



DESIGN EXCHANGE
EDUCATING CANADIANS ABOUT THE VALUE OF DESIGN

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DX TRACKS DOWN GHOSTS IN ITS WINGS THIS HALLOWEEN

Toronto, Ontario: The Design Exchange (DX) hopes to put to rest the lively ghosts that dwell in its space, by engaging a paranormal researcher to determine the extent of the spiritual invasion. The DX is Canada's design center, located at 234 Bay.

For years, there have been reports of unexplained incidents, water taps turning on without warning, sightings of a figure on the Bridge on the Trading Floor and noises heard in the walls. One ghost has made an appearance on a security camera on at least one occasion. One otherworldly presence has wreaked havoc with the electrical lighting in the ceiling of the Trading Floor.

The DX is housed in a historical building, the original Toronto Stock Exchange built in 1937. Given the tumultuous economic era of the time, it is possible that the ghosts are the disembodied spirits of heartbroken stock traders driven to unspeakable acts when faced with financial ruin.

To address this pervasive haunting, the DX President Samantha Sannella is meeting with a paranormal researcher – a “ghost buster” – to see what might be the reason that the spirits remaining the DX. The expert will hopefully determine a way to persuade the ghosts to become more cooperative, so that the ghost and the DX Staff can co-exist peacefully. “We don't want them to leave – just to be less disruptive”, says Sannella.

Fittingly this exercise will take place over the weekend leading up to Halloween.

The Design Exchange is Canada's design center with a mission to educate Canadians about the value of design, which it achieves through engaging and enriching programs. The DX is a registered not for profit charitable organization.

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