



# GINGWEST

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# SHOWSTOPPERS

The inside scoop on the Interior Design Show  
by the ultimate insider, IDS co-founder and  
director Shauna Levy

OVER THE PAST FEW YEARS, DESIGN IN TORONTO HAS MATURED BEYOND THE PROSAIC INTERIORS OF HOME SWAPPING MAKEOVER REALITY TV AND HOW-TO DÉCOR MAGAZINES.

Today, it's about hip, independent design, curated design shops, design districts, boutique hotels and designer condos. Best of all, we have a discerning consumer who can appreciate the value of design and knows the difference between authentic design and a knockoff.

Certainly we owe more than a nod to print media and the web for this, but also, I would certainly argue for an entity that has grown into an annual institution: the Interior Design Show, or as known to many, Canada's largest contemporary design fair.

Since its inception in 1998, IDS has exposed the next generation of Canadian designers, showcased us the most exciting design products and services, and introduced us to the work of the world's most recognized interior designers and architects.

Today, IDS continues to deliver a unique snapshot of what is happening on the international design scene, while providing an unrivalled platform for Canadian designers and manufacturers to showcase their stuff to thousands of design professionals, consumers, and media.

Over the years, international design celebrities and architects—from design superstar Marcel Wanders (think rope chair and condom vase) to Wall Group founder Tyler Brulé to Cool Britannia designer James Dixon and the hot-blooded Spanish designer Patricia Urquiola—have graced the stage, shook hands with fans and autographed furniture. For IDS' impressive roster is joined by Paris-based designer on-demand Jean-Marie Massaud, British-born, Hong Kong-based industrial designer Michael Young, Pritzker award winner Thom Mayne of Morphosis. A fine balance is struck every year between big and small, established and new. The celebrated