

DESIGN EXCHANGE
CANADA'S DESIGN MUSEUM

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Submission for Canadian Content in a Digital World Review on behalf of Design Exchange, Canada's Design Museum.

Executive Summary

Design – through the thousands of individuals and businesses in the field – contributes significantly to Canada's economy. It also has unique sociocultural

value: The design industry enriches lives, animates communities, and nurtures a dynamic business environment in the country. If adequately supported, this creative sector could have far greater and more profound cultural and economic benefits for Canada.

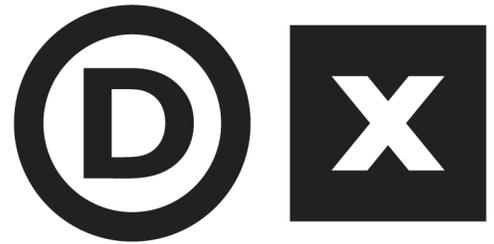
Design Exchange, by offering unique and accessible programming, educates and shares design stories with the broader public to highlight design's intrinsic relevance to our everyday lives.

Through its education and public programs, which include thoughtful and provocative exhibitions, renowned guest speakers, hands-on workshops, community outreach partnerships, design competitions and more, Design Exchange acts as the pre-eminent anchor for the local design community. DX facilitates the development of networks and associations that stimulate, nurture and invest in this community.

A museum creates economic and social value for its community that is often not reflected in ticket sales. In recognition of this economic externality, governments provide public funding to museums.

Funds such as the Museums Assistance Program at the Department of Canadian Heritage are available to museums. But these programs are narrow in scope, supporting only certain kinds of activities. While the Design Exchange has developed multiple sources of self-generated revenue, funding with a broader scope would allow the museum to explore innovative programming that falls outside the current funding envelopes.

Recommendation: That funding be available through the Department of Canadian Heritage to cover a broader scope of museum activities to support innovation in the museum sector.



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About Design Exchange

Design Exchange 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 exhibitions, talks, workshops, and youth education programs are curated 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.

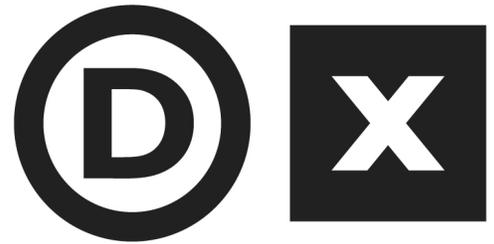
The Value of Design to the Canadian Economy

Canada's design industry represents a significant portion of the country's creative economy. It is made up of interior designers, architects, industrial designers, graphic designers, fashion designers – as well as the thousands of makers, manufacturers and suppliers who support the industry.

In Toronto alone, there are 30,000 designers, making it the third largest design workforce in North America, following New York and Boston. Toronto sits at the centre of Canada's design economy with the greatest number of design workers and establishments; the highest number of design education programs (in higher education institutions including OCADU and Ryerson University); the largest concentration of industry and professional organization headquarters (such as the Toronto Society of Architects and the Interior Designers of Canada); as well as a plethora of design-related studios, agencies and self-employed freelance designers. Beyond Toronto, the design workforce in Ontario is 45,000+; and in Canada, in total, is about 105,000-strong. Canada's product design and manufacturing industry supports 225,000 skilled workers in total. The design-driven tech sector is also growing: Toronto-Kitchen-Waterloo together boast 15,000 technology companies employing more than 200,000 – the second largest technology cluster in North America.

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From the UAE to Chile, Canadian design abounds. Office and residential towers, places of worship and retail, hotels and restaurants, urban city plans, furniture and household goods, health innovation, interactive digital programs, user experience and user interface, fashion, transportation and more, design is one of Canada's most significant exports.

Design is a critical input into creating a better world, benefiting both individuals and enterprises directly engaged in design and society as a whole. Businesses that invest in design see growth in revenue and improved access to new export markets. Designers that invest in new design tools, technologies and processes can exercise greater control over their work and produce better quality. This, in turn, positively impacts every facet of our lives, from the creation of better household products to affordable housing and sustainable city planning. In fact, design has become a significant factor in pursuing the social, political and environmental challenges we face at local and global levels. The future of Design Exchange exists in building a bigger platform for design's ever-broadening scope, one that reflects how the intersection of design, innovation and technology could make our lives better and bring prosperity to everyone.

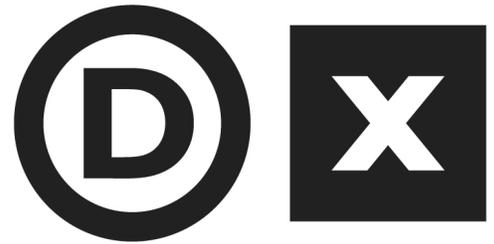
Through its extensive programming and partnerships, Design Exchange has focused on how good design adds value to products and services; and how design practices, showrooms and manufacturers generate revenue and create employment. And it has always promoted community engagement. Its exhibitions have included *This Is Not a Toy*, an ambitious show on urban vinyl and designer toys co-curated with singer and producer Pharrell Williams that was attended by young adults who had never visited a museum before. DX has also created workshops and programs on city planning and fashion design for neighbourhood improvement centres and underserved communities, and has customized programs for youth at risk, with *The Remix Project* and *CAMH*.

In 2017, DX will launch *EDIT: Expo for Design Innovation and Technology*, a 10-day international design festival that will explore the intersection of design, architecture, innovation, and technology in shaping our future for the better.

With the three overarching goals of education, engagement and growth, *EDIT* is partnering with the UN to create a program that reflects the UNDP's recently announced *Global Goals for Sustainable Development*. In 2017, the

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theme of PROSPERITY FOR ALL will present design, innovation and technology solutions to basic human needs such as shelter, food, education and health.

EDIT is a legacy project that will commemorate Canada's sesquicentennial in 2017, by training the world's attention on Canada as an engine of innovation, with a future characterized by innovation, resourcefulness, diversity and vitality.

As a biennial, it will provide an ongoing platform for world-changing ingenuity. Through its engaging programming – curated exhibits, immersive installations, kids' maker faires, symposia and more – local and international designers, thinkers and makers will enjoy a bold platform to demonstrate the significant expertise and know-how among our creative economies; and every visitor will be an active participant in this pivotal conversation on prosperity for all.

Design is a bridge between culture, commerce, innovation, technology, and communities. To maximize both the social and economic benefits of culture, the design industry needs continuing support from Design Exchange. In order to bolster the design industry, Design Exchange requires greater governmental support.

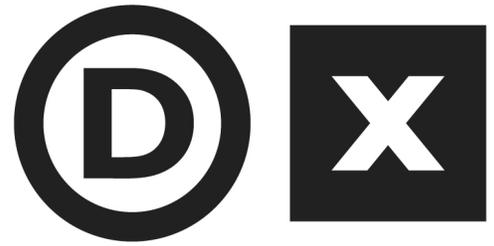
Recommendation: That funding be available through the Department of Canadian Heritage to cover a broader scope of museum activities to support innovation in the sector.

A museum creates economic and social value for its community that is often not reflected in ticket sales. In recognition of this economic externality, governments provide public funding to museums. Funds such as the Museums Assistance Program at the Department of Canadian Heritage are available to museums. But these programs are narrow in scope, supporting only certain kinds of activities. Canada's National Museums Policy has not been updated since 1990. Now is the time to ensure that innovative institutions are included in that policy.

While the Design Exchange has developed multiple sources of self-generated revenue, funding with a broader scope would allow the museum to explore innovative programming that falls outside the current funding envelopes. Providing broader public funding for exhibition and promotion in areas such

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as design will allow institutions like the Design Exchange to provide a space in which designers can continue to explore new ways to make our lives better, moving business towards their innovation and prosperity goals, and thereby contribute to economic growth in the country.

For any questions or more information please contact Design Exchange President and CEO, Shauna Levy at shauna@dx.org

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