

HELSINKI DESIGN WEEK 2009

— PRESS RELEASE



HELSINKI DESIGN WEEK 4. – 13.9.2009

Helsinki Design Week is the largest design event in Finland. Organised for the fifth time, it offers gripping workshops, seminars, exhibitions, workshops, fashion shows, installations, shopping opportunities, open-door visits to studios and closed-for-public spaces, as well as mingling by night.

Theme of the year is DO TOUCH!

Challenges for the mind, statements and action. This year Helsinki Design Week rolls up the sleeves of designers and brings forth the processes behind design. DO TOUCH! theme is embedded in the events that encourage visitors to familiarise with and take part to the design world. What is design other than beautiful objects?

At the Cable Factory: Hot Potatoes, STUDIO and young exhibitors

Helsinki Design Week's main event, Designpartners 09, fills up with talks and doings. Organised at the Cable Factory 9.–11.9., Designpartners' draw is Hot Potatoes workshop event in which international designer groups will be given a new brief every day and six hours to respond to it. The workshop topics are guaranteed to be hot – even dangerous – to handle.

Nighttime events include PechaKuchaNight with inspiring talks by creative people as well as STUDIO event, which gives the visitors a chance to peek into designers' way of working. Exhibitions in the Cable Factory premises present NAPA X PEKKA, Finnish front-row illustration; Newly Drawn – Emerging Finnish Architects and Ryijy – Rug? by University of Art and Design students. Designpartners events also include Other People's Rubbish workshop and top lectures and encounters with designers.

As usual, the opening weekend sees Design Market, the hugely popular outlet sale at the Cable Factory. This year, Design Market will also host a Serger Rally event as well as a fashion show of eleven independent labels.

Design Week spreads to the city

Helsinki designers welcome visitors to their workspaces at the Open Studios event, while OpenHouseHelsinki tours unconfine spaces normally restricted to public. In Empty Bowls, designers provide bowls, which can then be bought with a lunch provided by local restaurants – all proceeds are directed to UNICEF. Special shows, product launches and designer appearances take place within Shopping in Helsinki event in the Design District, which comprises of 25 streets and 170 locations. There will also be a Helsinki Design Week tram which runs on lines 6 and 8.

Local and international co-operation

Helsinki Design Week Magazine and We Are Helsinki magazine have united to form the largest design issue of the autumn in Finland. The publication is free and contains the HDW Magazine, which introduces events and people at Helsinki Design Week, the We Are Helsinki September-October design issue as well as an event calendar for Helsinki Design Week and Habitare fair.

Collaboration with The Finnish Institute in London and Aalto University will be launched at The Pop Up Hub Helsinki happening which features interesting visitors from London. In 2010 Helsinki Design Week will be present in London as part of the institute's extensive design programme.

Founded in 2005, Helsinki Design Week's focus lies on multi-disciplinary take on design and bringing it closer to people. Currently in the process of expanding both in terms of geography and time, we work closely with City of Helsinki, ZonaTortona and Nordic Fashion Association.

Design autumn in Helsinki

Helsinki Design Week together with Habitare fair make an extensive and diverse design autumn in Helsinki 4.-13.9.2009. The events will support design activity which has developed strongly in the area in recent years. For more information about Habitare visit: www.finnexpo.fi/habitare

More information and material:

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Hi-res images are available for download at www.helsinkidesignweek.com/press

PROGRAMME

Helsinki Design Week starts / Fri 4.9.

Helsinki Design Week tram / Starting 3.9. on routes 6 and 8

In co-operation with Vallila and Helsinki City Transport

www.hkl.fi

www.vallilainterior.fi

Shopping in Helsinki / Fri 4.9.–Sat 12.9., Design District Helsinki

Special shows, product launches and designer appearances.

www.designdistrict.fi

Design Market / Sat 5.9.–Sun 6.9., 11–17, Cable Factory

The biggest design outlet sale in Finland with over 60 vendors and products from furniture to fashion. The programme includes Serger Rally (Saumuriralli) by Töölö Fashion Institute and Marimekko at 11 am–3 pm daily and OVVN fashion show on Saturday at 4 pm.

www.ovvn.net

www.marimekko.fi

The Pop Up Hub Helsinki / Mon 7.9.–Fri 11.9., 11–17, Aleksanterinkatu 16–18

Workshop, temporary space for design and interaction. Organised by Aalto University, Finnish Institute in London and concept design agency Yatta.

www.aaltoyliopisto.info/en/

www.finnish-institute.org.uk

www.yatta.fi

Helsinki Design Hub IV (in Finnish) / Mon 8.9., 11.30–17.45, Cable Factory

A seminar organised by Grafia and Ornamo.

www.finnishdesigners.fi/hub09

www.grafia.fi

www.ornamo.fi

Designpartners 09 opening party / Tue 8.9. 19.00, Cable Factory /

By invitation only

The programme includes EGOISTA – Muheres Lohas! fashion show, Hot Potatoes workshop spectacle, open studios, award ceremonies and opening of the Designpartners 09 exhibitions.

Designpartners 09 / Wed 9.9.–Thu 10.9. 16–24 & 11.9. 11–17 (only exhibitions), Cable Factory, tickets 5 € / 2,5 € for students, children 0 €

BAR / STAGE / STUDIO:

Hot Potatoes: *“Reality-TV taken back to reality”. In the workshop event designer groups deal with topics too hot and urgent to handle. There’s a new brief every day and six hours to respond to it. On Wednesday the stage is taken by ANTEEKSI (Helsinki), WE WORK IN A FRAGILE MATERIAL (Stockholm) and ICED ARCHITECTS (Moscow) who will face a challenge designed by the curators VLADIMIR FROLOV, KATARINA SILTAVUORI and TOMAS IVAN TRÄSKMAN. On Thursday the Aalto University’s DESIGN FACTORY and S.E.O.S. enter the scene to prepare a challenge that touches product design and urban planning.*

www.anteeksi.org, www.weworkinafragilematerial.com, www.icedarchitects.com, www.seos.fi

STUDIO: *Designers move to the Cable Factory and roll their sleeves up. In other People’s Rubbish workshop South African Heath Nash makes lamps with the audience. www.heathnash.com*

Exhibitions: Newly Drawn – Emerging Finnish Architects, NAPA X PEKKA (front row Finnish illustration), Ryijy? – Rug? (textile design students have made modern interpretation of rug).

www.napaillustrations.com, www.pekkafinland.com, www.kasityonystavat.fi

Sound installation: *World-famous sound artist Charles Morrow collaborates with Eastway. www.cmorrow.com, www.eastway.fi*

Creative Economy and Beyond conference / Wed 9.9–Thu 10.9., Cable Factory
An international conference examining the role of creativity in the economy and society. Organised by Helsinki University of Technology, University of Tampere and Turku School of Economics.

www.ceb.fi

PechaKuchaNight / Wed 9.9. 20.20–23, Cable Factory
Creative talks by creative people (and drinks). 20 images per speaker and 20 seconds of talk per slide. Speakers include Ami Hasan, Daniel Palillo, Riitta Ikonen, Hollmen Reuter Sandman architects and Dutch designers Marcel ter Brake and Lotte van Laatum.

More information: www.helsinkidesignweek.com/pechakucha
www.pecha-kucha.org

Habitare 09 / Wed 9.–Sun 13.9.2009, Helsingin Fair Center
Furniture, interior decoration and design fair.

www.habitare.fi

Open Studios / Wed 9.9.–Thu 10.9., 17–20
Visitors are welcomed to take a peak inside the studios, workshops and basements of designers, architects, artists and other creative spaces.

Cable Night / Thu 10.9., 18–24, Cable Factory
Night happenings at the Cable Factory. The program includes an architecture lecture by Erik van Egeraat (Holland) at 7pm, Hot Potatoes event, STUDIO event and exhibitions.

Cake Party / Thu 10.9. 19–21, Casuarina shop, Fredrikinkatu 30
Casuarina store presents cakes designed by talents to watch.

www.casuarina.net

OpenHouseHelsinki / Thu 10.9.–Sat 12.9.
The tours unconfine spaces normally restricted to public. The guided tours lead visitors to interesting buildings, interiors, landmarks and old and more recent architectural destinations.

www.openhousehelsinki.fi

The Pop Up Hub Helsinki seminar and launch party / Fri 11.9. 17–21,
Aleksanterinkatu 16–18

Seminar & Launch party of a series of Finnish design events in London in 2010.

www.finnish-institute.org.uk

KreaNord-symposium (in English) / Fri 11.–Sat 12.9, Aalto University in Espoo
A conference organised by the Nordic Council of Ministers which aims to activate the growth potential of the creative sectors in the Nordic

www.kreanord.org

Empty Bowl / Sat 12.9. 11–14, Helsinki Cathedral Crypt
In Empty Bowls, design is used as a weapon in the fight against hunger. Artists provide ceramic and glass bowls, which can then be bought with a soup and bread lunch provided by local restaurants. All proceeds are directed to UNICEF.

www.udumbara.fi/tyhjakulho

More information: www.helsinkidesignweek.com