

TAXI

Taxi gives up Christmas party favours to design, donate coats to homeless

The National Post - December 14, 2007

Ad agencies generally usher in the holidays with a generous show of Christmas spirit to their clients and staff, usually in the form of gifts and tony parties. Not so this year for TAXI, which wanted to create a memorable way to mark its 15th anniversary in 2007 and ended up using its Christmas fund to design and distribute coats for the homeless. In the '15 Below' project, TAXI collaborated with designer Lida Baday, below left, to create a coat made of waterproof fabric and lined with pockets that can be stuffed with newspapers, which help retain body heat. Unstuffed, the garment can be used as a raincoat. TAXI Toronto executive creative director Steve Mykolyn, below right, tested the garment himself by spending more than eight hours in a meat freezer at temperatures of -18 C and -29 C. "We appreciate the irony that TAXI creates ads on newspapers for clients, and our work will now have a second life as insulation," said Mr. Mykolyn. The 3,000 coats will be delivered to each city in which TAXI operates -- Montreal, Toronto, New York, Calgary and Vancouver. To learn more about the project, visit www.15belowproject.org.

-By Hollie Shaw