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Design for everyone: The best of the Finnish design takes over Madrid in November during the coming autumn. The best works of Finnish design and architecture will take over some of the most influential cultural centres and exhibition areas of Madrid.

The month-long event - Mes del Diseño Finlandés presents an extensive overview of Finnish talent and know-how. The Cultural Institute of Finland in Madrid, together with the Finnish Embassy and the city of Madrid, has organized an impressive repertoire of various exhibitions, seminars, and other events offering diverse aspects of Finnish culture. The Helsinki Design Week is responsible of the main event of the "Design Month" which presents the latest Finnish design at the Design Centre of the Matadero contemporary art centre in Madrid.

In Finland the design is a part of everyday life, and it is based on a strong tradition of permanent values such as functionality, ecology, simplicity and beauty of everyday objects. The current panorama of Finnish design emphasizes interdisciplinarity between the different fields of design from graphic art, architecture, and industrial design, to fashion design and conceptual design.

Together with the great designers like **Alvar Aalto**, and remarkable companies like Marimekko, the Month of Finnish Design brings us close to the present and the future of the design in Finland. The keys to the future are correspondence and communication, as well as customized products which are designed together with the users.

www.disenio.fi (opening soon)

THE EVENTS OF FINNISH DESIGN MONTH:

MAIN EXHIBITION: Fin Design Helsinki, Matadero Madrid

OTHER EXHIBITIONS (and related events):

Alvar Aalto foundation and museum: Alvar Aalto furniture exhibition in the Spanish Museum of Applied Art (Museo Nacional de Artes Decorativas). Opening September 17th. Open for two months.

Alvar Aalto and the dimensions of wood, exhibition in Instituto Europeo di Design's Master building (Aula Magna Larra hall). Opening November 4th. Open until November 29th.

Ornamo and Grafia: AWARDS 08 exhibition in Instituto Europeo di Design (Palacio de Altamira building). Opening November 3rd. Open until November 12th. Seminars scheduled tentatively for November 2nd through 6th.

Ornamo: OTTO exhibition in Circulo de Bellas Artes. Opening October 29th. Open until November 11th.

Helsinki University of Technology's wooden architecture exhibition in Universidad Politécnica de Madrid including seminars.





Museum of Finnish Architecture: Finnish Architecture 06-07 exhibition in the exhibition hall of Madrid's architect coalition COAM. Opening November 5th.

Marimekko: Outfit exhibition in the national outfit museum (Museo de Traje, L hall). In collaboration with Finnish Design Museum. Includes over 20 outfits portraying the history of Marimekko. Opening November 5th. Open until mid-December.

Raili and Reima Pietilä: The Challengers of Modern Architecture, exhibition in ICO museum. Opens December 16th. Open until February 2010.

A series of Finnish movies (1984-2009) in Circulo de Bellas artes culture center. November 9th through 22nd. A Yurt into Circulo de Bellas Artes.

For Finnish Design month Otso Kautto has designed a combination of design (a yurt with Alvar Aalto-inspired interior design) and performing arts (theatre performance with theatre group Quo Vadis). The yurt will be placed into the Columnas hall (Sala de Columnas) in Circulo de Bellas Artes. Premiere November 2nd, last performance November 12th. Two performances daily (at noon children's play "Saving mother", at 7pm "Arctic happiness" / "Quo vadis Hamlet")

Finnish jazz groups performing in Circulo de Bellas Artes. Esa Pietilä with his quartet has been confirmed as one of the performers. Performance in Columnas hall (Sala de Columnas) on Saturday November 21st at 11pm.

Escuela de Arte Número 10, including a seminar and conferences for design experts and students.

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