



Press release, November 2016

Design Museum Will Open its Renewed Collection Exhibition in Honour of the Centennial of Finnish Independence

Design Museum will open its renewed collection exhibition in honour of the centennial of Finnish independence that will be celebrated in 2017. Opening on 27 January, the exhibition tells of the important role of design in developing the modern Finnish welfare state. The focuses and needs of design have changed over the years. Objects and furniture are still being designed, but now responses to the challenges of technology and society include services, user interfaces and experiences alike. Design is in a continuous state of change and its definitions also keep changing to respond in better ways to society around us and our world of experiences. What is the role of design as a pillar of today's welfare state? Is it utopia?

Digitisation has a prominent role in the renewed exhibition. At the beginning of 2016, Design Museum received a significant grant of €250,000 from the Jane and Aatos Erkko Foundation, which has permitted the digital applications of the collection exhibition. The applications have made it possible to display materials that have not been seen before and to provide much larger amounts of information than previously.

Design Museum has worked with a team from the Helsinki and London studios of the Bond design agency in the design and planning of the exhibition architecture and experience, and digital applications. Bond's London office has previously

collaborated with Design Museum of London, among others. James Thomas of the London office points out that the aim is to make the exhibition an interesting experience in a wide range of ways, taking into account different museum visitors, from tourists to groups of schoolchildren. He also notes that digital applications deepen the experience and a digitised archive that is easy to use also makes it possible to study the collections after the museum visit.

– The coming exhibition will present the history of design through living stories with the aid of contemporary technology and digital platforms. Design has been an integral factor in the emergence of the democratic Finnish welfare state. It is the hope of a better life, utopias that became a part of everyday life, says curator Katarina Siltavuori of Design Museum, the head of the exhibition working group.

Save the dates! The collection exhibition press conference will be held at Design Museum at 11 a.m. on 26 January. The museum's full program of the year 2017 will be published at Design Museum at 10 a.m. on 2 December.

For more information please contact: Päivi Balomenos, PR & Communications, Design Museum, tel.. 040 753 67 25, paivi.balomenos@designmuseum.fi

Design Museum is a national specialist museum in the field of Finnish design. The museum researches, collects, acquires and documents design, and displays it in Finland and in international touring exhibitions.

Street address:

Korkeavuorenkatu 23, 00130 Helsinki
www.designmuseum.fi

Opening hours:

Winter season, 1 September–31 May
Tuesdays 11 a.m.–8 p.m.
Wed.–Sun. 11 a.m.–6 p.m.
Mondays closed.

Entrance:

Adults €10, pensioners €8, students €5, visitors under 16 years of age free of charge.
Free entrance with the Museum Card (initial cost €59)

Joint ticket to the Museum of Finnish Architecture and Design Museum €12