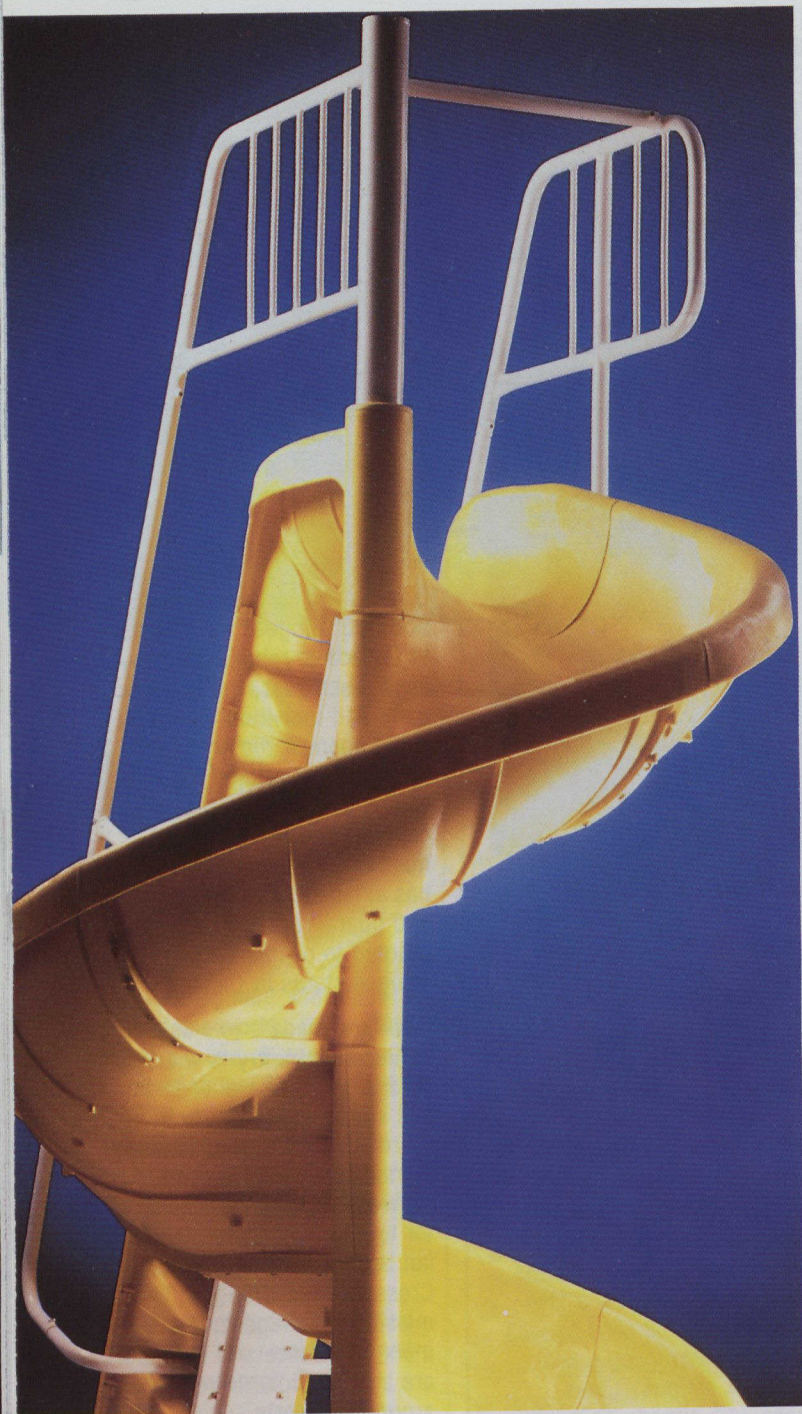


ELEGANT DESIGN FOR EVERYDAY LIFE



The Duraglide slide is now sold in more than 20 countries worldwide.

At first glance, the brightly coloured butterfly shapes look like pieces of an artist's mobile: they hang from the ceiling on nylon threads, forming a frozen, midair cascade down a stairwell. But in fact they are practical plastic hinges; unlike metal hinges, they will not rust. Created by British Columbia industrial designer Neville Green, the sturdy objects formed one of the many displays at a recent major Canadian design retrospective.

"Art in Everyday Life: Aspects in Canadian Design 1967-1986" highlighted the innovations of some of Canada's top industrial designers. The Toronto show focused on mass-produced products encompassing a remarkable range of items, from jewellery and juice jugs to a rolling pin and a fire-retardant suit for use by members of bomb-disposal squads.

The curators of Art in Everyday Life, Peter Day, arts commentator for the Canadian Broadcasting Corporation and Linda Lewis, former designer and professor of film theory and design at Ryerson Polytechnical Institute in Toronto, are attempting to gain recognition for a field which they believe has been long overlooked in Canada. Said Day, "To us, these objects give a portrait of Canadian society."

Although for the most part Canadian design has been largely underestimated, some aspects have found significant recognition at the international level. For instance,

a hockey mask designed by George Lynn for Cooper Canada Ltd. is on permanent display at New York's Metropolitan Museum of Art. Thomas Deacon and Scot Laughton collaborated to create a floor lamp for which they received a design citation in the reputed American publication *Progressive Architecture*. And the costume jewellery designs of Vancouverite Martha Sturdy have been used as accessories by Americans Oscar de la Renta and Geoffrey Beene for their fashion creations.

Art in Everyday Life is temporally defined by Canada's two world fairs: Expo 67 and Expo 86, held in Montreal and Vancouver respectively. According to Lewis, who helped design the Man, His Planet and Space pavilion at Expo 67, "The feeling then was there was just no end to this tremendous thing that was happening. We felt that design in Canada had a new place in the world." But only two years later, design activity began to lag.

The items on display in the Art in Everyday Life exhibition, however, clearly demonstrate that many of Canada's best designers produced quality work between the two Expos.

Paris Playground Equipment Inc. of Paris, Ontario, offered for display a "you can't miss it" canary yellow version of their best-selling Duraglide slide for children. Designed by Gerry Beekenkamp, it first appeared on the market in 1981 and won the prestigious Design Canada Award in 1983.