

**FOR IMMEDIATE RELEASE****UNIQUE DÉCOR LINE DN'A TO LAUNCH AT THE  
2010 INTERIOR DESIGN SHOW IN TORONTO**

**Toronto, ON January 18, /10** No pictures, no drawings: just words will be coming soon to a space near you. January 2010 will see the official debut of Dn'A, a high-end collection of statement décor pieces featuring creatively designed text on their surfaces. The idea: inspiring words become a unique addition to any environment like never before.

Dn'A creators and twin sisters Lisa and Leslie Jones describe the line as a fresh approach to interior art that will be rare within the contemporary décor market.

"I can't officially make the claim that this doesn't exist elsewhere, but I'm pretty sure you haven't seen this," says Lisa.

Leslie states, "Dn'A inspires the idea that words can be just as appealing as a photograph or an image".

Both graphic designers and Ontario College of Art & Design alumni, they had long-since visualized producing a product line that would fuse their love of not just graphic design and art but of all creative disciplines. And now with the décor industry well-poised for the sale of out-of-the-box products, this is an ideal time to introduce such a collection.

**Dn' A will be officially launched in the Studio North environment at the Interior Design Show (IDS), the largest contemporary design affair in Canada. IDS will run from January 21 -24, 2010 at the Metro Toronto Convention Centre, 255 Front St. West, Toronto, with an expected attendance of over 47,000 people.**

Guests to the 4-day exhibition will be intrigued by the inaugural pieces of Dn'A, namely the masterpiece "Marvin", a roughly 3.5' x 5' glass floor display with a fantastic type arrangement of the life and times of legendary soul singer Marvin Gaye. The launch will also give show-goers a chance to win a limited edition piece of the first Dn' A created, "Mistakes of History", which features a quote by the late celebrated literary figure, George Santayana.

The collection presently includes glass wall and floor displays, though will eventually comprise furniture and a more diverse selection of décor items. Significantly, consumers have the option of purchasing limited edition items from the collection or requesting the creation of a personalized or one-of-a-kind piece.

Dn'A will be an extension of X Height Media (XHM), the graphic design business owned by the Jones sisters. With the intent to maintain a diverse clientele, XHM creates logos, print and editorial pieces and event material for some well-profiled events in Toronto. Recently, they were featured in Crossover Magazine, a start-up publication launched in April 2009 for new graduates making the transition into creative fields.

X Height Media was selected to be 1 of the 32 exhibitors in the Studio North space.

Leslie and Lisa Jones are available for interview and can be contacted via phone at 416.668.4199 and email at [dna@theareax.com](mailto:dna@theareax.com).

For more information about The Interior Design Show, please visit [www.interiordesignshow.ca](http://www.interiordesignshow.ca).