

6.7.2010

HIRAMEKI

DESIGN × FINLAND

AWARDED DESIGN AT HIRAMEKI

THE FENNIA PRIZE EXHIBITION OF DESIGN FORUM FINLAND WILL BE PRESENTED IN TOKYO AT HIRAMEKI DESIGN X FINLAND DURING THE TOKYO DESIGN WEEK OCTOBER 29 - NOVEMBER 7, 2010. THE EXHIBITION WAS FIRST SHOWN AT DESIGN FORUM FINLAND, HELSINKI, IN FEBRUARY 2009 AND SINCE THEN IT HAS BEEN TOURING IN FINLAND AND ABROAD.

THE INTERNATIONALLY ESTEEMED FENNIA PRIZE - GOOD DESIGN GROWS GLOBAL OF DESIGN FORUM FINLAND IS GRANTED TO COMPANIES AND BUSINESSES MAKING BEST USE OF DESIGN WHEN MAKING PRODUCTS OR APPLYING DESIGN IN OTHER WAYS IN THEIR BUSINESS OPERATIONS.

THE EXHIBITION TO BE SEEN IN TOKYO WILL SHOW A BROAD RANGE OF DIFFERENT DESIGN SECTORS, SUCH AS TABLEWARE, FURNITURE, METAL PRODUCTS, INTERIOR DESIGN, CLOTHING, MEDICINE, HIGH TECHNOLOGY AND FINE MECHANICS.

THE AWARDS ARE FENNIA PRIZE GRAND PRIX, FENNIA PRIZE AND FENNIA PRIZE HONORARY MENTION.

FENNIA PRIZE GRAND PRIX: GENELEC
FENNIA PRIZES: IITTALA/IITTALA GROUP, METSO AUTOMATION, SAAS INSTRUMENTS AND POLAR ELECTRO.
THE FENNIA PRIZE HONORARY MENTIONS WENT TO 16 COMPANIES FOR A TOTAL OF 18 PRODUCTS OR PRODUCT CONCEPTS.

FOR A COMPLETE LIST ABOUT THE AWARDED COMPANIES, PLEASE, REFER TO FENNIA PRIZE CATALOGUE PDF ENCLOSED.

DESIGN FORUM FINLAND'S COMPETITIONS AND PRIZES UNDERLINE THE CULTURAL AND ECONOMIC SIGNIFICANCE OF DESIGN. THE FENNIA PRIZE - GOOD DESIGN GROWS GLOBAL IS GRANTED TO COMPANIES MAKING DESIGNED PRODUCTS OR APPLYING DESIGN IN OTHER WAYS IN THEIR BUSINESS OPERATIONS. THEY ARE AWARDED FOR THE INNOVATIVE, RESPONSIBLE AND ECONOMICALLY SUCCESSFUL USE OF DESIGN. THE INTERNATIONAL PRIZE JURY, CONSISTING OF EXPERTS IN DESIGN, INDUSTRY, TRADE AND MEDIA, MAKE THE SELECTIONS BASED ON CRITERIA, SUCH AS BUSINESS, USABILITY AND SUSTAINABILITY. THE INTERNATIONALLY ESTEEMED FENNIA PRIZE EXHIBITIONS HAVE BEEN PRESENTED IN EUROPE, ASIA AND SOUTH AMERICA.

THE FENNIA PRIZE IS SPONSORED BY FENNIA GROUP, INSURANCE SPECIALIST STORE IN FINLAND AND THE MEDIA SPONSOR IS KAUPPALEHTI, FINLAND'S LEADING ECONOMIC MEDIA.

FOR REGISTRATIONS, SEE WWW.DESIGNFORUM.FI/FENNIAPRIZE



fenniaprize
good design grows global

INFORMATION:

MS TUULA LAULAJAINEN, TEL. +358 (0)9 6220 8110,
GSM +358 (0)50 341 6308,
E-MAIL: TUULA.LAULAJAINEN@DESIGNFORUM.FI