

Design  
TO

annual report 2024—2025





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'Everyone Is a Designer Workshop' @ OCAD U  
Photo by Xinyi Wang.

### Dear DesignTO Community,

We hope you are well and feeling inspired by the work that we do. We wanted to take a moment to express our gratitude for your ongoing support of our organization as it celebrated its 15th birthday.

DesignTO was created to bring individuals together to co-design a better future. Our mission is to increase the public's knowledge and appreciation of design through exhibitions, presentations, and educational programming. Our goal is to empower Canadians to participate in shaping a future where people and the planet thrive.

With your support, we are proud to say that we have made significant progress towards these objectives. Our annual festival is a staple in Toronto's cultural landscape, attracting over a million visitors since 2011 and showcasing the work of hundreds of artists and designers each year. As we move forward, we remain dedicated to cultivating sustainability, diversity, and inclusivity in design. We understand that there is still much to be done, but working together, we are confident in our ability to make a positive impact in Toronto and beyond.

We want to extend our heartfelt thanks for your continued support and encouragement, especially in this moment of change.

**With gratitude,  
Deborah & Jeremy**

**“The role of the arts has functioned to support communities, tell stories and enrich our collective history, that's why it's important to celebrate and continue to support initiatives like DesignTO.”**

**Roda Medhat**

Artist, 2025 exhibitor, and DesignTO Best Product/Object Design Award Winner (‘Marital Rug’ part of ‘REVIVE’)

**“The DesignTO Festival inspired me to rediscover the neighbourhood I work in. I can honestly say I never knew how dynamic that community is. The DesignTO Festival opened up my eyes to all it has to offer and makes me feel so proud to be a part of it.”**

**Munira Ravji, Realtor and Owner, Olea & Co.**  
Festival Attendee

**“DesignTO turns the entire city into an art gallery, and allows artists to present their work in unconventional spaces.”**

**Christopher Rouleau**

Artist, 2025 exhibitor (‘Amazon Sucks’), and DesignTO Award Winner



DesignTO is a non-profit arts and culture organization that believes design can create a sustainable, just, and joyful world. DesignTO organizes the annual DesignTO Festival, celebrating its 15th birthday in January 2025. It is Canada's largest celebration of design, forming Toronto's design week.

For 10 days every January, Toronto buzzes with energy and innovation. The DesignTO Festival celebrates design as a multidisciplinary form of creative thinking and making. People from near and far come to explore, learn, and get inspired through architectural tours, craft and design exhibitions, window installations, thought-provoking talks, and other unique experiences. The 2025 DesignTO Festival featured over 450 artists and designers, drew over 200,000 visitors, and generated \$31.4 million for the local economy, highlighting its vital role in the community. Since 2011, we have welcomed over 1 million visitors, showcased the work of over 6,500 artists and designers, and reached over 2 billion people through print and digital media.

But it doesn't stop there. DesignTO keeps its creativity flowing all year long. DesignTO Talks, DesignTO Tours, DesignTO Youth, and exclusive Members Events offer ongoing opportunities to engage with design. We're committed to making design accessible to everyone, proudly reflecting Toronto's diversity with 100% of our team and 82% of our visitors identifying as part of equity-deserving groups.

Innovation is in our DNA. We love taking creative risks and pushing boundaries. Through strategic partnerships and forward-thinking programs, we're building a future where design enriches lives and neighbourhoods.

At DesignTO, everyone is welcome. Whether you're a seasoned designer, a curious newcomer, a design lover, or a potential collaborator, we provide a platform to dive deep into design, engage with vibrant communities, and help reimagine tomorrow. Join us as we explore new areas, celebrate creativity, and redefine what design means for our city and beyond. Whether at the DesignTO Festival or through our year-round events, be part of a movement that celebrates the transformative power of design.



Design  
TO



*'Connect & Collaborate: A Design Salon' by Elizabeth Lane and Milena Tasic at Éstheteak Photo by Anne Fleming.*



### Purpose

We bring people together to design a better future.

### Mission

We curate exhibitions, presentations and educational programming to increase the public's knowledge and appreciation of design and its role in creating a sustainable, just and joyful world.

### Vision

Through our public programming, embolden all Canadians to participate in designing a future where people and the planet are thriving again.



*'Ensemble' at The Plumb. Photo by Garry Bakuniec*





*'DesignTO Launch Party 2025' at Harbourfront Centre.  
Photo by Stephen Chu.*

Founded by a team of diverse creatives (women, youth, LGBTQ+, BIPOC), DesignTO continues this leadership with a multi-generational, intersectional team, from many places. We aim to mirror Toronto's vibrant diversity, with equity-deserving representation.

- Team: 100%
- Board: 89%
- Exhibitors: 76%
- Audience: 82%

This representation fuels our mission to reflect Toronto's creative landscape. While proud of our progress, we acknowledge there's more to do. We're actively working to increase representation and accessibility for all.

\*Equity-seeking groups are communities that experience significant collective barriers in participating in society. This could include attitudinal, historic, social and environmental barriers based on age, ethnicity, disability, economic status, gender, nationality, race, sexual orientation and transgender status, etc. Equity-seeking groups are those that identify barriers to equal access, opportunities and resources due to disadvantage and discrimination and actively seek social justice and reparation. (Source: University of British Columbia, Equity & Inclusion Office.)



65

**Youth Served**

(161 since 2019)

16

**Artist & Designer  
Editorial Features**

(75+ since 2011)

580

**DesignTO Members**

(1724 since 2016)

53K+

**Tourists**

(207K since 2014)

\$31M

**Tourist Spending**

(\$120M since 2014)



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200M+

**Brand Impressions\***  
(2.6B+ since 2011)

**\$1M USD**  
**(\$1.4M CAD) AVE**  
(advertising value equivalency)\*

**36.2K+**  
**Instagram followers**  
(8% increase from previous year)

**23K+**  
**Facebook followers**  
(1.5% increase from previous year)

**4.9K+**  
**LinkedIn followers**  
(18% increase from previous year)

**22.2K+**  
**Newsletter subscribers**  
(3.4% increase from previous year)

Total Organization Reach

\*Data collected from Meltwater







A stylized map of Toronto in the background, colored in a light blue and green gradient.

**100+**  
**free events and exhibitions**  
(1.3K+ since 2011)

**450+**  
**artists and designers**  
(6.5K+ since 2011)

**200K+**  
**Festival Attendees**  
(20% increase from previous year)

**53K+**  
**Tourist Visits**  
(8.2% increase from previous year)

**\$31.4M+**  
**Tourism Spending**

**\$15.7M+**  
**Direct Economic Impact on GDP in Toronto**

**\$25.5M+**  
**Total Economic Impact on GDP in Toronto**

A stylized map of Toronto in the bottom right corner, colored in a light blue and green gradient.



## Diversity

**17** DesignTO Team members

**70%** of the DesignTO Team & **44%** of visitors identify as either a visible minority, person of colour, LGTBX, person with a disability, youth, or indigenous.

## Industry

**65%** of the DesignTO Team & **55%** of visitors are from design, arts and culture

## Age

**46%** of the DesignTO Team & **29%** of visitors are 34 and under



87%

Feel DesignTO is helping to create a more sustainable, just and joyful world.

94%

Would recommend the Festival to a friend or family member.

96%

Are likely to attend future Festival events.

92%

Feel welcome at the Festival.

72%

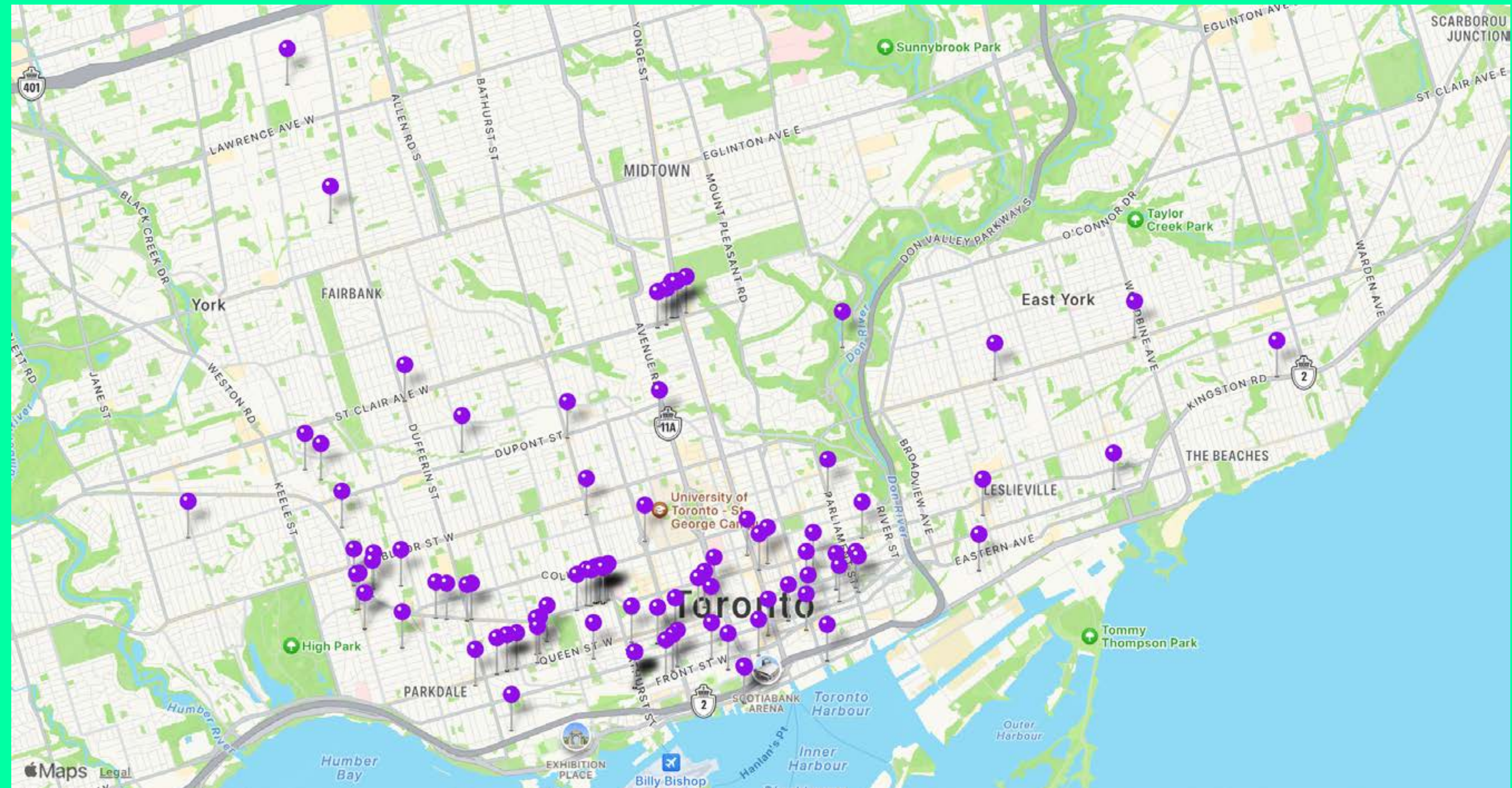
Explored businesses, places or neighbourhoods that were new or not recently visited.

10%

Contributed to the local economy.



The 2025 DesignTO Festival presented 100+ in-person events, exhibitions and window installations across Toronto and the GTA.



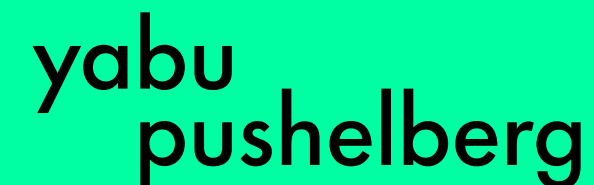
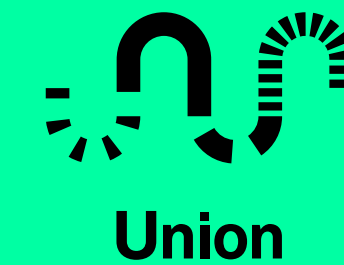


DesignTO would like to thank the Ontario Arts Council, Government of Ontario, City of Toronto, and our corporate sponsors and partners.

## Major Funders



## Partners



## Supporters





### Associates

Arclinea  
TORONTO



entro

Industrial Arts

KPMB  
ARCHITECTS



### Media Partners

Google

AZURE

blogTO

designlines

ICON

LIVING LUXE

PALE BLUE

stir  
www.stirworld.com

Studio

v2com  
newswire

### Association Partners

ACIDO

IDSA

idc  
interior designers of canada  
designers d'intérieur du canada

sm<sup>ps</sup>  
Ontario

TSA  
Toronto Society of Architects  
Est. 1887

### Cultural Partners



DOWNTOWN  
YONGE

FeteChinoise

THE INTERIOR  
DESIGN SHOW

Wanted  
Design



**“These are uncertain and unprecedented times. For designers and artists, this is also the moment to challenge conventions, spark dialogue, and push boundaries. Festivals like DesignTO make important space for these conversations that shape the future.”**

**Kurtis Chen**

2025 DesignTO Awards Juror

**“Now more than ever we need to embrace community and make an effort to see and appreciate each other. Creativity is an excellent tool to share our vulnerabilities and ideas in a way that invites connection with others and starts a new dialogue.”**

**Vicky Pratt Becker**

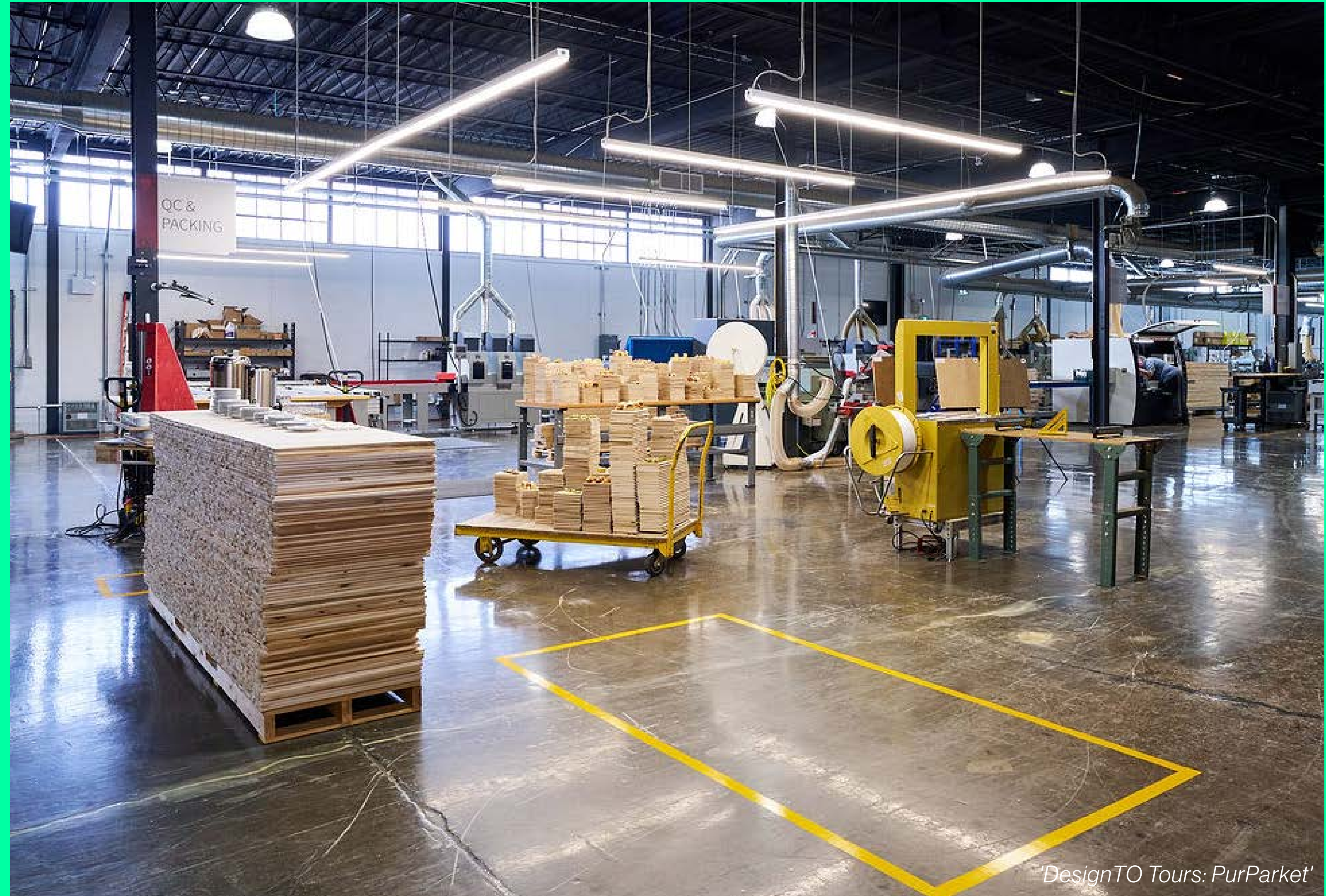
Ceramicist, 2025 exhibitor (‘Cairns for Home’)

**“As designers abroad, we see how DesignTO puts Toronto—and Canada—on the global creative map, fostering international connections while celebrating community and local talent.”**

**Amuni**

Designers and 2025 exhibitors (‘Surface Impressions’)







Through editorial features, DesignTO has created a digital platform that has promoted over 50 artists and designers on the DesignTO Blog and social media. Primary editorial features include 'Designer Spotlights', and the 'Expert' and 'Design 101' series.



Artist & Designer Spotlight – Yasmin Mora

### Designer Spotlights

Through the 'Designer Spotlight' series, readers have the chance to learn more about the artists and designers that make up Toronto's vibrant creative community.

### Design 101

The 'Design 101' series aims to provide valuable insights on the role of design, craft, and art in promoting sustainability, social justice, and joy.

### Insider

The 'Insider' series takes our readers into the spaces and places often hidden from public view. We explore the homes and studios of artists and designers in Toronto and abroad.

### Expert

The 'Expert' series invites experts from various disciplines to share unique knowledge and information.

### Meet

With a diverse range of community members, the 'Meet' series introduces members of the DesignTO Team, Festival Week volunteers, DesignTO Members and more.



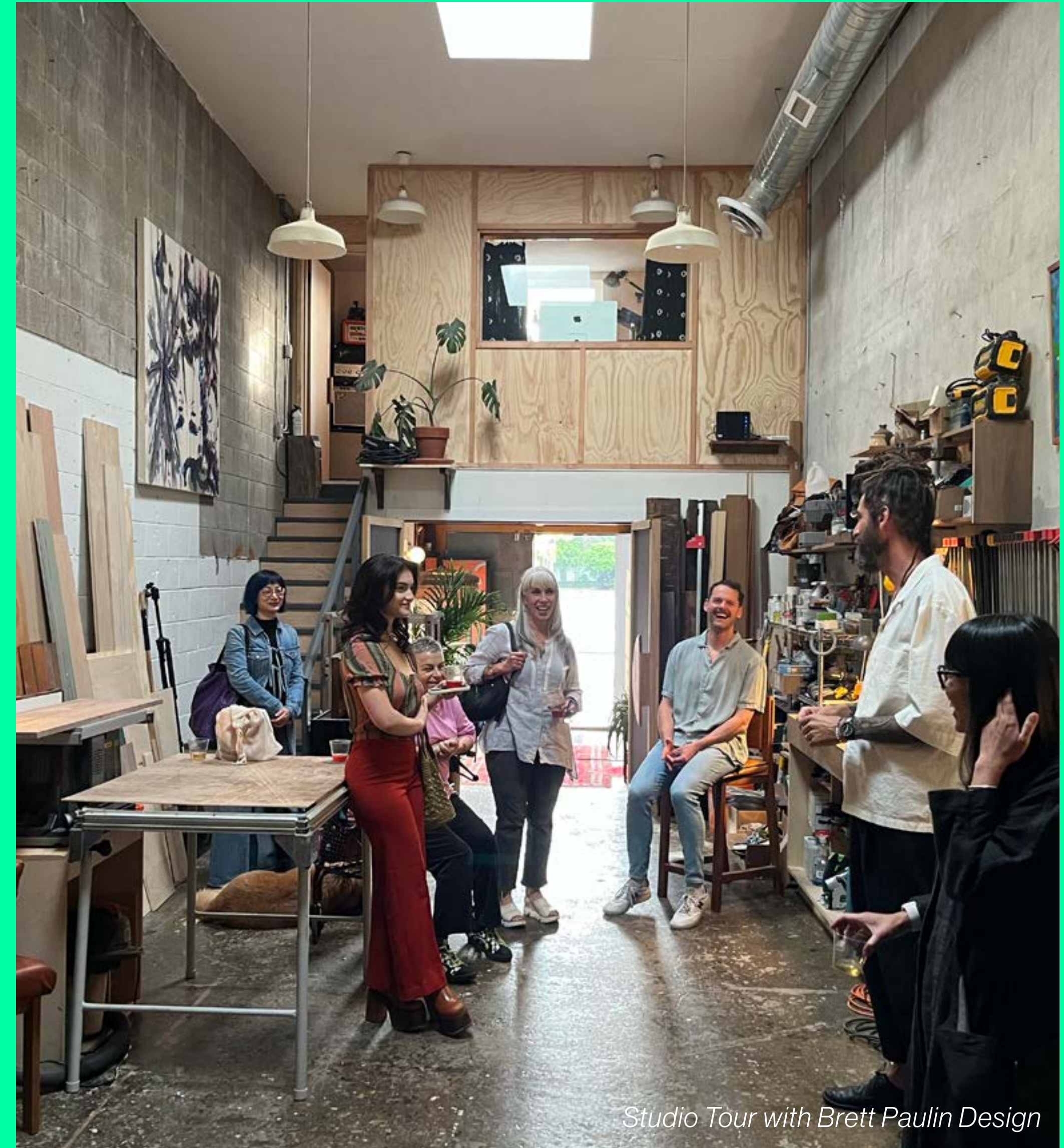


DesignTO Membership fuels our mission for a better world by connecting members with a passionate design community, exclusive events, and valuable resources. Membership fees support accessible design experiences for everyone.

## 2024-2025 Membership Events:

- Members 4 Members @ TMU
- Studio Tour with Brett Paulin Design

# DesignTO Membership Program



*Studio Tour with Brett Paulin Design*



DesignTO Youth is a community engagement program which offers equity-seeking youth access to creative disciplines and professionals, culminating in a public exhibition of their work at the DesignTO Festival.

For 2024-2025, DesignTO Youth collaborated with JAYU, a charitable organization that shares human rights stories through the arts and engaging conversation, and ArtReach, a community-based arts organization that provides grants, workshops, mentorship, and resources to artists and cultural leaders aged 13-29 from equity-deserving populations in Toronto. This year the residency engaged 65 equity-deserving youth creatives participating in a six-week program plus DesignTO Festival exhibition. Youth are prompted to consider how narratives are constructed through different mediums, highlighting the power to be found in telling small stories, how and where to find them, and the unconventional ways through which they can be shared.

Youth were inspired by talks and workshops delivered by practising artists and designers from Toronto and abroad: Yassine Ben Abdallah, Oluwalanaire Aderemi, Sage Paul, Grace An, and Sharine Ashley Taylor.

65 Youth served (161 since 2019)

**Exhibition: Jan 24-Feb 15, 2025**  
**Annual program launched in 2019**



*'DesignTO Youth: Story Story'*

**JAYU**

**ARTREACH**

**Ontario** 

**entro**

**KPMB  
ARCHITECTS**

**COLLISION/  
GALLERY**

 **QuadReal**



‘DesignTO Tours: PurParket’ welcomes architects, interior designers and design media for an exclusive look at PurParket’s state-of-the-art Toronto facility and their new collection of engineered hardwood colours.

Attendees join PurParket’s owners Nick and Daniela Zaremba, and DesignTO Artistic Director Deborah Wang, for in-depth tours of the manufacturing facility accompanied by a special food experience that brings together the senses, ingredients, and techniques. A family-owned manufacturer of authentic European white oak flooring, PurParket is home to a production line that includes Canada’s first-of-its-kind European UV line ensuring all of PurParket’s engineered hardwood flooring is made in Canada.

Dr. Irwin Adam and his team at Future Food Studio explore the intersection of design, technology, science, and food through a multi-sensory foodscape taking us on a journey of PurParket’s newest colour lines informed by the beauty of Canadian geographies, from the Sunshine Coast’s town of Sechelt to Georgian Bay’s Honey Harbour, and up to the mountains of Jasper.



*'DesignTO Tours: PurParket', photo courtesy of PurParket*

PurParket






*'King East Design District Party presented by DesignTO'. Photo by Stephen Chu*

Join DesignTO for a celebration of design and community across Toronto's King East Design District (KEDD)! Structured as a roaming neighbourhood party anchored by four Party Hubs, the KEDD Party is a must-attend bash, bringing together hundreds of designers and design-lovers.

With different experiences at each Party Hub — including an art installation at KLAUS, photo exhibition by Amanda Large at bulthaup and studio tour at KPMB Architects — partygoers can explore them all or pick their favourite.

- Andreu World, 340 King Street East
- bulthaup Toronto, 280 King Street East
- KLAUS, 296 King Street East
- KPMB Architects, 351 King Street East (12th Floor)



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**“As a juror, I especially loved reviewing all the entries for the emerging artist/designer category. There’s so many extraordinary creative folks in Toronto that are just getting started in their crafts, it makes me hopeful for the future of our city.”**

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**Stephanie Mah**  
2025 DesignTO Awards Juror

**“For 15 years, DesignTO has championed designers at all stages, showcasing contemporary Canadian design to the world. Its role continues to grow as a vital platform for diverse voices, enriching both local and global communities.”**

**Mal Yu**  
Designer & 2025 DesignTO Youth Program Participant  
(‘DesignTO Youth: Story Story’)

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**“By bringing diverse disciplines together, DesignTO highlights the power of art and design to connect, challenge, and transform, making it essential to the creative community in Toronto and beyond.”**

**Kalpiti Patel**  
Artist & Storyteller and 2025 exhibitor (‘Dwell’)



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'Design + Fabrication Shop Tour' at Eventscape. Photo by Zhilling Wu.





*Sufra (Displaced Objects) by nu sculpture studio at Remote Gallery . Photo by Shivalika Reddy*



'At the conjuring of roots, I wished to meet Me...' is an exhibition of photos by Toronto-based, Ghanaian-Nigerian photographer and visual artist Delali Cofie on five digital screens at Sankofa Square (formerly Yonge-Dundas Square).

"Inspired by traditional West African costuming practices, I explored the physical manifestation of self through masquerade garments. Like the Ototoghe-Toghe masquerade from Arombga, Nigeria, its body segmented in rows that spoke to me of a piling upon of history overtime. Old family clothes of mine and my father's served as the base material that I combined with raffia, used bed sheets, and fabric scraps sourced from various tailor shops in Accra, Ghana. Artifacts of time that become a constructed archive of personal history.

Working with local artisan communities, through processes of dyeing and sewing, I realized that the process of becoming is as communal as it is individual. There is no "self" without the many hands and interactions of others. Similarly, various subjects embody these garments, considering them as extensions of themselves, existing between spaces of confrontation, concealment, and revelation. They join me on my journey of self-formation, as mirrors through which I understand the cyclical nature of being."

– Delali Cofie



*'At the conjuring of roots, I wished to meet Me...' by Delali Cofie at Sankofa Square.*





*'Ensemble', DesignTO Award: Best in Festival award winner. Photo by Simon S Belleau.*

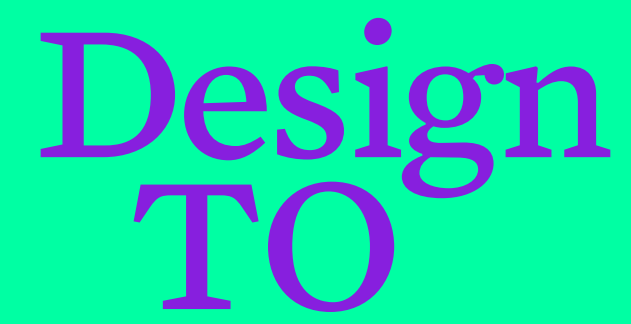
The 2025 DesignTO Awards recognize design excellence at the DesignTO Festival, Canada's leading and largest annual design festival that celebrates design as a multidisciplinary form of creative thinking and making. The DesignTO Awards celebrates the talent, expression, and diversity of designers from Toronto and abroad.

DesignTO recognizes design excellence in the Festival each year with the DesignTO Awards. An annual jury of designers and industry experts vote for the 'Founders', 'Emerging Artist/Designer' and 'Best Product' awards, as well as four 'Best in Festival' categories and three 'Juror's Choice' each, while the public votes for four 'People's Choice' awards.

Awardees are recognized and celebrated through DesignTO's extensive network. Prizes accompany most awards.

Jurors: Cole Swanson (artist, 2024 Award winner), Annie Chou (Co-Founder, Agency of Research and Creation | Arc & Co.), Julian Gregory (artist, 2024 Awards winner), Stephanie Mah (Creative Director, Giaimo, 2024 Awards winner), and Kurtis Chen (partner and Certified Passive House Designer (CPHD) at Make Good Projects)





Join us for the official 2025 DesignTO Launch Party as we kick off our 15th Festival and celebrate DesignTO's legacy of fostering belonging and sparking vital conversations about design's role in shaping a better world.

This event brings together Toronto's creative community and serves as a fundraiser for our non-profit Festival. Ticket proceeds will support our purpose of bringing people together to design a better future.

The Launch Party takes place at the Harbourfront Centre on Toronto's waterfront! Experience a one-night-only installation by Toronto-based artist Asli Alin. Be among the first to see 'REVIVE,' a DesignTO-curated group exhibition in Gallery 235 featuring the work of seven local and international artists and designers. Additionally, explore three new exhibitions across the venue showcasing works in lighting, sculpture, glass, textiles, ceramics, and more. Dance the night away to music by DJs Fly Lady Di and Delicious.

The 'DesignTO Festival Launch Party' is organized by DesignTO in partnership with Harbourfront Centre, and supported by the Government of Ontario, the City of Toronto, and Weston Premium Woods, with media partner AZURE Magazine.

# DesignTO Launch Party 2025

January 24, 2025



**50 Harbourfront centre**

**Ontario**



**TORONTO**

**AZURE**







Join DesignTO for an engaging presentation and discussion with glass artists Nadira Narine and Lauren Rice, whose projects 'Chromatic Echoes' and 'Queer Connections' explore identity, memory, and emotion. Through boldly coloured, expressive works in glass, Lauren and Nadira navigate community connections current and past, evoking nostalgia for what has been, and a celebration of what is.

Following the talk, you are encouraged to visit Lauren and Nadira's installations nearby, as well as the nine other projects in the Trinity Bellwoods neighbourhood as part of the DesignTO Festival.

'DesignTO Talks: Material Expressions' is organized by DesignTO, and supported by the Trinity Bellwoods BIA, the Government of Ontario, and the City of Toronto.



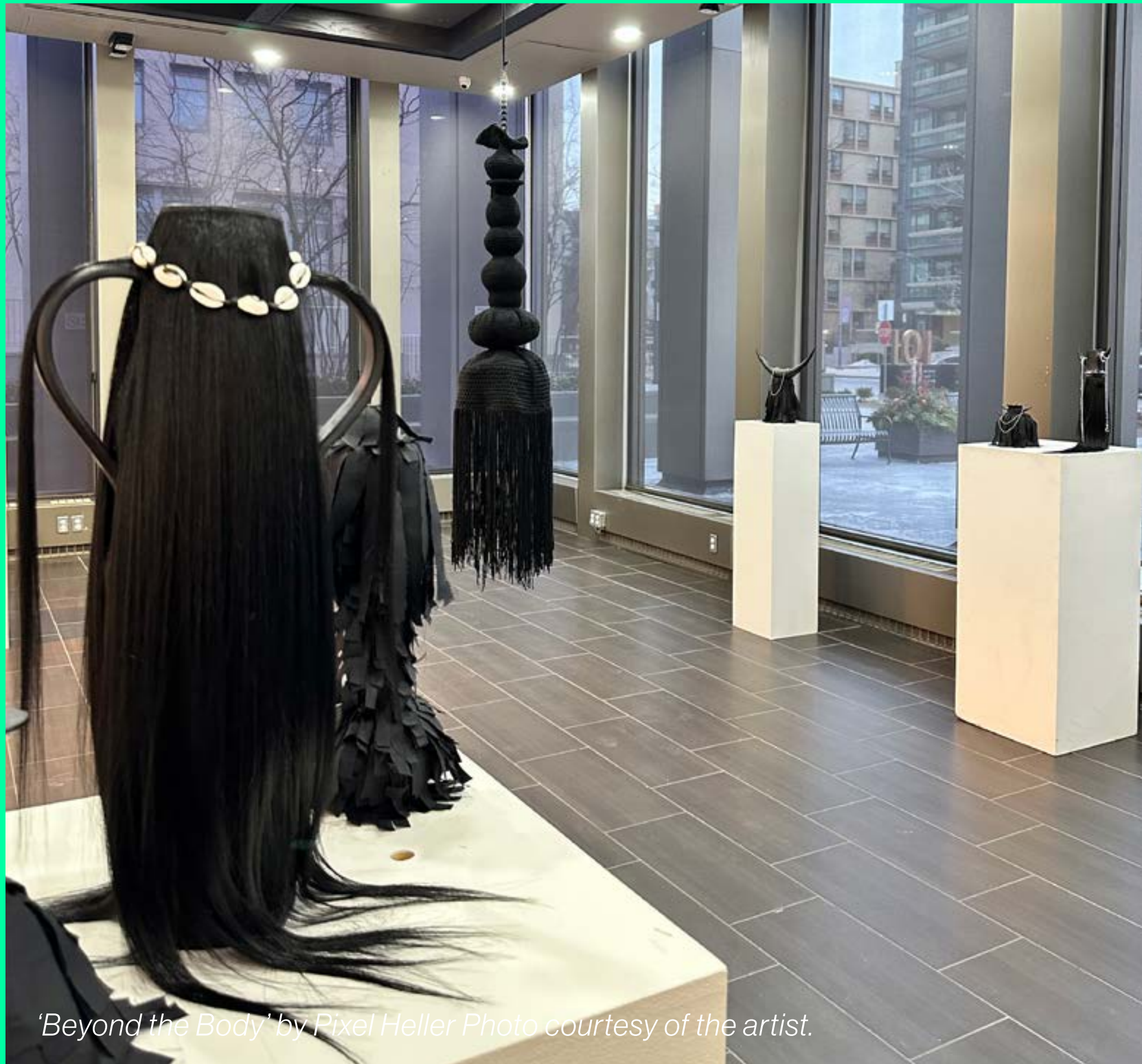
'DesignTO Talks: Net Positive' contributes to DesignTO's 15-year legacy of showcasing design's capacity to drive positive change in Toronto and beyond. The half-day event brings together ten multidisciplinary experts to explore innovative responses to the climate crisis from a perspective of abundance. Speakers include Aaron Budd (SvN Architects + Planners), April Barrett, Deepikah RB, Juan Erazo (Culturans), Judith van den Boom (Central Saint Martins), Netami Stuart (Waterfront Toronto), Reza Nik (SHEEEP), and Tura Cousins Wilson (SOCA), covering such topics as regenerative design, urban infrastructure, more than human kinships, carbon positive initiatives, and more.

'DesignTO Talks: Net Positive' is organized by DesignTO, and supported by the Government of Ontario and OCAD University, with media partner AZURE Magazine. Venue provided by the Ace Hotel Toronto.



*'DesignTO Talks: Net Positive' at Ace Hotel Toronto. Photo by Anna Jasinska*





*'Beyond the Body' by Pixel Heller Photo courtesy of the artist.*

This walking tour invites you to take a closer look at three temporary artworks in the Yonge + St. Clair neighbourhood that explore ideas of self-image and identity, perception and reflection, and absence and presence. With firsthand insight from the artists and designers behind the projects, delve deeper into the site-specific installations, their stories, and how they came to be.

The tour starts at 'Narcissus Falls' (with Audric Montuno) located at 2 St. Clair Avenue West, followed by 'Bubble Quilt' (with Studio Rat), and 'Beyond the Body' (with Pixel Heller), all within a short walking distance of each other.

Following the tour, participants are encouraged to visit the other artworks in the neighbourhood, including 'Yes, And' (30 St. Clair Avenue West), 'Tangled Paths' (40 St. Clair Avenue West), and 'Homing (Pigeon Store)' (95 St. Clair Avenue West).

'DesignTO Tours: Dualities' is organized by DesignTO, and supported by the Yonge + St. Clair BIA, the Government of Ontario, and the City of Toronto.



‘Story Story’ is a group exhibition featuring 9 emerging artists and designers from the annual DesignTO Youth program. Through diverse mediums, materials, and forms, the showcased works present reflections on themes of family, identity, femininity, cross-generational traditions, and the ‘self’. Featuring the work of Rachel Baek, Rubiat Fusigboye, Namu Kim, Maryam Mohamed, Steffi Ng, Vishwa Patel, Aswani Siwakoti, Jasmine Vanstone, and Mal Yu.

Drawing inspiration from talks and workshops from artists and designers Yassine Ben Abdallah, Ianaire aderemi, Sage Paul, Grace An, and Sharine Taylor, youth were encouraged to consider nuanced approaches to sharing cultural and personal narratives.

‘DesignTO Youth: Story Story’ is organized by DesignTO in partnership with JAYU and ArtReach, and supported by the Government of Ontario, City of Toronto, Entro, KPMB, and the Canadian Race Relations Foundation. Collision Gallery provided by QuadReal.

## DesignTO Youth: Story Story January 24 - February 15, 2025



*'DesignTO Youth: Story Story' at Collision Gallery. Photo by Christine Lim.*

JAYU

ARTREACH

Ontario  entro

KPMB  
ARCHITECTS

COLLISION/  
GALLERY

 QuadReal





*'Dwell' at Toronto Union. Photo by Christine Lim.*

In the energetic environments of commercial districts and transit hubs, slowing down is essential for replenishing our minds and bodies at the beginning and end of long days.

‘Dwell’ is a design exhibition that offers opportunities to slow down and connect in the hustle and bustle of Union Station – Canada’s busiest transportation hub. Five artists and designers explore what taking pause amidst the rush of urban travel looks like. Through a showcase of furniture, florals, rugs, and animation, the exhibition explores thoughtful moments and offers of respite and reflection.

Featuring the work of Kristina Ljubanovic, Yasmin Mora, Bartosz Mucha (POOREX design studio), Kalpit Patel, and Alison Postma.

‘Dwell’ is curated by DesignTO, co-presented with Union, and supported by the Government of Ontario, City of Toronto, Lemay, Sinai Kitchen, and VIVAIA.





*Ideas Forum speakers (clockwise): Johanna Hurme, Yvonne Ip, Reza Nik, Hazel York, Je Siqueira*

Organized by DesignTO in partnership with the Toronto Society of Architects, 'Ideas Forum: Labour in Architecture' features five fast-paced presentations (20 slides shown for 20 seconds each) exploring the practice of architecture.

Architecture is a team sport. Despite the long-standing and harmful trope of the architect as a lone genius, the work of building design is fundamentally collaborative, involving the talents and expertise of many individuals. This panel talk focuses on what happens inside the office. How these teams work together, and under what conditions, has been an area of increased attention over the past years, especially during and after the pandemic. Through presentations from 5 speakers representing diverse organizational structures, including co-operative, union, and employee-owned, this Ideas Forum considers the business of architecture as a project worthy of (re)design.

'Ideas Forum: Labour in Architecture' is organized by DesignTO in partnership with the Toronto Society of Architects, and supported by the Government of Ontario and City of Toronto, with media partner AZURE Magazine.





DesignTO invites designers and thinkers to an online Drift moderated by Judith van den Boom, designer and course leader of MA Regenerative Design at Central Saint Martins (University of the Arts London), to explore design responses to the climate crisis. This event focuses on how we can create whole systems that foster more restorative, regenerative, and relational practices and partnerships. At a time when the future of life on this planet is more uncertain than ever, the urgency of exploring alternative ways of learning, exchanging, and building narratives is pivotal.

The Drift is a method for connecting a situated network beyond the physical spaces of the DesignTO Festival, hosting a mindful session that draws on diverse ways of knowing and doing. The Drift invites a small group of practitioners to share short provocations that stimulate new translations and relationships, contributing to the richness of how we understand being and designing regenerative worlds, including the languages, processes, and ethics that should be considered when working regeneratively. We will be listening to short provocations and responses on this subject and open the dialogue with the online public to form entanglements that support the work that is taking place across several countries.

‘Net Positive Drift’ is organized by DesignTO, and supported by the Government of Ontario.





*'REVIVE' at Gallery 235, Harbourfront Centre. Photo by Christine Lim.*

'REVIVE' is a group exhibition featuring the work of seven local and international artists and designers, exploring endangered creative practices and materials as vital expressions of storytelling and identity.

Featuring Judy Anderson, Delali Cofie, Justine Gustafson, Ji Hee Kim, Mari Koppanen, Roda Medhat, and Jessie Sohpaal, this multidisciplinary exhibition includes a broad range of works in sculpture, installation, photography, functional objects, and textiles that explore the intersections of tradition and innovation.

'REVIVE' is curated by DesignTO, co-presented with Harbourfront Centre, and supported by the Government of Ontario, City of Toronto, and Yabu Pushelberg, with media partner AZURE Magazine.






'Surface Impressions' is an exhibition highlighting the dynamic interactions between a material's physical properties and the results of creative techniques applied to it. This exhibition includes 9 local and international designers exploring how materials can respond to different processes, leading to unexpected outcomes and applications.

As part of their commitment to sustainability and fostering design talent, Umbra is introducing a new 0.6mm recycled uncoated leather to their roster. Designers Amunì (Dominic Montante and Eugenio Schiano), Attirail Design Office (Gilbert Fortin and Guillaume Roy), Khadija Aziz, JDH Projects (Jeremy Joo), Kutarq Studio (Jordi López Aguiló), MAIDANKINE (Christian Maidankine), RICOSTUDIO (Eric Beauchemin, Charlie Collet and Margot Corbat), Jazmin Wolff, and Mal Yu were asked to consider how its physical properties can be leveraged, challenged, or even transformed to yield interesting results.

These designs emphasize the material's innate qualities while exploring its potential for use in the whole environment we live and work in, blending form and function in unexpected ways.

'Surface Impressions' is organized by DesignTO in partnership with Umbra, and supported by the Government of Ontario, City of Toronto, with media partner AZURE Magazine.



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**“Experiencing an artist explain their own work in the gallery was an intimate moment—like diving into their mind and seeing the world through their eyes.”**

**Muna Muse**

Artist-Storyteller, Shutter Solace, Festival Attendee

**“Jurying the DesignTO 2025 Awards was both rewarding and humbling. With so much talent to consider, narrowing down the winners wasn’t easy. But alongside my fellow jurors, we recognized a group that truly reflects diversity and innovation.**

**It’s always inspiring to see how the design world continues to evolve and push boundaries.”**

**Annie Chou**

2025 DesignTO Awards Juror

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Design  
TO

*'The Invisitble Tide' by Mason Studio. Photo by Zooey Wu.*





## Executive

Jeremy Vandermeij, Executive Director  
Deborah Wang, Artistic Director  
Michael R. Madjus, Head of Marketing  
Robyn Wilcox, Head of Programming

## Operations + Development

Anna Kao  
Ann Peng  
Diana Nigmatullina  
Emily Christie

## Programming

adé abegunde  
Kikki Guerard  
Kiran Qureishi  
Olga Klosowski Schellenberg

## Marketing

Başak Duman  
Kerala Woods  
Wing Lam Leung  
Tory Healy

## Brand + Design

aftermodern.lab, Graphic Design  
Hwa-jin Jun (project lead), with Aaryan  
Pashine, Amir Khoshnevis, Aiyana  
Alzamora, and Alexandre Davilmar,  
2025 Look & Feel Designers  
Kenson Chan, Web Design  
Mike Spears, App/Mobile Design

## Board of Directors

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## Founders

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## Data Sources

City of Toronto Signalized Intersection  
Traffic Data, DesignTO Festival Survey,  
DesignTO Attendance Records,  
Meltwater Analytics, MRP Report, TREIM,  
Google Analytics, Facebook,  
Instagram, LinkedIn