



DESIGN EXCHANGE



FOR IMMEDIATE RELEASE
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STEVE MANN TO DELIVER KEYNOTE ADDRESS AT *DIGIFEST 2004: ON THE MOVE*

Toronto, Ontario: The Design Exchange (DX), in partnership with Harbourfront Centre and the Ontario Science Centre, is pleased to announce *digifest 2004: on the move*, Canada's largest digital culture festival. This year we explore the theme *on the move* with over 25 innovative presenters and installations. Over four days we tackle wired and wireless life *on the move*, with a focus on HOME, SELF and TRIBE.

Steve Mann, who is widely acclaimed for his work with wearable technologies, will open the festival with his keynote address. Considered one of the most fascinating minds of our time, Mann's innovations have influenced digital culture at large.

digifest 2004: on the move runs from May 13 - 16 in the following locations:

- Design Exchange presents the keynote and HOME, May 13, 14
- Ontario Science Centre presents SELF, May 15
- Harbourfront Centre presents TRIBE, May 16

"We are tremendously excited about the calibre and diversity of speakers at *digifest*," said John Sobol, *digifest* co-director. "*digifest* will feature world-renowned presenters, dozens of installations, live performances, and even wired urban scavenger hunt. The festival has something for everyone."

digifest Highlights

Other prominent figures who will speak at *digifest* include Stefano Boeri, co-founder of Multiplicity Collective and editor of Domus Magazine; Matt Owens, graphic designer and co-founder of one9ine.com; and Bill Buxton technology visionary and former chief scientist at Alias Wavefront and SGI.

New Voices Competition Winners

Each year, *digifest* holds the New Voices Competition giving designers, architects, artists and technologists the opportunity to showcase their innovations in digital technology. *digifest 2004: on the move* will introduce ten new works, including a performance by a robot rock band, a remote control wheelchair and the SIMGallery, a showcase of Sims art.

Tickets

Full festival passes include admission to the opening night gala featuring Steve Mann's keynote address, and three full days of programming. Passes are available now for \$100 until April 30. Starting May 1, passes will be sold for \$140. Tickets for the keynote/gala, taking place May 13 at the Design Exchange, can be purchased separately for \$50. Rush day passes will be available on the day of the event at the venue box office for \$30 per day. Visit www.dx.org/digifest or call (416) 216.2160 to purchase tickets.



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digifest Support

digifest 2004: on the move is presented by The Design Exchange in partnership with Harbourfront Centre and the Ontario Science Centre. DX acknowledges the generous support of the Department of Canadian Heritage – Arts Presentation Canada, Telefilm Canada, The Canada Council for the Arts, and ING. For a full list of *digifest* partners and supporters, visit www.dx.org/digifest.

About The Design Exchange

The Design Exchange is a vibrant cultural and educational organization committed to promoting design and innovation in Canada as tools to increase economic growth and improve the quality of life for all Canadians. The Design Exchange offers something for the design student, the design professional, all sectors of business and the general public.

About Harbourfront Centre

Harbourfront Centre, on Toronto's waterfront, is acclaimed worldwide for being at the forefront of contemporary arts and culture. More than 4,000 events a year present emerging and established Canadian and international talent in visual arts, theatre, literature, dance, music, film and craft. This non-profit cultural organization is visited by more than three million people annually in addition to partnering on events with more than 450 community and cultural groups. This Spring Harbourfront Centre celebrates its 30th anniversary of programming.

About the Ontario Science Centre

The Ontario Science Centre delights, informs and challenges visitors through engaging and thought-provoking experiences in science and technology. The Ontario Science Centre transforms the way in which people see and think about the world around them. Entertaining scientific fun is explored in more than 800 exhibits within 12 exhibit halls.

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PHOTOS AVAILABLE ON REQUEST

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