.

We want to change that.

urbanminds

OUR VALUES

- Creating change in cities for all, for good
- Valuing youth as equal partners and creators
- Understanding the problem before jumping to solutions
- Learning and listening with an open mind

OUR VISION

Youth will rise up to be the new generation of urban changemakers.

urbanminds

ABOUT 1UPTORONTO

1UPToronto is a youth-driven program comprised of secondary school student leaders across Toronto on a mission to improve their community spaces.

2017 SUMMER PILOT PROJECT

Urban Minds is currently running their first pilot project from July 8 to August 19 at 401 Richmond St W to train secondary school students to start their own 1UPToronto chapters in the fall. Students will learn how to use the design thinking process to design and build their own pop-up installations at St Andrew's Playground.

2017 CONFERENCE

Urban Minds hosted their first youth urbanism conference, 1UPToronto Conference, on March 19th, 2017 at Ryerson University's Sandbox. A group of 40 secondary school student leaders across Toronto came together for this event, featuring Toronto's key city-building influencers as guest speakers, along with interactive workshops, and a design jam to address real life challenges related to the topics of play, eat, and move.

Participants learned about what is happening today with regards to public spaces, food equity, and transportation, what could happen in the future, and what they can do to be urban change-makers.

urbanminds

CONFERENCE BY THE NUMBERS

1000+ IDEAS

9 INTERACTIVE WORKSHOPS

3 DESIGN JAMS

18 SCHOOLS

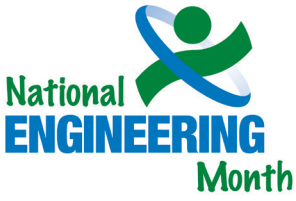
40 STUDENTS

13 SPEAKERS

OUR REACH

urbanminds

CONNECTIONS



ANGELA NG
CO-FOUNDER
647.772.9692
urbanmindsto@gmail.com

urbanminds

urbanminds.co
#1UPToronto **@urbanmindsTO**