



MOVE

THE TRANSPORTATION EXPO • MAY 2012



INSTITUTE WITHOUT
BOUNDARIES



The Centre for Green Cities at Evergreen Brick Works

May–October 2012

Two award-winning organizations, Evergreen and the Institute without Boundaries, have joined forces to create a five-year series of Expositions exploring the major issues affecting cities now and in the future.

The first of these is MOVE: The Transportation Exposition. There are few topics more top-of-mind today among citizens and government, businesses and planners. There is an ever-growing need for fundamental change, for new technologies, for renewed infrastructure, for massive investment even in this climate of economic uncertainty. More than ever there is a hunger for dynamic and innovative answers to some fundamental transit challenges. These issues affect the day-to-day life of millions of Canadians.

In MOVE: The Transportation Exposition, opening May 2012, visitors will be guided through the past, present and future of transportation amid the spectacular heritage kiln buildings of Evergreen Brick Works. Through an array of large-scale exhibits, multimedia and interactive technologies and life-size physical displays visitors will learn about issues facing us today—here in our city and in cities around the world.

One highlight of any Expo visit will be the Future Exhibit—300 feet of linear tunnel gallery space devoted to 10 visions of our transportation future. These solutions are the result of an extensive professional Charrette at the Institute without Boundaries in November 2011. We have already gathered an impressive advisory committee of local and international transportation and mobility experts, among them: George Hazel (University of Edinburgh), Sue Zalinski (University of Michigan), Eric Miller (University of Toronto), Paul Hess (University of Toronto). The list of Charrette participants is growing by the day as word spreads of this ambitious undertaking and the teams that are assembling to face the challenges.

In 2012, Evergreen Brick Works will welcome more than 300,000 visitors, and we anticipate that at least half of these will experience the Expo. A multi channel media and comprehensive PR campaign along with an innovative web site will promote MOVE and its sponsors beginning early next spring.

Building on significant launch funding from the Ontario Ministry of Research and Innovation, we are in the process of seeking sponsors who will join us and showcase to a motivated public audience their change-making initiatives in this unique setting.

For sponsorship details and more information on MOVE, please contact:
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