



MAKECanada 2020 Design Challenge

The Future is Your Design

Luigi Ferrara, Dean of George Brown College's Centre for Arts, Design and IT
and Robin Kay, Canadian Fashion Advocate,
Launch the Inaugural
MAKECanada Design Challenge

Toronto, November 10th, 2020 – The MAKECanada 2020 Design Challenge, a multidisciplinary, innovative clothing design initiative, is now open. This design challenge is poised to inspire and align students towards their engagement in the regeneration and reshoring of the Canadian Fashion Community.

MAKECanada invites George Brown College (GBC) students to innovate solutions to answer Canada's need for pandemic-responsive wearables, building the cornerstones of **Meaningful, Aware, Key, Essentials** as fashion's new function.

Meaningful: Clothing with Purpose

Aware: Economic and regenerative sustainability

Key: Disruption is crucial to driving positive change

Essentials: Fashion's new function

MAKECanada will provide the vital impetus for all participants in the fashion sector to address the evolving needs and new opportunities of our daily dressing. As awareness grows around new practices, timely initiatives and pioneering new business models, MAKECanada will work to support a renewed Canadian fashion landscape focused on economic sustainability, tech-enabled innovation and healthy living.

"Our goal is to empower GBC students to create innovative solutions for ever-changing challenges, including those presented by COVID-19," says Luigi Ferrara, Dean of George Brown College's Centre for Arts, Design and IT (CADIT). "We are energized to partner with Robin Kay as we build the blueprint of MAKECanada within the halls of George Brown College and the facilities of GBC's Fashion Exchange (FX)."

"In fashion's role to innovate, inspire, and disrupt with design," says Robin Kay, "we challenge the next generation to explore fashion's 'new normal'. Through empowering the student talent within CADIT, providing access to the Fashion Exchange's cutting-edge manufacturing facilities, I am confident in creating wearable everyday essential clothing in MAKECanada's inaugural year."

"MAKECanada will challenge students to develop new forms of functional protective apparel for everyday wear: "guardments." GBC's own Fashion Exchange (FX) is excited to support this competition through

participation in prototyping and manufacturing phases.” says Marilyn McNeil Morin, Director of the Fashion Exchange.

MAKECanada invites fashion, design and technology communities to join this coalition for change as Community Ambassadors to empower positive change in the fashion industry. Ambassadors will play an important role throughout the challenge by mentoring students through the Challenge, and adding their contributions to a re-shored, regenerated and renewed Made-In-Canada fashion landscape.

About Luigi Ferrara

Dean, Centre for Arts, Design & Information Technology, George Brown College

Luigi Ferrara arrived at the college in 2002 and has since broadened the programs within the Faculty of Design more than threefold. Under Ferrara’s guidance the Centre for Arts, Design & Information Technology, which includes the School of Fashion, was ranked as one of the Top 60 Design Schools in North America, according to Business Week magazine and its Institute Without Boundaries was ranked as one of the top four Urban Design programs in the world by Azure magazine.

About Robin Kay

Robin Kay is a fashion pioneer with more than five decades working as a retailer, manufacturer, businesswoman, and champion of Canadian design. Armed with an unparalleled knowledge of Canada’s fashion industry, Kay has devoted her career to promoting Canadian fashion and its creative talent. She is an advocate for the fashion industry as a driver of employment, culture and innovation in Canada and works to highlight the industry’s contribution to all levels of government. Kay was the founder of her own brand Robin Kay in 1976 - 1999 and of the World’s 5th Fashion Week, Toronto Fashion Week in 1999. Among many other contributions, Kay built her own vertical clothing company knitting mill, factory for her 22 retail stores, 600 wholesale accounts and then as President of the FDCC Kay produced Toronto Fashion Week from 1999 - 2012. She is currently working on a variety of projects to enact a federal policy for a sustainable mandate and charter as the official endorsement of the fashion industry sector in Canada as a pillar of the country’s economic and cultural landscape.



To learn more about the Challenge, visit makecanada.org

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