

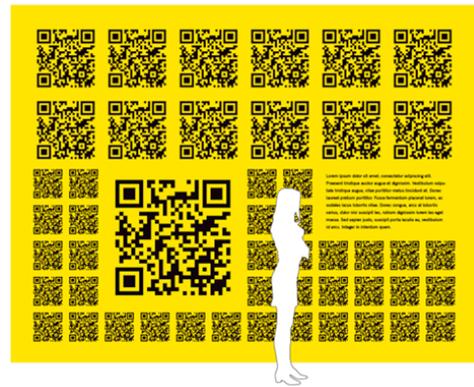


FOR IMMEDIATE RELEASE

## Roll out ROLLOUT'S new interactive wallpaper

JUNE 23, 2010  
TORONTO, CANADA

The **Design Exchange (DX) & ROLLOUT** are re-envisioning the experience of museum visitors through the integration of media-rich technology alongside the upcoming exhibit *Bent Out of Shape: Canadian Design 1945-Present*. QR codes, commonly implemented in newspapers, magazines and billboards, will be used to create stunning, floor-to-ceiling wallpaper that will surround part of the exhibit walls.



Partnering with wallpaper designers and manufacturers ROLLOUT visitors will be given the choice to either 'scan' with their own camera and browser-enabled mobile phones. Many newer mobile phones like the Blackberry and iPhone will have built-in scanning abilities otherwise applications like Neo Reader and BeeTagg can be downloaded. The QR codes will be a unique part of the exhibit, as users will be able to uncover and explore more information through codes attached to various objects from the permanent collection.

ROLLOUT's Anita Modha states "popularity of the QR code in Japan has large implications for where this technology and product will take us. Consumers can get information quicker, exchange information between people, and can offer current or historical information about site-specific locations."

The Design Exchange will be showcasing their permanent collection of Canadian industrial products for the first time to the public. The DX showcase's and works with companies that continue to push boundaries and establish Canada as a design leader worldwide.

For more information about how this technology works, visit:  
[http://cnettv.cnet.com/use-qr-codes/9742-1\\_53-50085349.html](http://cnettv.cnet.com/use-qr-codes/9742-1_53-50085349.html)

**Try this out with your phone:**

Make sure to download the appropriate application

<http://www.neoreader.com/>

<http://get.beetagg.com/en/qr-reader/download>



**ABOUT BENT OUT OF SHAPE: CANADIAN DESIGN 1945 - Present**

The Design Exchange is proud to present, for the first time to the general public, its permanent collection in ***Bent out of Shape: Canadian Design 1945-Present***.

Spanning more than six decades and covering more than four hundred industrial design objects and archival materials, *Bent Out of Shape* will illustrate rapid political, technological, and social changes which burst forth following WWII and moving toward modernity. Items including furniture, house wares, textiles, electronics and lighting will be displayed alongside their supporting archival documents, demonstrating their distinctive design contexts and processes.

For full press release visit [www.dx.org/press](http://www.dx.org/press)

**ABOUT THE DESIGN EXCHANGE**

The Design Exchange (DX) promotes the value of Canadian design through engaging and enriching public programs and exhibitions in its aim to establish Canada as a design leader worldwide. It builds links between education, business, designers, and the public, and promotes and leverages the value of design-led thinking to enable the business community to take full advantage of the opportunities that good design creates. [www.dx.org](http://www.dx.org)

**ABOUT ROLLOUT**

ROLLOUT is a boutique; creative firm built on a foundation of collaborative innovation and personalized design. Showcased in trend setting custom residential and commercial interiors across the globe, ROLLOUT's provides a smart and unique approach to representing visual identity to such forward-thinking clients as Mercedes-Benz and Starbucks. Through design intelligence, a close connection to a creative community, and a dedication to the craft, our firm has gained international acclaim as a leader in the field of attainable luxury.

<http://rollout.ca/>

**EXHIBITION INFORMATION FOR THE PUBLIC**

**Location:** Design Exchange, 234 Bay Street, TD Centre, Toronto Canada

**Hours:** Mon-Fri 10:00a.m. – 5:00p.m., Sat/Sun 12:00p.m. – 5:00p.m.

**Dates:** July 16<sup>th</sup> - October 10<sup>th</sup>, 2010

**Museum Admission:** \$10 Adult, \$8 Student/Senior, Design Exchange members receive free admission.

**Contact:** The public may call (416) 216-2160 for Museum information or visit [www.dx.org](http://www.dx.org)

**MEDIA CONTACT:**

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