

FOR IMMEDIATE RELEASE

## **H20 - New Scenarios For Survival**

March 8<sup>th</sup> opens an Italian exhibit consisting of posters by Italian graphic designers who tackle the political, social, and environmental aspects of water. This thought provoking project will be exhibited at the Design Exchange and the Istituto Italiano di Cultura.

Posters represent feasible and realizable proposals and projects, for the collection of water, its purification, transportation, distribution, recycling process and climate change. The exhibit explores issue of fairness regarding the distribution of water and a democratic approach to water resources. Also explored are those who have interpreted the lack and relative waste as an opportunity to market bottled water as a product.

This exhibit explores the infinite points of view from which this fluid and ever-changing element can be encountered: formless, odourless, tasteless and yet a primary nutrient without which life could not exist.

This highly regarded work will subsequently travel to Spain and be featured in the 2008 World's Fair. The exhibit is curated by architect Roberto Marcatti and supported by the Italian Chamber of Commerce, Enwave Energy Corporation, the Italian Cultural Institute-Consulate General of Italy. Azure Magazine is recognized as a media sponsor.

Exhibition dates: March 8-April 27<sup>th</sup> 2008                      Admission is free.

### **March 7<sup>th</sup> Press Conference at noon at the Design Exchange followed by Opening & Curatorial Lecture at 1pm**

H20 is part of digifest, a three-day biennial International Festival of Design and Media Culture presented by Design Exchange in partnership with Harbourfront Centre and Ontario Science Centre. Digifest runs from March 27<sup>th</sup>-29<sup>th</sup>. For more information on digifest, please visit the [www.dx.org/digifest](http://www.dx.org/digifest).

### **ABOUT THE DESIGN EXCHANGE:**

The Design Exchange (DX) is Canada's design museum, with a mission to engage and educate Canadians about the value of design. It recognizes Canadian design and innovation as key elements in the cultural and economic fabric of our lives. It achieves its mandate through delivering design programs that include exhibitions, competitions, lectures and publications. The DX is a registered charity.

The Design Exchange is located in the original historic Toronto Stock Exchange building at 234 Bay St., Toronto. Information is available by calling 416.216.2160 or visiting the DX web site at [www.dx.org](http://www.dx.org).

## ABOUT THE ITALIAN CHAMBER OF COMMERCE OF TORONTO

The Italian Chamber of Commerce of Toronto's mission is to promote economic and cultural synergies worldwide – between business, government and individuals, with special emphasis on Italy, Ontario and the GTA.

The Italian Chamber of Commerce of Toronto is located at 80 Richmond Street West, Suite 1502, Toronto. Tel.: 416-789-7169 Fax: 416-789-7160  
[www.italchambers.ca](http://www.italchambers.ca)

## ABOUT THE ISTITUTO ITALIANO DI CULTURA

The Istituto Italiano di Cultura, Cultural Section of the Consulate General of Italy in Toronto, established in 1976, is a centre for cultural and academic initiatives, a school of Italian language and civilization, a source of information about contemporary Italy and its cultural heritage as well as a venue for art exhibitions, lectures, films, and video screenings.

Istituto Italiano di Cultura is located at 496 Huron St. Toronto, Information is available by calling 416.921.3802 or visiting the institutes website at [www.iictoronto.esteri.it](http://www.iictoronto.esteri.it)

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