

# LOVIA

YOU ARE CORDIALLY INVITED TO THE LAUNCH OF

## METSÄ / WOODS

by LOVIA

JOIN US FOR THE EXHIBITION  
AT GALLERIA FORUM BOX  
ON THURSDAY 14TH SEPTEMBER  
STARTING AT 3.30-5 PM.  
(Ruoholahdenranta 3A, Helsinki)

METSÄ/WOODS launches Lovia's  
AW 2017 MÄNTY Collection with an interactive installation  
that takes you to where Lovia comes from – into the woods.  
Exhibition examines our relationship to woods by creating  
two parallel realities – one made by hand and the other with  
AR technology.

THE EVENT STARTS WITH A PRESS EVENT AT 3.30-5PM  
(RSVP [info@loviacollection.com](mailto:info@loviacollection.com))  
AND CONTINUES WITH A LAUNCH PARTY  
FROM 5PM UNTIL 11PM

— KOY (Berlin) live 7pm —  
DJ Ina Mikkola 8pm

Collaborating artists:  
Landys Roimola, installation  
Juuso Patrikainen, animation

Prepare yourself for the trip into the woods by downloading  
the Arilyn application here:  
[www.arilyn.fi/arilyn-app](http://www.arilyn.fi/arilyn-app)



[www.loviacollection.com](http://www.loviacollection.com)

THANK YOU

