

# IDS09

For Immediate Release

## IDS09 REVEALS WORLD-CLASS SPEAKERS

GLOBAL SEARCH LEADS TO LAUNCH OF NEW FEATURES

TORONTO, Canada – NOVEMBER 20, 2008 – **IDS09** welcomes the world to its stage for **Trade Day** with talks from top international design talents. MMPI Vice-President and show organizer **Shauna Levy**'s dynamic approach to design is reflected in **IDS09**'s diverse feature exhibits, including 3 exciting **NEW** initiatives: **LuxeHome**, **International Pavilions** and **Innovation + Technology**.

*"Design is inescapable," says Levy. "It affects us well beyond luxury goods. **IDS09** explores the ways in which art, technology and design shape contemporary society and how their coexistence allows us to exchange ideas in a growing global community."*

### TRANSLATING INSPIRATION:

Exhilarating Talks from 3 of Europe's Top Design Firms

A hybrid of art and design, Belgium's design phenoms, **Job Smeets** and **Nynke Tynagel**, of **Studio Job**, exude a quirky sense of style and play. Catch the poignant pair flittering amidst their whimsical, oversized Alice-in-Wonderland "Silverware" pieces in the **IDS09** ad campaign. Hot Parisian furniture designer **Christophe Delcourt** is quickly making France famous for something besides fashion and wine. Listed among *Metropolitan Home's* **Top 100**, Delcourt is set to enlighten Trade Day audiences *en français* about the process behind his influential contemporary furnishings. Hear how **UN Studio's Ben van Berkel**'s iconic structures redefine the role of architecture. From the graceful futurism of Austria's Mumuth-Graz theatre, to the ribbon-like exterior of his NYC condo venture, this impressive Dutchman's designs are a mélange of function, fascination and delight.



L TO R: STUDIO JOB, CHRISTOPHE DELCOURT, BEN VAN BERKEL

### GADGETS GORGEOUSNESS AND GOING GLOBAL:

Three New Feature Exhibits at IDS09

**Innovation + Technology** introduces "smart" décor products that encapsulate the modern embracement of stylized technology and functional design. **LuxeHome** celebrates couture home fashions from **Fendi Casa** and **Missoni Home**. Exhibitors from France and Finland debut their coveted lighting, furniture and décor accessories for the first time in Canada in their **International Pavilions**.

### EXCLUSIVE CONTEST: Get Glam with Gluckstein

**Brian Gluckstein**, Canadian interior design celebrity, answers your decorating conundrums. Send your design challenge to [askbrian@interiordesignshow.com](mailto:askbrian@interiordesignshow.com) by January 15. On Sunday, February 8, Brian will present the two "winning" photos – and perfect solutions for dreadful décor, live at the show.

**IDS09** is expected to attract more than 50,000 attendees with this year's exciting line up of new exhibitors and design features. The show runs **February 5-8, 2009 at the Direct Energy Centre, Exhibition Place, Toronto**.

**Media Press Kit:** Download information, hi res images and more. [www.interiordesignshow.com](http://www.interiordesignshow.com)

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