



DESIGN EXCHANGE
EDUCATING CANADIANS ABOUT THE VALUE OF DESIGN

FOR IMMEDIATE RELEASE
October 7, 2005

DX DESIGN CONFERENCE TO BE LAUNCHED BY THE ROM'S WILLIAM THORSELL

Toronto, Ontario: The Design Exchange (DX) is pleased to announce that **Mr. William Thorsell**, the ROM's Chief Executive Officer and former Editor-in-Chief of the Globe & Mail, will formally open the DX's first-ever National Conference. The conference, which will explore the role of design in the classroom, the marketplace and the museum, opens for registration on **Wed. Oct. 12** with as many as 90 speakers presenting over four days.

Besides being a respected business leader, journalist and editor, Mr. Thorsell is a rare individual who connects the worlds of business and culture. His stewardship of the ROM Renaissance project has been remarkable, with his championing of Daniel Liebeskind's visually powerful architecture, transforming the museum gallery installation space and advocating educational outreach. Considered a visionary by many, and a true advocate of the cultural enrichment of the city, he is uniquely qualified to inaugurate this conference.

The DX national design conference features such keynote speakers as **Bruce Mau, Douglas Coupland, Dr. Joy Parr, David Dunne, Heather Fraser, Hani Rashid, Arthur Erickson and Tom Wujec**, among others. This gathering will bring together visionaries from the academic, corporate and cultural realms, all under one roof. It is an exceptional opportunity for anyone with an interest in design in all its applications.

More speaker information and registration is available at www.dx.org/conference.

The conference is supported by Home Depot Canada, Benjamin Moore & Co. Ltd., the Ontario Government through the Ministry of Economic Development & Trade, GovanBrown construction managers, Merchandise Mart Properties Inc, Keilhauer, Teknion Furniture Systems, R. Moroz Ltd and Timothy's Coffee.

For more information or media passes for the conference please contact
Susan Rutledge
DX Vice President, Public Relations and Development
234 Bay Street, Toronto Ontario M5K 1B2
Ph: 416.216.2134 or susan@dx.org