

ID Helsinki dives beyond the surface of interior design thinking

Trade show venue for interior and design professionals' sells out again

The leading Finnish trade show for interior design professionals, ID Helsinki, is organized on 12 and 13 September 2017 at Event Center Telakka in Hernesaari, Helsinki. Focusing on public spaces, offices and workspaces, ID Helsinki features commercial stands and two days of specialist programme. Organized for the third time, the event's exhibition space has once again sold out. Previous show gathered 1325 professionals. ID Helsinki offers free entrance. It is organized by Wola Event Management Oy.

ID Helsinki is targeted at commercial and contract interior design professionals and their clients. This year's exhibitors include: A.M. Acoustics; ADI Kalusteet; Aletta Oy / Gancedo; AO-Allover; Aqva Finland; Bachmann; Back App; Bene; Borås Cotton; Brainwood; CityMark; Danfloor; Decta; E. Ahlström; Ecophon; EFG Toimistokalusteet; Eija Uusitalo; Eimi Kaluste; Electrowaves; EvavaaraDesign; Framery; Genano; Gravtex / Ihastus Desin; Granlund; Götessons; HermanMiller; HT Collection; HR-Viesti; Innogreen; KT Interior; Lauritzon's; Lennol; Linak; Lintex; Lore; Lovi; Lumidesign; Lumir; M.A.D. Micro Aided Design; Maricken; Mood Works; Muotolevy; MX Kivi; myKolme Design; Naava; Nomart; Novowood; Orient Occident; Paxteam; PC Pinus Solutions; Piironen; Presson; Prointerior; Projektuutiset; Rakennuslehti; Resta-Lattiat; Restatop; Roltrade; Showroom Finland; Sisustus Nalle; Smartblock; Stentrade; Stiila Home; Sweco; TK-Team; Top-Cousins; Valaisin Grönlund; Vallila Interior; Vink Finland; Yeseco.

Keynotes address spaces for wellbeing

The ID Helsinki event focuses on public spaces and work environments. The two-day programme does not include any product or company presentations. Professional keynotes concentrate on various phenomena, research results and project descriptions.

"This year's programme will highlight various ideas that advance people's wellbeing indoors. On Wednesday, the programme presents the theme "Buildings and premises that advance wellbeing" but eventually space solutions supporting end-users' physical and mental wellbeing will come up in various presentations," says ID Helsinki producer **Päivi Kukkamäki**.

Many of the topics may sound technical. However, they are targeted at the people who design from the end-user's point of view and whose task is to finalize the project to the last visual detail.

"In addition to the trending colour schemes and megatrends, we want to provide insight into the various factors that impact our experiences and functions in a space," says Kukkamäki. "For example, internationally awarded acoustics professor **Tapio Lokki** will explain the basics of acoustics as well as his research group's observations of various concert halls and virtual acoustics. Virtual Dude **Jyri Tuori** of Sweco will tell about the modeling and spatial design possibilities that game technology offers. Among other things, we'll hear about biophilia, work environment as a service, and the possibilities of the so called third spaces. Most of the talks are in Finnish, but all of the speakers are available to discuss in English after the presentations."

Tuesday afternoon at ID Helsinki is dedicated to Afternoon Party from 16:00 to 19:00. Organized during regular opening hours, this event will feature snacks and drinks as well as a live DJ in the background for negotiations.

Visitors to the professional event must register in advance at www.idhelsinki.fi or by the venue entrance.

ID Helsinki, Trade Show for Interior & Design professionals.

On 12 and 13 September 2017 at Event Centre Telakka, Henry Fordin katu 6, Helsinki.

Open Tuesday 12 Sept from 9:00 to 19:00 and Wednesday 13 Sept from 9:00 to 18:00.

Stands and lectures are free of charge to enter. Please register in advance.

More information about the content and connections and registration at www.idhelsinki.fi

Media accreditation: via visitor registration at www.idhelsinki.fi/rekisteroityminen/

No separate press conference.

Media contact: Päivi Kukkamäki, producer, Wola Event Management Oy, tel. +358 50 524 9942, paivi@wola.fi