

FOR IMMEDIATE RELEASE

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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**, a stimulating series of pop-up events that takes contemporary conversations about sustainable practices into Toronto’s most innovative workshops and spaces. 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 everyday goods today.

Challenging you to “know your stuff,” the series of intimate events hosted by the Textile Museum of Canada in partnership with local businesses across Toronto starts with the premise that consumption is an everyday activity that benefits from social awareness. The local entrepreneurs who will share their philosophies and personal stories of sustainable practices and artisanal production include Sydney Mamane of Sydney’s menswear boutique, St. John’s Bakery, Gabrielle Nasri of Ça Va De Soi knitwear, Hoda Paripoush of Sloane Fine Tea Merchants, Laura Slack of Laura Slack Chocolates, Trish Ewanika of fashion label EWANIKA, and Farah Malik of A Peace Treaty clothing line.

The series concludes on Thursday May 1, 2014 at the Textile Museum of Canada with a panel discussion on how globalization, fair trade, and notions of authenticity shape personal codes of consumption. The Conscious Consumption program is part of the TMC’s vision of the role of museums in public culture, addressing 21st-century challenges and opportunities in real-world settings.

Conscious Consumption runs from March 27 to May 1, 2014. Individual event tickets (\$20) or VIP series passes (\$100) that include all five pop-up events and the final panel discussion are available now at www.consciousconsumption.ca or by phone at 416-599-5321 x2246. For more information about the series, visit www.consciousconsumption.ca or email consciousconsumptiontoronto@gmail.com.

Promotional partners:



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Media inquiries:

Please contact TMC Communications & Marketing at 416-599-5321 x2239 or marketing@textilemuseum.ca

SPRING 2014 CONSCIOUS CONSUMPTION PROGRAM DETAILS

Visit www.consciousconsumption.ca for more info or to purchase tickets

Mar 27 | The Roots of Raw Denim @Sydney's

Meet designer and self-described "fabric nerd" Sydney Mamane at his sartorial Toronto menswear boutique where we chat about why Japanese denim is so coveted, what the wabi-sabi philosophy of transience and imperfection has to do with it and exactly how one makes a handmade living in North America.

Mar 29 & April 5 | The French Method @St John's Bakery

Exploring St. John's commitment to the traditional French method of bread-making, we ask about France's special relationship with bread, why organic, natural and local ingredients make a difference and why St. John's see bread-making as restorative and healing, providing more than a salary to its employees who are in need of a helping hand up.

April 3 & 17 | The Terroir of Fabric @Ça Va De Soi

An intimate chat with Gabrielle Nasri, part of a Montreal family that has devoted itself to the art of slow fashion and an insistence on sourcing the best fabrics around the world for generations. Why should cotton come from Egypt and wool from Australia and Scotland? And how does partnering with a Hong Kong manufacturing family sustain Ça Va's quest for quality craftsmanship?

April 10 | The Art of Tea @Sloane Fine Tea Merchants/Laura Slack Chocolates

Join Hoda Paripoush of Sloane Fine Tea Merchants and Laura Slack at the Textile Museum of Canada for a special tea and truffles tasting. Be inspired by a singular passion for the tradition and craftsmanship of individually blended teas sourced from tea gardens around the world paired with handmade chocolate. We start with a tour of *From Geisha to Diva: The Kimonos of Ichimaru*, and explore what authenticity means to us today in the context of some of the world's oldest global exchanges – tea, chocolate and textiles. To celebrate this special tasting, Sloane debuts a golden-ivory Sencha green tea infused with the delicate sweetness of Japanese cherry blossoms.

April 24 | The Luxury of Tradition @A Peace Treaty/Ewanika

One of Toronto's smartest fashion labels, EWANIKA, joins one of New York's, A Peace Treaty, to explore a new philosophy of luxury: modernity informed by craft. We chat with Trish Ewanika about her aesthetic and what she looks for in the artisanal labels she introduces to Toronto. Trish is joined by one of her finds, A Peace Treaty co-founder Farah Malik, who shares front line stories about the challenges – and rewards – of reinvigorating the disappearing textile traditions of Asia, South America and Africa.

May 1 | Provenance and Prejudice @Textile Museum of Canada

What ideas and on-the-ground realities can help us arrive at a personal code of consumption fit for the 21st century? A panel event featuring "makers" and "thinkers" explores how notions of origins, provenance, globalization and authenticity affect our patterns of consumption in subtle and not-so-subtle ways.