

FOR IMMEDIATE RELEASE  
MAY 10, 2004

## THE DESIGN EXCHANGE CELEBRATES A DECADE OF DESIGN

**Toronto, Ontario** : The Design Exchange is pleased to announce its 2004 lineup of exhibitions and other events as part of its 2004 tenth anniversary celebration. The Design Exchange (DX) is Canada's design museum, located at 234 Bay in the historical Toronto Stock Exchange building.

"It has been ten years since the DX first opened its doors and we want to use this occasion to remind the Toronto public and visitors that the DX is the only centre for Canadian design that represents all design disciplines," stated, **Error! Contact not defined.**, the president and CEO of the DX. Ms. Sannella's recent appointment to the DX marks the first time an individual from the design community has led the multidisciplinary design centre. Ms. Sannella hails from the southern USA and her accent gives her away upon meeting. Ms. Sannella, who is passionate about design, has an undergraduate degree in Interior Design and a Master of Architecture and spent most of her career with world-renowned architecture firm, Hellmuth, Obata and Kassabaum. She was also a professor of Interior Design at Ryerson University and has taught and lectured around the globe. "This is my dream job, and I want to ensure the community that the DX is for everyone, including designers, and the general public."

The DX has become well known as a premier facility for corporate, social and cultural events. Many Fortune 500 companies have hosted their AGMs, sales meetings and product launches at the DX, which features the magnificent Art Deco and Streamlined Moderne Trading Floor of the old TSE.

Most importantly, the DX is a non-profit, registered charity that focuses on building awareness of design in Canada. Its mission is to promote the importance of innovative design to Canadian business. Through its exhibitions, education and research curriculum, the DX can provide visual and interactive programs that build awareness of the importance of design.

For 2004, the DX plans three major exhibits that celebrate design in a unique manner. These three exhibits will be displayed on the 3<sup>rd</sup> Floor of the DX in the Main Exhibit Hall.

**MASTER BUILDERS - May 29 – June 20** – This is the first architecture-themed exhibit at the DX in several years and it will survey a sampling of the infrastructure projects around Ontario, developed by joint funding from both Ontario and the federal government (formerly the "Superbuild" program).

**CANADA HOUSE - June 29 – August 29** - This is an exhibit of work created by author Douglas Coupland, known for his ironic yet affectionate look at Canadian culture and its icons. The exhibit shows a new side to many familiar Canadian objects. It opens just before Canada Day, and coincides with launch of Doug's next book "Souvenirs of Canada II".

**PLASTICS – September 2004 – February 2005** . This multidisciplinary exhibit will explore plastic – a material that revolutionized design. It will look at the range of industrial applications of plastic. The exhibit will also illustrate the social, cultural and historical implications of plastic upon contemporary culture.

#### **DESIGN EXCHANGE 2004 PROGRAMS AND EVENTS:**

**Digifest** – This is the third year for Digifest and this year’s theme is “*On The Move*”. This event brings together speakers, creators and academics to explore the impact of new media on aspects of daily living. This year’s Digifest takes place May 14,15 & 16, one day each at the DX, Ontario Science Centre and Harbourfront Centre. This will coincide with an exhibit “Home, Self, Tribe” (April 27 – May 23).

**National Post Design Exchange Awards** – The national competition for professional designers is underway again, for the tenth year. Categories include architecture, engineering, interiors, product, fashion, and visual communications. The Awards will be presented at a dinner at the DX in late November.

**National High School Design Competition** – The DX invites high school students to enter this national design program, with several specific design challenges geared to students in grades 9-12.

**Connect** – This national program invites applications from design students from across Canada, at the university/college level. This successful program gives students a real-world challenge, and connects students with business.

**DX Summer Camps** – For the first time, ever the DX will offer a summer day camp program, with activities created for campers ages 8-13. Programming will be focused on design themes such as fashion, city-building, typography and product design.

**The Black & White Heritage Gala** – This will be a truly extraordinary evening at the Design Exchange, featuring fine catering and entertainment. Ticket prices will range from \$100 (for DX Members) to \$1,000 for VIP Preservation Tickets. Proceeds will go to help preserve the heritage building, which houses the DX. The building was built in 1937, the former home of the TSE, and is a stunning example of Art Moderne architecture.

The Design Exchange is Canada’s design museum. Its mission is to build awareness for design in all disciplines, which it achieves by presenting exhibitions, lectures, workshops, and education programs and by carrying out research. It is also a registered charitable organization, a member of the Ontario Association of Art Galleries, the Ontario Museum Association and Tourism Toronto.

-30-

For more information please contact  
Susan Rutledge  
Vice President  
Public Relations and Development  
Phone: 416.216.2134  
Fax: 416.368.0684  
[susan@dx.org](mailto:susan@dx.org)  
[www.dx.org](http://www.dx.org)