

The magazine that designers LOVE to read

Reader Testimonials

I truly hope that your publications grows and here's why... The importance of Canadians to have their own identity has been a constant struggle, but I think that your publication is a great step in that direction, especially when it comes to design. We are influenced by the Europeans and the Americans. How about inspiring each other as Canadians? Let's not have our talent take a back seat. I also like how you cover topics large and small, because the small things are sometimes the most inspiring. Even though I work in Toronto, it's not the only place design lives in Canada. Please keep up the good work and I look forward to learning more about our Canadian design community.

Scott McFarland

RGD, Associate and Design Director

THE WORKS

Toronto

Running a successful design agency is all about staying current with industry trends. **Design Edge is true to its name**, providing our team with current and relevant information about what matters with timely insights delivered by knowledgeable professionals.

Jean-Pierre Lacroix

President

Shikatani Lacroix

Toronto

Design Edge serves a much-needed role, giving voice to design topics and spotlighting what is all too often hidden in plain view. Design Edge defines the difference between what can be bought in a box and those who truly know how to put tools to work. Over the hill and into the forest; each issue of Design Edge brings designers and service providers together, charting a path between what we do and where we want to go. Here at Context, and now throughout Toronto Hydro's marketing department, **Design Edge rocks!**

Lionel Gadoury

Principal, Creative Director

Context Creative

Toronto

I really enjoy Design Edge. There's a lot I like about the format. I like the layout with its very clean accessible look and a good mix of quick hits and meaty bits. I like the paper stock too. OK it's not 100% PCW which would be nice, but it is 70% certified wood so that's pretty good. As for the content, every issue has had a nice variety of topics to keep it from getting too buried in my should-read, but probably-never-will pile. Keep up the good work!

*Judy Snaydon
Creative Director
Mountain Equipment Co-op
Vancouver*

We're honoured for the support shown by Design Edge and I'm personally very pleased with how your magazine has come together and become **a serious force to be reckoned with** in Canada.

*Mark Busse
Partner, Design Director
INDUSTRIAL BRAND CREATIVE
President, GDC BC Chapter
SOCIETY OF GRAPHIC DESIGNERS OF CANADA
Vancouver*

I enjoyed your article 50 years of Canadian design. I appreciated the positive outlook you presented. Because the article included RGD Ontario and the GDC I had a some concerns that it might raise some hackles. Understanding the present "need" for having both RGD Ontario and GDC is somewhat complex. A complexity most busy working professionals really don't want to be bothered with. You did your homework and in my opinion you have written a fair and interesting article re graphic design in Canada. I also liked that it was followed by Allan Britnell's article about OCAD's new dean of design, Anthony Cahalan (from Australia).

*Rod Nash
Co-principal
Nash & Nash Ltd.
Toronto*

The magazine is looking great and I've overheard a few comments from designers in my circle that it just keeps getting better. Keep up the good work...

*Mikey Richardson
Creative Director
Amoeba Corp.
Toronto*

I am writing to congratulate you on your new magazine. **I read every single page** and I look forward to the next edition eagerly.

*Alain Paradis, Professor,
Algonquin College,
School of Media and Design, Ottawa*

Just a note of thanks and congratulations to you and your staff for **a great mag... more than just pretty pictures.**

*Denton Pendergast, MGDC, Principal
Rocket Science, Victoria, B.C.*

What a wonderful magazine for the creative industry. Professional layouts and rich content is the key with your publication. **Everybody on our team liked it** and we look forward to reading and exploring every single page of your upcoming issue.

*Javad Ahmadi, Creative director,
Alive ProStudios Inc., Richmond Hill, Ont.*

Congratulations on your new publication. Just got my first copy today, and thoroughly enjoyed reading it. **About bloomin' time** we got a Canadian design magazine. It is a treat to receive a Canadian magazine with relevant, Canadian content.

*Sally Kaldor, Principal
Kaldor Brand Strategy + Design, Vancouver*

Congratulations on your new magazine. I really enjoyed reading it; it's filling a niche I've been wanting for a long time. I look forward to reading it on an ongoing basis! It **reminds me a little of the UK's "Design Week" publication, but it's actually better designed** which is jolly good.

*Ben Weeks
Illustrator, Toronto*

Thank you for providing a copy of your **timely publication**. I can't help but concur with Nick Shinn's comments in the May/June issue. Unfortunately, our industry seems to be the only Canadian profession without a credible trade journal that chronicles a meaningful "cutting edge" dialogue among its stakeholders. If your publication matures responsibly to fill that gap, I believe that a large portion of design professionals will support and openly jump on your bandwagon. If Design Edge does not, you may have a harder time convincing us that you're not just another pretty (glossy) face without vital substance to address that need. All the best, and welcome to our creative community.

*Angelo Sgabellone,
President and creative director,
ASG Communications, Toronto*

Where have you guys been all my life? Finally, people who understand designing for print versus web page design; May/June 2006 CoverStory "However, orange is a difficult color to reproduce (see page 17)." and Design for Print Michael Hope's Why is my orange brown? as well as Tool Tips BobAtkinson. In the premiere issue, same kudos to Michael Hope again for 'How's your press - ok?' and Bob Atkinson for 'Moving to InDesign'. And that whole discussion on typography. . . Whew! Jan Tschichold must be rolling in his grave!

*Bernie Léveillé
Production Supervisor
Rinella Printers Limited, Winnipeg*

Thanks for **a great second issue!** I appreciate the articles and info about all of Canada, not just the GTA. This issue had news about my fellow freshly squeezed designer Nate ("What colour would you choose?" May/June 2006), former NSCAD and MHC grads (I taught at both schools), ("A grand vision for Calgary") and the best was on the last page - my husband and fellow designer Peter Bartl was the white haired guy on the St. Bride conference tour ("Typography tourism").

*Jane Tilley Merks
Balfour, B.C.*

This contest is great! Even if I don't win - but I hope I do. It gets me back in touch with fonts and what distinguishes one design from another. And through my font search I'm learning a bit more about the history of the designers of the font[s] they've created. Thanks DEC!

Tom Browne R.G.D.

Owner/art director

Ballyhoo Communication Art and Design

Toronto

A welcome addition to the Canadian design industry. Nice paper. Clean design. Interesting content. With an ever-burgeoning electronic media enveloping us, it's good to see (and feel) a real magazine. I hope it gets thicker and doesn't fall under the same old spell of Canadian magazines. Good luck!

Malcolm Brown

Principal, Supercrasher Inc.

Toronto

Congratulations on your first issue. When I first heard about this magazine coming out I didn't know what to anticipate, hoping for something that would reflect my interests as an art director. **I am glad to say that you succeeded.** I look forward to many more issues to come.

Mark Hoffberg

Art director, Inside Track Communications

Toronto

I just received the launch copy of Design Edge. **Congrats.** Being from the UK and having a monthly design-focused magazine, I have always been disappointed that Canada has never managed the same. I hope your publication grows as the design community picks up on it and gives you the editorial content that will make it a success in the future.

Roy White

Partner, Subplot Design, Vancouver

About ***** time Canada got **a real design mag!**

Nick Shinn, R.G.D.

President, Shinn Type Foundry Inc.

Toronto

I received the premier issue in the mail yesterday and I've got to say - **fantastic!!!** Actual - written - content! I'm sorry folks but as a new designer craving information, Applied Arts just doesn't cut it. Pictures are fine when you're in the know but I need commentary on what is happening in Canadian design and graphic design in general.

Blair Cox

CoxGraphics

Fredericton, N.B.

After receiving the first issue of your magazine, I must congratulate you for this **EXCELLENT new tool** for graphic designers! Finally, we have a very well presented (fresh graphics, photography, writing, etc.) and practical Canadian publication to support our profession.

Jacques Émile Charette, MGDC , Principal,

JCA Design, Gatineau, Que.

I just wanted to send you kudos for a great premier issue of Design Edge Canada! I **thoroughly enjoyed the articles** and found them both interesting and relevant.
Kate Hall,
Creative director, gravy co.
Toronto

I really enjoyed the first issue of Design Edge. You did a great job. The typeface ("Only six typefaces?") and the MaRS ("Mapping MaRS") piece were interesting. **I liked the practical info** in the "Design for Print" and "Tool Tips" section. The other design mags don't cover it. I'm looking forward to the next.
Aldo Parise, Editor and art director
Tidings magazine, Montreal

A hearty congratulations on launching Design Edge Canada magazine. I've **read my first issue cover to cover** and enjoyed what I saw.
Mark Busse
Partner and design director, Industrial Brand Creative,
President Elect of the GDC, BC Chapter,
Vancouver

Name That Font contest responses

(selected)

I like fonts. Oh, and I like the simplicity of your website and of course the like wheels turning in that fellow's head.

I think your magazine is a lot better than similar ones for graphic designers, lots of interesting content.

Great magazine. So relevant... Super.

Now all I need is a laptop to go in the bag and I'm set. :)
Great mag btw

Saw the premier issue today and I love it. Can't wait for the next issue.

Fun contest! I am excited to get the magazine.

I can't believe that your magazine is available for a FREE subscription. I will definitely be bookmarking this site as well and telling others of this wonderful offer.

I'm loving your new magazine.

Congratulations, you made me pull out my typography textbook. Many thanks for the interesting contest!

Great looking magazine. Must read it. Best wishes.

Excellent magazine!!!

Excellent magazine! Keep it up!

Just got your premier issue in the mail and actually looked at it (not so large and overwhelming for very busy people to try and get through). Keep up the good work!

Great contest! Did I win?

This is a really neat contest (it lets the font geek in me out LOL)