



DESIGN EXCHANGE
CANADA'S DESIGN MUSEUM



PLAN 20/20

DESIGN EXCHANGE

In fall 2011, Design Exchange engaged Lord Cultural Resources to develop a strategic plan. The impetus to do so was two-fold:

1. The end of the 25-year developers' grant in 2014.
2. DX as an institution had lost focus, and this was impacting both current and future revenues and reputation.

In 2012, a new direction was adopted by the DX Board of Directors whereby the institution was repositioned exclusively as a design museum offering programming with broad public appeal; and a new President, Shauna Levy, was hired in March 2012 to lead the implementation.

This presentation identifies the following:

- 1. The roadmap from 2015 to 2020**
- 2. Achieved benchmarks**
- 3. 2014/2015 Programming**



PLAN 20/20

CURRENT DX

As of 2015, DX will no longer be receiving the Section 37 developers grant from Cadillac Fairview of \$500,000/year. To this end, DX has created PLAN 20/20; a 5-year roadmap that will allow the institution to fulfill the mandate as laid out in the LORD strategic plan, i.e.:

To be a world class design museum for Toronto – and Canada – while also demonstrating economic sustainability.



PLAN 20/20

CURRENT DX

The 5-year proforma is available upon request (and has been submitted to city management).

An accompanying business plan has since been requested and will be written for the July deadline, as communicated by city staff and will be complete by early June 2014.



PLAN 20/20

HIGHLIGHTS

To return to net asset position by 2017, via the following mechanisms:

- Management will be vigilant with respect to expenditures and is prepared to make whatever cuts are necessary to manage the short-term gap while continuing to develop fundraising and philanthropic revenues with fundraising activities and outreach to foundations, families and individuals who support culture in Canada.
- Board of Directors is committed to a minimum of \$250,000/year in general financial support and are prepared to back a short term extension on our line of credit by the way of individual guarantees.
- Gradual increase in government operating support over five years with the objective of receiving at least 20% of operating costs by 2018, consistent with other Canadian museums. Currently, DX receives no operational funding.



PLAN 20/20

HIGHLIGHTS

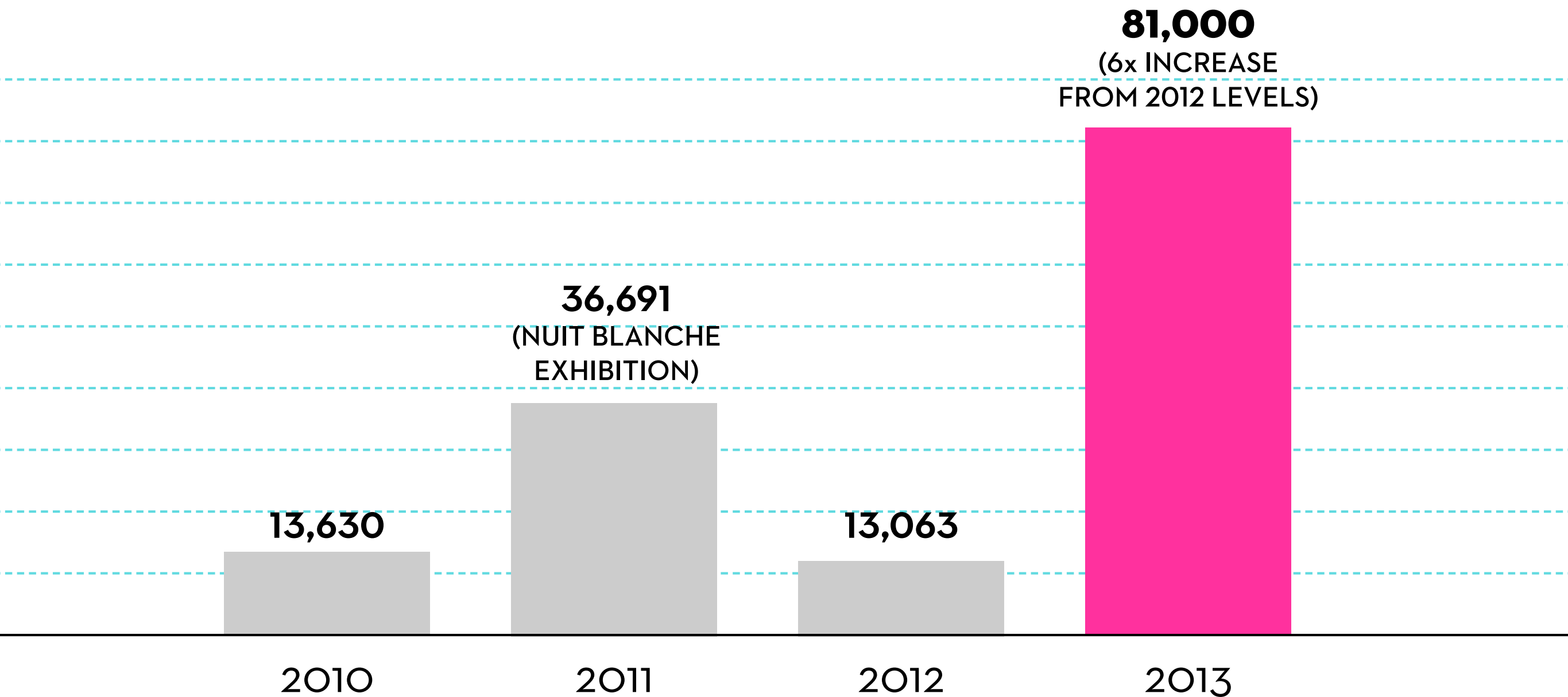
DX is increasingly becoming a highly popular, consumer-focused, internationally recognized Toronto-based design museum.

- Two exhibitions/year; with increase to three by 2017.
- Grow exhibition attendance by 15%/year and exhibition sponsorship by 5%/year
- Create five new positions created over course of five years to support museum growth
- Launch citywide design festival by 2017
- Create fundraising cabinet and capital campaign by 2018

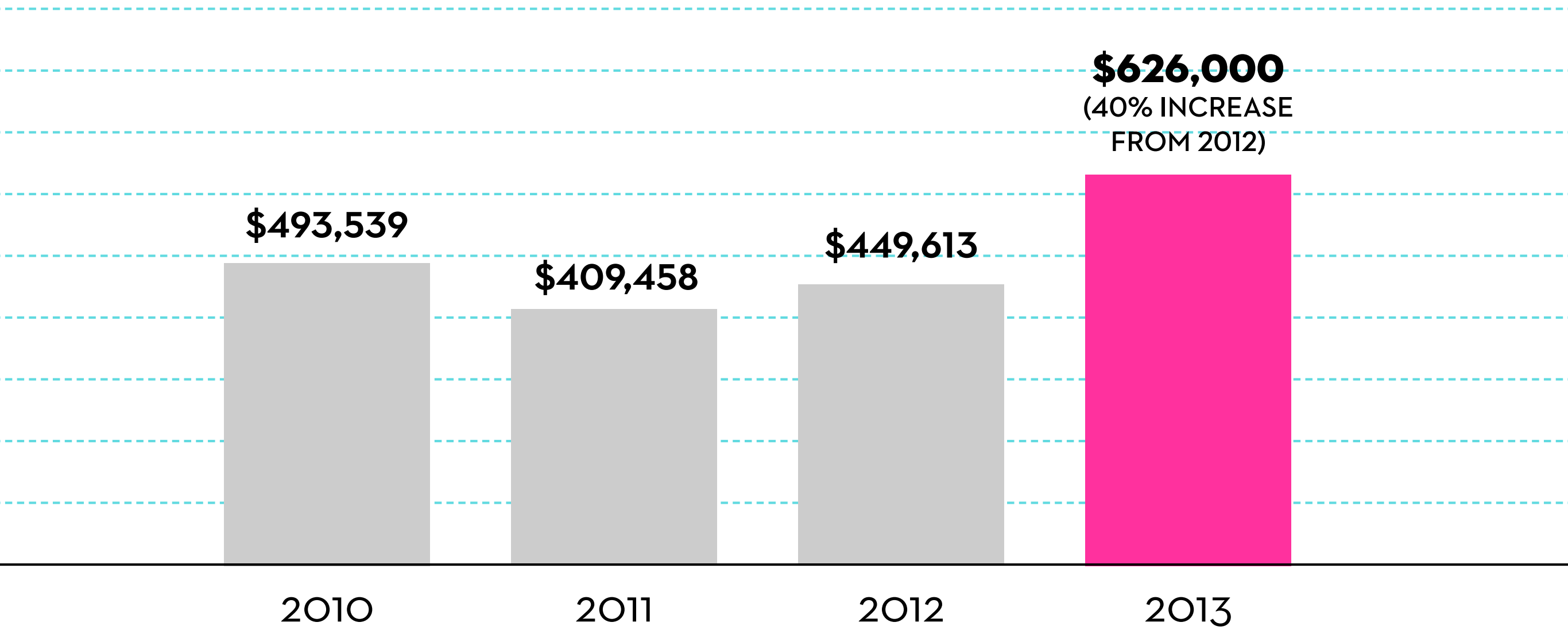
2013 DX BENCHMARKS

OVERALL ATTENDANCE*

* These numbers refer to exhibition attendance only and do not include those people who pass through the lobby and view the free exhibitions or the heritage space nor the event rental business – which would produce a significantly higher number

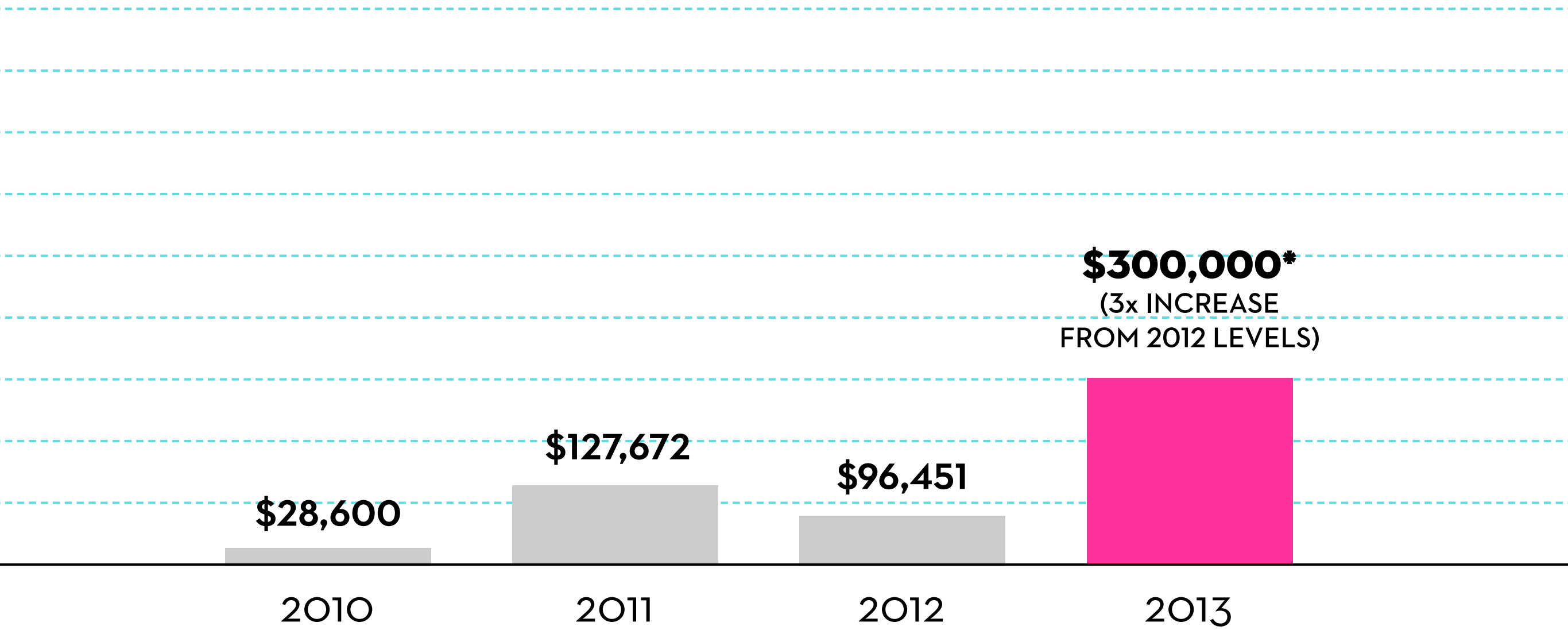


CORPORATE SPONSORSHIP/PATRONAGE/ MEMBERSHIP



GOVERNMENT
PROJECT GRANTS

* Ministry of Tourism - OCAF \$100,000
Celebrate Ontario \$75,000
Ministry of Skills, Training + Development \$125,000



EXHIBITIONS + PROGRAMMING HIGHLIGHTS



THIS IS NOT A TOY

AN EXHIBITION OF CONTEMPORARY
ART AND COLLECTIBLE DESIGN

GUEST CURATED BY
PHARRELL WILLIAMS

FEB 7 - MAY 19



This Is Not A Toy is an exhibition that considers the conceptual toy – items made solely as an expression of an aesthetic, concept or idea – as an art and design object and contemporary cultural signifier.

- Attendance: 20,000
- Corporate sponsors and donors: \$103,000
- Government grants: \$12,000
- Media impressions: over 360 million and 395 publications
- Publications including New York Daily News and Korean and German Television

MEDIA IMPRESSIONS: LOCAL + NATIONAL

where

TIMELY INFORMATION FOR TRAVELLERS // where.ca

TORONTO
APRIL 2014

PAGE 121

ARTFUL TOYS AT THE DX

ON NOW

The Design District has just opened. The latest is Toy, a major addition to the district's art and design scene. Located in the former Kmart building, the new Toy gallery is a major addition to the district's art and design scene. Located in the former Kmart building, the new Toy gallery is a major addition to the district's art and design scene.

BEST BEAUTY RETS IN TO

FEAST ALONG BALDWIN STREET

THE RETURN OF THE SLURP JAYS

THE CITY'S SEE MERCHANT

There's so much art in Toronto, it can be hard to know where to look first. Where breaks down the local gallery scene, so you can more easily feast your eyes on everything from abstract photography to contemporary multi-car.

BY CRAIG MCY

There you could witness the high-end, exclusive art scene. The world of art is a vast and complex one, and it's not always easy to know where to look first. Where breaks down the local gallery scene, so you can more easily feast your eyes on everything from abstract photography to contemporary multi-car.

THE DUCKY THINGS BY DANIELA

NUKUR AND A PHASED AWAY

ON NOW

The Design District has just opened. The latest is Toy, a major addition to the district's art and design scene. Located in the former Kmart building, the new Toy gallery is a major addition to the district's art and design scene.

NUKUR BY YOSHITOMO NARA

FORGODDY DESIGN

ASTRO BOBBY KAWA

HALL OF HORROR BY GARY

[illegible]

SHARP

130K EDITOR • FEEL BETTER • KNOW MORE

APRIL 2014 SHARPTOWN.COM

THE SPRING ISSUE

53

CHRIS EVANS

IN THE DESERT

SQUALL AND

THE REST OF THE TIME

WILL STARS

HOW TO NOT

CAPTAIN AMERICA

LAYS DOWN

THE LAW

PROTECTING YOUR CHILDREN FROM ZOMBIES

[illegible]

THURSDAY, MAY 28, 2014 **ENTERTAINMENT WEEKLY** 3

THE kit

LEADER OF THE FASHION

DESIGNER DARLING
 Why of her Target launch, Sarah Stevenson talks art and inspiration
 PAGE 7

CLOSET REFRESH
 Jennifer Decker's tips on updating online
 PAGE 3

ENERGIZING SKIN CARE
 Put your face forward with these women products
 PAGE 5

rador
 The tasteless, pleasant things in the world of fragrance
 PAGE 11

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FACIAL FUEL

One job after an intense skin care. These anti-aging products are the ultimate fuel for your face.

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 ...the most...

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ELLE

215

THE SHOE TO OWN
Sexy, soft suede
Surprise hair tools
Wicked white
dresses
Truly new eye shadow
And, it's official—
you need a hat

Seven movies,
serious style.
2014 is the year of
**IMOGEN
POOTS**

How she did it
The 29-year-old
reporter who cracked
the Rob Ford story

Get Selfie-
Ready Skin
EVERY DAY, MINUTE,
SECOND OF YOUR LIFE

Art and fashion's
love affair jump-starts
the boldest season yet

Find Your Prints

MEDIA IMPRESSIONS: LOCAL + NATIONAL



MEDIA IMPRESSIONS: INTERNATIONAL

IDEAT

Ideas • Design • Fashion • Architecture • Tendances / N° 107 - mars 2014 - 5,5 €

Art Paris Art Fair
en avant-première
Art & déco
8 intérieurs
contemporains
Art & design
Robert Stadler
Art & city guide
Hong Kong
fait sa foire
Les plus beaux
hôtels arty du monde

100 % ARTY

IDEAT
EXCLUSIVITÉ
Chaque semaine
à l'IDEAT

IDEAT, LE MAGAZINE DÉCO NOUVELLE GÉNÉRATION

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THIS IS NOT A TOY, AN EXHIBITION OF CONTEMPORARY ART + COLLECTIBLE DESIGN



THIS IS NOT A TOY, AN EXHIBITION OF CONTEMPORARY ART + COLLECTIBLE DESIGN



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RETAIL SHOP

046

CURATED DIARY
Michael Schreier
Designer, author, curator, creative director

REVIEWS MANAGER: RICHARD HAMILTON
AND OTHERS

THE CREATION - RICHARD HAMILTON
AND OTHERS

LEFT BY DESIGN: RICHARD HAMILTON
AND OTHERS



BLUEPRINT 3

PAULO MENDES DA ROCHA

BLUEPRINT

Designer Toy Story

Sherrill Williams and Design
Exchange are excited about the new
design with This is Not a Toy

By Margaret Early



DESIGN PIRELLA

MILAN FURNITURE FAIR

Eight premier Italian
designers showcase
the world's biggest
design event

NYLON

BLACK OUT

BEER 6066 LES



MEDIA IMPRESSIONS: INTERNATIONAL

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original feb 11, 2014




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178 357 950 13 2 3

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FAST
COMPANY


CREATE LABS FEATURES EMAILS ISSUES SUBSCRIBE



Artist Huck Gee's 'Don Yoku' and 'The Red Gelsa.' Don yoku is a reputed Yakuza--a

MONOCLE

MONOCOLUMN A daily bulletin of news & opinion



WEEKEND AGENDA 15/16

only \$149.97

This is Not A Toy exhibition opens at the Design Exchange



TRENDLAND

THIS IS NOT A TOY EXHIBITION CURATED BY PHARRELL

COMPLEX ART+DESIGN

Interview: Bill McMullen Talks His adidas Superstar-Inspired AD-AT for "This Is Not a Toy"

l'ui



BLOUIN ARTINFO

REVIEW: Pharrell Elevates Toys to Art at Toronto's Design Exchange

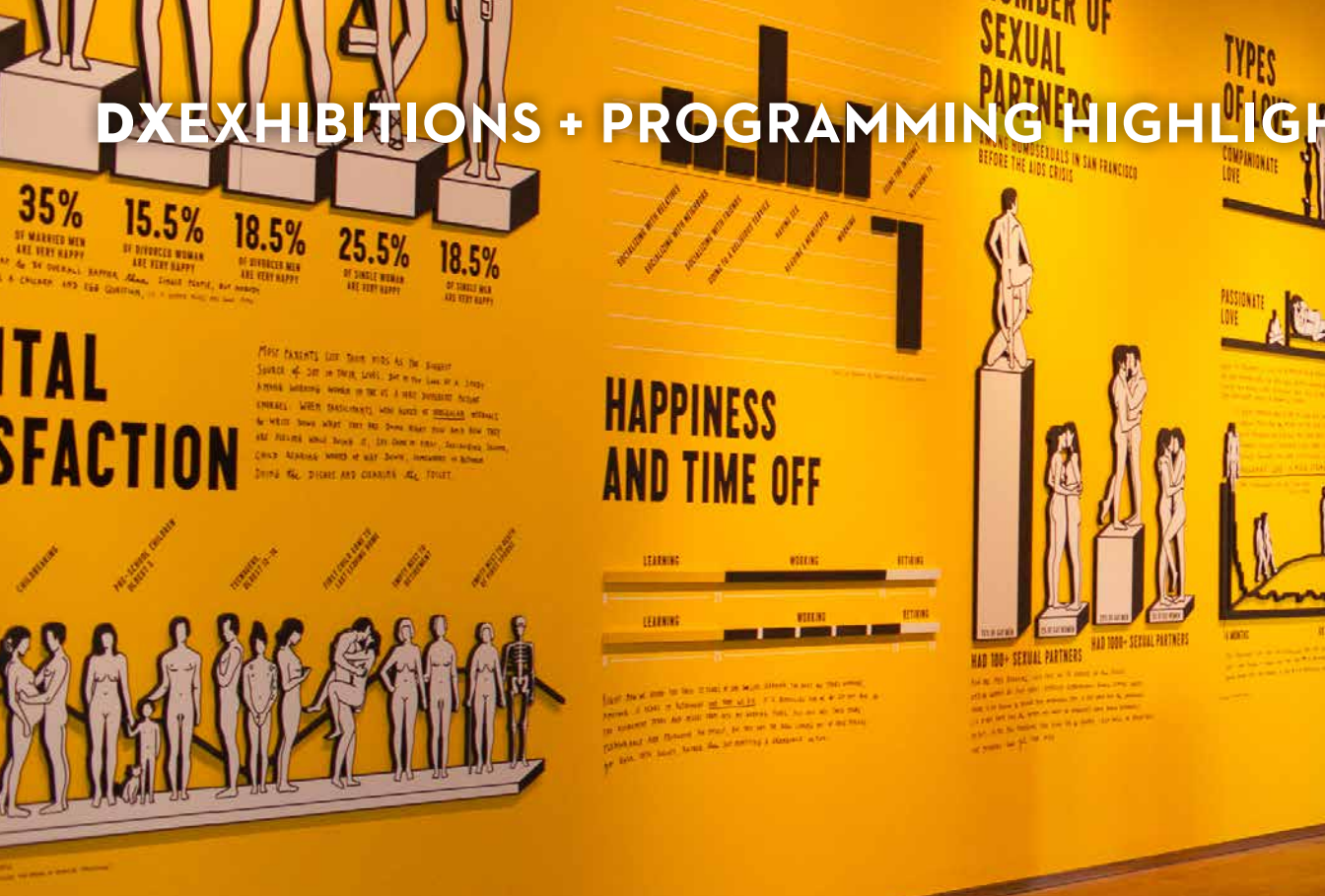


complex BUY. COLLECT. OBSESS.



BLOUIN ARTINFO

DX EXHIBITIONS + PROGRAMMING HIGHLIGHTS



STEFAN SAGMEISTER'S HAPPY SHOW

FROM THE INSTITUTE OF CONTEMPORARY
ART PHILADELPHIA
JAN 9 – MAR 3, 2013

An exploration of happiness presented by
world renowned graphic designer/artist Stefan
Sagmeister.

- Attendance: 12,000
- Top sponsors: Mini/BMW Group
- Sponsor revenue: \$85,000
- Media Impressions: 64 million; 141 publications



CHRISTIAN LOUBOUTIN'S 20 YEAR RETROSPECTIVE

FROM THE DESIGN MUSEUM LONDON
JUN 21 – SEP 15, 2013

The exclusive North American presentation of the
extravagant shoe collection by renowned footwear
designer Christian Louboutin.

- Media impressions: 387 million and 376 publications
- Attendance: 22,000
- Top sponsors: Holt Renfrew, FLARE, Grand
Marnier, Shu Uemura, Lexus
- Sponsorship revenue: \$215,000
- Provincial grants: \$175,000



HERMÈS: FESTIVAL DES MÉTIERS

**A RENDEZ-VOUS WITH HERMÈS CRAFTSMEN
OCT 2 – 6, 2013**

An engaging exhibition offering a look at the long-standing traditions, values and craftsmanship behind the luxury fashion brand.

- Attendance: 7,000 over a 5-day run



100% TOBEUS: 100 DESIGNERS FOR 100 NEW TOY CARS

NOV 16 – FEB 9, 2014

Curated by Italian architect Matteo Ragni, the exhibition presented 100 cars handmade in Italy from a block of aromatic cedar. Designers included Karim Rashid, Matali Crasset and Marcel Wanders.

- Media Impressions: over 14 million
Sponsors: Italian Cultural Institute, Deer Brian Inc., AZURE



DXUPCOMING PROGRAMS

TAPAS: SPANISH DESIGN FOR FOOD

AN EXHIBITION EXPLORING THE FUSION OF DESIGN AND GASTRONOMY IN SPAIN
JUN 12 – AUG 10, 2014

- Sponsors: Acción Cultural Española (AC/E), Embassy of Spain in Ottawa, Spain Arts & Culture, Government of Spain



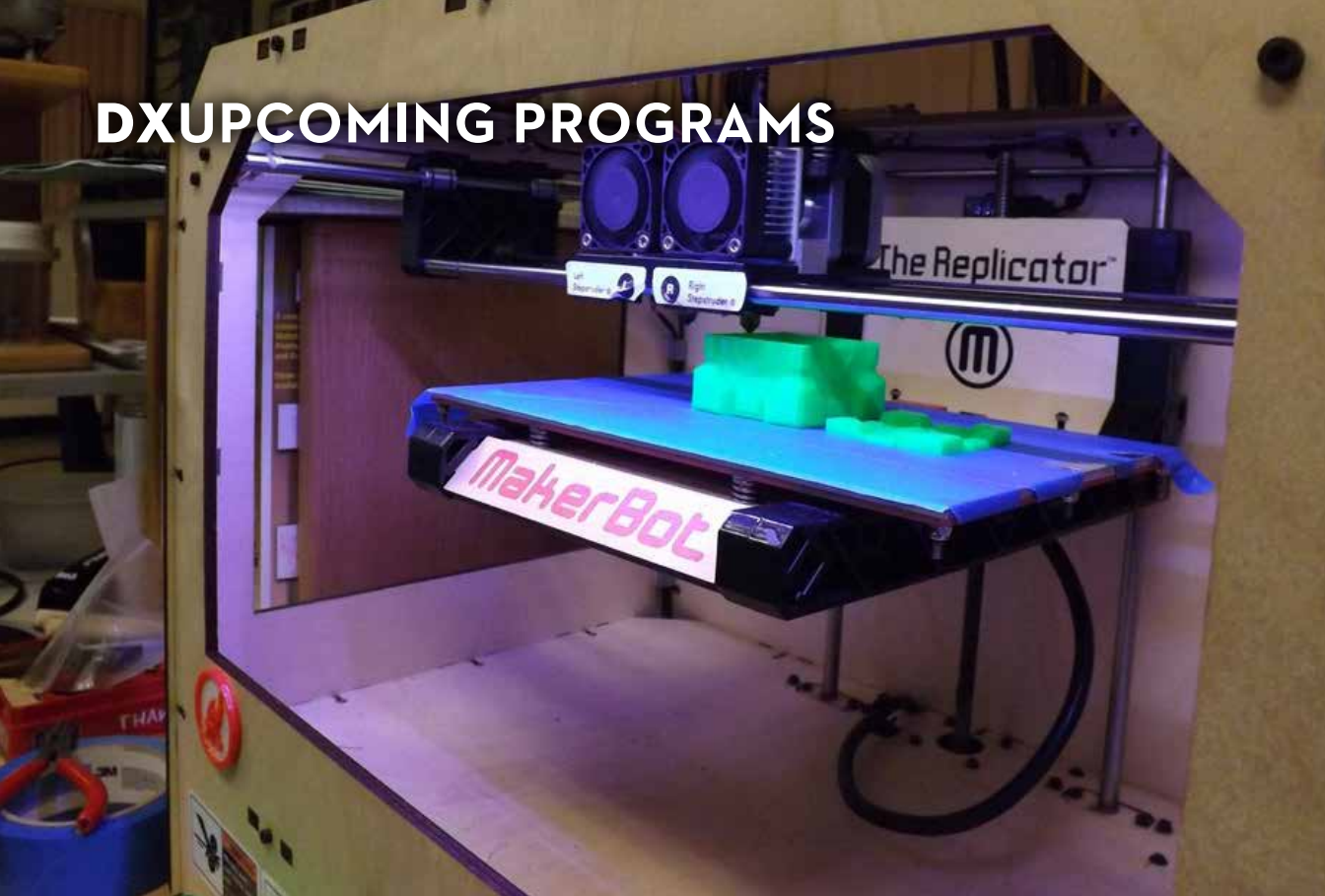
POLITICS OF FASHION | FASHION OF POLITICS

GUEST CURATED BY **JEANNE BEKER**
SEP 18 – JAN 25, 2015

Guest curated by Jeanne Beker, this exhibition explores how fashion inspires political debate, ignites political awareness and how politics dictate style.

- Projected attendance: 25,000
- Sponsors: Mantella Corporation, FLARE, The Kit, Toronto Star

DXUPCOMING PROGRAMS



PRESS START: ENTER THE NEW AGE OF FABRICATION

GUEST CURATED BY
PROTOTYPE DESIGN LAB
MAR – JUN 2015

Guest curated by Prototype Design Lab, this interactive exhibition examines the impact of 3-D printing on daily life with a focus on fashion, architecture, design and health sciences.



PAN AM 2015: SPORTSWEAR EXHIBITION

CURATED BY MARIE O'MAHONY
JUN – DEC 2015

This exhibition explores the rapid evolution of sportswear design, thanks to technological advancements, with a focus on the cultural, social and aesthetic significance.

- Pan Am grant: \$100,000



MY FAVOURITE THING

POP-UP VIDEO BOOTH
SPRING AND SUMMER 2014

My Favourite Thing is a collaborative project with Association of Chartered Industrial Designers of Ontario (ACIDO), funded by the City of Toronto to promote the importance of design to the City of Toronto's cultural and economic objectives.



HIGH PRIORITY NEIGHBOURHOOD PROGRAM

The DX education team offers free design work-shops in community centers located in high priority neighbourhoods. This includes Kaleidoscope Kids, Junction Community Center, North York Community House, Lotherton Village Girls Group and more!



TOURS + WORKSHOPS

Tours and workshops are offered to all ages in a variety of design disciplines. 2014 to date has shown an increase of more than double the attendance.

2014 EDUCATION + COMMUNITY



DX TALKS

Some of the leading personalities in local and international design speak at Design Exchange.

FAMILY DAYS

DX offers monthly Family Days for kids to have access to exhibitions and programs.



EMERGING DESIGNER COMPETITION

The Emerging Designer Competition celebrates the multidimensionality of design. The first national competition of its kind, designers of all disciplines who have worked a maximum of five years in the field of design are invited to submit.

- Sponsored by RBC and Caesarstone Canada
- We received 314 registrations from across the country



CONNECT

SUPPORTED BY MINISTRY OF ECONOMIC DEVELOPMENT, TRADE AND EMPLOYMENT

The Connect competition promotes accessible design across all disciplines and is open to all Ontario-based college and university graduate and post-graduate students.

- Project submissions from Ryerson University, OCADU, Fanshawe, Humber and George Brown.
- We have confirmed our partnership with the Government of Ontario for 2014-15 and will launch the fourth year of the competition in September 2014

2014 EDUCATION + COMMUNITY

HIGH SCHOOL DESIGN COMPETITION

PRESENTED BY SEARS

The High School Design Competition is open to all high school students right across the country. All design disciplines are represented.



DESIGN CAMPS

Multidisciplinary design camps are held during march break and summer months for kids ages 6 to 14.



DXINTERSECTION

CO-CHAIRS: VICTORIA WEBSTER AND
RANA FLORIDA
NOV 7, 2014

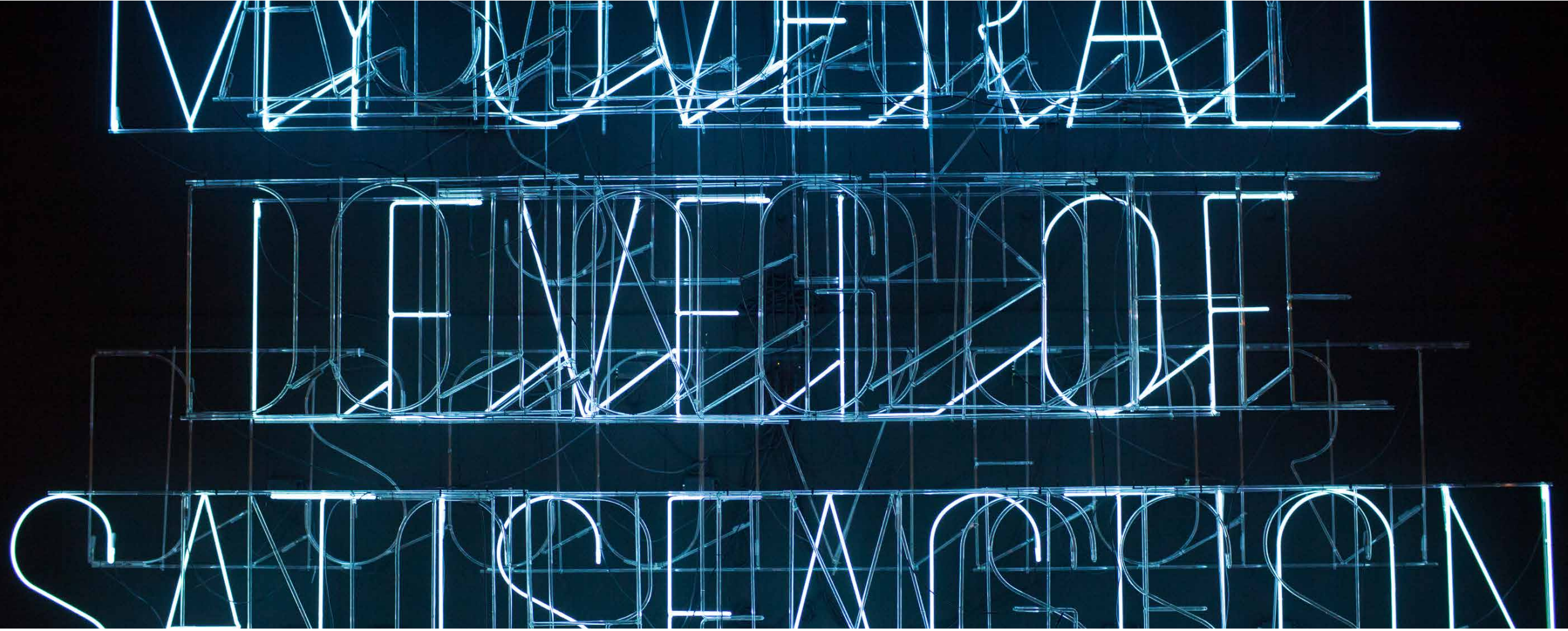
- DXI 2013 was attended by over 800 guests from the art, design, fashion and philanthropic communities.



MONOGRAM DINNER BY DESIGN

IN SUPPORT OF DESIGN EXCHANGE
AND CASEY HOUSE
JAN 19 - 24, 2015

Wine and dine in an exclusive dining room designed by one of 12 top-notch designers in support of two of Canadian charities: Design Exchange and Casey House.



THANK YOU!

On behalf of DX and the Board of Directors, we would like to thank the City of Toronto for its support thusfar in creating a Design Museum for the city; and we look forward to doing our part in building Toronto as a world class city.