

FOR IMMEDIATE RELEASE

## **Exhibition on Branding for the Blind at Ryerson University**

TORONTO, ON (June 11, 2013) – A research exhibition at Ryerson University explores the reception and perception of brands for blind and low vision audiences and examines mechanisms currently available to provide greater access to products and services for these consumers. “Brand for Blindness” is a free exhibition open daily to the public from July 24-26, 2013 at Oakham House (63 Gould Street, Toronto).

“Brands extend beyond the visual trademark or logo,” said Janice Fung, principle investigator, exhibit curator and Assistant Professor of Professional Communication at Ryerson University. “They embody commercial culture and lifestyle and this is holistically communicated through haptic and sensory stimuli beyond sight.”

Fung’s research on sensory branding for the blind seeks to increase business value for organizations, enhance information accessibility, heighten effective message delivery, and improve social equality for the visually impaired.

A series of interviews involving blind and low vision participants and commercial representatives will be featured at this exhibit in a creative and interactive format. The research team is a diverse collaboration between faculty and students from Disability Studies, Fashion, Sociology and Business Technology Management at the university. This exhibition has been supported by the Ryerson University Creative Fund Grant.

The need for improved accessibility is a growing concern with increasing aging populations in the GTA. The Accessibility for Ontarians with Disabilities Act (AODA) emphasizes private and public organizations to create barrier-free services and businesses in the city by 2025. Beyond this exhibition, this research study seeks to design a working tool for commercial organizations to improve branding for blind and low vision consumers. The overall goal is to provide greater choice in products and services for individuals with impaired vision and to enhance quality of life.

For more information, please visit our website at [brand4blind.wordpress.com](http://brand4blind.wordpress.com) or follow us on Twitter at [@Brand4Blind](https://twitter.com/Brand4Blind).

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