

The logo for Design Exchange Canada's Design Museum features a large yellow '@' symbol on the left and a yellow square on the right containing a stylized blue 'X'. The text 'DESIGN EXCHANGE' is written in bold black letters across the middle, with 'CANADA'S DESIGN MUSEUM' in a smaller black font below it.

**DESIGN EXCHANGE**  
CANADA'S DESIGN MUSEUM

**2012 SUMMARY/2013 PREVIEW**

BUILDING BRIDGES, CREATING BUZZ AND FRIENDRAISING

# OVERVIEW

As of March 2012, further to a strategic plan developed by LORD Cultural Resources, a new strategic direction was adopted whereby the DX re-established itself as a design museum offering programming with broad public appeal.

This is being operationalized as follows:

- + Secure traveling shows with proven attendance
- + Feature design personalities and cultural stars within programming and as guests to events.
- + Actively pursue corporate sponsorship and align with halo brands
- + Ensure that all design disciplines and creative industries featured within programming
- + Engage PR firm (Faulhaber Communications)
- + Invest in marketing and advertising campaign
- + Outreach to Arts Councils and granting offices
- + Develop fundraising strategy and engage Philanthropic Community
- + Build youth programming and education
- + Build relationships with all three levels of government.





# PROGRAMMING

## 2012 PROGRAMMING INCLUDED

60 Years of Designing the Ballet  
In partnership with The National Ballet of Canada

Vertical Urban Factory  
Presented by Urban Capital Development





# 2013 PROGRAMMING HIGHLIGHTS EXHIBITIONS

## STEFAN SAGMEISTER: THE HAPPY SHOW

Presented by



Sharpie

FLARE

Curated by the Institute of Contemporary Art, Philadelphia.

Running January 9 to March 3, The Design Exchange is the first on the traveling tour; it then goes to Los Angeles, Chicago and Paris.





# GAME OF THRONES

An HBO initiative

March 8 to 18





# CHRISTIAN LOUBOUTIN

Presented by  
**HOLT RENFREW**

June 20 through September 15

A touring exhibition from the Design Museum, London

**DESIGN  
MUSEUM**

The first stop on an international traveling tour





**HERMÈS**  
PARIS

**OCTOBER 1 - 8**

A cultural exhibition highlighting the history and heritage of the internationally renowned luxury brand. Previous stops include Paris and New York

**DUTCH DESIGN:**  
CONCEPTUAL COMMERCIAL CONCEPTUALISM

**OCTOBER 25 - NOVEMBER 25**

Curated by Organisation in Design (Netherlands)

An exploration of dutch design from both cultural and commercial perspectives.

Sponsored by: The Embassy of the Netherlands and the Stimuleeringsfonds of the Netherlands.



# EXHIBITION ATTENDANCE

Attendance to exhibition openings show off the chart increases and feature Toronto's tastemakers, influencers and Canadian design and culture celebrities.

Exhibition attendance show increase of over 10000%.





# TALKS AND SPEAKERS

Working with corporate sponsors and foreign government embassies to secure internationally renowned designers. (2012 speakers included Tomas Koolhaas and Dion Neutra.)

## WE MADE THIS: IDENTITY AND CREATIVITY



A panel of leading designers from Spain and Canada talk about the importance of place in an ever-more connected global community. How does defining one's nationality impact one's place in the creative community? Does place play a role in creativity?

## C'MON GET HAPPY

Moderated by  
Gabe Gonda, Editor, Arts, Globe and Mail

Featuring: **Jorn Weisbrodt**, Creative Director, Luminato; Interior Designer **Christine Ralphs**, Lloyd Ralphs Design; Architect **Ralph Giannone**, Giannone Petricone Architects; Actress/Producer **Arsinee Khanjian**; Landscape Architect **Claude Cormier**; Architect **Meg Graham**, Superkul, Illustrator **Gary Taxali** and others.



# JONATHAN ADLER

Presented by KOHLER

February 20

# RON ARAD

Presented by KARIR

March 12

# GIULIO CAPPellini

Presented by

**AZURE**

March 19





# SPONSORSHIP/GRANTS

Increased revenue, new sponsorship partners, funding partners and grants:

- + **Government of Ontario, Ministry of Accessibility \$122,000:**  
CONNECT Competition
- + **OCAF (ONTARIO CULTURAL ATTACHIONS FUND) \$100,000:**  
Christian Louboutin
- + **RBC \$80k:** RBC Emerging Designers Competition
- + **Holt Renfrew \$75k:** Christian Louboutin
- + **TD BANK \$45K:** DX INTERSECTION, Tours + Workshops
- + **Mini Canada \$40k:** Stefan Sagmeister, The Happy Show
- + **Sears Canada \$36k:** High School Competition
- + **Sharpie Canada \$30k:** Stefan Sagmeister, The Happy Show
- + **IKEA \$20k:** DX INTERSECTION / Annual fundraising gala
- + **L'OREAL \$25,000:** Christian Louboutin
- + **SOTHEBY'S \$30,000:** Christian Louboutin
- + **FLARE MAGAZINE MEDIA PARTNER:** Intersection, The Happy Show,  
Christian Louboutin



# PR

720 Toronto-based, national and international media hits to date (The Happy Show alone in the month of January had 132 media hits)

483 million impressions

Highlights include Cover of **The Globe and Mail** Arts Section, Two major features in **Globe and Mail Arts Section** and **National Post**, **CBC radio** - Q with Jian Ghomeshi, **Global television**, **CityTV**, several full pages in the **Toronto Star** and the **National Post**, UK-Based **ICON magazine**, **Toronto Life**, **NOW**, **Azure**, **City Life**, **Reporter** and much more (Full PR report has been made available.)





# MARKETING

- + Engaged Bruce Mau Design as design agency of record for 2013
- + Investing in mainstream media buys including The Globe and Mail, the Toronto Star, TTC streetcar exterior posters, The Grid, RePorter (Porter Airlines Inflight magazine) and more.
- + Social media friends and followers show 200% increases over this time last year, and climbing daily ...

Facebook Likes: **4000**

Twitter followers: **8200**

- + Outreach and collaboration with design associations
- + Concierge Programs
- + Ambassador Program



# FUNDRAISING DXINTERSECTION

A re-imagined annual fundraising party attended by an intersection of celebrities, design professionals and media personalities.

Increase in ticket sales over 2011

Attended by over 1,000 designers, architects, fashion designers, graphic designers, film industry and other creative communities.

Inaugural Gamechanger/Guest of Honour: Douglas Coupland.

FLARE



**IKEA**<sup>®</sup>



Delaney Capital  
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**FINANCE**  
**EDUCATION**  
**ART**  
**FASHION**  
**FILM**  
**INTERIOR DESIGN**  
**ARCHITECTURE**  
**MEDIA DESIGN**  
**TELEVISION**





# NEW INITIATIVES

## PROJECT PIAZZA

ACIDO/DX/City of Toronto video booth project to be launched in Fall 2013 exposing thousands of people to locally produced good design.



## RBC EMERGING DESIGNERS COMPETITION

A national competition open to designers of all disciplines working a maximum of five years in design featuring an international jury, an exhibition of the winner's work, and media.

Judges:

**Heather Reissman**, CEO, INDIGO; **Marcel Wanders**, Marcel Wanders Studio, Netherlands and **Douglas Coupland**



# DX YOUTH PROGRAMMING

## TOURS & WORKSHOPS

SEPTEMBER 4TH, 2012 THROUGH TO MAY 31ST, 2013

Presented by



Guided tours are offered to school groups at the elementary and secondary levels. Tours include exhibitions as well as some areas of the historic Toronto Stock Exchange building. Workshop themes include Urban Architecture and Chair Design.

## DX CANADIAN HIGH SCHOOL DESIGN COMPETITION

Presented by



Now in its 18th year, this multi-disciplinary, national competition is open to students at both the junior and senior secondary grade levels. Challenges are presented in 4 categories: Fashion, Architecture / Interior Design, Industrial Design and Graphic Design.

## CONNECT: ENABLING CHANGE POST-SECONDARY DESIGN COMPETITION

Launching fall 2012

Exhibition June 2013

Presented by  
Ministry of Accessibility



This is the 2nd annual provincial post-secondary design competition, presented in partnership with the Accessibility Directorate of Ontario. Students are asked to submit projects completed within their design-based programs (Ontario) that exemplify universal design practices.

## SPIN MASTER MARCH BREAK TOY DESIGN CAMP

March 11th to 15th, 2013



In partnership with Spin Master™ Ltd., this design-based camp for kids aged 6 to 12 will focus on the world of toy design and will include special guest speakers from the design community and inspiring hands-on projects.

## SUMMER DESIGN CAMPS

July 2nd to August 30th, 2013

The Design Exchange offers engaging design-based summer camps for young designers aged 6 to 14. We have two camps each week - both a multi-disciplinary and a fashion focused camp. Each of the camps accommodates approximately 21 young designers.





# STRATEGY FOR 2013 AND 2014

## 1. BUDGET/FINANCIAL REVIEW

- realistic budgeting process
- regular review by the Financial/Audit Committee and Executive Committee of the Board

## 2. EXPENSE REDUCTION

- restructuring and cost-cutting in the areas of staffing, outsourcing, services and more.

## 3. INCREASE OF REVENUES

- Development of Strategies for Donor Support and Public Sector Grants by Senior Management and The Board of Directors
- Development of Membership Strategy
- Growth of Fundraising Initiatives
- Continue to develop relevant programming thereby garnering strong sponsorship support
- Improve museum qualifications and standards to increase eligibility for provincial and federal grants (IE Museum Assistance Plan)
- Maximize Special Events Revenue
- Build other ancillary businesses - ie SWIPE bookstore



## 4. DXLAB

Building on the programming direction of 2013, the DX will go nomadic in 2014 with various activities taking place throughout the greater community across the country.

To date, a national design advisory group has been initiated and conversations with partner organizations, associations and businesses have begun.

DXlab (aka pop-ups) will be activated as follows:

- Design installations and activities in high priority neighbourhoods with partners like ARCHITEXT
- Talks featuring internationally renowned designers as well as Canadian Design heroes
- Exhibitions held in conjunction with other cultural organizations, design businesses and associations





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**THANK YOU**