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[Yanic Simard Designs for TIFF](#)

September 25, 2010

By Sara Duck

For this year's Toronto International Film Festival, renowned Toronto designer Yanic Simard set out to transform the office space of the Toronto/New York-based public relations agency NKPR into an inspiring IT Lounge, a.k.a celebrity gifting suite for the glitterati of Hollywood.

Through Simard's eclectic and bold design aesthetic (we loved his bright colour choices), NKPR's IT Lounge showcased the latest from brands such as Fila, Andrea, Ardell Lashes, Baker Street, Dagmar, Diane Lai, Esprit, FIJI Water, Goody, Kobo, Moroccan Oil, RW&CO, Sharpie and Stila. This year's IT brands supported the Artists for Peace and Justice, a charity dedicated to helping the children of Haiti.





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