



DESIGN EXCHANGE
PROMOTING CANADIAN DESIGN

FOR IMMEDIATE RELEASE

DESIGN CAMP HOSTED BY THE DESIGN EXCHANGE

Toronto, June 8, 2010 – The Design Exchange is once again offering its annual **Design Camp** for kids aged 6 to 15 throughout the months of July and August. These design-based summer day camps are conveniently located in the heart of Toronto's financial district, at the home of the Design Exchange in the historic former Toronto Stock Exchange building. During these specialized camp sessions, among this unique and inspiring setting, campers will be led by a qualified and creative team of instructors, senior camp staff, and visiting design professionals. Parents and their children will have an array of week long sessions to choose from, exploring vintage inspiration, space design, patterning, designing for the stage, toy design, accessories and many more.

Registration for the camps has opened, with the first two sessions commencing on July 5th to the 9th. The sessions are listed below.

Week 1 – July 5th to 9th

Rock Star – ages 7 to 10 : Young designers will create band t-shirts, album covers, and rock star accessories for their ultra-hip, fictitious music group. An in-house music video shoot will put the cool-factor over the top for this one-week camp! With a visit from graphic designers **Doublenaut** (<http://doublenaut.com>), who have done work for Metric and Broken Social Scene.

Ready to Wear – ages 10 to 12 : Participants will explore the world of Ready to Wear fashion, learn illustration, basic pattern and sewing techniques, and complete one garment project and a host of accessories by week's end. A chance to meet an iconic Canadian designer will be a highlight during this week.

Week 2 – July 12th to 16th

Design for Space – ages 10 to 13 : This design camp will be out of this world – literally! A visit from Canadian Aerospace is just the beginning as we design our way around the universe. Projects include galactic habitats, solar shades, and zero gravity toys.

Vintage Couture – ages 13 to 15 : Projects that are inspired by vintage fashion are just the beginning for this classic camp. Young designers will create a garment with a retro-feel, examine some vintage pieces and learn beading and embellishment techniques, all while channeling Chanel!

Week 3 – July 19th to 23rd

Drama + Design – ages 7 to 13 : In partnership with The Canadian Stage Company, participants in this two-week camp will spend half days developing a performance, and half days designing the costumes, props, and sets. All enrolled campers will be treated to a performance on either the 1st or 2nd Wednesday evening of the camp, for themselves and their parents to attend the Canadian Stage TD Dream in High Park, including a backstage tour. Participants will perform for family and friends on Friday July 30th.

Project Fashion – ages 10 to 12 : Inspired runway challenges are the focus of this camp. Participants will be faced with unique materials and a tight time-line, which should result in some interesting final pieces. Challenges include a sports jersey revamp and an illuminated gown. A special guest speaker is just one of many surprises in store!

Week 4 – July 26th to 30th

Drama + Design continued – ages 7 to 13

Fashion I – ages 12 to 14 : Step one on the road to fashion design stardom is this one-week camp. The basics of illustration, patterns, and stitching will be covered, and projects will include a wrap skirt, fashion tote, and a stylish brooch.

Week 5 – August 3rd to 6th (pro-rated short week)

Toy Design – ages 7 to 9 : Explore the world of toy design in this four-day camp. Young designers will create plush creatures, flying toys, and more. We will meet a real toy designer, and learn about toy testing in our destruction lab!

Fashion in the Bag – ages 10 to 12 : An essential part of any fabulous outfit is the bag! In this camp we will learn about the structure of wallets and bags and then design and create our own. Projects include an eco tote, wallet or clutch, and the hipster pack. Includes a workshop by Sarah Shell on August 4th.

Week 6 – August 9th to 13th

Dance + Design – ages 7 to 13 : In partnership with The Canadian Stage Company, participants in this one-week musical theatre camp will spend half days developing rollicking dance numbers, and half days designing the costumes, props, and sets. All enrolled campers will be treated to a performance on the Wednesday evening of the camp, for themselves and their parents to attend the Canadian Stage TD Dream in High Park, including a backstage tour. Participants will perform for family and friends on Friday August 13th.

Fashion II – ages 12 to 14 : Step two for our fashion design stars, is this advanced one-week camp. Participants must have sewing experience to attend, as we will be covering some more challenging techniques. Projects will include, drawstring shorts, and an embellished bag.

Week 7 – August 16th to 20th

Micro Design – ages 6 to 8 : For our smallest campers, we have the summer's smallest projects! Insect architecture, teeny terrariums, and mini board games are just a few of the impossibly small projects we will take on during this one-week camp.

Accessorize – ages 10 to 12 : Belts, bags, and brooches are the focus of this one-week camp. A visit to a jewellery studio, graphics for an accessory line, and the creation of fabulous pieces that are sure to dazzle, will make this an exciting week. Includes a demonstration with **Bennie & Olive**.

Week 8 – August 23rd to 27th

Retro Cool – ages 8 to 10 : This blast-from-the-past design camp will look at some iconic pieces from yesterday as inspiration for super cool designs today! Projects include, snow globes, lava lamps, and bean bag chairs. Includes a guest visit from designer/artist **Joey Suriano**.

Green Fashion – ages 9 to 12 : Eco-conscious young designers will love this one-week fashion design camp with a green twist. Planet sensitive materials and techniques will be explored as we create an eco tote, an organic skirt, and some accessories from reclaimed and recycled items.

HIGHLIGHTS



Designer **JEREMY LAING** will be making a guest appearance at the “Fashion II” session, held during the week of August 9th (specific date to be announced). His self-taught method was honed while studying in Toronto, on exchange at Westminster University in London, and through an apprenticeship with Alexander McQueen. He will speak to an eager group of young campers about how he got his start. This event will be open to the media. **If you would like to attend this event please RSVP in advance to Ivan Stefanac at ivan@dx.org.**

ABOUT THE DESIGN EXCHANGE

The Design Exchange (DX) promotes the value of Canadian design through engaging and enriching public programs and exhibitions in its aim to establish Canada as a design leader worldwide. It builds links between education, business, designers, and the public, and promotes and leverages the value of design-led thinking to enable the business community to take full advantage of the opportunities that good design creates. www.dx.org

INFORMATION FOR THE PUBLIC

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

Dates: Weekly starting July 5th through August 27th

Camp Hours: 9am-4pm (Flexible and complimentary before-care beginning at 8:30am, and extended care available until 5:30pm)

To **download** a camp registration or for detailed class information visit:
www.dx.org/designcamp

To **register** or for any additional camp information contact Katie Weber, (416) 216 2134 or Katie@dx.org

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