

24 HEVI is a design competition organized in cooperation with University of Applied Sciences Metropolia's design department.

The competition is a "24 h design sprint" where students have exactly 24 hours to suggest an idea for the given task.

After the brainstorming period, each team has exactly ten minutes to present their suggestion to the jury.

During the presentations the jury writes down their comments and critiques.

After the presentations the jury discusses their evaluation in an open panel that everyone can hear.

The purpose is to generate interactive discussion among the jury, no judging behind closed doors.

Selected among the presentations, the winning team will receive a financial reward (Sitowise), and one other team will be given an honorary mention.

The competition strives to look for new ideas to the themes of business, tourism and living, for example, in Helsinki, Espoo and Vantaa by ways of design.

The task setting is wide to enable new ideas.

Specific tasks will be revealed to the students just before the competition starts.

The purpose is to discover concepts that can "glue" these three cities together and each of them can utilize.

The tasks will be revealed 14 September, and the jury will make its decision 15 September.

The event will take place at Design Forum Finland, Unioninkatu, Helsinki.

Organization and coordination: Sito Oy, Mikko Rikala, Design Director

Contestant team coordination: Metropolia AMK, Professor Petra Lassenius

Place: Design Forum Finland, CEO Petteri Kolinen

Introduction: Mikko Rikala, Ornamo Executive Director Salla Heinänen

Jury:

Anne Stenros, Chair, Design Director at the City of Helsinki

Marja-Leena Rinkineva, Director of Economic Development, the City of Helsinki

Tuula Antola, Director of Economic Development, the City of Espoo

Jose Valanta, Director of Economic Development, the City of Vantaa