



CANADA INNOVATES: Canadian Industrial Design

Call for Entries

As a distinguished member of Canada's design community, you are invited to participate in this year's international marketing efforts, focused on the United States and Asia.

CANADA INNOVATES promotes emerging design companies to international markets. This opportunity is open to design firms that have goods and services that are export-ready.

We are inviting designers to submit digital collections of their works that will be showcased at the upcoming IDSA National Conference 2006 (September 17-20, USA), and 2006 World Industrial Ningbo Design Fair (September 22-25, China).

Selected entries may also be included in a new ACID full-colour book on Industrial Design in Canada that we hope to publish in 2007 and distribute at **CONNECTING 07: World Design Congress**, taking place from October 17-20, 2007 in San Francisco. The Congress is being organized by ICSID and IDSA. The website is www.idsa.org/icsid-idsa07/connecting.html.

The book will be distributed to leaders in the design and business communities as a resource on design in Canada. Each participant in the book will receive a personal copy and additional copies may be purchased.

In addition, selected entries will also be showcased at the **Canada Export Centre**, a permanent high profile trade exhibit hall that promotes Canadian firms to foreign buyers, investors, and agents from around the world. The Centre is located in downtown Vancouver and is a partner of Team Canada Inc.

Entries must include:

- a 25 word biography of the designer or a 25 word overview of the company (MS Word file).
- a 50 word description of the specific piece of work submitted (MS Word file).
- 1-3 high resolution image(s) (300 dpi) which offer a visual of the design product.
- a high resolution portrait photograph of the designer(s).
- full contact information: name, title, firm, mailing address, telephone, fax, email, website address.
- design category (furniture, consumer products, equipment, communications, transport, recreation, lifestyle).

A processing fee will be charged for each submission:

Single project/product line: \$100 CDN
Multiple projects/products: \$75 CDN each

Please make cheque payable to "Association of Canadian Industrial Designers".

Highlights from the 2005 Canadian Industrial Design Creativity digital exhibition can be viewed online at www.designcanada.org. This year's participants will also be featured on the Association of Canadian Industrial Designers website.

Please forward submissions to the following address:

Attention: Alice Lee
School of Design, Faculty of Business and Creative Arts
George Brown College
200 King Street East, Room 313A
Toronto, Ontario
M5A 3W8

Deadline:

ACID must receive your entry by **Friday, August 11, 2006 (5:00 PM EST)** along with the fee. Cheques should be payable to "Association of Canadian Industrial Designers". If you have any questions, please feel free to contact Alice Lee at **(416) 415-5000 x 2103** or by email at alee@gbrownc.on.ca.

Canada Innovates is organized by the Association of Canadian Industrial Design in association with the Department of Foreign Affairs and International Trade's Program for Export Market Development.

Sincerely,

Jerome Krause
President
Association of Canadian Industrial Designers