

For immediate release

Aeroplan becomes a major sponsor of SweaterLodge, Canada's representation at the 2006 Venice Biennale of Architecture

Vancouver, August 1, 2006 – Greg Bellerby, Commissioner of the Canadian Pavilion at the 2006 Venice Biennale of Architecture, along with Pechet and Robb Studio of Vancouver, announce today that Aeroplan is a major sponsor of SweaterLodge, Canada's representation at the largest and most prestigious architectural exhibition in the world. The sponsorship agreement is fundamental to the success of the Canadian exhibit, providing travel for the SweaterLodge design and installation team and shipping of the exhibit.

The 10th Venice Biennale of Architecture will focus on the design of sustainable cities and the relationship between lifestyle, architecture and urban planning. Canada's SweaterLodge, designed by Pechet and Robb Studio, makes a unique and memorable contribution to this important discussion. Through humor and the sheer spectacle of the 400 meter orange polar fleece SweaterLodge, Pechet and Robb give us a fun and accessible entry into a dialogue about the cultural contradictions surrounding consumerism, "green" technology and the Vancouver urban lifestyle.

"Given the international status of the Venice Biennale and the enormity of the press coverage and public audience, it's important that we mount an exhibition that stands out as memorable, uniquely Canadian and meets high international standards," said Bellerby, who is also a co-curator of the exhibit. "SweaterLodge does exactly that, but we rely on the generosity of our corporate sponsors and private patrons to cover costs. We specifically approached Aeroplan because they are Canadian, they are best-in-class in loyalty programs and the look and feel of their brand works so perfectly with SweaterLodge".

"Aeroplan applies an innovative touch to its community investments by seeking to enrich communities abroad and at home," said Rupert Duchesne, President and CEO of Aeroplan. "Our sponsorship of SweaterLodge gives us the opportunity to support Canadian arts and culture on an international stage, while encouraging dialogue about important issues related to sustainable design."

SweaterLodge will be on exhibit in the Canadian Pavilion at the 2006 Venice Biennale of Architecture from September 9th through November 19th, Venice Italy.

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About SweaterLodge

SweaterLodge considers how nature and leisure culture influence the urbanity of Vancouver. The major element of SweaterLodge is a giant polar fleece sweater. The polar fleece fabric is made from 3,150 recycled 2-liter plastic pop bottles. Suspended within the Canadian pavilion, an inhabited garment becomes a lodge, a voluminous soft orange interior space. As visitors enter the sweater, they encounter a series of films showing vignettes about Vancouver, a city that intertwines wilderness and modern urban life. Each projection is activated by a viewer pedaling a stationary bicycle: the faster they peddle, the faster the film plays. The shipping crates used to transport the exhibition will transform into bicycle mounts as SweaterLodge envisions a future where daily objects become multifunctional: a sweater becomes a lodge, crates become display mounts and bicycles become projectors. Together these elements provide a portrait of a city where the veneration of nature and the density of urban culture often overlap in surprising and meaningful ways.

The exhibition will be co-curated by Chris Macdonald and Greg Bellerby with the support of the UBC School of Architecture and the Emily Carr Institute Charles H. Scott Gallery.

The Canada Council for the Arts and Foreign Affairs Canada are founding sponsors of SweaterLodge, working in partnership in the administration and financial support of Canada's architectural representation in Venice.

For more information, visit www.sweaterlodge.ca.

About Pechet and Robb Studio

Pechet and Robb Studio is an interdisciplinary design practice, based in Vancouver with a background in both architecture and fine art. Since 1991, they have produced a portfolio of projects which include private residences, cemeteries, memorials, public art, commercial interiors, exhibitions, set designs and furniture. In all of this work, their interest lies in developing environments which bridge the worlds of art and imagination to everyday life. They engage in varying scales of projects, from large to small with trademark theatricality, wit and cultural commentary.

For more information, visit www.pechetandrobb.ca.

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About Aeroplan

In the more than 20 years since its inception, Aeroplan has grown into Canada's premier loyalty marketing company.

Aeroplan's millions of members earn Aeroplan Miles with its network of more than 60 partners, representing more than 100 brands in the financial, retail and travel sectors and redeem those miles towards travel to more than 842 destinations worldwide or for a wide array of exclusive lifestyle rewards.

Together with its world-class partners, Aeroplan develops and executes innovative and appealing member-targeted marketing programs designed to engage the loyalty of this elite and prestigious segment of Canadian consumers.

For more information, visit www.aeroplan.com.

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