



DESIGN EXCHANGE AWARDS

FOR IMMEDIATE RELEASE
August 16, 2010

NATIONAL DESIGN EXCHANGE AWARDS - CALL FOR SUBMISSIONS

The Design Exchange awards is a national design competition open to professional designers across Canada. The awards promote Canadian design excellence and recognize the critical role of design in all types of organizations – national & international. The Awards celebrate the success stories achieved through close partnerships between clients and designers. Projects are recognized for balancing function, aesthetics, and economic success.

The awards are designed to:

- Expand national understanding of design as an essential resource
- Demonstrate that investment in design impacts overall business success
- Celebrate effectiveness in all design disciplines
- Highlight the critical role of design in enhancing quality of life
- Reinforce the value of strong client/designer partnerships
- Promote the critical role of design in sustainability

Winning Entries will be announced on November 23rd, 2010 at a dinner ceremony being held at the Design Exchange. An Exhibition highlighting the winners will be on display and open to the public from November 24, 2010 – January 30th, 2011.

Deadline for submissions is SEPTEMBER 30, 2010.

COMPETITION CATEGORIES:

ARCHITECTURE – COMMERCIAL: Public and corporate structures

ARCHITECTURE – RESIDENTIAL: Private residences

ENGINEERING: Building Technology, Chemical, Civil, Electrical and Computer (including software), Environmental, Mechanical, Product, Structural, Transportation, New Materials

APPAREL/FASHION DESIGN: Textiles, Footwear, Jewelry and Accessories, Uniforms, Outerwear, Safety Gear.

INDUSTRIAL DESIGN: Industrial products produced for industry and/or consumer products available to the public

INTERIOR DESIGN – COMMERCIAL: Retail, public and corporate interiors

INTERIOR DESIGN – RESIDENTIAL: Private interiors

INTERIOR DESIGN – TEMPORARY or PORTABLE: Set, Theatre, Exhibit, Showrooms and model suites

LANDSCAPE ARCHITECTURE: Commercial, residential and public landscapes

URBAN DESIGN: Streetscapes, Infrastructure projects, Master plans, Interventions

VISUAL COMMUNICATIONS: BRAND and IDENTITY : Marketing, Way-finding, Package, Corporate identity.

VISUAL COMMUNICATIONS: CONTENT DEVELOPMENT AND EDITORIAL: Brochures, Newspapers, Publishing, Interactive media, Websites, etc.

CANADIAN COMPANY OR CEO WITH THE BEST DESIGN STRATEGY: The CEO with the Best Design Strategy will be the leader of an organization that uses design and innovation as a major component of its business strategy.

PARTNERS:



ABOUT THE DESIGN EXCHANGE

The Design Exchange (DX) is Canada's design centre and museum with a mission to promote the value of design. We are an internationally recognized non-profit educational organization committed to promoting greater awareness of design as well as the indispensable role it plays in fostering economic growth and cultural vitality. We build bridges by improving communication between various design disciplines, educators, businesses and the general public through programs, exhibits, lectures, and workshops. www.dx.org

INFORMATION FOR ENTRANTS:

Website: www.dx.org/dxa

Submission Deadline: September 30, 2010

Contact: Noa Bronstein, 416-216-2120 or noa@dx.org

GENERAL DX INFORMATION:

Location: Design Exchange (DX), 234 Bay Street, TD Centre, Toronto Canada

Hours: Mon-Fri 10:00a.m. – 5:00p.m. Sat/Sun 12:00p.m. -5:00p.m.

Contact: The public may call 416-216-2160 or visit www.dx.org

MEDIA CONTACT: Cindy Grenke, 416-216-2134, cindy@dx.org