



DESIGN EXCHANGE

MUSEUM • EDUCATION • RESEARCH

FOR IMMEDIATE RELEASE

April 25th, 2005

MAY: YOU DESIGN: DX CELEBRATES ARCHITECTURE ALL MONTH LONG

Toronto, Ontario: The Design Exchange (DX) will celebrate architecture throughout the month of May with exhibitions, speakers and events. This coincides with the City of Toronto's month-long Festival of Architecture and Design. As Canada's centre for design, the DX is uniquely qualified to present this range of extraordinary architecture-related activities. The DX is located at 234 Bay St, in downtown Toronto.

The feature exhibition at the DX in May will be **STEALING BEAUTY**, an exploration of Ontario building projects curated by **Christopher Hume**. The exhibit will demonstrate how successful building projects, that are attractive and functional, can be produced on modest frugal budgets. Even though the bottom line often dictates projects, we must remember that "architecture is a cultural as well as a commercial exercise" as Hume states.

Accompanying this, the DX will present an exhibit from the **American Society of Architectural Illustrators** (ASAI). **ARCHITECTURE IN PERSPECTIVE** is a juried exhibition consisting of illustrations, which showcases the importance of drawing within the architectural design process. The stunning hand-drawn renditions in this exhibit are ample evidence that for the realm of architecture, the individual illustrator has a critical part to play in presenting architecture in a visual two-dimension medium.

Both the **STEALING BEAUTY** exhibit and the ASAI exhibit will **open to the public May 5th**. Both are on display in the Main Exhibit Hall on the DX Third Floor.

The third exhibit will be a poster design exhibit presented by the **Toronto Society of Architects** (TSA in honour of the Festival of Architecture and Design). This exhibit is on display from May 1 to May 27th in the Patty Watt Room at DX, on the third floor.

The DX will also present two leading architects in a public panel on Friday May 13th. **Oliver Lang** (Lang Wilson Practice in Architecture) and **Lars Spuybroek** (NOX architecture, Rotterdam) will appear as part of the kickoff to this year's *digifest goes WILD*. *digifest* is the DX's annual festival of design and digital culture, now in its fourth year. The May 13th kickoff also features Andreas Broekman from Germany.

And once again, the DX will participate in **Doors Open**. On Sunday May 29th, the DX will throw open its doors for visitors who wish to view the historic building that has been transformed into the DX. The DX is housed in a building featuring Art Deco architecture with elements of streamlined Moderne design.

The STEALING BEAUTY exhibit is supported by Context Development and the Toronto Star is the media partner for this project.

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.

DESIGN EXCHANGE INFO

MAIN PHONE NUMBER & WEBSITE

416.216.2160

www.dx.org

HOURS

Mon – Fri: 10:00 a.m. – 6:00 p.m.

Sat – Sun: 12:00 p.m. – 5:00 p.m.

LOCATION

234 Bay Street, Toronto. South of Bay and King Streets. Accessible by TTC

EXHIBIT ADMISSION

Adults \$8, Students/Seniors \$5, DX Members Free

TICKETS FOR MAY 13 PANEL

Tickets to the May 13th event featuring Oliver Lang and Lars Spuybroek are \$20, and may be purchased by calling (416) 216 – 2138.

For media information contact

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