MEDIA RELEASE

Crystal Wins Gold

II BY IV Design Gets Top Design Award for ROM Restaurant Lounge

Toronto, ON, January 17, 2007 – The **Royal Ontario Museum's Crystal Restaurant Lounge** (C5) tied for top honours in the Sit-Down Restaurant category on January 14th gala awards dinner for the 37th annual Institute of Store Planners/VM+SD International Store Design Competition.

The elegant fine dining venue was designed by **II BY IV Design Associates** and was the only Canadian project to receive an award in the highly respected international awards competition.

At the pinnacle of the Michael Lee-Chin Crystal, the Daniel Libeskind 5-storey aluminium and glass addition soaring over the Museum's historic west wing, C5 overlooks the city's treetops, downtown skyline and Lake Ontario and treats diners to the area's finest regional delicacies and an exceptional wine list. II BY IV Design has created an elegant, welcoming interior that extends the bold Libeskind architecture, the extraordinary vistas and the ROM visit experience itself.

II BY IV Design Associates
In Canada, and internationally, II BY IV has been honoured with more than 120 awards for interior design, lighting design, and the design of furniture and furnishings.

II BY IV's work demonstrates an expert interpretation of current and emerging consumer lifestyles, attitudes, and expectations, applied to the design of retail, hospitality, commercial and special-purpose interiors. The firm's work is seen in Canada, the US, the Caribbean, and circles the world in the interiors they have designed for the ships of the world's top cruise line, Crystal Cruises. It has been featured in several TV productions as well as in countless publications in Canada, the U.S., Europe and Japan.

In all arenas, their credo is "design magically; think practically".

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Case study and photos available.