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**JULY 19<sup>TH</sup>, 2017**

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**EXPO FOR DESIGN,  
INNOVATION & TECHNOLOGY**  
**SEPT. 28 – OCT. 8, 2017**

# DAVID SUZUKI AND SCOTT DADICH, CREATOR OF NETFLIX ORIGINAL SERIES ABSTRACT: THE ART OF DESIGN, CONFIRMED TO SPEAK AT EDIT: EXPO FOR DESIGN, INNOVATION & TECHNOLOGY

**EDIT: Expo for Design, Innovation & Technology announces new programming that demonstrates the future is now**

**TORONTO, CANADA – JULY 19, 2017**

This September 28<sup>th</sup> to October 8<sup>th</sup>, 2017, EDIT: Expo for Design, Innovation & Technology will prove why the future is awesome with a line up of forward-thinking speakers and ground-breaking exhibits that showcase how design can solve global challenges. Produced by Design Exchange (DX), in partnership with the United Nations Development Programme (UNDP), EDIT will transform an abandoned factory in Toronto into a hub of creation for an unprecedented 10-day immersive fair. Guests will explore innovations ranging from 3D printed prosthetics, to robotics and drones, to vertical farming solutions highlighting that design is much more than beautiful objects and inspiring interiors.

Included with the price of general admission of \$15, visitors will receive access to a thought-provoking speaker series titled “Making Change” running daily throughout the expo. Among the all-star line up is Dr. David Suzuki, globally renowned scientist, broadcaster, author and co-founder of the David Suzuki Foundation. Dr. Suzuki is set to deliver an eye-opening talk on how humans must sustainably co-exist with the earth, while Scott Dadich, former editor-in-chief of WIRED and creator of Netflix’s hit series Chef’s Table and Abstract: The Art of Design, will share his vision on the impact of design thinking. Suzuki and Dadich will kick off the series on September 29, setting the stage for conversations about how design can ignite and deliver social change.

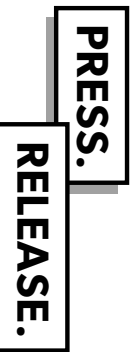
EDIT officially launched at its future home in East Harbour (formerly Unilever Soap Factory) this past May. The gathering unveiled EDIT’s overarching theme of “Prosperity for All” inspired by the

UNDP’s 17 Global Goals for Sustainable Development. This concept will be articulated in a feature exhibit on the main floor of the factory curated by world-renowned designer Bruce Mau and run throughout all elements of the festival. Sub-themes of Shelter & Cities, Care, Educate and Nourish were also unveiled, and will come to life through a line up of participatory experiences, playful installations and futuristic talks.



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FEATURE EXHIBIT

# SHELTER /CITIES

A slice of deep and dark forest will disrupt the factory's raw, industrial atmosphere in the Shelter & Cities exhibit. Curated by Carlo Ratti, Italian architect and director of the SENSEABLE City Lab at MIT, guests will be immersed in a future world where nature is welcomed back into cities to create resilient, safe and sustainable living environments.

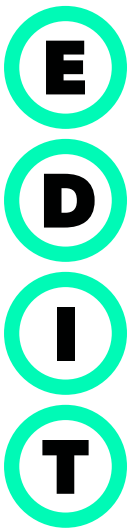
Highlights from Ratti's exhibition will include:

- **Modular Farms** – the sky is the limit for this scalable and interconnected indoor vertical farming system, which illustrates the future's potential to grow food anywhere in the world including concrete skyscrapers.
- **FICO** – imagine growing your own food and following its progress through app notifications! FICO is an app-dependent food production system that uses hydroponics and the Internet of Things to imagine a new system of organic food production. Users can plant a seed and stay connected by accessing the farm digitally from the office.
- **Cricket Shelter** – in the future, we will farm our own protein and the Cricket Shelter, by avant-garde New York architecture studio Terreform One is the ultimate futuristic structure for cultivating crickets.



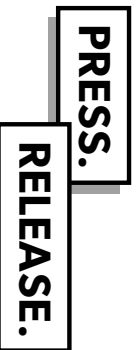
↑ **FICO, a new organic food production system that allows participants to plant seeds in an indoor hydroponic farm and sends updates on the plants progress via mobile app until it is ready to harvest, will be explored in Carlo Ratti's exhibit.**

(PHOTO CREDIT: CARLO RATTI ASSOCIATI)



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## FEATURE EXHIBIT

# CARE

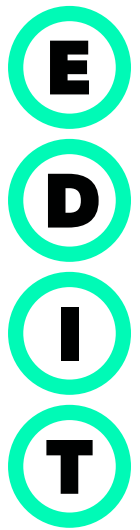
Step inside a time capsule and realize that the future is now. Curated by Torontonians award-winning physician-scientist Julielynn Wong, the Care exhibit will bring forth ground-breaking technology that is re-imagining the world of healthcare. Guests will discover how healthcare is becoming more affordable and accessible for off-grid communities across the globe, with tools such as:

- **Victoria Hand Project** – an inspiring initiative which uses revolutionary technology to provide amputees in developing nations with low-cost 3D printed upper-limb prostheses.
- **Interactive Drone Zone** – Guests will be invited to test their pilot skills in a gamified area that demonstrates how drones can be used to deliver lifesaving medical supplies to inaccessible communities.
- **Nia Technology** – a futuristic combination of innovative technologies, 3D PrintAbility equips orthopedic clinicians with digital tools to produce high-quality mobility devices. This toolchain combines 3D scanning, modelling, and printing technologies with custom software and affordable hardware.



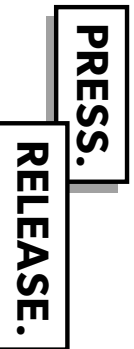
**Julielynn Wong has included the Victoria Hand Project in her exhibit, which creates 3D printed upper-limb prostheses to amputees, to showcase how design is shaping health care**

(PHOTO CREDIT: VICTORIA HAND PROJECT)



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## FEATURE EXHIBIT

# NOURISH

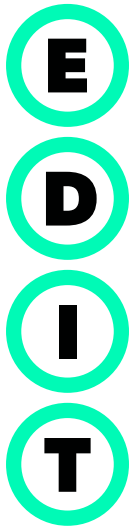
Conceived for an audience hungry for change, Nourish will bring guests on a journey to reimagine the future of food. The exhibit will cook up new possibilities in food production, while exploring revolutionary approaches to improving nutrition. It will also imagine solutions to food security and global hunger. **To whet your appetite, check out some of the features below:**

- **Experimental Kitchen Lab presented by IKEA** – an interactive food science space featuring projects that are making a difference today, such as **Newcomer Kitchen**. Where Syrian women refugees cook traditional Syrian dishes — one of the worlds oldest cuisines — to a contemporary audience.
- **Food Tech Pavilion** – the brave and adventurous will gather to taste the latest in culinary innovations, including six-legged protein alternatives. Think cricket or mealworm bolognese from **One Hop Kitchen!**
- **No Lot is Vacant** – the brainchild of landscape architect **Victoria Taylor**, urban agriculture non-profit **Bowery Project**, and garden builder Jonas Spring, guests will experience a thriving rooftop garden onsite at EDIT. The garden will boast a forest of beautiful sunflowers in planter boxes which have been repurposed with remnant materials from East Harbour.



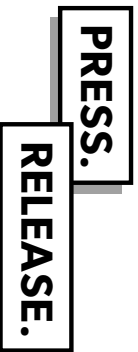
**One Hop Kitchen founders, Eli and Lee Cadesky.**

(PHOTO CREDIT: TORONTO PORT LANDS COMPANY)



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↑ Little Sun Light Graffiti will provide an interactive and full-immersive experience for guests. (PHOTO CREDIT: LITTLE SUN)

## FEATURE EXHIBIT

# EDUCATE

Curated by Kentaro Toyama, a computer scientist and international development researcher, the Educate exhibit will illustrate how design thinking can empower the next generation and help break cycles of poverty and discrimination. **Forward-thinking educators know that play is a great tool for learning, and guests will have the opportunity to interact and play with innovations such as:**

- **Little Sun's Light Graffiti Booth** – step inside a dark room and create graffiti art using a portable solar powered lamp, which is transforming the lives of communities without access to power by allowing them to read and study after dark.
- **The Rumie Initiative** – a project seeking to make information accessible to all, by offering free education content and making it available on offline tablets. These tablets are then delivered to not-for-profit organizations and classrooms from Syria to the Canadian arctic and beyond.
- **Toys from Trash** – a project that teaches children how to transform simple, everyday items into toys that are designed to teach mathematical and scientific concepts while imparting valuable lessons on the importance of recycling.

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# DON'T MISS OUT ON YOUR CHANCE TO BE A PART OF HISTORY – TICKETS FOR EDIT ARE NOW AVAILABLE FOR PURCHASE

**GENERAL ADMISSION: \$15**  
**STUDENTS/SENIORS: \$10**  
**FAMILY PASS: \$40**  
**10-DAY PASS: \$39**

[CLICK HERE](#) TO  
PURCHASE YOURS TODAY.

EDIT would not be possible without the support of its partners Ontario150, the City of Toronto, Rogers Communications Inc, First Gulf, Air Canada, Metrolinx, Disney, Facebook Canada and Deloitte.

Want to learn more about EDIT?  
[Sign up](#) for the official newsletter to hear why the future is awesome.

## EDIT MEDIA ACCREDITATION – APPLY NOW!

Media accreditation is officially open for EDIT. To attend and cover the expo, all members of the media must be accredited prior to September 28, 2017.

To apply, media must send an email with their name, affiliation, telephone number and planned coverage to [EDIT@faulhabercommunications.com](mailto:EDIT@faulhabercommunications.com) by September 15, 2017.

## ABOUT EDIT

Change the world by design. EDIT is a 150,000-square-foot immersive experience that envisions a world transformed by unparalleled design, innovation and technology solutions. Produced by Design Exchange, in partnership with the United Nations Development Programme (UNDP), this groundbreaking inaugural festival will ignite conversations through an array of curated exhibits, compelling talks,

and inspiring installations. Inviting some 100,000 visitors to East Harbour (formerly Unilever soap factory) located next to Toronto's Port Lands, EDIT challenges visitors and participants to consider how we can make the world a better place. Together. [editdx.org](http://editdx.org) @editdx #editdx

## MEDIA CONTACT

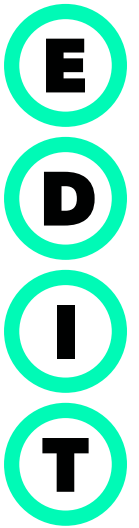
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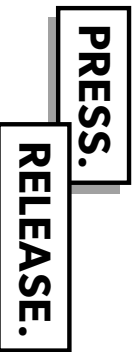
## SPONSORSHIP CONTACT

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