



February 2005

3rd UNCLE is pleased to present their installation 'LIVE', as **Designer of the Year** at the **2005 Interior Design Show**

The Interior Design Show is to be held at the National Trade Centre, Exhibition Centre, Toronto, from February 10 - 13 2005.

As Designer of the Year **3rd UNCLE** was invited to design a special installation at the Show that will express the firm's unique approach to design. **The installation is titled 3rd UNCLE 'LIVE'**. In collaboration with film makers Lisa Mann & Curtis Wehrfritz, digital video is used as a means of creatively observing the lives of several of **3rd UNCLE's** projects. The projects in the films are: The Drake Hotel, Totum Lifescience, the Edgehill House, the Blue Mountain House and Lileo in the Distillery District. The shorts can be viewed at the Interior Design Show at booth 633.

For more information on the Interior Design Show visit www.interiordesignshow.com

Established in 1993 by Arriz Hassam, John Tong and Paul Syme as a multidisciplinary design studio, **3rd UNCLE** designs immersive environments, buildings and objects in the pursuit of new ideas and inventive solutions. Projects include the newly reopened Drake Hotel (which was recently awarded a **Best of Canada** design award by Canadian Interiors), restaurants & bars such as Kubo & Shanghai Cowgirl, the 2005 launch event for IKEA Canada, retail stores & showrooms for lululemon Athletica, Lileo & Joseph Mimran, salons, spas & health clubs such as Civello/Aveda & Totum, exhibitions for Azure, Dove/Unilever (also a **Best of Canada** project), American Standard & the Design Exchange, 'Breathing Space' at the Interior Design Show, offices for MAC Cosmetics, Palmer Jarvis DDB & J. Walter Thompson, and custom residences & gardens. **3rd UNCLE** is also known for the design of custom furniture & artifacts which are instrumental to the inhabitation and branding of these spaces, such as Advanced Concepts for Teknion Furniture Systems, custom furniture & lighting for the Drake Hotel and the line of "Biscuit" stools for Pure Design.

3rd UNCLE recently won awards from the **National Post/Design Exchange Awards** for the Drake Hotel and a travelling exhibition for Dove 'Beyond Compare'. Current projects include renovation for the Royal Ontario Museum.

To see additional work by 3rd UNCLE visit www.3rduncle.com



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