

**FOR IMMEDIATE RELEASE**

September 3, 2015

**Textile Museum of Canada to explore Conscious Consumption in Toronto-wide pop-up events**

Toronto – The Textile Museum of Canada (TMC) is pleased to announce the launch of **Conscious Consumption: Crafting the City**, a stimulating series of pop-up events that takes contemporary conversations about sustainable practices into spaces and neighbourhoods across Toronto. These engaging discussions with some of the city’s most inspired designers, makers and thinkers will take on big questions about the politics and ethics involved in making and consuming to explore how craft has become part of philosophies of sustainable living today.

Challenging you to “know your stuff,” this series of intimate events hosted by the Textile Museum of Canada in partnership with local innovators and organizations starts with the premise that consumption is an everyday activity that benefits from social awareness. Participants will go behind the scenes to explore how the handmade and handcrafted are part of artisanal and sustainable movements today. Each event in the series takes participants up close and personal with places and people who have pioneered approaches to sustainable living—from explorations of efforts to transform the urban landscape in the forms of artisanal agriculture and alternative architectures to an intimate evening with California-based Rebecca Burgess, founder of the Fibershed movement, who advocates for a “150 mile fashion footprint” as a response to the culture of fast fashion.

Running from September 12, 2015 to February 10, 2016, **Conscious Consumption** reflects the Textile Museum of Canada’s vision of the role of museums in public culture, addressing 21<sup>st</sup>-century challenges and opportunities in real-world settings. For more information on each event or to purchase single tickets (\$20) or VIP series passes (\$100) that include all five pop-up events plus the final panel discussion, please visit [www.textilemuseum.ca/programs](http://www.textilemuseum.ca/programs) or call 416-599-5321 x2228. **Conscious Consumption** is presented by the Textile Museum of Canada with the support of TD Friends of the Environment as well as the K.M. Hunter Charitable Foundation.

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Media inquiries:

Please contact TMC Communications & Marketing at 416-599-5321 x2239 or [marketing@textilemuseum.ca](mailto:marketing@textilemuseum.ca)

**2015-2016 CONSCIOUS CONSUMPTION FULL PROGRAM DETAILS**

Visit [www.textilemuseum.ca/programs](http://www.textilemuseum.ca/programs) for more information or to purchase tickets

**How Sweet It Is: Artisanal Agriculture | Saturday September 12, 2015****Fairmont Royal York Hotel | Rooftop 'Bee Hotel'**

Participants will visit the "bee hotel" among the rooftop gardens at Toronto's Fairmont Royal York, learning about honey as a sustainable food source, urban green space, and how healthy bee populations are a barometer of environmental pollution.

**Urban Landscape, Hidden Frontier | Friday October 2, 2015****Kensington Market | Architect Michael Awad**

Take a behind-the-scenes tour of one of Toronto's most unique neighbourhoods – **Kensington Market** – with artist and architect Michael Awad of the University of Toronto. Participants will encounter one of the city's hidden geographies of alternative spaces created by independent makers and builders. During this informative, experiential tour, participants will explore back lanes and alleyways highlighting innovative laneway houses, historical buildings and temporary structures that distinguish such neglected spaces as well as the handmade impulses and philosophies that produced them.

**Local History as Natural Resource | Saturday November 14, 2015****Wychwood Barns | Architect Joe Lobko**

Toronto's Wychwood Barns, an environmentally sustainable adaptive reuse project, is a living example of heritage architecture as natural resource. Chief architect Joe Lobko will tour participants through the former TTC streetcar repair barns, now a multi-use arts and community facility.

**150 Mile Fashion Footprint | Keynote | Wednesday January 27, 2016****Textile Museum of Canada | Rebecca Burgess, Founder, Fibershed**

Rebecca Burgess's commitment to sourcing her garments entirely within 150 miles of her home in California led to the establishment of Fibershed, a local resource for creating and hand-processing organic fibre and natural dyes into clothing that is the epitome of the "slow fashion" movement. Now an international network committed to expanding sustainable and ethical lifestyles, the "shed" began as a cooperative studio with members who were sheep farmers, organic cotton farmers and former fashion industry workers from Ralph Lauren, Abercrombie & Fitch and other companies who were realigning themselves away from high-volume global markets to hand-crafted local economies. Join us for a keynote lecture and reception with this global thought leader at the Textile Museum of Canada

**Slow Food: Craft Macaroni & Cheese | Wednesday February 3, 2016****Campbell House Museum | Culinary Historian Liz Driver**

Explore the roots of contemporary food culture in nineteenth century heritage foodways during a special visit to Campbell House Museum. Discover what the iconic contemporary comfort food, macaroni and cheese, reveals about evolving tastes, class and economic systems over time. Enjoy samples prepared by culinary historian and curator Liz Driver in the historic kitchen of the oldest remaining house from the original town of York.

**Crafting the City: Consciousness, Craft & Consumption | Wednesday February 10, 2016****Textile Museum of Canada | Panel Discussion**

Local practitioners and innovators in urban agriculture, sustainable fashion, alternative housing and local food craft will engage in a critical dialogue about how globalization, sustainability and notions of authenticity shape personal and collective codes of craft production and consumption.