What is DX?

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.

Our Mission

To promote the value of Canadian design. Our vision “Canada by Design” is to establish Canada as a design leader worldwide.

For more information about our mission and the history of the Design Exchange please visit www.dx.org

Design directly impacts our environment, economy and quality of life.

Design influences every sector of the economy. Design adds value to research and innovation. Design transforms good ideas into commercially viable products. Design creates lust and builds global brands. Design customizes products for local markets to increase export success. Design humanizes technology and caters to the needs of our aging population. Design reduces the environmental impact of products and buildings. Design increases productivity in the workplace. Design is critical for safe products and environments. Design transforms cities into destinations and builds healthy, sustainable communities. Design transforms innovation into unique next generation products, services and environments.

The Community We Serve

Designers Industry
Business Professionals Arts Professionals
Science Professionals Environmentalists
Government Families
Youth Students
Educators Young Professionals
YOU!

The program schedule that follows details the programs designed to deliver to each of these groups at the time of publication. We encourage you to visit our website www.dx.org for the most current and complete details on what the DX offers.
January

Exhibition
Exhibition Dates: November 10, 2009 - January 24

Exhibition
2009 Design Exchange Awards
Exhibition Dates: November 25, 2009 - February 21

Exhibition
Designers in the Classroom
Opening Reception: January 30 1:00pm - 3:00pm
Exhibition Dates: January 13 - March 7

Toronto International Design Festival
Jane & Eb Zeidler Lecture Series
The Furniture of Eero Saarinen - Designs For Everyday Living
January 19 6:00pm

Exhibition
2009 Design Exchange Awards
Exhibition Dates: November 25, 2009 - February 21

Exhibition
From Mediterranean Traditional to Israeli Contemporary Design
Exhibition Dates: March 6 - June 20

May

May

Professional Program
2010 Design Exchange Awards
Call for Submissions
May

Doors Open Toronto
Event Date: May 30
Design Exchange will not be part of Doors Open Toronto on May 29

Exhibition
In Study Model Wonderland from Haitax to Vancouver
Curated by Sophie Gironnay, MONOPOLI, Montreal
Exhibition Dates: March 13 - April 18

archiTEXT
Fundraising Launch of Community Design Initiative - SOLD OUT
March 15

Youth Program
March Break Design Camp
March 16 - 19

archiTEXT
Film Night
March 24

Professional Program
DX Design Forum
March 24

June

Exhibition
15th Annual High School Design Competition
Exhibition: June 1 - July 4
Opening event: June 4

archiTEXT
Film Night
April 21

Exhibition
Launch of Architecture + Food
April 21

Exhibition
From Mediterranean Traditional to Israeli Contemporary Design
Exhibition Dates: March 6 - June 20

archiTEXT
Film Night
June 22

April

Exhibition
Connect Post-Secondary Competition
Exhibition Dates: April 27 - May 30

archiTEXT
Film Night
April 21

archiTEXT
Launch of Architecture + Food
April 21

archiTEXT
Film Night
June 22

DX 2010 Program Calendar
DX Shop

The "Buy Design" shop is now located in the lobby of the Design Exchange and all proceeds support our non-profit cause. Featured companies include: Contexture, IMM Living, Ecojot, Precidio, Monster Factory, Ninutik, Lanart and many more. Come in and take a look at our newly expanded shop space and “Buy Design”.

For complete information about the DX Shop please contact:
Debbie Bunce
Volunteer Coordinator, Public Liaison and DX Shop Manager
416.216.2160
debbie@dx.org
Youth Programs

DX Youth Programs include:
Design Camps, Designers in the Classroom, Design Competitions and Tours & Workshops

For complete information about Youth Programs please contact:
Katie Weber
Director of Youth Programs
katie@dx.org
416.216.2138

Investing in the future of Canadian design through education

Kids Camps

DX March Break Design Camp
Creatures, Comics, and Claymation
March Break Design Camp
March 15 - March 19, 2010

This amazing design-based camp for ages 8 to 12 will explore the world of toy design, from stuffed creatures, to comic books, claymation films, and much, much more! We will take a field trip to Monster Factory during this camp, to learn about their design process and to see how their toys are made. Visit www.monsterfactory.net for more information on their amazing monster line!

DX Summer Design Camp

The Design Exchange offers engaging design-based summer camps for young designers aged 6 to 15. Conveniently located in the heart of Toronto’s financial district, the former Toronto Stock Exchange building offers a unique and inspiring setting for these specialized camp sessions. Programs are led by a qualified and creative team of instructors, senior camp staff, and visiting design professionals.

This year’s schedule of design camps is sure to engage your young designer. Don’t delay; register early to ensure a spot in Toronto’s most creative summer program.

For more information on registration for camps, visit www.dx.org or contact:
Katie Weber, Director of Youth Programs, katie@dx.org, 416.216.2138

Sessions run weekly in July & August

1. TORONTO’S ONLY DESIGN FOCUSED PROGRAM
2. TWO MINUTE WALK FROM UNION STATION
3. FLEXIBLE BEFORE AND AFTER CAMP CARE
4. CURBSIDE DROP OFF AND PICK UP AVAILABLE

For more information on registration for camps, visit www.dx.org or contact:
Katie Weber, Director of Youth Programs, katie@dx.org, 416.216.2138
Designers in the Classroom brings professional working designers into Ontario’s elementary and secondary classrooms in an effort to raise awareness of how design touches our lives everyday.

Inspiring the next generation of Canadian designers, these professionals work with the classroom teachers to deliver innovative programs, which give the participants a real sense of the importance of design, as well as the design process. The culmination of this six-week program is an exhibition of the student work at the Design Exchange.

This program is supported by TD Financial Group.

For more information visit www.dx.org or contact:
Katie Weber
Director of Youth Programs
katie@dx.org
416.216.2138
The Sears Canadian High School Design Competition

The Design Exchange is pleased to announce the fifteenth annual Sears Canadian High School Design Competition. The aim of the competition is to promote the study and awareness of various design disciplines and the study of design in secondary schools across Canada.

2010 Categories
- Industrial Design - Delivery Vehicle
- Fashion Design - Casual Shoe
- Architecture / Interior Design - Bus Shelter
- Graphic Design - 2011 Competition Logo

This competition is made possible by the generous support of Sears Canada with additional support by Teknion.

Important dates for the Sears Canadian High School Design Competition

- Application Deadline: March 26, 2010 at 5pm
- Sears Canadian High School Design Competition Exhibition: June 1 - July 11, 2010

For more information on this program please visit www.dx.org or contact:
Katie Weber
Director of Youth Programs
katie@dx.org
416.216.2138

Connect
National design competition for Canadian post-secondary students

Connect is a program targeted to Canadian post-secondary design students. The aim is to bridge the gap between students and future users of their services, helping them jump-start careers in their respective fields.

If you are a post-secondary student studying design or visual arts and would like to register for this program, please download the competition briefs and registration forms at www.dx.org

Important dates for Connect

- Application Deadline: March 26, 2010 at 5pm
- Connect Exhibition: April 27 - May 30, 2010
  - Teknion Lounge
  - Free Admission

Connect 2010 is a partnership with:

For more information on this program please visit www.dx.org or contact:
Katie Weber
Director of Youth Programs
katie@dx.org
416.216.2138

13

14
DX Tours & Workshops

Our education department works directly with elementary and secondary school teachers to design tours and workshops that are engaging, fun and that align with the Ontario curriculum.

In addition to both exhibition spaces, these tours include a historical overview of the architecturally significant former Toronto Stock Exchange building.

Enrich your program with a tour and workshop at the Design Exchange.

For more information about tours & workshops please visit www.dx.org or contact:

Katie Weber
Director of Youth Programs
416.216.2138
katie@dx.org

Tour programs are sponsored by: TD Bank Financial Group
Encouraging Awareness of the Value of Design

For complete information about Adult Programs please contact:

Noa Bronstein
Professional Development Coordinator
416.216.2120
noa@dx.org

Zahra Ebrahim
Innovator in Residence
Founder, Chief Executive Officer
archiTEXT
416.216.2152
zahra@dx.org

The Design Exchange offers innovative and informative programs aimed at designers and other professionals. Our goal is to offer individuals and organizations with the knowledge and skills to make design a priority and to offer a forum to promote the value of Canadian design. Each year we examine current trends and explore new themes through a variety of workshops, design charrettes, lectures, conferences and events.

A selection of corporate and non-corporate group workshops, such as ‘Cultivating your Creativity’ or ‘Think Like a Kid,’ are also available throughout the year by special request and can be custom designed. These workshops are great for team building or corporate retreats.

Catering services are available.

2010 Professional Program Highlights

DX Design Forum
Design Exchange Awards
Design Film Series
Design Lecture Series

Financial District Walking Tours
Design Forum
Orphan Spaces Workshop
Universal Design Workshops
The Design Exchange is proud to present the Eb and Jane Zeidler Lecture Series.

Join us for our newest lecture series generously supported by Eb and Jane Zeidler. Information on lectures can be found on the DX website under Professional Programs.

January 19, 2010
The Furniture of EERO SAARINEN: Designs for Everyday Living by Brian Lutz

In partnership with:

Audi Lecture Series
Architecture for Humanity 2010 Lectures: The Blueprint Series.

Join us for our annual lecture series exploring where architecture begins. The series will bring in practitioners and critics to discuss concept to design, and the different processes used to create the various types of architecture we see around the city. The 2010 lecture series will examine the impact of these processes on the urban fabric.

For more information contact: ahsa@architectsinc.com
Sponsored by AUDI
Supported by archiTEXT and Design Exchange.

Adult Tours
Financial District Tour - Rediscover Toronto’s financial district through a guided walking tour of the city’s architectural gems: Toronto Dominion Centre, Brookfield Place, Scotia Plaza, and Union Station.

Design Exchange Tour - Learn about the history and beauty of the former Toronto Stock Exchange building.

Tours must be registered in advance. Please schedule at least two weeks prior to tour date. Tours last up to one hour and can be scheduled weekdays during operating hours.

DX Workshops
The DX offers a variety of workshops that can be custom built to suit your needs. Whether for team building or group learning, we can make your experience at the DX valuable and fun!

Themes include: Universal Design, Sustainability and Creativity.

As well, stay tuned for information regarding Orphan Spaces, a continuation of our highly successful series that help communities make their spaces better - through design.

Please contact Noa at noa@dx.org for more information.

Coming Soon
May is Museum Month in Toronto! - Exhibitions are free during the month of May. Enjoy our exhibitions on the 3rd floor in the Main Exhibit Hall and on the 1st floor in the Chalmers Design Center. Shop in our new store and take a peek at the Historic Trading Floor, one of the few Art Deco spaces left in Canada.

Consider bringing your family for a Saturday downtown, or your colleagues for a lunch break. See you here!

DX Podcasts - New programs are organized on a regular basis, please visit our website at www.dx.org for more information or contact:

Noa Bronstein
Professional Development Coordinator
416.216.2120
noa@dx.org
Professional Competitions

2010 Design Exchange Awards

The Design Exchange Awards promotes Canadian design excellence and recognizes the critical role of design in all types of organizations including commercial entities (large and small), not-for-profit organizations, and the public sector. The Awards celebrate the success stories achieved through close partnerships between clients and designers. The DXAs are Canada’s only award program to judge design by results, balancing function, aesthetics and economic success.

A jury of leading business executives, designers and community leaders select Gold, Silver & Bronze in each of the twelve categories. All winning projects are represented in an exhibition at the Design Exchange through images, sketches, models and more.

Important Dates for 2010 DXAs

2010 Call for Submissions
May 2010

2010 Earlybird Submission Deadline
July 20, 2010

2010 Submission Deadline
September 30, 2010

2010 Awards Ceremony
November 23, 2010

2010 Design Exchange Awards Exhibition
November 24, 2010 - January 30, 2011
Exhibition Hall
Paid Admission

For more information on this program and registration please visit www.dx.org or contact:

Noa Bronstein
Professional Programs Coordinator
416.216.2120
noa@dx.org
DX Design Forum, March 24, 2010

Join us for an engaging forum about the importance of design in our lives. This forum includes the following speakers, but please see the DX website for an updated agenda.

Steven Stott, Education Program Manager at AutoDesk UK, will present the importance of creativity in the design process. Steven is a proponent of using artistic and sculptural processes as a basis for design process. Presented by: Philippe Richer, Deputy Director, Service Industries and Consumer Product Branch, Industries Canada William Nichol, Economist, Service Industry and Consumer Product Branch, Industry Canada Jean-Michel Laurin, VP, Global Business Policy, Canadian Manufacturers and Exporters.

The DX conducted research as part of an initiative for the Canadian Design Policy committee. The DX will present its findings and talk about design policy in other countries. Presented by: Samantha Sannella, President and CEO, DX and Linda Lewis, Professor Emeritus, Ryerson University. Please visit our website for an agenda update.

The Innovator in Residence studio: archiTEXT

archiTEXT is an interdisciplinary think tank exploring intersections of architecture and design using art, policy, publishing, education, lectures, competitions, public engagement and awareness, film, and a variety of creative media. Engaging a dynamic and unique group of people, archiTEXT's work looks to invite both conventional and unconventional individuals, organizations, and groups into architecture and design through creative and thought provoking endeavors. The Innovator in Residence Studio is led by Zahra Ebrahim, Founder and CEO of archiTEXT and Innovator in Residence at the Design Exchange. The IR team consists of various inspired individuals from dynamic backgrounds, who work together to make the range of projects possible.

Programs

The archiTEXT studio has a constant flow of projects which engage the public. If you are looking to explore an intersection, find out more about a project, join one of our programs, donate/support one of our programs, or attend an event, please contact us for more information.

Community. Design. Initiative.

The Community. Design. Initiative. is an innovative partnership project led by archiTEXT, the East Scarborough Storefront, and sustainable and supported by the Design Exchange, Mitco Foundation, and the City of Toronto. Its focus is on poverty reduction by enabling young people in one of Toronto’s thirteen priority neighborhoods to not only conceptualize, but design, draw and steward the creation of a community resource building.

The initiative is a legacy project, designed to articulate a national precedent and model for participatory design, creativity, and innovation in architecture through the engagement and empowerment of the community.

For more information contact zahra@architextinc.com

The archiTEXT Ambassador Program

*Architecture + ___________* - what is your intersection?

The archiTEXT Ambassador Program showcases achievements by likeminded individuals and organizations. Do you love to think about architecture and design? Do you lay awake at night with a mind overloaded with projects and ideas for the community? Are you passionate about creating accessibility to the world of architecture and design? Do you have an intersection with “Architecture + (politics/economics/environment/fashion/food/pop culture/architec’s)?” Do you have a project that embodies these ideas and principles? We love what you do and want the world to know it too! Every month we will be showcasing projects in and around the city, country, world, that best represents our culture and ideas. Who are we looking for? People who are proud of their communities, who have committed to improving their communities and who have projects to show the world.

Are you an ___________ in your community? We want to know!

Contact sherry@architextinc.com for more information or if you’d like to join the program!

This Is Architecture

Last year we asked, What Has Architecture Done For You Lately? This year, we’re exploring the answers.

This Is Architecture is a visual narrative of the spaces that architecture creates, inspires, and displays for the general public. By being mindful of architecture and its prevalence in every facet of our lives, the global citizen...
will be encouraged to recognize what architecture is to them. From the lens of prominent architects and people around the world to members of the general public, we will examine the motivation for design, the challenges faced in the modern world, and the effects of architecture. This Is Architecture will feature a broad spectrum of people through various online platforms, and will launch a photography competition in February 2010, exhibiting photographs sent in from all over the country and around the world. Winners will be exhibited at the Design Exchange in August 2010 as well as throughout the city.

For more information contact keegan@architextinc.com

archiTEXT Film Night Series
Architecture + Film = archiTEXT Film Nights!

On every 3rd Wednesday of the month, starting January 20, 2010, we will be hosting an archiTEXT Film Night, showcasing the impact that architecture and design has on life. These Film Night Series will be based around the intersection of Life + Design.

The following is a list of our screenings, beginning January 20, 2010 (films may be subject to last minute changes):

Garbage: Life + Design = Environmental Activism
The Island Project: Life + Design = Sustainable Cuisine
The Greensing of Southie: Life + Design = Green Building
Archiculture: Life + Design = Studio Life
A Man Named Pearl: Life + Design = Social Awareness
Regular vs Super: Life + Design = Views
of an Architect (Mies van der Rohe)

Screenings will be held at the Design Exchange, in the Patty Watt Room on the 3rd floor, beginning at 7:00pm, every 3rd Wednesday of the month.

Admission is pay-what-you-can, with a suggested donation of $5.
Contact sherry@architextinc.com for more information.

Architecture + Food
The growth and development of our cities depend on food and shelter. We live in a society where both food and shelter are vital for survival, they are the most basic of human needs. For many, these two ingredients of life have become an obsession in the art form. The development of a community depends on local circumstances, and both food and architecture demonstrate the strong ties between culture and place. This initiative raises the question: How can we bring back the link, the connection?

This program is currently still under development and is constantly evolving. For more details, please check out our website: www.architextinc.com or contact sherry@architextinc.com.

Future Builders Educational Program
This two-week “boot camp” course for 12 - 15 yr olds aims to immerse students in the ideas, questions, histories, and practices within the field of architecture. This program aims to help students become engaged with design in general; to pursue their interests in architecture with an informed and critical attitude. As well, students will develop their portfolio-building skills by compiling and editing their work produced over the two-week period. The program will debut at various secondary schools and will also be hosted at post-secondary design institutions in Toronto and New York throughout July and August 2010.

For more information contact zahra@architextinc.com
Zahra Ebrahim
Founder, CEO – archiTEXT
Innovator in Residence

Keegan Therrien
Development Director – archiTEXT
Sherry Lin
Creative Director – archiTEXT

Exhibitions
**Winter 2010**

**2009 Design Exchange Awards Exhibition**
November 25, 2009 - February 21, 2010
Exhibition Hall
Paid Admission

The Design Exchange Awards promotes Canadian design excellence and recognizes the critical role of design in all types of organizations including commercial entities (large and small), not-for-profit organizations, and the public sector. The Awards celebrate the success stories achieved through close partnerships between clients and designers. The DXAs are Canada’s only award program to judge design by results, balancing function, aesthetics, and economic success. Winning projects are represented in the exhibition through images, sketches, models, materials and more.

Supported by Audi

**Designers in the Classroom Exhibition**
January 13 - March 7, 2010,
Chalmers Design Centre and Teknion Lounge
Free Admission

Launched in Fall 2003, Designers in the Classroom brings professional designers into primary and secondary school classrooms to develop design projects that enrich the current curriculum and broaden the roles of designers in their communities. This year’s line up includes designers Richard Carmichael, Hilary Dennis, Victoria DeCesare and Markus Gruppe.

www.dx.org

Supported by the Consulate General of Israel

**From Mediterranean Traditional to Israeli Contemporary Design**
March 6 - June 20, 2010
Exhibition Hall
Paid Admission
Curated by Alon Razgur, Tel Aviv, Israel

“Israeli design is the world’s best-kept secret,” wrote Professor Mel Bayers in his book, Improvisation. Israeli culture combines many diverse influences, which offer an often difficult, yet fruitful ground for creativity, resulting in wide ranging and high quality designs. The Israeli culture and history stimulate innovation in design while preserving traditions that embody the society. These traditions include a vivid sense of humour, a rejection of bourgeois ideas of beauty, and a cunning use of new and used materials.

This is an exhibition of current Israeli industrial design, examining what makes this country unique on the world stage. The exciting, dramatic, and colourful pieces on display include furniture, lighting, and recreation equipment.

Supported by the Consulate General of Israel

**In Study Model Wonderland from Halifax to Vancouver**
March 13 - April 18, 2010
Chalmers Design Centre and Teknion Lounge
Free Admission
Curated by Sophie Gironnay, MONOPOLI, Montreal

This exhibition reveals the result of a vast cross-Canada investigation conducted by the team of MONOPOLI, with the help of three researchers dispatched on the scene by chief-curators Sophie Gironnay, Montreal journalist Alain Hochereau, Vancouver critic Adele Weder and in Toronto, Ian Chodikoff, Editor-in-Chief of Canadian Architect. Together they have interviewed 26 leading architects in many Canadian firms, among the most active and inspirational today. They have selected sketch-models from the precious jewel to the humble paper folding, from the assemblage to the craftsman’s piece.
Spring 2010

Connect Post-Secondary Competition
April 27 - May 30, 2010
Teknion Lounge
Free Admission

This national, post-secondary design competition is presented this year in partnership with Roxul, North America’s leading manufacturer of stone wool insulation products, and Random House of Canada Limited. The Roxul challenge is to redesign an existing basement space into a functional living area, while utilizing Roxul’s product. Random House challenges students to re-imagine the New Face of Fiction logo.

15th Annual High School Design Competition
June 1 - July 11, 2010
Chalmers Design Centre and Teknion Lounge
Free Admission

Now in its 15th year, this multi-disciplinary, national competition is open to students at both the junior and senior secondary grade levels. This year’s challenges include a human-powered delivery vehicle, an eco-friendly casual shoe design, a bus shelter that acts as an information hub, and the 2011 Competition Logo.

Summer 2010

Bent out of Shape: Canadian Design 1945 - Present
July 9 - October 10, 2010
Exhibition Hall
Paid Admission

Curated by AnneMarie Minardi, Director of Collections, Acting Curator, Design Exchange, Toronto

Bent Out of Shape celebrates Canada’s rich industrial design history from 1945 to the present. The exhibition is devoted to showing the Design Exchange’s permanent collection through the lens of material, method, technology, identity and transformation. In doing so Bent Out of Shape will illustrate rapid political, technological, and social changes which burst forth following the war and moving toward modernity.

Will Alsop: New Work. The best is yet to come.
September - October 18, 2010
Chalmers Design Centre and Teknion Lounge
Free Admission

This exhibition showcases current projects by Will Alsop, both in Canada and around the world, presented through models, films, paintings and photographs.
Fall 2010

Canstruction®
November 8 - 14, 2010
Chalmers Design Centre and Teknion Lounge
Free Admission

A foundation of the Society for Design Administration (SDA), Canstruction®, is a design/build competition currently held in cities throughout North America. Leading design, engineering and architectural firms compete to create structures built entirely out of canned and packaged food for the benefit of Daily Bread Food Bank.

Constructions: Contemporary Norwegian Design & Craft
November 17, 2010 - January 23, 2011
Chalmers Design Centre and Teknion Lounge
Free Admission

Curated by Edith Lundebrekke, Trondheim, Norway

This exhibition of contemporary Norwegian design, arts and crafts is based on the concept of "construction" - in the sense of the way something is put together. The term is used in many fields, including architecture, engineering, geometry, music and language. In the field of arts and crafts, construction is used to describe methods for both building three-dimensional forms and creating patterns in surfaces, or a fusion of these. The exhibition features a variety of works, ranging from formal to conceptual expressions, some with strong traditional roots and others that are more experimental.

Supported by the Royal Norwegian Embassy

2010 Design Exchange Awards
November 24, 2010 - January 30, 2011
Exhibition Hall
Paid Admission

2010 Design Exchange Awards
November 24, 2010 - January 30, 2011
Exhibition Hall
Paid Admission

Museum
Permanent Collection

The Design Exchange is the only institution with the mandate to collect and preserve Canada’s rich industrial design heritage. In 1991, Design Exchange began informally collecting objects with the donation of a G2 Stereo by Al Faux, a designer for Clairtone Sound Corporation. In August 1996, the Design Exchange Board of Directors passed a motion to actively collect Canadian Design and established a Collection Committee. Since then, the collection has grown to include over 1000 significant pieces of Canadian Design spanning over six decades.

Donations to the Collection

Stewardship of our Canadian design history is an important task, which requires the generous support of many friends, donors, sponsors and government partners. If you are interested in donating a Canadian design object(s) to the Design Exchange, or supporting the collection please contact our Director of Collections. As a non-profit charity registered in Canada, the Design Exchange may issue tax receipts for donations in compliance with Revenue Canada.

For more information OR to Donate please contact:
Cindy@dx.org
DX Friends of Design

Join us to support and build the recognition of Canadian Designers and the Design Exchange Collection. By being a DX Friend of Design you can participate in:

- Supporting curatorial activities;
- Encouraging donations to the Collection;
- Identifying design collectors;
- Visiting local and international collectors and collections;
- Encouraging liaisons and cooperation with other collectors and institutions;
- Promoting international cooperation;
- Encouraging support of business, education, and government;
- Identifying companies that promote and benefit from Design.

Library & Archives Resource Centre

The Design Exchange Resource Centre houses our permanent collection, archives and resource library. Please contact our Director of Collections to make an appointment to tour the Resource Centre or access our collection and archives.
Special Events

Meeting & Event Services

When you book your event at the Design Exchange your patronage supports our mission to promote Canadian design. Proceeds from the rental of our historic venue directly support DX programs. This is a heritage facility and we preserve the building through continuous restorations.

Style With Service

The Design Exchange has a variety of rooms, settings and services to cater to your every event. Partnering with service providers of excellence, the Design Exchange provides you with the ultimate experience for your social or corporate function. Warm wood and cool marble finishes combine for a genuinely stunning physical setting. Mixing business meetings, conferences, product launches and a variety of social events, the Design Exchange is a lively venue showered in style and focused on service.

Our Special Events team welcomes all inquiries and look forward to fostering new partnerships with our valued clients.

The Trading Floor

Our heritage building is a masterful expression of its time and today stands as one of Canada’s Art Deco landmarks featuring the original Trading Floor. A multi-million dollar restoration has restored the Trading Floor to its 1937 art deco splendor. The breathtaking 40-foot-high environment features eight murals by renowned artist Charles Comfort as well as the elegant VALE INCO Grand Staircase. The room is equipped with sound and lighting systems. The Trading Floor has become one of the pre-eminent spaces in North America for product launches, annual general meetings, press conferences, elegant receptions and dinners, weddings and creative public events.

The William and Nona Heaslip Boardroom

This boardroom offers an extraordinary view of the intersection at Bay and King, the heart of Canada’s financial district. It is a private meeting space equipped with a boardroom table that seats up to 24 people. Adjacent is the lounge with kitchen that allows for private catering. The space is ideal for high level board meetings and presentations.
The Patty Watt Room
This room is a mid-sized space that offers privacy and convenience accommodating up to 50 people. Small press conferences, private lunches, cocktail receptions and seminars are all easily accommodated in this meeting space.

The Exhibit Hall
The DX is pleased to have the only exhibit hall in North America dedicated to design. The Exhibit Hall occupies most of the third floor, and is adjacent to the Patty Watt Room. This space is available for bookings concurrently with suitable exhibits. Please inquire about integrating curatorial tours.

For more details about our Special Events services & venue please visit our website www.dx.org or contact:
Gillian Hoff
Vice President, Special Events
416. 216. 2146
gillian@dx.org

Save the Date, October 2010
DX Black & White Fundraising Gala
Supporting Youth Education Programs
Fall 2010, Design Exchange

The DX Black & White Fundraising Gala is an annual event held to support Design Exchange youth education programs. Our education programs are a vital part of DX programming, bringing educators and business together and bridging curriculum gaps. Our goal is to nurture the next generation of design thinkers. DX youth programs invest in the future of Canadian design through education.

The DX Black and White Gala is held in October of each year and has grown into one of the most anticipated events in the design industry. The evening begins with a private VIP dinner honouring a Canadian design leader, followed by a Gala party attended by 800 guests that includes live entertainment, fine catering and activities based on the annual theme. Tickets go quickly to this extravagant affair.

Sponsored by Audi Canada & TD Financial
Visit www.dx.org to learn more about the companies that support the 2010 Black and White Gala or contact:
Cindy Grenke
Director of Development
416.216.2134
cindy@dx.org
Design Exchange is an internationally recognized non-profit educational organization that receives no government operational funding. We procure funding to deliver our extensive programs in the following ways:

- **Special Events** - Sharing our historic venue for meetings and events.
- **The Annual DX Black & White Fundraising Gala**
- **Corporate Sponsorship**
- **Membership** (Corporate, Associate, Family, Individual, Student)
- **Donations**

Design Exchange would like to thank our corporate sponsors for helping us support the design community. Without this funding we would not be able to provide valuable programs and exhibitions throughout the year.

Corporate Sponsorship

Design Exchange would like to thank our corporate sponsors for helping us support the design community. Without this funding we would not be able to provide valuable programs and exhibitions throughout the year.

To learn more about sponsorship opportunities and the associated benefits, contact:

Cindy Grenke  
Director of Development  
416.216.2134  
cindy@dx.org

**DX Current Corporate Members**

ACIDO  
Altelating  
Anconas  
Aya Kitchens & Baths  
Benjamin Moore  
Brand New Bag  
Buradlik  
Cohos Evanry Integrated Design  
Core Architects Inc.  
DOM Toronto Showroom  
Elumination  
Envision  
Feature Wallace  
HCK  
Hollice Cluny  
IBI  
InkShuffle  
Inscape  
Interior Design Show  
Knoll  
KPMB Architects  
MMPI  
Monticello Hardwood Flooring  
Nenkkämper  
Osram Sylvania  
PCL Construction  
Remington Group  
S&R Flooring Concepts  
Steelcase  
Teknion  

Transcontinental Digital Services  
Your Web Department  
Zeidler Partnership Architects

For further information on how to become a Member of the Design Exchange, please contact:

Cindy Grenke  
Director of Development  
416.216.2134  
cindy@dx.org

Rosa Ricci  
Membership Coordinator  
416. 216. 2127  
rosa@dx.org

*Note: For individual membership, Corporate membership or President’s Circle membership listed on the next page, please contact either Rosa Ricci or Cindy Grenke on using the above details.*
Membership
Become a member of the DX today!

Being a member is a great networking opportunity and also helps to support our valuable programs.

Participate in workshops, come to lectures, see our exhibits. Being a member means becoming a part of an organization that recognizes the difference design makes and the impact it has on our economy.

Individual Membership $75
(Student $35)
- Unlimited free admission to DX exhibitions and openings
- Discounts or free admission to lectures and seminars
- 2 free Exhibit passes for your special guests
- Special rates on Workshops and Competitions
- Discounts for children enrolled in DX Design Camps
- Your choice of subscription to Azure Magazine, Canadian Interiors or Element Magazine for one year
- 15% discount on DX Publications
- 15% discount at DX Shop
- Entered into a Raffle Draw for two tickets to the Design Exchange Awards
- Opportunities to network at member events
- Special member rates at the Fairmont Royal York Hotel
- 20% discount at Roots Home Design Showroom
- Discount on CAA Basic and CAA Plus Memberships
- Discount on Resolve Collaboration video & conferencing services at the DX
- Free admission and discount benefits to numerous galleries in Ontario

Associate Membership $600
- This level is available to member associations, educational institutions and non-profit organizations
- All Individual benefits for 4 designated representatives of the association
- The association is provided with 10% discounted rates on rental of DX venues for meetings
- Listing on the Design Exchange Website

Corporate Membership $1000
- Provides four designated representatives with individual member benefits
- Company Logo with link on Design Exchange Website
- Company listing with link on Express Newsletter (over 40,000 readers)
- Company News & Launch info with link in Express Newsletter
- Job postings listed on DX Website
- Company logo looped on Plasma Screens in DX lobby for one year
- 10% discount on rental of DX venues for meetings
- 10 Free Exhibit Passes for your clients
- 2 Tickets to the DX Fundraising Gala

President’s Circle $5000
- All benefits of Corporate Membership
- 50 Free Exhibit Passes for your clients
- 8 Tickets to the DX Fundraising Gala Party or 2 Dinner Tickets
- 2 Tickets to the Design Exchange Awards Ceremony & Dinner
- Reserved Seating at All Lectures
- Invitations to Exclusive Exhibit Openings
- One Complimentary Patty Watt Room Rental.
  *Open to Monday or Friday Booking and based on availability
- 15% discount on rental of DX venues for meetings

For more information or to become a member contact:
Rosa Ricci
416.216.2127
rosa@dx.org

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Detailing and Project Management: Feature Walters

Patternmaking and Composite Fabrication: Feature Walters

Steel Fabrication: Walters Inc.

Installation: Metropolitan Walters

Notes: Fully parametric design and pre-fabrication process required almost no plant or site fitting of components

Features: Pre-loaded welded steel frame, curved glass outer guardrail, wood treads with LED under-lighting, leather-covered handrail, seamless fire-retardant composite cladding, washable satin-white finish

For more information, including images of work in process and installation, visit www.feature Walters.com

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Senior Porter, Maintenance
Give & Support

Supporting Canadian identity through design

Design Exchange is a registered charity. As a non-profit organization, governed by a board of volunteers, the Design Exchange carries out its activities with the support of public, private and corporate partners. We receive no annual operating grants from any level of government.

Your donation to the Design Exchange helps us execute our activities including world class exhibitions of Canadian and international design, the preservation and growth of our Permanent Collection, our design competitions which encourage excellence in design among students and professionals alike, our lecture series, and education programs for elementary, secondary and post-secondary students.

Your support can help send a kid to our Summer Design Camp, present a lecture, or support our fundraising events. This is your opportunity to support our mission and enhance the awareness of design in our community.

Design Exchange will issue a tax receipt for the full amount of your charitable contribution. The DX Registered Charitable Number is: 11923 6214 RR0001

To learn more about how to give and support Design Exchange please contact:
Cindy Grenke
Director of Development
416.216.2134
cindy@dx.org

MEMBERSHIP / DONATION FORM

First Name: ____________________________ Last Name: ____________________________

Company: ____________________________

Student ID Number & Educational Institution (if applicable): ____________________________

Design Discipline (if applicable): ____________________________

Address: ____________________________

City: __________________ Province: __________________ Postal Code: __________________

Home Number: __________________ Work Number: __________________ Fax Number: __________________

Email: ____________________________

* Yes I would like to subscribe to express MEMBERSHIP
Please circle the type of membership you are interested in:

GST/HST inclusive

I would like to subscribe to: □ Azure □ Canadian Interiors Magazine

DONATION
I would like to make a donation to the Design Exchange and receive a tax receipt for the full value of my donation:

* $25 □ $50 □ $100 □ $250 □ $500 □ $1000 □ $2500 □ $5000

For recognition purposes I would like my name acknowledged as: ____________________________
OR I would like to remain anonymous □

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If you would like more information on Membership Benefits please call our Membership Coordinator at 416. 216. 2127 or visit our website at www.dx.org

Please mail form to: Attn: Membership Coordinator, Design Exchange, 234 Bay Street, P.O. Box 18, TD Centre, Toronto Canada M5K 1B2
Charitable Reg. No: 11923 6214 RR0001
Message from the President

Dear Members and Friends,

At the DX, we have a mantra.

1. Design is a driver of the economy. It feeds both upstream and downstream industries and both manufacturing and service sectors.

2. Design enhances our quality of life. It affects our comfort, health, education, productivity, mobility—so much more.

3. Design can help preserve and restore our environment. Without a doubt, all design choices have a negative or positive impact on the environment. It is the single most powerful tool in mitigating damage to our physical surroundings.

Every object, every experience and every environment can benefit by examining how design affects our ‘triple bottom line’. We are socially responsible for our choices and we are socially responsible for our ‘human output’. I often question our national choices to abandon certain industries and invest in others—especially in light of our declining economy and growing national debt.

It is our responsibility to look at our choices long-term, not just short-term. Have we looked at our nation strategically? Have we considered our human capital strengths in the same manner that we exploit our natural resources? Have we imagined the future of Canada? What are we working toward? Without a dream, we are merely idling.

I encourage you to become ambassadors of the DX and talk about the importance of design to your colleagues, family and friends. For me, it is apparent, however, to millions of Canadians, the value of design is mysterious. Our decisions do matter—our choices have an impact. Help us help Canada.

I look forward to seeing you at the DX this year.

Stay in touch.

Samantha S. Sannella, BFA ID, M ARCH
President & CEO
Getting Here

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P.O. Box 18
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Toronto, ON M5K 1B2

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Telephone: 416.363.6121
Fax: 416.368.0684
Email: info@dx.org

Admissions
(Unless otherwise stated)
DX Members: Free admission
Adults: $10.00 (incl. GST)
Seniors/Students: $4.00 (incl. GST)

Hours of Operation
Monday to Friday 10 am to 5 pm
Saturday to Sunday 12 pm to 5 pm

Details in this program schedule are correct at time of publication, but subject to change. For the most up to date and accurate information on our programs and services we recommend you visit our website www.dx.org

People
Get involved. The DX is about you.

www.dxandyou.com