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TEXTILE MUSEUM OF CANADA PRESENTS IRMA BOOM, AWARD-WINNING GRAPHIC DESIGNER

Toronto – The Textile Museum of Canada (TMC) is pleased to announce the upcoming presentation by internationally acclaimed Dutch designer, Irma Boom. The lecture and cocktail reception will take place on Wednesday, November 5, 2014, 6:30 pm, at the Textile Museum of Canada, 55 Centre Avenue (at Dundas & University), Toronto. Admission is \$25 per person (\$20 TMC members and full-time students). Advance ticket purchase is encouraged as seating is limited. To purchase, call 416-599-5321 x2246 or online at www.tmcirmaboom.eventbrite.com.

Born in the Netherlands, the Amsterdam-based designer founded Irma Boom Office in 1991, working nationally and internationally for the cultural sector. She was appointed to the Yale University faculty in 1992 and is currently senior critic in graphic design. Clients include the Rijksmuseum Amsterdam, Chanel, the Museum of Modern Art, Prince Claus Fund, Ferrari, Vitra International, the United Nations, and OMA/Rem Koolhaas. The recipient of many awards, Ms. Boom is the youngest laureate to receive the prestigious Gutenberg prize for her complete body of work. Of the over 250 books Boom has produced, 50 are in the permanent collection of the Museum of Modern Art, New York City.

For her illustrated presentation at the Textile Museum of Canada, *Making Books, Stripes and Art*, Ms. Boom will address the interplay of graphic, textile and architectural design, and the collaborative processes inherent to design environments. “Irma Boom’s work epitomizes contemporary creative practices that anticipate a future fully infused with inherited traditions,” says TMC Executive Director Shauna McCabe. “Her real genius is tied to a commitment to creative freedom and the agility of her vision across two- and three-dimensional forms.”

Irma Boom is widely recognized for her innovative book making, synthesizing art, craft and design to extend the medium’s creative possibilities. As Wired Magazine has written, “It’s not an exaggeration to say that Irma Boom has designed some of the coolest books ever put on a bookshelf.” In 2011, The Bard Graduate Center commissioned Boom to design the catalogue *Knoll Textiles: 1945-2010*, published in conjunction with their exhibition on the company. Boom’s 2006 design for *Sheila Hicks: Weaving as Metaphor* was awarded ‘The Most Beautiful Book in the World’ at the Leipzig Book Fair.

True to her commitment to creative collaboration, in 2012 Boom partnered with KnollTextiles to design a striped collection for woven cotton and wool as well as digitally printed vinyl and polyester – her first foray into textile design, and one featured this year in the TMC’s BMO Financial Group reDesign 2014 event, to be held on November 4 and involving Canadian designers who are working with fabric generously donated by KnollTextiles and FilzFelt.

Irma Boom: Making Books, Stripes and Art is the first event in the TMC’s NeoTrad Lecture Series. Presented with the support of the Hal Jackman Foundation, NeoTrad considers the convergence of traditional forms with 21st-century worlds of contemporary art, craft and design around the world. Irma Boom is presented in partnership with the Association of Registered Graphic Designers.

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