

## FOR IMMEDIATE RELEASE

### A country cabin that pleases all around. Stylish living the eco-friendly way – BlueSky Mod premieres prototype design.

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In an economic climate that increasingly looks to corporations for environmental responsibility, a Toronto-based manufacturer of pre-fabricated living structures, proves that it is possible to live both stylishly and ethically.

BlueSky Mod will officially unveil its prototype design at the IIDEX/NeoCon tradeshow in Toronto's National Trade Centre September 22-23.

"We're bringing together the concepts of high-design and low-impact," says Hy Rosenberg, one of the company's founders. "We believe that people should be able to take how they want to live and match it with where they want to live – without sacrificing functional or aesthetic standards."

BlueSky Mod's prototype structure is a cottage retreat, designed to suite a variety of rural environments. "It's an experiment in simplicity of design, construction techniques and relationship to nature," says its designer, Todd Saunders, the widely published young architect, born and trained in Canada and currently working in Norway. Manufactured from mostly local and recycled materials and utilizing processes that minimize waste, the cabin is eco-friendly. Its Nordic-inspired design and angular cedar detailing also make it a definite eye-catcher.

"When we sat down to develop the ideas that became this company, we all felt that our first design had to be a country retreat," adds Richard Stark, BlueSky Mod's other founder. "First of all, the eco-friendly message will sit extremely well in the woods, on the farm or next to a river. But we also know that people tend to be more creative and open-minded when they're building their own personal get-aways!"

Stark and Rosenberg also know that showing beats telling, hands down. So their plan for the IIDEX/NeoCon unveiling is simple. "The cabin fits in our booth space, so we're just going to bring it in!" The two will be on hand – on their own front porch – throughout the show.

BlueSky Mod is a Toronto-based design and manufacturing company that creates beautifully designed, eco-friendly modular living structures to meet the needs of aesthetically and ethically discerning consumers.

FOR FURTHER INFORMATION, CONTACT  
HY ROSENBERG  
HY@BLUESKYMODO.COM  
416.694.3475