



**MAIN EXHIBITION  
OLYMPIC STADIUM  
11 - 13 SEPTEMBER 2020**

**Helsinki**

**Design**

**Week**

**HOW TO APPLY**  
**HELSINKI DESIGN WEEK**



## HELSINKI DESIGN WEEK

Founded in 2005 and held annually in September, Helsinki Design Week (HDW) is the largest design festival in the Nordic countries with 150 events and 150.000 visitors in 2019.

The programme caters to both professionals and the general public. The events are produced by Helsinki Design Week and its partners, and the programme is completed with an open call for events. The multidisciplinary programme presents the new faces and phenomena of design, promotes design internationally and offers citizens a forum to participate in developing the city through design. The festival presents design from a number of fields as well as fashion, architecture and urban culture and has a all year round communication channel: online media and radio programme Helsinki Design Weekly.





## FACTS & FIGURES HELSINKI DESIGN WEEK 2019

- EXHIBITION SPACE 2000M<sup>2</sup>
- ROOMS: 65 INDIVIDUAL EXHIBITION SPACES + FINNISH DESIGN POP UP SHOP, INTERNATIONAL DESIGN RESIDENCY PROJECT ROOM, HELSINKI DESIGN AWARDS FINALISTS EXHIBITION, WINEBAR WITH A TALKS AREA
- 16K VISITORS IN THE MAIN VENUE EROTTAJA 2
- 155K VISITORS IN NEARLY 200 EVENTS AROUND THE CITY

THE 16TH FESTIVAL WILL TAKE PLACE FROM 3 - 13 SEPTEMBER 2020



# OLYMPIC STADIUM

Helsinki Design Week has a variety of venues throughout the city: from museums to markets, from seminar halls to secret shops. In 2020 Helsinki Design Week's main exhibition will take place at the Olympic Stadium on 11- 13 September 2020.

Co- designed by Yrjö Lindegren and Toivo Jäntti, the Helsinki Stadium represents clean- lined functionalism. It was inaugurated in 1938, and it is considered one of the jewels of the Finnish architecture. The renewal signifies the beginning of a second, more modern life for the complex.

The master planning and architectural design for the refurbishment and extension of the Olympic Stadium were provided by Architects K2S and NRT with specialist from Wessel de Jonge Architecten and White Arkitekter. The property is owned by the City of Helsinki and managed by the Stadium Foundation. The construction developer is the Urban Environment Division of the City of Helsinki.



## THEME : COMMITMENT MATTERS

Commitment Matters raises questions regarding the meaning and value of designing. Change requires repetition. When repeated many times, doing becomes a habit.

Our ways of living, working, travelling and consuming are unsustainable. In order for the consequences of our actions to change, we must map the current processes and learn new ones. Sometimes the course of unlearning is the most intimidating part.

In fact, one could argue that this is the hardest part of fighting not just the climate crisis, but any challenge. This idea is familiar to any designer. Development processes with all their iterations require commitment. One must commit to a point of view and the decisions that have been made. For one, the chosen ideal might be aesthetics, for another, quality materials or keeping a tradition alive. We accomplish something, review and learn from the outcome.

The role of design in influencing human behaviour is substantial. It has become widely acknowledged that design in its various forms, whether as objects, services, interiors, architecture and environments, can create change that is both desirable as well as undesirable, intentional and unintentional. An experience, be it shared or personal, can sometimes be so powerful that it changes one's perspective.

Helsinki Design Week have always favoured multicultural and multidisciplinary collaboration. A shared commitment between a group of people will always be stronger and more interesting than the individual human. A group joining together on this platform is influential and full of opportunities.

We are looking forward to September 2020, when we will learn what the designers, makers and thinkers are committed to.

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## CURATED EXHIBITION

The curator of the exhibition at the newly renovated Olympic Stadium is Margriet Vollenberg, the founder of Organisation in Design and Ventura Projects.

For this exhibition we are seeking for entries that speak to and connect to the Nordic community and far beyond. Supporting this year's theme Commitment Matters, the projects should revolve around the following key principles:

- Shows respect for the environment
- Responsible for the world in which we live
- Based on a need
- Distinguishes itself by timelessness
- Uses a 'less is more' design approach without losing a certain warmth

For the exhibition in the historic Olympic Stadium, we are looking for projects reflecting these principles, for instance, material and form research, interactive projects, and works with a focus on sustainability. All international exhibitors, from emerging designers to established architects and from academies to design collectives, who feel connected to this concept are asked to apply.

There will be an entrance fee for every visitor that will enter the Olympic Stadium during the Helsinki Design Week.





## THE EXHIBITORS

The main exhibition in the Olympic Stadium will take place in different impressive rooms, beautiful halls, the grand outside gallery and even a 400m running track.

For the Open Call for projects we are looking for:

- Projects and works by from (international) academies
- Projects and works by design- and architecture studios
- Outdoor installations
- Interactive installations
- Design installations
- Architectural installations

We encourage collaborations!

If you have an idea for a project/ work, the Helsinki Design Week team can help to connect you to the local industry and manufacturers to help you create and realise the project.

## PARTICIPATION FEE

Applying for the Open Call for projects is free.

Every application will be carefully reviewed by the curator and the Helsinki Design Week team.

When the project/work is selected, a fee for participation of €150,- will be invoiced to the exhibitor. This participation fee is applicable for each exhibitor, despite the scale of the project/ work.

The exact location within the Olympic Stadium and the exact square meters needed for your project will be decided by the curator and the Helsinki Design Week team.





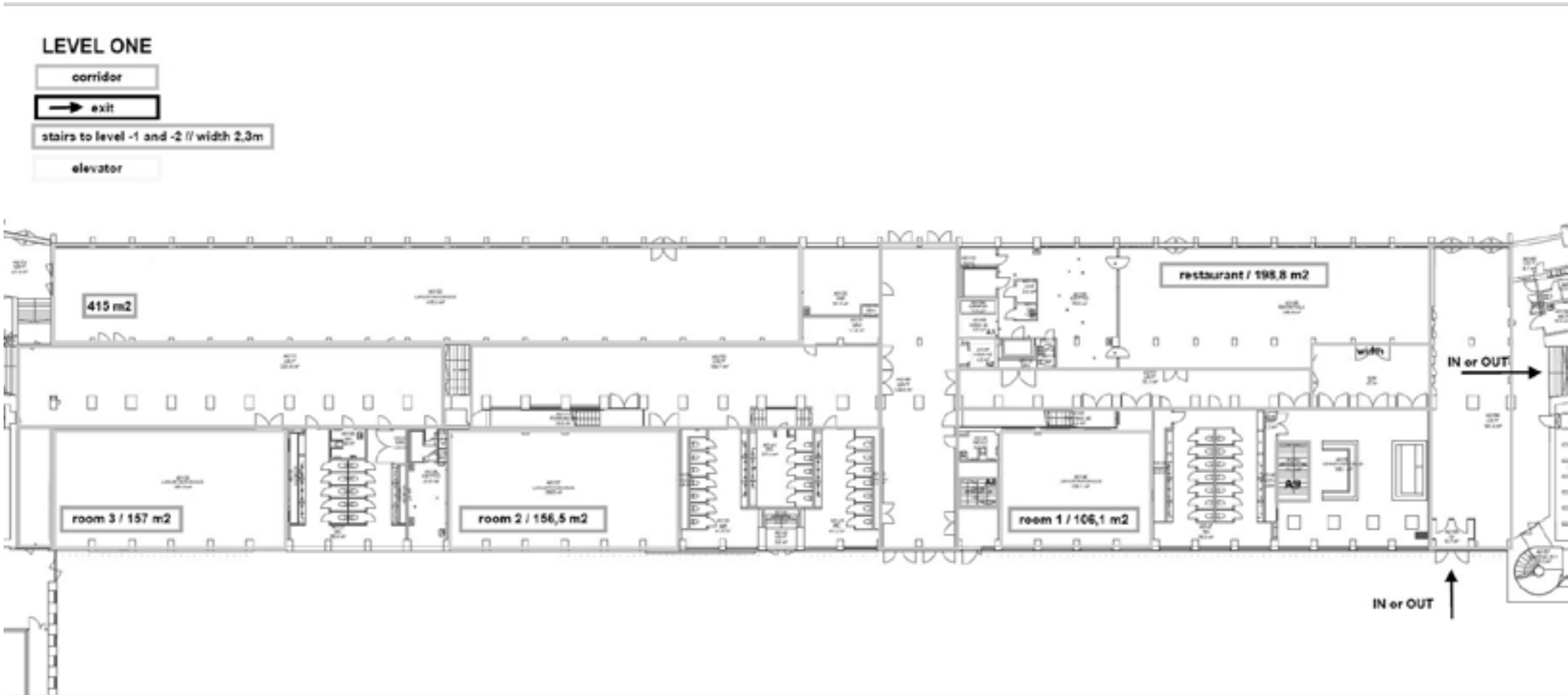
# IMPRESSIONS





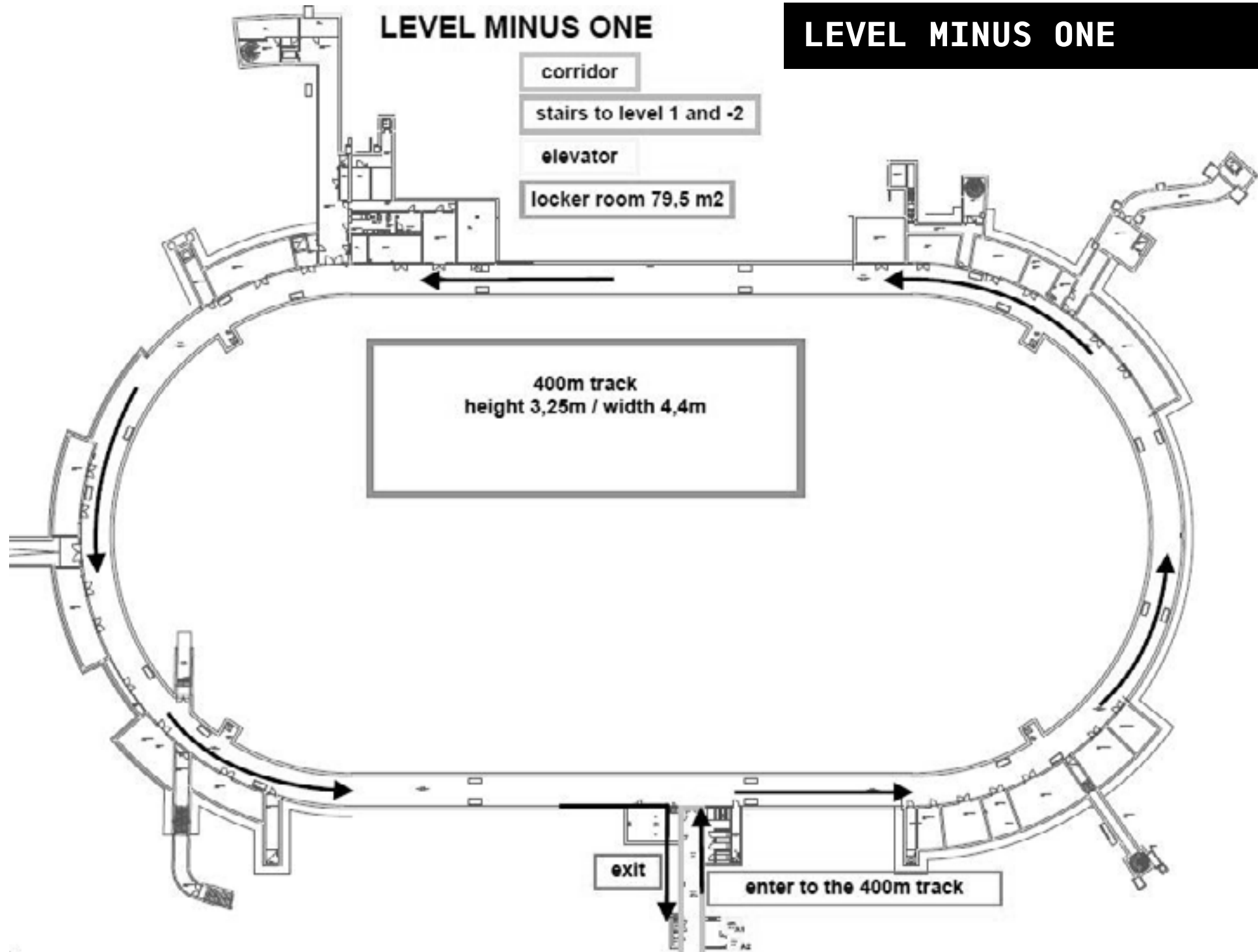


# LEVEL ONE



## LEVEL MINUS ONE

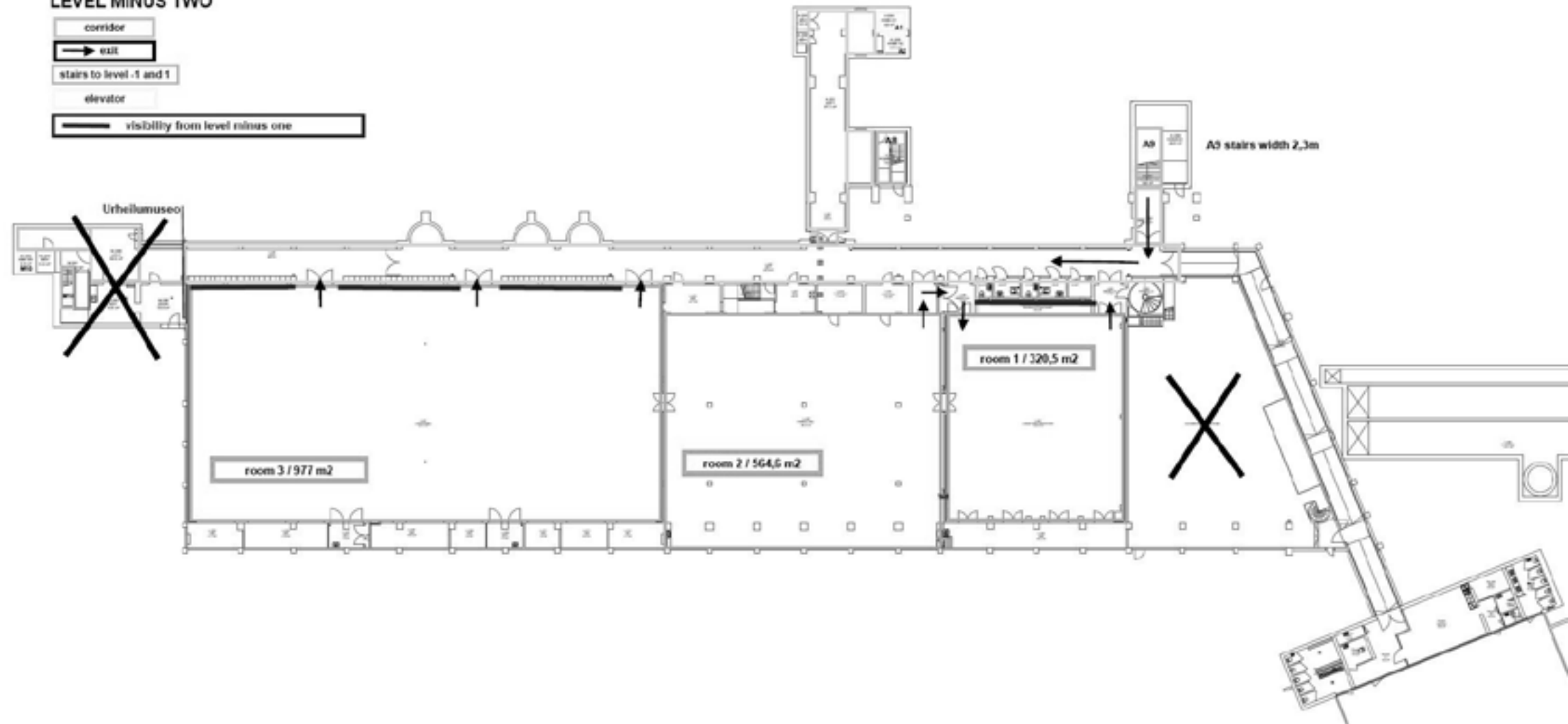
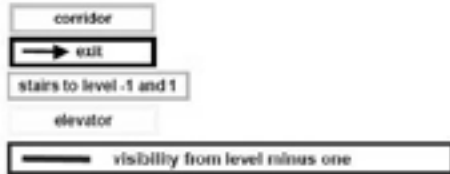
## LEVEL MINUS ONE





# LEVEL MINUS TWO

## LEVEL MINUS TWO





## WHAT'S IN IT FOR YOU?

The Helsinki Design Week participation fee includes\*:

- Exhibition space in the prestige main venue of the Helsinki Design Week;
- Assistance by the Helsinki Design Week;
- The Helsinki Design Week PR Communication Package.

Being a Helsinki Design Week exhibitor means building on your international reputation in the largest design festival in the Nordic countries. Through our extensive network we provide visibility, create media attention and promote business opportunities for our exhibitors. Next to that we will provide you with general guidelines for the preparation of the show, the exhibition period, building up and dismantling.

Included in the fee is Helsinki Design Week Package\*\*, which will indicatively consist of:

- Helsinki Design Week press mailings will be send to over 20.000 international contacts;
- A mention on the Helsinki Design Week website;
- A post on the Helsinki Design Week social media;
- Helsinki Design Week press desk and information point;
- Production and distribution of the Helsinki Design Week printed outings;
- Collaboration with international media partners;
- Digital press kit.

\* All other services (such as, but not limited to, catering, delivery and shipping, security, stand building, stand lighting, accommodations, etc.) are not included, but can be quoted separately on request.

\*\* Helsinki Design Week always beholds the right to freely decide about all contents of PR expressions.



## MEDIA

Our media, Helsinki Design Weekly, makes sure the conversation or the collaboration does not end when the festival does, but remains movable around the year, both locally and globally, constantly.

As well as a bilingual online media publishing design journalism, Weekly is a radio programme discussing urban culture, architecture and design.

In addition to our own channels we partner with other medias.

For the 2020 Helsinki Design Week, we are working with an international PR and Communications agency.

## PREVIOUS MEDIA COVERAGE

### International press

- Icon Design
- FORM
- ArchiPanic
- Domus
- Monocle
- InStyle Russia
- Yahoo News Japan
- IDEAT
- Financial Times
- Design Anthology UK
- Dwell
- Wallpaper
- Architectural Digest Germany
- Saiten

### Finnish Press

- Gloria
- Deko
- Helsingin Sanomat
- Huvudstadsbladet
- Kauppalehti
- YLE Kulttuuriykkönen
- Svenska YLE
- MTV3
- Markkinointi & Mainonta



## HOW TO APPLY?

The first Open Call for projects for Helsinki design Week is now open and will close on 6 april 2020. To submit your application, go to [LINK](#) and register yourself.

Please note that in order to submit and complete your application you will be required to provide the following information:

- Your contact details;
- Details of the concept/project/work – what are you planning to exhibit? Including the names of the designers involved in the project;
- Visuals / sketches of the project or, if not available yet, of your latest works;
- Clear description and sizes of the requested space;
- Indication of the exhibition format preference.





**WE LOOK FORWARD TO  
RECEIVING YOUR APPLICATION**

## CONTACT

The Helsinki Design Week team will be glad to assist you with any enquiries about participation, applying, locations, logistics etc. Just send an email (in English) to:

[info@helsinkidesignweek.com](mailto:info@helsinkidesignweek.com)

To learn more about the Helsinki Design Week, you can visit our website:

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

To get all the news and background information about Helsinki Design Week, you can follow us on social media: [Facebook](#), [Instagram](#) and [Twitter](#).

You can also sign up for our [mailing list](#) to stay up to date about our events and to receive the Helsinki Design Weekly's articles and news.

Wish to apply now? Just [click here](#) and fill in your application.

The team of Luovi Productions  
producer of Helsinki Design Week

Helsinki

Design

Week

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