



Canada's Largest Exposition and
Conference for the Design, Construction and
Management of the Built Environment

www.iidexneocon.com

September 27&28 2007

For Immediate Release

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Mark Your Calendars IIDEX®/NeoCon® Canada - Transforming the Built Environment

-Show Will Feature the Latest Innovations in Design, Architecture and Construction-

Toronto, ON- IIDEX/NeoCon Canada 2006 broke new ground in the Canadian design industry with our 'Sustainability by Design' theme which revolutionized how we think of buildings, design and the environment. Building on this success, IIDEX/NeoCon Canada 2007 will transform how the interior design, architecture and building sectors understand the many varied components of sustainable design. By showcasing the latest thinking on productivity, wellness and innovation, the IIDEX/NeoCon Canada exposition and conference will present a more integrated approach to transforming "The Built Environment" which reduces the impact of our environmental footprint without sacrificing economic growth or social development.

Selected Highlights for 2007

EXHIBITS THAT TRANSFORM

A Canadian 1st - IIDEX/NeoCon Canada Launches the IES Toronto Lighting Show

There is a lighting revolution underway and IIDEX/NeoCon Canada is at the forefront of this massive overhaul of the lighting sector. By partnering with the Illuminating Engineering Society (IES) Toronto Chapter, IIDEX/NeoCon Canada will create the largest lighting show in Canada. Covering 5,000 sq. ft. of show floor and featuring over 50 manufacturers of interior, exterior and architectural lighting solutions, "The Lighting Show" will deliver not only cutting edge design, but will also showcase the monumental advances in sustainability, LED technology, new materials and advances in lighting design. Canada's largest lighting event includes the following highlights:

- Showcasing the latest developments in interior and architectural lighting
- Focus on sustainable lighting solutions
- Special seminar stream on lighting design engineering and technology
- Candela Ottawa Light Art Show by emerging artists from Ottawa
- Transitions: Light On The Move - Shipping container by Philips featuring a unique exhibition of prisms designed by Canadian lighting designers Ross Nicholson in collaboration with Philip Gabriel
- The Lighting Keynote, The Office for Visual Interaction will present: "Iconic Lighting: Ordinary to Extraordinary"

An IIDEX 1st - Living Spaces: An Exhibition of 21 Canadian Contemporary Homes

An interactive exhibition of cutting edge contemporary homes representing every region of Canada celebrating the distinct attributes of each of the five regions explored by the curators. These attributes include, landscape, climate, local materials, architectural heritage and the particular lifestyles of the owners. This exhibition features models, video interviews with the architects, homeowners and photographs of these unique residences. Curated by Cambridge Galleries.

An North American 1st Materia - The Future of Intelligent Materials

The exhibition Materia - The Future of Intelligent Materials offers the opportunity for visitors to actually touch, sense and see various recently launched materials which inspires, educates and enhances creativity. For many visitors it will be the first time they have experienced these innovative materials, illustrating the spirit of invention and creativity. The content of Materia, Evolution of Materials is selected and presented by Materia, the international independent material source with years of experience in the field of progressive usage of materials.

A North American 1st - ecoHome launches at IIDEX

The purpose of the ecoHOME is to inspire residential design and lifestyle choices that promote healthy and sustainable living by:

- Raising the profile of sustainable and intelligent residential design
- Engaging people in an interactive educational experience
- Linking the built environment and the natural environment
- Showcasing responsible and renewable building materials
- Demonstrating the integrated design process in action

The ecoHOME is a one-story housing unit that demonstrates affordable, sustainable, beautiful and healthy technologies and materials. The exhibit is designed and constructed by the Institute Without Boundaries, a program of the School of Design at George Brown College with support from Levitt Goodman Architects, CMHC (Canada Mortgage and Housing Corporation), and other partners. The ecoHOME design uses Universal Design principles, and showcases Flexhousing, Healthy Housing and modular design concepts. The materials and technology used in the construction and interior design of the ecoHOME will meet LEED® standards and be in line with the environmental, social and economic principles of sustainability. The use of renewable and responsible wood products certified to meet the standards of the Forest Stewardship Council (FSC) will be demonstrated.

IDEAS THAT TRANSFORM

AN IIDEX 1st - FSC Business Forum

September 28, 2007, 11:30 AM - 5:30 PM

The FSC Winds of Change Award Ceremony and Gala Dinner

September 28, 2007, 5:30 PM - 11:00 PM

The 2nd Annual Forest Stewardship Council Business Forum. "Build for LEED with FSC" will bring together corporate executives, government decision makers and influential conservation leaders will join architects, designers, developers, and builders to explore the opportunity and reality of using responsibly sourced FSC-certified wood products.

This dialogue will:

- Demonstrate that construction and design that utilizes FSC-certified wood products is achievable, environmentally and socially beneficial, and a great marketing tool
- Show the benefits of lessening the footprint of the built environment
- Explore the actions and experiences of the speakers and the audience
- Discuss the realities of specifying and finding the right materials for residential construction from concept to final product. The ecoHome exhibit at IIDEX/NeoCon Canada will be the case study.

International conference presents "of the moment topics"

Over 50 CEU accredited seminars presented by industry leaders from across North America representing renowned institutions, associations and speakers, some of whom include: The Center for Health Design, Schulich School of Business, The International Federation on Aging, NBBJ Architects, Don Watt of DW+Partners, Imaginary Forces, Promostyl, Suzanne Tick and Terry Mower, Patti Fasan, University of Minnesota, Wes Janz, Ball State University, Sandy Crocker, Dr. Kevin Dowling, Arlene Gould, FSC, CaGBC, OAA, ASID, IES, DIAC and TSA.

Selected topics include:

- Generational Differences in the Workplace
- Designing for Sustainability
- Innovation vs. Styling
- Calculating the Value of Design
- Eco-Modernism Design Initiative
- One Billion (and One)
- Designing for Healthy Aging Society
- Lighting-The 20% Solution
- 20 x Change Emerging Toronto Architects
- LED Lighting- Is it Prime Time for a Whole New Light
- Canadian Urban Design- a Coast to Coast Review
- Towards Sustainable Lighting
- Designing the Experience of Experience Design
- Female Retail ñ She Means Business
- Healing Environments
- Style and Colour Trends 2009
- Evidence Based Design

KEYNOTES WHO TRANSFORM

A North American 1st - Design Keynote Els Zijlstra, MATERIA, The Netherlands Keynote Theatre, Thursday September 27, 9:30 AM - 10:30 AM

Materializing the Future: New Materials Serving Our Needs for the Future

Stronger, lighter, sustainable, inspiring and surprising ñ those are just a few of the qualities associated with the latest architectural materials. No one has a better grasp of the proliferating material options than Materia's Els Zijlstra. Since 1998, Materia has been collecting, recording and analyzing information about the material needs of interior designers and architects. At Materia's Inspiration Centre in Eindhoven, The Netherlands, design professionals have access to more than 1,500 innovative materials. Worldwide, more than 34,000 designers rely on Material Explorer, the search engine that Materia offers free to the design community. Whether the perfect material for a project is a newly engineered alloy or something as organic as abalone shells set in a matrix of chestnut lacquer, Materia has information about its sensory and technical properties. In her IDEX/NeoCon Canada keynote, Els Zijlstra will look at key developments that have shaped the evolution of materials and set out a vision of what is to come.

A Canadian 1st Architecture Keynote

Michel Rojkind, Founder of Rojkind Arquitectos, Mexico City, Mexico.

Keynote Theatre, Friday September 28, 3:30 PM - 4:30 PM

Resonance: Echoes Along a Personal Journey

In 2002 he founded rojkind arquitectos in Mexico City; three years later Architectural Record named the studio one of its top 10 Design Vanguard firms. In addition to completing several incisively original residences and commercial buildings in Mexico, rojkind arquitectos has been short listed for high-profile international projects. Michel Rojkind's keen interest in structural innovation is tempered with a desire to create projects that are in every sense contextual. For him the design process is "a conversation that includes clients, users, the landscape, history, and our values and hopes projected into an ever-present future." He promises that his IDEX/NeoCon presentation on his work will include "a few short stories, with moments of enlightenment."

A Canadian 1st Lighting Keynote

Award Winning Lighting Design Firm, Office for Visual Interaction, New York City.

Keynote Theatre, Thursday September 27, 4:00 PM- 5:00 PM

Iconic Lighting: Ordinary to Extraordinary

Illumination is the only thing that can transform space without physically changing it. New York City-based Office for Visual Interaction, Inc. (OVI) has made inventive use of this powerful design element on high-profile projects ranging from The Parliament of Scotland (architects: Enric Miralles - Benedetta Tagliabue) to Zaha Hadid's Rosenthal Center for Contemporary Art in Cincinnati, Ohio. As OVI's body of work demonstrates, dramatic lighting designs that enhance space and perception don't have to be complicated ñ the firm's designers have often achieved spectacular effects with simple techniques and fixtures.

An IDEX 1st Environment Keynote

Joe Van Belleghem CA, LEED AP. Windmill Development Group, Victoria, BC

Keynote Theatre, Friday September 28, 12:30 PM - 1:30 PM

Challenge What We Know Learn From Nature

Joe Van Belleghem, is managing partner of developments and consulting for Windmill Development Group Ltd. He has two decades of real estate development and financing experience on projects such as Victoria's Vancouver Island Technology Park, which attained a Gold ranking when it became Canada's first LEED-certified project, in 2002. In addition to being Windmill's partner-in-charge on Dockside Green, he is a founder and former vice-chair of the Canada Green Building Council and he serves on the board of directors for the United States Green Building Council.

An IIDEX 1st Facility Management Keynote

Peter Love, Chief Conservation Officer for the Ontario Power Authority, Toronto.

Keynote Theatre, Friday September 28, 8:30 AM - 9:30 AM

Managing for Conservation and Energy Efficiency

As the former Executive Director of the Canadian Energy Efficiency Alliance, Mr. Love was a leading advocate for energy efficiency and its related benefits to the economy and the environment. The Ontario Power Authority's Peter Love will discuss why energy management is critical to cost-effectiveness and competitiveness, and what can be done to reduce facilities' energy consumption.

PRODUCTS THAT TRANSFORM

Discover thousands of the latest products and services from over 400 exhibitors including our always popular feature pavilions which deliver the hottest products from such specialty areas as lighting, tile and stone, facility management, custom electronics, energy management and sustainable materials. **Details on the hottest IIDEX product introductions will be featured on the website August 30th, 2007.**

EVENTS THAT TRANSFORM

Just Shy of Black Tie

ARIDO Awards of Excellence Celebration & Canadian Business Innovation Awards

September 27, Heritage Court, Direct Energy Centre, 6:30 PM

The ARIDO Awards of Excellence celebration is a must-attend event for IIDEX/NeoCon Canada visitors. The evening will celebrate both excellence in interior design and innovation in product and booth design. For the first time, the ARIDO Awards of Excellence and Innovation Awards will be held in tandem, guaranteeing a dynamic night. The ARIDO Awards of Excellence celebrate the best interior design projects completed by ARIDO members over the past year. The Innovation Awards, sponsored by Canadian Business, showcase the latest innovative interior design and architectural products, as well as the most inspiring booth designs from the 2007 show.

THE DETAILS

Show Dates: September 27 and 28, 2007

Show Location: The National Trade Centre at Exhibition Place in Toronto

Registration: Register free* for trade professionals online at: www.iidexneocon.com from until September 15, 2007. After September 15, admission to the exhibit hall is \$25.00. Please note that IIDEX/NeoCon Canada is not a consumer show.

For further information about IIDEX/NeoCon Canada 2007, please visit www.iidexneocon.com for complete show details.

TRANSFORMING Sept. 27 & 28, 2007
THE BUILT ENVIRONMENT

ARIDO PRESENTS IIDEX/NEOCON CANADA EXPOSITION AND CONFERENCE

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Direct Energy Centre, Toronto

ARIDO Association of Registered Interior Designers of Ontario
MAKE SPACE FOR GOOD DESIGN

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