



Kids Design for a **sustainable** Future

Seminars to focus on eco-conscience design at Toronto's Explore Design

change the world

From hockey pucks to coffee cups, design is looking towards a **green future**. At **Explore Design (ED)**, **10,000 students** from across North America will embark on a series of design talks dedicated to socially conscious design. Kicking off on **October 14th**, this 2-day interactive design playground will host **Design for the Greater Good**, a series of 6 seminars dedicated to economic, social and ecologically sustainable design. Kids will learn eco-tricks of the trade and get the inside scoop from seasoned design pros like **Lloyd Alter**, President of the Architectural Conservatory of Ontario and Editor of Treehugger.com, who will speak on how old buildings are **green buildings**, and how important it is to take care of what we have. Author/Illustrator **Franke James'** artistic mission is to do something green and document it. James will give a lively presentation of abstract concepts through her art.



PROJECT RUNWAY CANADA RUNNER-UP STANDS-UP FOR DESIGN EDUCATION



From Ryerson U to reality TV stardom to the runway, fashion designer **Jessica Biffi** (pictured, left) illustrates that pursuing a creative education path leads to a successful future. The technical training Biffi received at Ryerson in the field of Fashion Design gave her a winning advantage during the second season of Project Runway Canada. "I wish ED was around when I was deciding what to 'be'." Biffi says. "ED gives creative kids like I was that channel full of resources to lead them on their way to a creative future!" Now working under her own label, **Jessica Biffi**, the Canadian fashion scene is anxiously awaiting the debut of her Spring/Summer collection at Toronto's LG Fashion Week later in October. **Biffi will chat with kids at ED on Oct. 14!**

Make Critical Career Steps

ED gets students on the drawing board, offering seminars on portfolio design, logo design workshops and advice on how to keep current in the industry. Students get the opportunity to meet alumni and representatives from over 75 of the best design schools and programs, from Scotland's Glasgow School of Art to Toronto's OCAD, and rub elbows with design professionals.

The 3rd annual **EXPLORÉ Design**, North America's only design and art education fair for youth, is brought to you by Merchandise Mart Properties Inc. (MMPI) and reaches ½ million students across Canada and the USA. Close to 10,000 kids participate in over **75** exhibits. Interactive seminars, stimulating speeches and hands-on workshops will take over the Metro Toronto Convention Centre **October 14 and 15 2009**.

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