

PRESS RELEASE, MAY 17, 2010

## HIRAMEKI DESIGN × FINLAND

**EXPORT PLATFORM FOR FINNISH DESIGN,  
OCTOBER 29–NOVEMBER 7, 2010  
LIVING DESIGN CENTER OZONE, TOKYO**

HIRAMEKI IS A MOMENT OF EPIPHANY, SPARK, INSPIRATION. IN AUTUMN 2010, DESIGN FORUM FINLAND WILL STAGE A DESIGN EXPORT INITIATIVE AT THE TOKYO DESIGNERS WEEK – HIRAMEKI DESIGN × FINLAND – WHICH WILL PRESENT THE JAPANESE PUBLIC WITH A FRESH AND MULTIFACETED IMAGE OF FINNISH DESIGN. THE EXHIBITION WILL CLUSTER THE FULL REPERTOIRE OF FINNISH DESIGN, FROM TECHNOLOGICAL INNOVATIONS TO INDIVIDUAL DESIGNERS, AROUND A SERIES OF SCINTILLATING THEMES. THE AIM OF THE PILOT INITIATIVE IS TO SUPPORT DESIGN EXPORTS AND PROMOTE CO-OPERATIVE VENTURES BETWEEN FINNISH DESIGNERS AND FIRMS IN JAPAN. THE PATRON OF THE INITIATIVE IS STEFAN WALLIN, FINLAND'S MINISTER OF CULTURE AND SPORT.

A REPRESENTATIVE GROUP OF TODAY'S BRIGHTEST DESIGNER NAMES ALONG WITH COMPANIES UTILISING DESIGN IN A KEY WAY WILL PARTICIPATE IN HIRAMEKI DESIGN × FINLAND EXHIBITION, CURATED AND CONCEIVED BY DESIGNERS HARRI KOSKINEN AND ILKKA SUPPANEN. A BROAD OVERVIEW OF FINNISH DESIGN IS PRESENTED THROUGH SIX COLOUR-THEMED SPARKS, LEADING TO HIRAMEKI AS THE SEVENTH COLOUR. HIRAMEKI, THE MOMENT WHEN ONE COLOUR CHANGES TO ANOTHER, OFFERS A NEW PERSPECTIVE AND AN OPPORTUNITY TO EXCHANGE VIEWS AND DESIGN TOGETHER.

### **WHITE:** LIGHT, THINKING

THE WHITE SPARK REFLECTS LIGHT. ENERGY SOLUTIONS AND HIGH TECHNOLOGY INFLUENCE OUR EVERYDAY LIVES. SOME TECHNOLOGICAL SOLUTIONS ARE BASED ON THE KNOW-HOW OF CRAFTSMEN, OTHERS ON NEW INNOVATIONS. SEEMINGLY SIMPLE SOLUTIONS OFTEN CONTAIN A LONG HISTORY OF KNOWLEDGE BEHIND THEM.

### **GREEN:** SUSTAINABILITY, RETHINKING WELFARE

THE GREEN SPARK SHOWCASES SUSTAINABLE SOLUTIONS FOR THE FUTURE. LEARNING TO EXCHANGE BEST PRACTICES BETWEEN ORGANIZATIONS, STAKEHOLDERS, COMPANIES AND DESIGNERS IS THE KEY ELEMENT IN RETHINKING WELFARE. .

### **GREY:** INDUSTRIAL DESIGN

THE GREY SPARK PRESENTS DESIGN AS A STRATEGIC TOOL IN PRODUCT DEVELOPMENT. COMPANIES ARE USING DESIGN IN A HOLISTIC WAY MORE THAN EVER BEFORE; FROM BRAND DESIGN AND DIGITAL DESIGN TO USABILITY AND MARKETING COMMUNICATIONS.

### **BLACK:** AUTHORS, ICONS

THE BLACK SPARK DESCRIBES PRODUCTS AND THE PEOPLE BEHIND THEM; FINNISH DESIGNERS ARE OFTEN SEEN WEARING BLACK. HERE BLACK ILLUSTRATES THE VAST KNOW-HOW OF THESE PROFESSIONALS AND THE TALENT AND ATTITUDE USED IN CREATING BEAUTIFUL AND FUNCTIONAL OBJECTS.

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**BLUE:** SUOMI, FINLAND

THE BLUE SPARK ILLUSTRATES THE FINNISH WAY OF LIFE, HOW FORM FOLLOWS FUNCTION. DESIGN IS IN EVERYDAY USE IN FINNISH HOMES. TODAY, FINNISH DESIGN DRAWS INSPIRATION BOTH FROM THE NATURE AND URBAN SURROUNDINGS, FROM TRADITIONS AND GLOBAL CONNECTIONS.

**NEON:** ATTITUDE

THE NEON SPARK SURPRISES YOU. A PLAYFUL ATTITUDE IS NECESSARY, AND MANY YOUNG DESIGNERS DARE TO CHALLENGE TRADITIONS.

THE FOLLOWING COMPANIES, DESIGN AGENCIES AND DESIGNERS ARE PARTICIPATING IN THE INITIATIVE: TAPIOVAARA (AERO DESIGN FURNITURE), AINO, CHAO & EERO JEWEL, CWP COLOURED WOOD PRODUCTS, FINN-SAVOTTA, JOHANNA GULLICHSEN TEXTILE CRAFT & DESIGN, HANNA KORVELA, JALO HELSINKI, KAINU (KAINUUN ETU), MAJAMOO, MELAJA, MSCHIC COSMETICS, ORIGINAL HABITEK WORKS, PLASTEX, RITVA-LIISA POHJALAINEN, ROCLA, SAANA JA OLLI, SECTO DESIGN, VALLILA INTERIOR, VUOKKO, WINDSIDE PRODUCTION ■ CREADESIGN, DESIGN MACHINE, HOW ABOUT VIKTOR, KOKORO & MOI, PENNANEN DESIGN, PENTAGON DESIGN, WOODISM, YATTA ■ AALTO + AALTO, TAPIO ANTILA, TUUKKA HALONEN, HARNI-TAKAHASHI, ELINA HELENIUS, MARITA HUURINAINEN, RENATA JAKOWLEFF, MARIA JAUHIAINEN, JÄRVI & RUOHO, JOUKO JÄRVISALO, KIRSTI KASNIO, KAI HENNING KORHONEN, JUKKA KORPIHETE, ANTTI KOTILAINEN, YRJÖ KUKKAPURO, ANNE KYRÖ QUINN, MIKKO LAAKKONEN, NATHALIE LAHDENMÄKI AND NAOTO NIIDOME, KRISTIINA LASSUS, EEVA LITHOVIUS, JULIA LUNDSTEN, MATS LÖNNGREN, SUSANNE MARKKANEN, SAMULI NAAMANKA, MIKKO PAAKKANEN, ANU PENTTINEN, INNI PÄRNÄNEN, TUULA PÖYHÖNEN, TIMO RIPATTI, SAARA RENVALL, SARI SYVÄLUOMA, TAUNO TARNA, AIKA URATA AND ESA VESMANEN.

IN ADDITION, FENNIA PRIZE EXHIBITION PRESENTS A SELECTION OF AWARDED DESIGN AS A PART OF HIRAMEKI DESIGN × FINLAND. THE FENNIA PRIZE DESIGN COMPETITION IS ORGANIZED BY DESIGN FORUM FINLAND AND FENNIA GROUP. THE AALTO UNIVERSITY, CREATED FROM THE MERGER OF THREE FINNISH UNIVERSITIES: THE HELSINKI SCHOOL OF ECONOMICS, HELSINKI UNIVERSITY OF TECHNOLOGY AND THE UNIVERSITY OF ART AND DESIGN HELSINKI, ALONG WITH A PRESENTATION OF HELSINKI AS THE UPCOMING WORLD DESIGN CAPITAL 2012, WILL ALSO FEATURE STRONGLY IN THE INITIATIVE.

HIRAMEKI DESIGN × FINLAND IS PRODUCED BY DESIGN FORUM FINLAND IN COLLABORATION WITH THE FINNISH INSTITUTE IN JAPAN AND LIVING DESIGN CENTER OZONE.

HIRAMEKI DESIGN × FINLAND IS SUPPORTED BY THE MINISTRY OF EDUCATION, THE MINISTRY OF EMPLOYMENT AND THE ECONOMY, THE MINISTRY FOR FOREIGN AFFAIRS, THE 100-YEAR FOUNDATION FOR THE FINNISH SOCIETY OF CRAFTS AND DESIGN, VISIT FINLAND AND AALTO UNIVERSITY.

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LOADING, PLEASE WAIT

SEE THE ANIMATION AND REFRESH  
THE IMAGE OF FINNISH DESIGN  
IN TOKYO DESIGNERS WEEK IN  
OCTOBER 2010