

FOR IMMEDIATE RELEASE
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WINNERS OF 2005 NATIONAL POST DESIGN EXCHANGE AWARDS ANNOUNCED

TORONTO, ONTARIO : On Tuesday November 29th, at a gala dinner, the Design Exchange (DX) announced the winners of this year's National Post Design Exchange Awards. This national competition is open to professional designers across Canada working in a range of disciplines. The DX is Canada's design center, whose mission is to educate Canadians about the value of design. It is located at 234 Bay Street.

The DX Awards have been running since 1994, and the program is a collaboration between the Design Exchange and the National Post. Originally the Awards were launched with the Financial Post, and were designated "The Design Effectiveness Awards". The awards are presented in recognition of design excellence, and also acknowledge the significant role that design plays in business strategy. Both the design firm and their client are presented with an award – acknowledging the importance of the business decision to invest in design in the early stages of a project.

Award categories include architecture, industrial design, interior design, urban design, new media, visual communications, fashion design, engineering and landscape architecture. The winners in each category are listed in a separate attachment with this release.

"The National Post Design Exchange Awards continue to honour the best in Canadian design, and those business leaders who have invested in design. The DX is proud to offer recognition to these design success stories", stated Dianne Axmith, Vice-Chair of the DX Board of Directors.

All the finalists are on display in the DX ground floor lobby until December 30 (free admission). The lead sponsors of this year's Awards are the National Post and Aeroplan. Other partners include Marigolds & Onions, Exclusive Affair Rentals and the Fairmont Royal York.

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For more information on the Design Exchange and the Awards,
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2005 National Post Design Exchange Award Winners

INDUSTRIAL DESIGN



Gold

*KUN Voce Violin
Shoulder Rest*



Silver

GoBike



Bronze

*Workmate
Portable Paint
Station*



**Honourable
Mention**

Unfold Series

Gold

PROJECT: KUN Voce Violin Shoulder Rest
DESIGNER: DW Product Development Inc.
CLIENT: KUN Shoulder Rest Inc.

Silver

PROJECT: GoBike
DESIGNER: Philip Brook
CLIENT: Le Groupe Go inc.

Bronze

PROJECT: Workmate Portable Paint Station
DESIGNER: DW Product Development Inc.
CLIENT: Black & Decker Canada Inc.

Honourable Mention

PROJECT: Unfold Series
DESIGNER: Liming Rao, Unfold Studio
CLIENT: Atom Egoyan & Hussain Amarshi, Camera Bar



DESIGN EXCHANGE
EDUCATING CANADIANS ABOUT THE VALUE OF DESIGN.