

FOR IMMEDIATE RELEASE

DX SPEAKER SERIES KICKS OFF WITH LECTURE ON ARCHITECTURAL THEMES IN TOURIST DESTINATIONS

Toronto, Ontario: The Design Exchange proudly announces the first in its 2006 lecture series. This lecture will take place on March 14th and will feature **Giovanna Franci**, author and academic.

The writer Giovanna Franci talks about her book ***Dreaming of Italy: Las Vegas and the Virtual Grand Tou*** Franci compares three Las Vegas Italian-themed resorts - Caesars Palace, Bellagio, and The Venetian - to their Italian counterparts: the Forum of the Caesars, the Lake Como resort town of Bellagio, and eternal Venice. Franci not only examines architectural format and decorative details but considers how the mystique of these Italian sites has been transplanted to the Nevada desert. This first lecture is supported by the Istitute Italiano di Cultura, Toronto.

This is the first lecture in a series that will explore "homes around the world" featuring Canadian and International world-renowned designers and researchers. "Homes Around the World" topics include dream home, sustainable home, universal home, and social housing.

Giovanna Franci is Professor of American Literature and Culture, and member of the teaching staff of the Doctorate in Semiotics at the University of Bologna. She is Director of the "Bologna Study Center on Canadian Culture, Literature and the Arts", and Co-director of the "International Center for Civic Engagement University of Bologna/University of Denver" together with Roberta Waldbaum.

Future speakers will be listed at www.dx.org/speakers.

Date March 14, 2006
Time 6.30pm-800 pm
Ticket prices: Adult \$15.00 (\$20 at the door)
Student/Senior \$10, DX Members \$5
Location Design Exchange, 234 Bay Street

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