

# Canada Weekly

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## Salute to the importance of top-quality Canadian design

Canadian design is coming into its own. Since the introduction four years ago of the National Design Council awards set up to recognize achievements in the field of design, there has been a new recognition of the vital importance of design in enhancing productivity.

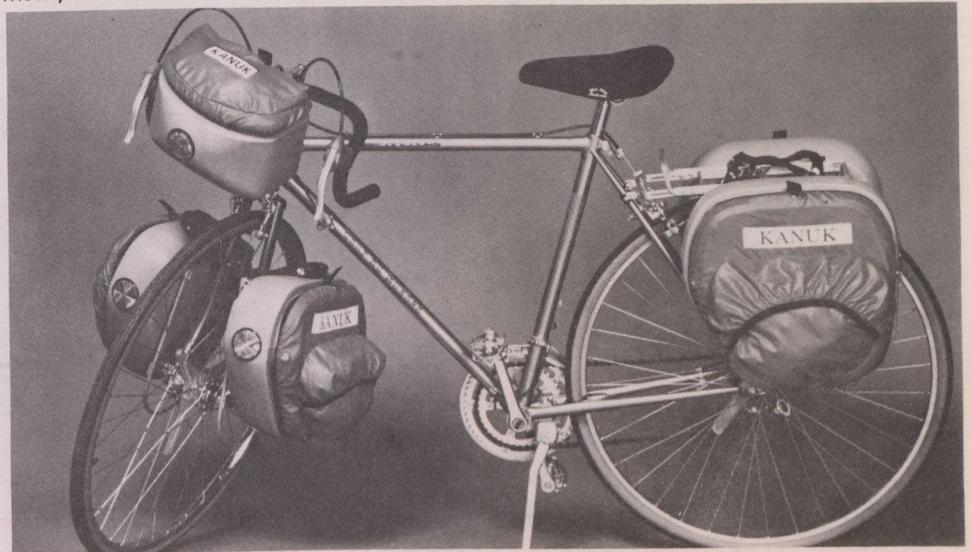
Long before that, since its establishment in 1961, the National Design Council has been encouraging Canadian industries to look at design and try to improve its quality. The council administers several design assistance programs intended, among other things, to bring business leaders and governments to an understanding of the function of design in product development and to recommend a policy for design capable of furthering the country's economic growth.

The council also tries to improve Canadian competence in design and make the public more aware of the importance of quality in Canadian products. It is to this end that the council introduced in 1979 the Design Canada Awards Program which includes three awards for design — the National Design Council Chairman's Award of Excellence in Design Management, Awards of Excellence for Product

Design and Honourable Mentions for Design. Subsequently added were Awards of Excellence featuring achievements in industrial design, graphic design and interior design and the Special Awards for innovation, research and development.

On March 11, 1980 the first presentation ceremony took place in Toronto. The ceremony has now become an annual event.

Last June, at the fourth Design Canada award ceremony, the Design Council recognized some 20 Canadian companies and designers for their achievements in the field of design. On that occasion, Mrs. Ginette Gadoury, chairman of the National Design Council said: "The Design Council remains convinced of one thing — that putting the talent, skill and imagination of our designers to wise use will play a decisive role in our collective ability to stand up to the competition, increase exports, and keep imports in their proper place. In other words, a good design sells well, here and abroad. This makes it important for the federal government to...acknowledge the role of design as a significant element in the country's economic renewal."



*Bicycle saddlebags, designed for Kanuk of Montreal, are lightweight, weatherproof, stylish and offer little wind resistance — all qualities that have made them popular.*



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