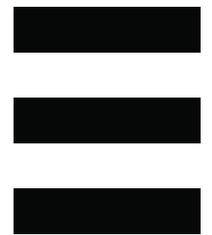


The Helsinki Design Week 2018 programme has been published



The largest design event in the Nordics will host more than 200 events targeted at design fans and professionals in Helsinki from 6 to 16 September 2018.

This year's theme TRUST is addressed throughout the programme from impressive installations to design process descriptions presented at various events, lectures and discussions.

Organized for the 14th time, the Helsinki Design Week festival is to revive the city with more than 200 events from 6 to 16 September 2018. The complete programme of the festival has now been published.

Trust in various forms

The theme of Helsinki Design Week in 2018, TRUST, has inspired many of the events organized during the festival. Workshops, exhibitions and discussions help perceive how trust is experienced in the different phases of the design process and how it eventually transfers between a service or product and their users. How does trust change over time as a city develops? We'll also discuss how less ownership and more of sharing economy are to impact the structures of the society in the future.

The main venue this year is the Helsinki City Hall that is going through a renovation. Helsinki Design Week takes over the lobby, filling it with discussion-





based activity. During the event, we'll launch the Nordic Match concept by Nordic Culture Point and Måndag to bring together Nordic creative forces.

Trust is also addressed in relation to our future ways of working – what if our colleagues in the future are robots? Can we trust artificial intelligence to understand and take into account the wishes and needs of the humankind as well as to actively create better operational models for the future? The feeling of trust is essentially connected to physical space, too, the impact of which can be evaluated from, for example, an educational angle.

At the same time, trust has to do with feeling secure and comfortable. Together with the Embassy of Denmark, Helsinki Design Week and Design Museum organize a panel discussion on how *hygge* and design go together on 7 September. What is *hygge* in urban environment and can it make the quality of life better or us happier? The phenomenon is discussed by Director of Danish Design Museum **Anne-Louise Sommer**, a BoConcept designer, and other *hygge* and *pantsdrunk* specialists.

The Edible Stories workshop to be held at Teurastamo on 16 September provides an interesting angle to trust, exploring our personal relation to food and its significance to each of us. During the workshop, we'll discuss on a general cultural level what kind of stories, beliefs and values relate to food and how they relate to, for example, sustainability. The objective is to challenge the ideas about quality, health and environmental impact of food that we often take for granted.

However, essentially the trust theme is about human relations. How do our different backgrounds and values impact the ways we approach design and each other? Consensus and the creative power that springs from it can be felt at the events of the festival.

City installations based on trust

The HDW HOP city installations have impressed the festival-goers for several years now, and this year they are once again built on the most central streets of Helsinki to explore trust in our urban environment. With whom do we share the city space? How can we trust strangers in our daily lives? Are we ready to face a stranger and share a moment with them?

Sculptor **Man Yau** is to build an altar dedicated to her most trusted and closest people amidst the buzz of Stockmann's department store. It is called Nexus 10 and consists of ten different elements. City Cradle in its turn invites city people to trust a large wooden cradle and let it lull them. The installation is created by architects **Emmi Keskiarja** and **Janne Teräsvirta** and master cabinetmakers **Antrei Hartikainen**, **Heikki Paso** and **Tommi Alatalo**. On the stage at the Esplanade, we'll see a joint installation by **Isa Kukkapuro-Enbom** and **Henrik Enbom's** Trash Design group and American artist **Howard Smith** (born 1928) called "Rubbish Philosophy". The trust between the blind artist and the designers turns into a unique multi-sensory work that utilizes recycled material and Smith's works from the past 50 years.

The new Helsinki Design Awards brings together the most skilled designers in Finland and the companies that honor their design with awards. The most important design event of the year will take place 12 September at Clarion Hotel Helsinki, and the awards are given in five different categories: Product of the





Year, Internationalization, Young Talent, Jury's Choice and Lifetime. This year's jury consists of curator and producer **Hanna Harris**, information designer and data journalist **Juuso Koponen**, Master of Arts and industrial designer **Petteri Kolinen**, director of strategic initiatives at the City of Helsinki **Sanna-Mari Jäntti**, and awarded designer **Elina Aalto**.

For the first time, the festival-goers get to participate in the Love & Anarchy X HDW shows on 12 and 14 September presenting two interesting new documentaries about pioneering British designers. *McQueen*, describing the life of Alexander McQueen, and *Punk, Icon, Activist* about Vivienne Westwood are both stories about nonconformist free spirits. Fashionable evenings will also provide inspiring ideas and discussions that dwell on the themes of the fashion documentary.

The Work Up! seminar related to the Employment 2020 initiative of the Finnish Ministry of Economic Affairs and Employment is organized 14 September, for the first time in cooperation with Helsinki Design Week. This year's topic is "Artificial Intelligence and Ethics," and the keynote speakers are **Minna Mustakallio** of Futurice and philosopher **Maija-Riitta Ollila**. They are joined by panelists **Jaana Leikas** (VTT), **Jaakko Särelä** (Reaktor) and **Petri Lattu** (Nordkapp). Artificial intelligence and its impact on employment are addressed in terms of both work life and design.

Programme for children and childlike during the whole festival

The new Children's Design Week provides kids with creative programme to promote design education and knowledge of the built environment. Events are organized during Helsinki Design Week from 6 to 16 September 2018. The main venues of Children's Design Week include Helsinki City Museum, City Hall and Kattilahalli in Suvilahti. In addition, kids will have things to do all over Helsinki thanks to joint events organized with kids' event organizers.

At the City Museum, school children gather to brainstorm how city spaces advance diverse ways of life in urban communities. Through phenomenon-based learning, they'll also explore the history, and especially the future, of free school lunches. The City Hall provides design education and discussions about related phenomena: an open panel for teachers is moderated by **Mari Savio** of SuoMu, the Finnish Association of Design Learning.

Children's Design Week pre-events started with a design workshop at the City Hall on the Helsinki Day and have expanded to the various playgrounds of Helsinki where kids get to create their own animals for the Magic Forest instructed by illustrator **Leena Kisonen**. Children's Design Week ends in Children's Weekend organized 15 and 16 September at Kattilahalli, Suvilahti.

The most popular events to continue

The festival programme includes events that have proved very popular during the past years, such as Open Studios that present architecture and design through work spaces 13 and 14 September. Graphic Concrete and Helsinki Design Week will organize a HDW Architecture Day celebratory seminar on 13 September. Exciting, fast-paced presentation concept PechaKucha and the Design Diplomacy discussions at ambassadors' residencies also continue this year.





Data-Driven Design Day is organized by Helsinki Design Week for the second time based on last year's success, providing again practical tips about sharing data in design processes. Data-Driven Design Day is organized 13 September, and its theme this year is "Seamless Experience". The first confirmed keynote speaker is Zalando's design director **Jay Kaufmann**, in addition to whom we'll hear about data opportunities from YLE and Aurinkomatkat.

The largest stock sale in the Nordics, Design Market on 8 and 9 September, now provides a novelty: Vinyl Market produced by We Jazz. In addition to shopping LP records we can listen to some DJ'ing throughout the weekend. The Vinyl Market goes well with Print Market that gathers all print vendors to display their products. This year the New Market brands and products have to do with food design, nourishment trends and Nordic ingredients. New Market is carried out in cooperation with Ruokatieto Yhdistys ry, an association that promotes Finnish food culture.

In addition, the Helsinki Design Week programme includes more than 150 events by independent organizers that will populate the city streets, galleries and stores with design, architecture, fashion and urban planning. There will be discussions, exhibitions, product launches, and parties. In 2017, the festival gathered more than 161 000 visitors.

Our commercial partners in 2018 include Clarion Hotels, Grano, Silja Line, Stockmann, Evermade, Basso, Kuudes and the City of Helsinki.

See the complete programme at www.helsinkidesignweek.com/ohjelma

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Established in 2005, Helsinki Design Week is the biggest design festival in the Nordic countries. This multi-sector event is organized yearly to present the different disciplines of design as well as fashion, architecture and urban culture. This year's festival is organized from 6 to 16 September 2018. Helsinki Design Week is produced by design service agency Luovi Productions Oy.

Website

www.helsinkidesignweek.com

Images for the media

<https://bit.ly/2tdBWOQ>

