

Public Displays of Affection

PDA FOR EDMOND PLACE

For immediate release:

**PDA FOR
EDMOND PLACE
DESIGN EXHIBITION**
September 22-29, 2010
Gladstone Hotel
1214 Queen St W, Toronto

Media Preview
September 23, 4-6^{PM}
Opening Reception
September 23, 6-10^{PM}
Panel Discussion "What is Good Design?"
September 25 11^{AM}-1^{PM}
Curatorial Tours:
Sat, Sept 25 and Sun, Sept 26, 2010 -- 1-2pm

PDA for Edmond Place is an exploration in community-engaged design. In early 2009, PDA partnered with Edmond Place — a ground-breaking new affordable housing development in Parkdale — to find alternatives to the often institutional furnishing options typical of subsidized housing. The result: Local designers, businesses and community members have come together to design and build over 60 pieces of furniture and accessories to be donated to the project. The exhibition celebrates the countless hours and valuable skills that have gone into this first PDA of its kind.

ABOUT EDMOND PLACE:

The Parkdale Activity Recreation Centre (PARC) is a social agency that has been operating a storefront drop-in centre in Parkdale for decades. Having started as a place to welcome the homeless, the disabled, and those with few resources, to provide meals and safe shelter for daytime activity, PARC has grown into an umbrella organization that does so much more. When the city of Toronto awarded PARC with the task of redeveloping the derelict building at the corner of Queen Street West and Dowling Avenue they saw an opportunity to create a model of housing from the loose bricks, broken boards and unfortunate memories that once inhabited the site. Edmond Place was proposed as an affordable housing project that will exemplify the best of design program and opportunity. It is being developed with the goal of being a model of independent, self-contained suites that will enhance the supportive and affordable housing sector.

ABOUT PUBLIC DISPLAYS OF AFFECTION

We are a group of dedicated volunteers who use design as a tool to shape, build and improve society. We do this because we want to be active members of our community, we see the opportunity for positive change in our community and most of all because we love our community!

FOUNDING MEMBERS

Adam Harris // Parimal Gosai // Katherine Ngui
// Jeremy Vandermeij

MANIFESTO:

- 1 EVERYONE DESIGNS
- 2 NURTURE YOUR AWARENESS
- 3 CREATE IN THE VOIDS
- 4 DESIGN IS ALIVE

CONTACT INFO

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PDA FOR EDMOND PLACE

CONTRIBUTING DESIGNERS

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Crawford Noble
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Adriana Romano & Henry Salonen
James Smith
Studio Junction
Mark Tan

Tinsel & Sawdust
Sissel Marie Tonn
TUG - Toronto Upcycling Group



← coffee table
reclaimed spruce
Amy Keeler

Tyco Tat

MEDIA CONTACT

For more information visit publicdisplaysofaffection.ca,
or contact Jeremy Vandermeij at jeremy@publicdisplaysofaffection.ca or 647 309 5494
