

THE CHALLENGE SERIES WINS NATIONAL DESIGN EXCHANGE AWARD

The Challenge Series, designed by Mizu Creative was the Gold Place recipient in the Visual Communication – Content Development & Editorial Category at the 2010 Design Exchange Awards of Excellence. The project won the highest honour for its seven-part on-line book and print publication that tells the story of Millennium Water, Vancouver's Olympic Village at Southeast False Creek.

The winners in all eleven design categories were announced at the recent Design Exchange Awards gala. Designers, distinguished judges and industry experts joined in the ceremony to celebrate the award-winners, who were shortlisted from hundreds of applicants across Canada. The winners will be featured in a major exhibition at the Design Exchange in Toronto from November 24, 2010 to March 27, 2011.

The story focuses on the vision, site history, design and construction of the Southeast False Creek project. Above all, it showcases the collaborations and innovations that have made the community one of the first two sustainable neighbourhoods in North America to attain LEED PlatinumND status. Roger Bayley's goal when he created the Challenge Series was to provide an educational tool and resource to share these innovations with the world and to inspire governments, communities, professionals, owners and builders to create sustainable communities and take positive steps towards preserving the environment.

"The judges want to see an effective design that contributes greatly to the success of the product," says Rhonda Gill, creative director of Mizu Creative. "As a non-profit The Challenge Series measures its success by the number of people who take up the challenge and integrate sustainable design solutions into their buildings and communities. So far, the site has been visited by users in over 100 countries and the book was translated into Mandarin and showcased at the Shanghai Expo. We're excited by the results and very pleased that the Design Exchange recognizes our contribution to building sustainable communities."

In addition, by using carefully chosen paper, ink, and printing processes, The Challenge Series won gold for Metropolitan Fine Printers at the Environmental Printing Awards in the category "Canada's most environmentally progressive printing project". Visit: www.thechallengeseries.ca

Design: Mizu Creative | Principal + Creative Director: Rhonda Gill | Lead Designer: Kim Endo
Illustration: Letterbox Design | Content: The Roger Bayley Team, Partners, and Contributors
Printer: Metropolitan Fine Printers | Programming: Bluelime Media | Client: Roger Bayley Inc.

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Download high-resolution images: http://www.mizucreative.com/TCS_HR_images/

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