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NEW DX EXHIBIT SHOWS IMPACT OF INDUSTRIAL DESIGN

Toronto, Ontario: A new exhibition at the Design Exchange (DX) demonstrates the true impact that industrial design has on daily life. **IMPACT 3**, featuring the work of Canadian industrial designer **John Hellwig**, opens January 7 and is on display until February 6th. The exhibit is on the ground floor, in the Chalmers Design Centre at DX, 234 Bay St.

John Hellwig, whose work is showcased in IMPACT 3, is currently Vice President of Design and Innovation at **Teknion**. Hellwig's education was in architecture, engineering and industrial design at McGill University and Carleton University. Following this training, he worked for Bell Northern Research in the Silicon Valley, where he quickly applied his education to developing exciting new telecommunications products and tools. In 1985 Hellwig joined Teknion where he established the Design and Development department.

John's contribution to Teknion's success, and to the field of industrial design in general, is noteworthy. His team has designed many products that moved Teknion into entirely new categories and markets, and garnered Teknion numerous industry awards including Design of the Decade from the Industrial Designers Society of America. "John's work has helped distinguish Teknion as a leader in its field, and it is a superb example of how design can radically shape a company's direction", said Frank Delfino, President, Canadian and International Markets, Teknion Corporation and Chair of the DX Board of Directors.

"IMPACT was conceived as a means of raising public awareness of the significant contributions of ACIDO members to society, the economy and the environment," explains Sayeh Dastgheib-Beheshti, ACIDO President. "In his 20 years with Teknion, John has had a remarkable influence on the contract furniture industry. ACIDO is very proud to be honouring and recognizing the achievements of such an accomplished member."

The DX is Canada's design museum with a mission to educate Canadians about the value of design. It is a registered charitable organization that receives no annual operating grants, and is a member of Ontario Association of Art Galleries and Tourism Toronto.

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