

For immediate release

ANNOUNCING DX INTERSECTION: DISPATCH
**4th Annual Fundraising Event Set to Dispatch Cross-Cultural Experience at Toronto's
Historic Design Exchange Museum**

October 18, 2016 (Toronto, ON) – DX Intersection, the vital and preeminent annual fundraiser for [Design Exchange](#), Canada's Design Museum (DX), returns on November 4th for its most dynamic and inspiring event yet. This year's theme, **DISPATCH**, will offer a *dispatch* or a view to what makes Canada cool through intersections of design, art and culture. The fundraiser will bring together multidisciplinary minds to transform DX. Each floor is brought to life with interactive installations and multi-sensory experiences by renowned creatives including Space Animator, RAW Design, and Sarah Keenlyside and Joseph Clement.

A living embodiment of this theme, the event will honour **Tyler Brûlé**, a Canadian who has risen to international acclaim and influence as the founder of Winkreative, Monocle and Wallpaper*. Engineer and design pioneer, **Charles Bombardier** is this year's Honourary Chair.

Each year, DX Intersection brings together hundreds of globally-minded art, fashion, and design practitioners, enthusiasts, entrepreneurs, and philanthropists for an evening celebrating all things creative.

"DX Intersection is our annual ode to the country's creative community; a chance to showcase interdisciplinary design and unexpected collaborations," says **Sauna Levy, President & CEO, Design Exchange**. "The event is an integral moment for us to bring design innovators and enthusiasts together in one space, supporting a collective vision of building Canada's design culture and making it accessible and inclusive to all."

Since its inception, the annual fundraiser has been instrumental in the development of DX, providing a stage for both local talent and world-class designers to shine. All proceeds from the event support DX's Public and Education programs, including exhibitions, workshops, and youth education programs.

DXI 2016 HONOUREES

An annual platform that recognizes emerging and established design visionaries, this year's event will honour **Tyler Brûlé** whose work demonstrates the cross-pollination of design disciplines and shows how design informs contemporary culture and lifestyles. As a Canadian journalist and entrepreneur, Tyler's career highlights include founding [Wallpaper* Magazine](#) (1996) and [Monocle Magazine](#) (2007), and establishing [Winkreative](#) (1998).

Alongside Tyler, **Charles Bombardier** is this year's Honourary Chair. Recently recognized as the *Most Innovative Person in Industrial Design* at the 10th Innovation and Entrepreneurship Summit, Charles is a unique trailblazer who has helped cultivate the global design community. Career highlights include leading several development teams at Bombardier Recreational

Products, launching, financing, acquiring and selling several businesses, and, most currently, supporting TandemLaunch, a Montreal-based incubator.

PARTY DETAILS

Friday, November 4, 2016

Design Exchange ([234 Bay St., Toronto](#))

Schedule highlights include:

Red Carpet & Cocktails: 6:30PM

Award Ceremony: 7PM

Donor Dinner Experience: 7:30PM-9PM

Fundraiser Party: 9PM 'til late

For more information and to purchase tickets, please visit:

<http://www.dx.org/index.cfm?id=63628>

\$175 + HST

@DesignExchange

#DXI

DX Intersection 2016 is generously sponsored by Nienkämper and Porsche.

ABOUT DESIGN EXCHANGE

Design Exchange, a not-for-profit museum funded by its members and donors, is Canada's only museum dedicated exclusively to the pursuit of design excellence and preservation of design heritage. At the crossroads of multiple disciplines, from furniture and architecture to graphics and fashion, our onsite and satellite public and education programs are developed to reflect the popular zeitgeist and contemporary culture while demonstrating the relevance and importance of design to everyday life. We are committed to delivering accessible design experiences and education and we aim to provide the tools necessary to connect design learning to the ordinary and extraordinary.

-30-

****Interview opportunities available for Tyler Brûlé (DXI 2016 Awardee), Charles Bombardier (Honourary Chair), and Shauna Levy (President/CEO, Design Exchange) upon request****

MEDIA CONTACTS:

Melissa Augimeri
Account Executive, NKPR
melissa@nkpr.net
416.365.3630 ext.239

Daria McWilliams
Account Coordinator, NKPR
daria@nkpr.net
416.365.3630 ext.245