

Helsinki Design Week 2017 starts!

The largest design event in the Nordics puts more than 250 events targeted at design enthusiasts and professionals in Helsinki from 7 to 17 September 2017. This year's theme is Q&A. Novelties include DesignCommons that brings top international design stars to Finland, a mini apartment house built in the city centre and design discussions on the tram.

Helsinki Design Week 2017 launches a new event concept called DesignCommons that allows the audience to dine and discuss with international design super stars. These include world-renowned architect **David Adjaye**, Ikea design director **Marcus Engman** and Dutch architect **Winy Maas**. One of the participants is **Chris Sheldrick** who just won the biggest design award in the world – the InderxAward. DesignCommons is part of the two-day World Design Weeks Summit of design leaders from all over the world hosted in Helsinki. Helsinki Design Week director **Kari Korkman** chairs the summit until 2020.

“Finnish design will only succeed by creating international connections. DesignCommons is the result of this effort. Its evening concept has been created by two experienced event organizers: Design Indaba and Helsinki Design Week, and the idea is to make speakers sit with the audience instead of stepping up on a stage,” Korkman explains.

HDW HOP brings six new artworks to the city centre of Helsinki. The installation series consists of works by Finnish and international designers and architects, addressing the theme of a city in development. To be built on Keskuskatu, the Tikku installation is a demonstration of dense residential development in the future as well as Finnish wood construction. Tikku was designed by architect **Marco Casagrande**. Another installation, Enter, invites citizens to come together in front of the old *Kaartin maneesi* building to enjoy outdoor cinema on Sunday 10 September, to participate in discussion events throughout HDW or just to marvel that this left over space can now be used by the people. Enter's opening will be celebrated openly in a parade organized by We Jazz on Thursday 7 September from 18:00 onwards.

Q&A Tram Discussions is an event series that takes place in the “culture tram” of Helsinki Regional Transport, touring the districts of the city and functioning as an arena for discussions. Each ride will feature its own theme, including visuality in the city, the challenges of creative work, the future of work, and consumer behaviour, organized together with Grafia, the *Ompeluseura* network, Maria 01 and Avantage Oy. For the first time the Data-Driven Design Day is part of the festival programme. This year its theme addresses online and retail trade. The event will provide inspiring stories about developing products and services based on data.

More than 150 event organizers

Familiar bestsellers from previous years include HDW Children's Weekend (16–17 Sept. in *Kattilahalli*), the fast-track PechaKucha Night (12 Sept. in *Valkoinen sali*), Open Studios presenting creative work spaces (14–15 Sept.) and last year's success, Design Diplomacy,

that let's people explore ambassadors' residencies. As part of Habitare (from 13 to 17 Sept.), we organize the Showroom for professionals (from 13 to 15 Sept.) and Habi Kids, and area dedicated to children.

Showroom is a professional event organized by Helsinki Design Week and Habitare that provides international programme focused on design, architecture and urban planning. On stage we'll see architects in dialogue, light talk for lunch as well as top international speakers.

The largest design stock sale in the Nordics takes over the Cable Factory again. Design Market will feature nearly 200 carefully selected vendors of quality products, Print Market for stationery, and flower market *Fredan kukkaistori*. Design Market will also feature New Market for novelty shopping. This year the curator for the brands and products featured at New Market is TRE, the largest concept store for Finnish design and fashion.

"I am very happy that our theme Q&A inspired TRE to only select products that each answer a defined question or challenge," says Helsinki Design Week producer **Anni Korkman**. The products are presented on the balcony of *Merikaapelihalli*.

In addition, the Helsinki Design Week programme includes more than 150 events by independent organizers that will populate Helsinki streets, galleries and stores with design, architecture, fashion and urban planning. There will be exhibitions, discussions, fashion shows, workshops and parties. In 2016, the festival gathered more than 158 000 visitors.

In 2017, Helsinki Design Week's primary partners are design and consultancy group Ramboll and hotel chain Clarion. For example, Ramboll is organizing a walking and biking event together with the local biking association (Helsingin Polkupyöräilijät ry) on 11 September, a key customer seminar about intelligent cities (*Näkökulma*) on 14 September and the Guerrilla Lighting event in Jätkäsaari on 14 September from 19:30 onwards. The event is organized in cooperation with the lighting design students of the Finnish Theatre Academy.

"Urban development increasingly utilizes design skills. Together with Helsinki Design Week, we want to provide a platform for the citizens to participate by means of design in the development of their living environment and in the related discussion," says marketing and communications director at Ramboll **Karoliina Lehmusvirta**.

Clarion Hotel Helsinki is Helsinki Design Week's main venue. Its lobby in the Jätkäsaari district will feature loads of iconic Kalevala Jewelry, a glass art exhibition by Mikko Paakkanen and the Iittala glass masters as well as a lighting installation by Finnish Secto Design. Moreover, the hotel terrace will become a beach for more than 30 large seal sculptures (*HejHylje*).

"Helsinki Design Week is a perfect partner for us. We both strive to make living in the city better and more unique and to integrate design in daily life. It is fantastic to be able to present our hotel and Finnish design to visitors from all over the world," revels **Inari Lehtinen**, Area General Manager at Clarion Hotels Finland.

For more information and interviews, please contact:
Petra Majander, Marketing Director, Helsinki Design Week
+358 50 528 9736
petra.majander@helsinki.designweek.com