

# HYLOZOIC GROUND PHILIP BEESLEY

Canada Pavilion, 12th International Architecture Exhibition Venice Biennale, La Biennale di Venezia 2010



## DESIGN EXCHANGE (DX) JOINS *HYLOZOIC GROUND* AS KEY INSTITUTIONAL PARTNER

**Toronto, April 21, 2010** - Philip Beesley Architect Inc, the Royal Architectural Institute of Canada and the Canada Council for the Arts are delighted to announce that the **DESIGN EXCHANGE (DX)** has joined as a **Key Institutional Partner** for *Hylozoic Ground*, Canada's entry to the 2010 Venice Biennale in Architecture (August 29 – November 21, 2010).

"The DESIGN EXCHANGE is constantly looking for opportunities to celebrate Canadian success stories in architecture and design," said Samantha Sannella, President and CEO of the DX. "*Hylozoic Ground* has already attracted international acclaim and record crowds at exhibitions in Linz, Mexico City, and the COP 15 Copenhagen climate summit. Now that this extraordinary work is representing Canada at the world's most important architecture festival, how could we not want to join in on the fun?"

The Venice Biennale in Architecture is the single most prestigious international event in contemporary architecture. With cutting-edge exhibits from more than 30 countries, it is the equivalent of the 'Architecture Olympics'. As Italy's, and one of Europe's, biggest cultural events of the year, the Biennale is a "must-see" for over 130,000 architects, designers, developers, urban planners, and a wide range of businesspeople and tourists who are passionate about architecture, art, design, new trends, and technology. More than 6,000 members of the global media ensure that work shown at the Biennale gains iconic status, while economic and cultural benefits of these presentations are compounded many times over as their influence spreads.

*Hylozoic Ground*, by Toronto architect and University of Waterloo professor Philip Beesley, was selected by a national juried competition to represent Canada at the 2010 Venice Biennale in Architecture. The project's title refers to 'hylozoism', the ancient belief that all matter has life. *Hylozoic Ground* is an immersive, interactive, uniquely Canadian environment featuring next-generation artificial-life chemical and computing systems that will transform the Canada Pavilion into a mythical wintry landscape, a shimmering, quivering 'forest' of light. This 'forest' is constructed of an intricate lattice of small transparent acrylic meshwork links, covered with a network of interactive mechanical fronds, filters, and whiskers. Tens of thousands of lightweight digitally fabricated components are fitted with microprocessors and proximity sensors that react to human presence, so that the entire installation functions like a giant lung that breathes in and out around visitors. Waves of empathic motion create the sensation of an architecture that 'cares' that is almost literally 'alive'.

“Responsive or ‘living’ architecture is such an interesting and vital area of research,” said Samantha Sannella, President and CEO of the DX. “*Hylozoic Ground* isn’t just beautiful and evocative. Its innovative design has a wide range of applications in sustainable architecture, environmental remediation, robotics, and biotechnology. I think *Hylozoic Ground* will help inspire the research and investment we need to make Canada more competitive, and even a world leader in these fields.”

“It’s a real honour to have the DX join our team,” said Philip Beesley, principal of PBAI and creator of *Hylozoic Ground*. “The DX understands that good design affects all of our lives. Good design equals innovation, and innovation and creativity equal prosperity. So it’s wonderful to have the DX’s support as we present *Hylozoic Ground* at the Venice Biennale in Architecture in what’s sure to be our biggest success yet.”

### **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](http://www.dx.org)



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### **About the Sponsors**

Official Canadian participation in the 2010 Venice Biennale in Architecture is coordinated and generously supported by the Royal Architectural Institute of Canada and the Canada Council for the Arts. Key ongoing supporters and collaborators include the Natural Sciences and Engineering Research Council of Canada, the Social Sciences and Humanities Research Council of Canada, MITACS Accelerate, the Ontario Arts Council, and advanced research centres within the University of Waterloo, University College London and Syddansk Universitet.

Media sponsorship generously provided by AZURE Magazine.

For *Hylozoic Ground* images: [www.hylozoicground.com/share/images/](http://www.hylozoicground.com/share/images/)

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