

WAYWARD ARTS KICKS OFF CANADA'S 150TH WITH A YEAR OF SPECIAL EDITIONS

Toronto agency Goods & Services creates the first issue of 2017: A tribute to Canadian dualities

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For Immediate Release

English/French. Settler/Indigenous. Eastern/Western. Rural/Urban. Cool/Chaud. As Canada turns 150, *Wayward Arts* magazine's first issue of 2017 takes a look at how the two solitudes of "cool" and "*chaud*" have helped reflect the dualities and contradictions of our country—for better, and sometimes for the worse. It's the first in a series of six issues to mark the sesquicentennial, each issue using one of the six letters that spell "Canada" as a point of departure

Toronto branding agency Goods & Services surveyed the last 15 decades of Canadian culture(s) and scoured through archives to show just how much the country has changed since its infancy, from a relative backwater to the ever-more confident producer of music, film, sport and cuisine it is today. All these strands come together in a bilingual magazine that blends essays, archival photos, maps and more into a pastiche of Canadiana that isn't just maple syrup and hockey.

OK, there's some maple syrup and hockey in here. But a lot of other stuff, too. Easter eggs abound, from the magazine's width of 186.7 millimetres (based on the year of Canada's confederation) to hidden images to map coordinates that relate to key destinations related to the content.

The limited-edition print version is supplemented by a custom website (also created by Goods & Services) that includes the full French and English versions of the magazine.

And now that you can check out the "C" issue, make sure you stay tuned for A-N-A-D-A, each produced by a top Canadian creative agency—printed by Flash Reproductions on Mohawk papers from Veritiv, with speciality bindery by Anstey—during the course of this landmark year.

Contact:

For more information on Cool/Chaud or Goods & Services, please contact smcccluskey@gsbranding.com. You can view the full content at canada150.gsbranding.com. For information on *Wayward Arts*' Canada 150 series, please contact info@waywardarts.ca.



Goods & Services Branding is a creative agency that specializes in brand marketing, integrating research, strategy, graphic design, content and digital—and full implementation—all in one studio. Because Goods & Services is independently owned, clients large and small enjoy the nimble, hands-on approach of a free-thinking, 20-person boutique.

gsbranding.com

Wayward Arts is an inspirational monthly magazine showcasing the pure, unfiltered spirit of Canadian creativity. Each month, a different award-winning design studio takes the helm to craft the magazine of their dreams, all featuring specialty printing and finishing techniques.

waywardarts.ca

Flash Reproductions is widely considered to be Canada's most innovative and versatile print-production facility, and has collaborated with brilliant designers to produce award-winning results since 1969.

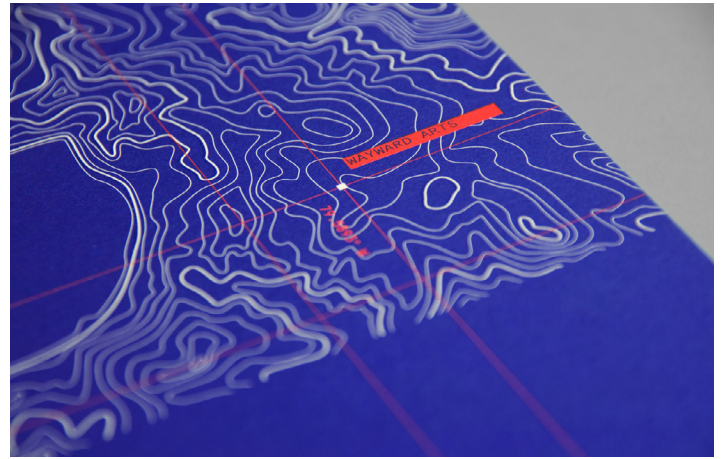
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