

TAXI

Taxi begins 15 Below Project

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Toronto-based **Taxi** has begun a new charitable project called "15 Below." The agency has commissioned the design and manufacture of a waterproof coat that has pockets intended to be stuffed with crumpled newspaper for insulation. The agency will distribute these coats to homeless people in each city where it maintains an office. The coat was designed by Lida Baday and is being manufactured by SG Wicus of Korea. According to Taxi, the project is to commemorate the agency's 15th anniversary.