

Press release 23 March 2017

Enter and Encounter at Design Museum Helsinki 24 March – 22 October 2017

#enterandencounter
#kutsuhuomiseen

Jointly produced by Design Museum and the Finnish Association of Designers Ornamo for the centenary of Finnish independence, this exhibition presents Finnish contemporary design since World Design Capital Helsinki 2012. It looks ahead in an optimistic spirit and asks how design is challenging the present and shaping the future. The works, projects, ventures and initiatives featured in the exhibition respond to change or the needs for it, creating new phenomena, offering perspectives and laying the basis for new attitudes and practices in a global context. The title of the exhibition, Enter and Encounter, invites its visitors and viewers to encounter changes in design and society with an open mind and in a positive spirit.

The exhibition contains examples of combating climate change, changes in food production, new forms of graphic design, satellite-based information services, and artificial intelligence. Exhibits include the **Culture and Sompa saunas** representing urban and sauna culture, new forms of culinary culture such as the **Finnjäväl** restaurant and **Kalle Freese's Sudden Coffee**, and new applications like **Noona** for the care of cancer patients, the **MaaS** urban mobility concept and the **OURA Ring** for monitoring personal health.

Also on display are the design process project of LA Architects and the City of Helsinki for the **Oodi Central Library** in Helsinki and the **New Biomateriality Lab's** concept of new biomaterials from wood such as applications of cellulose. The younger generation is represented by product designers **Hanna-Kaarina Heikkilä** and **Elina Ulvio**. **Ragamuf** steered by **Tuula Pöyhönen** and **Martta Leskelä** is an example of, among many other things, a global actor responding to needs for change.

'With this exhibition, we want to describe Finnish contemporary design and its status,' note Chief Curator **Suvi Saloniemi** of Design Museum and Project Manager **Kaisa**

Logren of the Finnish Association of Designers Ornamo. ‘The exhibition shows that Finnish design is of broad scope and proceeds from solutions, while at the same time global and applying technologies to a large degree.’

The exhibits are in six rooms: Techno Pastoral, Global Finn, Ecologies, Post-Industrial Crafts, Urban and Soft Systems. During the exhibition, Plaza in the Urban room will be a venue for special events and discussions. Its programme of events will be posted on Design Museum’s web pages.

There will be many events associated with the exhibition, among others, the Design Evenings on the last Tuesday of the month and the Design Workshops for families held once a month on Saturdays. At the Design Evening in March, Chief Curator Suvi Saloniemi of Design Museum and design director Ville Tikka of the Wevolve strategic design agency, one of the curators of Enter and Encounter, will speak about the exhibition (5 –7 p.m. on Tuesday 28 March).

The curators of the exhibition: Paula Bello, Katja Hagelstam, Juha Kronqvist, Heini Lehtinen, Ville Tikka and Esa Vesmanen.

Participants: Erich Berger & Mari Keto, CellPod, Aalto University: Colour and Material Led Design, Aalto University: Design for Government, Kirsi Enkovaara, FinEst Link, Finnjavel, Helsinki Dry Gin, Tenu Gin, Napue Gin, GRMMXI, Hanna-Kaarina Heikkilä, Hello Ruby, Iceye, Iris AI, Oodi Central Library, Ville Kokkonen, Culture Sauna, Nathalie Lautenbacher, M4ID, MaaS, Musuta, Elina Määttänen, New Biomateriality Lab, Nikari, Nokia OZO, Noona, ONAR Studios, the Ornamo Prize, OURA Ring, Deepa Panchamia, Ragamuf, Remedy Entertainment, Timo Ripatti, Robin Hood Coop, Rolls-Royce Future Shore Control Centre, Anna Salmi, Kozeen Shiwan, Showerloop, Fyra interior architects, Sompassauna, Sudden Coffee, Suomen Jätelö, Elina Ulvio and Laura Väinölä.

The exhibition team was coordinated by Chief Curator *Suvi Saloniemi* of Design Museum and Project Manager *Kaisa Logren* of the Finnish Association of Designers Ornamo.

Exhibition architecture by Leonard Ma and Martti Kalliala.

The exhibition is part of Design Museum’s and the Ornamo Association’s programme for the centenary of Finnish independence in 2017.

With the kind support of: Iittala, MeidänKoti.fi, the Finnish Cultural Foundation and the Centenary Foundation of the Finnish Society of Crafts and Design.

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Design Museum is a national specialist museum of Finnish design. It researches, collects, records, documents and displays design in Finland and in international touring exhibitions.

The Finnish Association of Designers Ornamo is an expert organisation for designers. Ornamo advances the profession of designers and promotes the role of design in society.

Design Museum (street address)
Korkeavuorenkatu 23, 00130 Helsinki
www.designmuseum.fi

Opening hours:
Summer season: 1 June – 31 August
Mon. – Sun. 11 a.m. to 6 p.m.

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

Entrance:
Adults €10, pensioners €8, students €5, visitors under 16 free of charge.
Museum Card providing free entrance to Finnish museums €59.
Joint entrance ticket to Design Museum and the Museum of Finnish Architecture €12.

Press photos:
<http://media-bank.designmuseum.fi/fi/>
Information material and bulletins:
<http://www.designmuseum.fi/fi/media/#tiedotteet>