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# IDS09

THE FUTURE LOOKS BRILLIANT AT FEBRUARY'S IDS 09  
CANADIANS GET INSPIRED BY LOCAL & INTERNATIONAL DESIGN STARS  
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**THE INTERIOR DESIGN SHOW 2009 (IDS 09)** adds a shining chapter to its storied history of trumpeting local and international design talent. From edgy and eccentric local firm to Oprah-endorsed luxury condo designer of choice, this year's all-star lineup have all received international acclaim. From February 5th to 8th, 2009, **over 50,000 people** will preview dozens of trends, hear about the latest ideas and see thousands of new products. From design prototypes, student exhibits, and boundary pushing architectural Collaborations to cutting edge Swarovski Crystal installations and designer concept spaces, the show promises an array of dazzling features.



FROM L TO R: CHRISTOPHE DELCOURT, ANI + LUMIGRANE, KEEP IT CARTESIAN, SWAROVSKI CRYSTAL, AND FISHBOL DESIGN ATELIER

## 5X5: FASHION-FORWARD TO IRREVERENT CANADIANA

Five diverse teams will headline **IDS 09's** popular space concepts feature **5X5: 5 DESIGNERS. 5 INSPIRED SPACES**. Highlighting what they deem 'next in design' Castor, 64th and Queen, Taylor Hannah Architect Inc., Tomas Pearce Interior Design Consulting Inc. and Earth Inc. **bring their inspiration to life**. The public will glean into the future of design as they experience four interior spaces which range from fashion-forward, to irreverent Canadiana, and from luxurious leisure to state-of-the-art luxury. HGTV's *Earth Inc.* deftly responds to all four concepts in their unique exterior green space.

## BRIGHT YOUNG THINGS

Since its 1999 inception, IDS has celebrated new ideas in design with innovative exhibits like **PROTOTYPE** and **DESIGNGENNEXT**. 2009's Prototype, the beloved, juried, launching pad for new product ideas drew a record number of applicants from all corners of the world. Similarly, DESIGNGENNEXT puts the spotlight on student design works from Ryerson to the University of Alberta – in some cases for school credit. Incubating new talent is integral to the show's mandate explains IDS co-founder Shauna Levy: "This year, more than ever, we're excited about promoting a balanced view. People will be inspired equally by the rising stars of Prototype and our student exhibit DESIGNGENNEXT as they will from the established luminaries of Crystal Clear and our Space Concepts."

## IDS ALUMNI SHINE ON

Over its 11 year history, IDS has championed Canadian design and architecture firms, 'wowing' millions of Canadians along the way. Major new projects and exciting new IDS exhibits are being taken on by IDS alumni in 2009.

IDS welcome's back *Munge Leung Design Associates* who have been 'leading by design' since their first appearance at the 2000 IDS show. This year watch as they evoke **enchanted forests, winter dreams and ethereal beauty** as part of the Swarovski-sponsored Crystal Clear exhibit. Luxury design firm *Powell & Bonnell* has showed at IDS since its inception in 1999. Their international clientele and line of custom furniture speaks for itself. This year they return to dazzle crowds once again with their atmospheric symphony for Crystal Clear. Since their first appearance last year as part of the 10 Innovative Designers exhibit *Castor* has received praise from *I.D. Magazine* as one of 40 up and comers and recently announced their first public commission.

*Il By IV Design Associates Inc.* first appeared at IDS in 2001 and won the coveted Designer of the Year Award in 2006. Their recent coup: posh interiors for Trump Toronto. *TAS DesignBuild* (IDS 2002) proudly announced their next project this November: Gansevoort Toronto, the city's first ever LEED-certified hotel and residence.

## ABOUT IDS 09

**IDS 09** is expected to attract more than 50,000 attendees with this year's exciting line up of new exhibitors and design features. The Opening Night Party will tantalize over 5,000 guests, preview exhibits and celebrate global culinary feats. The show runs **February 5-8, 2009 at the Direct Energy Centre, Exhibition Place, Toronto**.

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