

CANADIAN DESIGN IS IN THE BAG

Call for Entries!

The DX announces a call to designers of all disciplines across Canada for one of a kind, original bags to be auctioned at its annual fundraising gala. DX President and CEO, Samantha Sannella, defines bag as a flexible container with an opening.

This year's gala theme, 'Feel This' should be the inspiration behind the design. Chosen because of its relationship to texture, visual and physical - as well as its relationship to the emotion that good design evokes, 'Feel This' should give designers plenty of room for innovation.

All bags must be delivered to the DX by October 1st for consideration for the fashion show and auction. Identification must accompany the bag and include the following:

- Name of Designer
- Address/Phone Number, Email
- Name of Bag/Model/Style Name
- Type of Bag (See List Below)
- Estimated Retail Value

The bags, which will be featured at the gala in a fashion show, will be photographed for an on-line publication and auctioned to benefit youth programs at the DX.

Designers may submit the following types of bags:

Handbags
Computer Bags
Back Packs
Pet Carriers

Briefcases
Messenger Bags
Waist/Hip/Chest Bags
Baby Bags

Tote Bags
IPOD Cases
Cell Phone Cases

Bags can be designed for women, men or children. The DX reserves the right to reject bags. Bags not chosen for the fashion show and auction will be returned to the design in November 2007.

ABOUT THE DESIGN EXCHANGE

The Design Exchange (DX) is Canada's design museum, with a mission to engage and educate Canadians about the value of design. It recognizes Canadian design and innovation as key elements in the cultural and economic fabric of our lives. It achieves its mandate through delivering design programs, which include exhibitions, competitions, lectures and publications. The DX is a registered charity.

The Design Exchange is located at 234 Bay Street (at King & Bay), Toronto. Information is available by calling 416-216-2160 or visiting the DX web site at www.dx.org.

For more information, or to submit entries:

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