

Calgary Home & Interior Design Show Presents World Premiere

Over 50 of Canada's most original design and cultural talents showcased in a *cabin* that's right at home either downtown or down at the lake.

CALGARY, ALBERTA

On September 21, one of the most extensive and hospitable exhibitions of Canadian design, technology, and culture ever assembled in this country has its world debut in Calgary at the Roundup Centre. Visitors to the 2006 edition of the *Calgary Home & Interior Design Show* will be the first members of the general public to see Canada's all new, all weather, super-stylish, and highly mobile All Terrain Cabin, the ATC.

When fully deployed for display, what you see is a fully operational, self-contained, ultra-contemporary compact home made mostly of aluminum, wood, and glass and outfitted with outstanding examples of Canadian design, from flatware to a water filtration unit. The ATC provides both style and comfort in a very compact dwelling that is as gentle on its environment as it is easy on the eyes. It is truly a cabin for the 21st century that will support a family of four and a pet in 480 square feet of premium space with its own supply of water, heat, and power.

Dreamed up to showcase the under acknowledged quality and range of Canadian-designed products, the ATC is embarking on a world tour to demonstrate to as many people as possible – and in real world terms – the talent, brainpower, and imagination of this country.

The ATC can pack up and be moved to virtually any place on earth. It just folds up – the bedroom floor and outside deck fold up to become side walls – and is transformed into what looks like an ordinary shipping container, ready to go on a truck, train, ship, plane or helicopter. After it arrives at its next destination, it unfolds and deploys readily. Music is playing on the stereo and dinner is in the oven in an hour or so.

This project was conceived and executed by BARK, a Canadian Design Collective based in Vancouver and dedicated to raising the profile of Canadian design. BARK believes that Canada has both the talent and the resilience necessary to compete toe-to-toe on the world stage in product design and technology. All that's needed is for more people, at home and abroad, to see Canadian design in action, and it's BARK's job to figure out interesting ways for that to happen. BARK co-founder Christian Blyt puts it this way, "Countries that are known for design – Finland, Denmark, Italy – not only have the talent and tradition, they know how to promote their designers to get them noticed. Canada has a lot of talent too, and it takes a bit of untraditional thinking to get people to see it." Visit www.barkbark.ca for more on BARK and its projects.

Calgary will have the *All Terrain Cabin* for just four days. Those who visit will have a chance to see first hand how much Canadian design has to offer, and more than a few may want to purchase at ATC for themselves. But as designer Robert Studer, one of BARK's founders says, "We're flattered by people wanting to own one, but BARK isn't in the business of selling things, we give away ideas. So we say, here are all the components and contacts, you might want to build your own version of the ATC – c'mon, be original. We invite people to consider how to integrate more Canadian design into their lives. This is just one way to do that."

On Monday September 25, the ATC will pack up and move on to the *Vancouver Home & Interior Design Show* (Oct 12 – 15). Both of these first two events are produced by DMG world Media, a tradeshow and exhibition producer that was among the first to recognize the potential of this project and the very first to come through with funding. BARK is pursuing additional sponsorships and commercial opportunities to enable the ATC to complete its intended journey around the world. Already, Japan and Korea are calling. Follow the progress of the ATC by visiting www.barkbark.ca on a regular basis.

Contact Robert Studer for further information robert@thisisit.ca