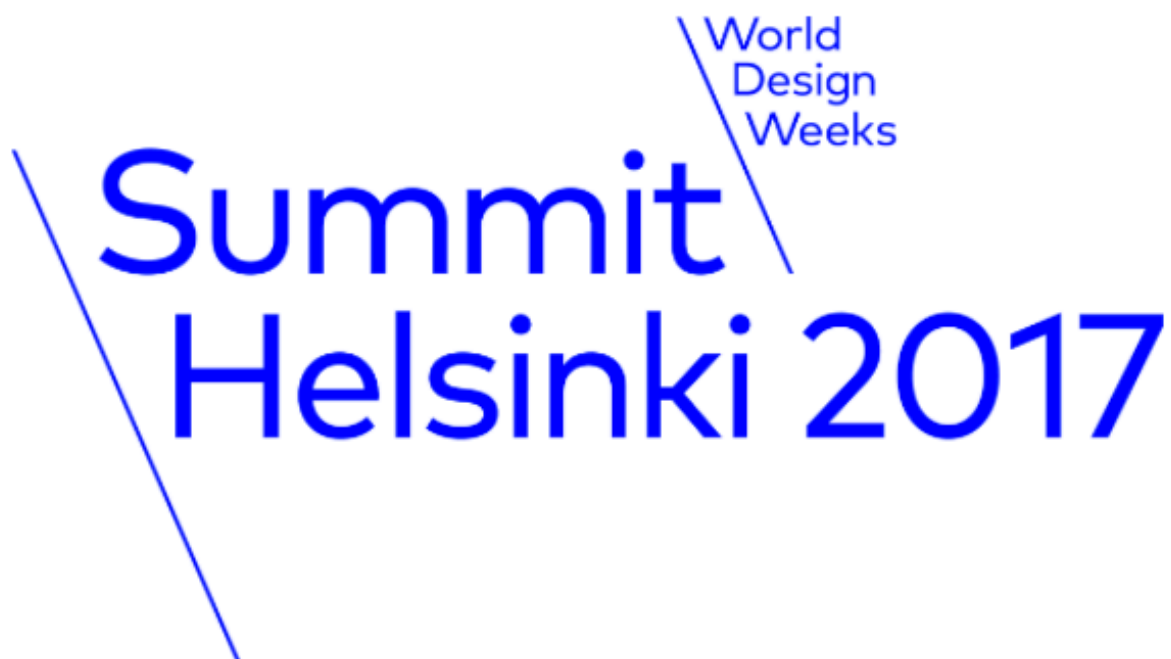


Press release

19 June 2017

The logo features the text 'World Design Weeks' in a blue sans-serif font, stacked vertically in the upper right. Below it, the word 'Summit' is written in a large, bold, blue sans-serif font. Underneath 'Summit', the words 'Helsinki 2017' are written in a very large, bold, blue sans-serif font. Two thin blue diagonal lines cross the text: one from the top left to the bottom right, and another from the top right to the bottom left, framing the central text.

# World Design Weeks Summit Helsinki 2017

## **Gound-breaking design conference DesignCommons to be launched during Helsinki Design Week**

*A new evening gathering places international design stars at the same table with the audience instead of speaking on stage. First speakers include Wini Maas, Studio Swine and LOLA. The event is part of the World Design Weeks Summit to be held from 14 to 15 September 2017 in Helsinki.*

A new design event called Design Commons is to be launched in Helsinki. This is a demonstration of skill by international design activists, created by the largest design festival in the Nordic countries, Helsinki Design Week, and the largest design event in Africa, Design Indaba.

Design Commons is targeted at creative field professionals and their stakeholder groups. A relaxed evening concept is bound to break the traditional conference hierarchy that puts speakers on stage and keeps the audience quiet. Soon international stars will sit among their audience and take turns to stand up and talk about the hottest design topics.

During the evening, table parties consisting of visitors and speakers alike discuss common themes and find solutions while enjoying food and wine.

## **The first speakers confirmed**

Key speakers include some of the hottest stars in international design and architecture.

Design superstar **Winy Maas** is Dutch, an architect, urban designer and landscaper who is known for being one of the founding members of awarded MVRDV agency. The agency is famous for its brilliant and bold projects, including the horse shoe shaped market hall in Rotterdam and Chanel's glass decorated brick building.

Maas travels around the world curating exhibitions, giving lectures and participating in design juries. MVRDV's colourful installation was seen in front of the National Museum of Finland in Helsinki during Helsinki Design Week 2015.

This year, they created one of the most popular installations of the Milan Design Week: a six-metre "blossoming sculpture" of wood and fog for the fashion brand COS.

## **Cafe culture instead of a conference**

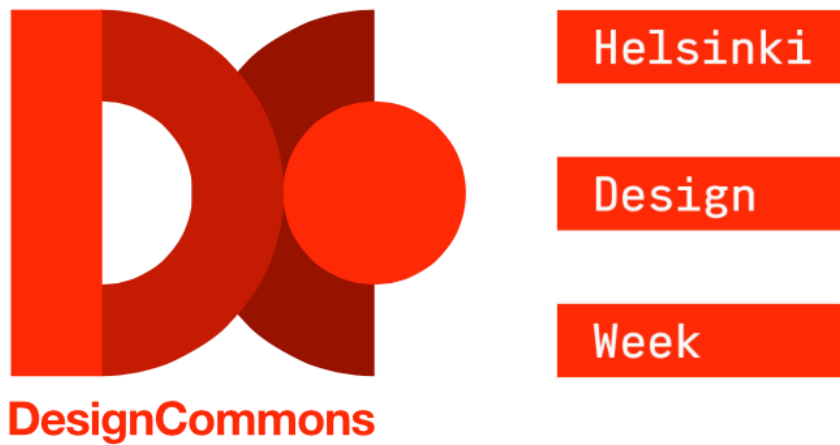
Experimental and spontaneous, Design Commons will start with a welcoming cocktail and continue until late evening with snacks and drinks. The event is to provide new ideas and connections to opinion leaders and possible future cooperation partners. A round table will create a relaxed, informal atmosphere allowing international ideas and cooperation to flourish.

Design Commons is part of the World Design Weeks Summit programme organized at Clarion Hotel Helsinki from 14 to 15 September 2017. The Summit will also include meetings, exhibition and event excursions, and a Friday workshop facilitated by Swedish creative agency Fantastic Studios. Both the Summit and Design Commons will gather World Design Weeks network members, international guests and reporters as well as domestic stakeholder groups.

The first WDW Summit Helsinki 2017 by Helsinki Design Week is to be held in September.

As part of the Summit and to present the possibilities of international cooperation, a new design event called Design Commons is to be launched in Helsinki, Finland, which is the first country to chair the event in 2017–2020.

The concept has been created by the largest design festival in the Nordic countries, Helsinki Design Week, and the largest design event in Africa, Design Indaba.



**More information and accreditation:**

Roosa Murto, Helsinki Design Week, 040 778 4610  
roosa.murto@helsinkidesignweek.com

Press photos: <http://bit.ly/2srzKCI>

**Design Commons**

Thursday 14 September 2017  
Tickets 175 € / 45 € (students)

Clarion Hotel Helsinki  
Conference Centre  
Tyynenmerenkatu 2, Helsinki