

# HELSINKI MADRID FIN DESIGN

Press release, October 2009

Helsinki Madrid FinDesign exhibition, Central de Diseño, Matadero Madrid, 4 November 2009 – 10 January 2010

Exhibition opening: 3 November 2009 at 11:30

- Prime Minister Matti Vanhanen will open the main exhibition of Finnish design month at an event to be held on 3 November 2009 at 11:30 am in the Central de Diseño exhibition hall at the Matadero cultural centre in Madrid.
- Finnish designers will also be participating in the opening.

Opening and presentation for professionals in the field: 3 November at 19:30

Pecha Kucha Night Madrid/Helsinki: 3 November 2009 at 20:30

## The main exhibition for Finnish Design Month opens in Madrid

Helsinki Madrid FinDesign, which is a presentation of Finnish design, will open at the beginning of November in Madrid at the Contemporary Art Center in Matadero. The varied and interactive exhibition will have over several hundred products from Finnish companies and designers representing many different design areas and viewpoints. The exhibition, which will be open until January, is a result of collaborative work by Finns and Spaniards from Helsinki Design Week and the Association of Designers in Madrid DIMAD. This cultural export project, which is supported by the Ministry of Education, is the year's most significant cultural effort.



Matadero

Design Center

The inspiration for the exhibit is Helsinki, which is evident in the exhibition as well as in the corresponding events. In Helsinki design has been made a central strategy; the large, now empty harbour areas downtown will be newly built up in the coming years. Design is close by, for everyone all the time, fused into the lives of its citizens in the entire capital city region.

Finnish design is experiencing a new boom. The bases for this are still values and goals, as in the celebrated concept of "Finnish Design" formed in the 1950s and 1960s, but at the same time this new, well-educated generation is more international and more urban. In addition to their timeless basic values, the Finnish products of today display an environmental awareness and diversity - and have not forgotten humour.

A transition in design is seen in the Helsinki Madrid FinDesign exhibition. In the same space, new production of the Tapiovaara Family line of furniture come in contact with the Young Designers of the Year for 2009, **Mikko Laakkonen** and **Terhi Tuominen**. The companies included in the exhibition show the variety of Finnish design. The juxtaposition of designers from different fields can mean the birth of new ideas. On display will be current design: architecture, interior design, furniture, interior design objects, industrial design, graphic design, fashion and advertising.



\*original habitek works



Selki-Asema



Antti Uotila



Onni



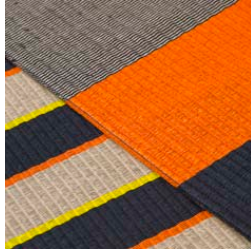
Daniel Palillo

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Taking part will be numerous companies, designers, design and architecture collectives as well as organizations from those fields. Interaction has been a focal point in planning the exhibition. The Helsinki Madrid FinDesign exhibition is about the meeting of two cities. The exhibition offers a great opportunity to bring together the civic governments, companies, entities and private individuals to exchange ideas and to learn from each other.



Tapiovaara Design



Woodnotes



Imu Design



KOKO3



Newly Drawn

The curators of the exhibition are **Kari Korkman** from Helsinki Design Week, **Laura Sarvilinna** from Huippu Design Management and architect **Pedro Feduchi** from Madrid. The exhibition is a part of the Mes del Diseño Finlandés design month, which has been a joint venture of the Finnish Institute in Madrid, the Embassy of Finland and the City of Madrid.

Helsinki Madrid FinDesign exhibition, 4 November 2009 – 10 January 2010  
Central de Diseño, Matadero Madrid, Paseo de la Chopera 14, 28045 Madrid  
Tuesday - Friday 16-22, Saturday - Sunday (and holidays) 11-22, closed on Mondays

[www.helsinkidesignweek.com](http://www.helsinkidesignweek.com)  
[www.myhelsinki.fi](http://www.myhelsinki.fi)  
[www.diseno.fi](http://www.diseno.fi)  
[www.mataderomadrid.com](http://www.mataderomadrid.com)  
[www.dimad.org](http://www.dimad.org)

Further information and images: Huippu Design Management, Laura Sarvilinna  
tel. +358 9 679 043, fax. +358 9 679 039  
[communications@huippu.fi](mailto:communications@huippu.fi)

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Participants:

## Architecture and interior architecture

KOKO3, [www.koko3.fi](http://www.koko3.fi)

Newly Drawn (9 architectural offices), [www.newlydrawn.fi](http://www.newlydrawn.fi)

## Fashion

Daniel Palillo, <http://danielpalillo.blogspot.com>

Gilles et Dada, [www.gillesetdada.com](http://www.gillesetdada.com)

Hel-Looks, [www.hel-looks.com](http://www.hel-looks.com)

Marita Huurinainen, [www.maritadesign.com](http://www.maritadesign.com)

Onni / Tuula Pöyhönen, [www.onni.eu](http://www.onni.eu)

vainio.seitsonen, [www.vainioseitsonen.fi](http://www.vainioseitsonen.fi)

## Furniture

Ari Kanerva, [www.arikanerva.com](http://www.arikanerva.com)

Artek, [www.artek.fi](http://www.artek.fi)

EcoDesign exhibition, [www.ecodesign.fi](http://www.ecodesign.fi)

Eero Aarnio, [www.designeeroaarnio.com](http://www.designeeroaarnio.com)

Esa Vesmanen, [www.puredesign.fi](http://www.puredesign.fi)

Habitek, [www.habitek.fi](http://www.habitek.fi)

Harri Koskinen Works, [www.harrikoskinenworks.com](http://www.harrikoskinenworks.com)

Jitan V. Patel

Martela, [www.martela.fi](http://www.martela.fi)

Magis, [www.magisdesign.com](http://www.magisdesign.com)

Magaru, [www.magaru.info](http://www.magaru.info)

Tapiovaara Design, [www.tapiovaara.fi](http://www.tapiovaara.fi)

Terhi Tuominen, [www.terhituominen.com](http://www.terhituominen.com)

Woodnotes, [www.woodnotes.fi](http://www.woodnotes.fi)

## Graphic design

Grafia / Vuoden Huiput 2008, [www.vuodenhuiput.fi](http://www.vuodenhuiput.fi)

Pekka Finland, [www.pekkafinland.fi](http://www.pekkafinland.fi)

## Industrial design

Fiskars, [www.fiskars.com](http://www.fiskars.com)

Kone, [www.kone.com](http://www.kone.com)

Vaisala, [www.vaisala.fi](http://www.vaisala.fi)

## Interiors

Anne Kyyrö Quinn, [www.annekyyroquinn.com](http://www.annekyyroquinn.com)

Fokus Fabrik, [www.fokusfabrik.fi](http://www.fokusfabrik.fi)

Freedom Of Creation, [www.freedomofcreation.com](http://www.freedomofcreation.com)

Gallery Norsu, [www.norsu.info](http://www.norsu.info)

Genelec, [www.genelec.com](http://www.genelec.com)

Iittala, [www.iittala.com](http://www.iittala.com)

Imu Design / ProtoShop, [www.imudesign.org](http://www.imudesign.org)

Johanna Gullichsen, [www.johannagullichsen.com](http://www.johannagullichsen.com)

Kristiina Lassus, [www.kristiinalassus.com](http://www.kristiinalassus.com)

Korpi Design, [www.korpidesign.com](http://www.korpidesign.com)

Marimekko, [www.marimekko.fi](http://www.marimekko.fi)

Nounou Design, [www.nounoudesign.com](http://www.nounoudesign.com)

Rehti, [www.rehti.org](http://www.rehti.org)

Saas Instruments, [www.saas.fi](http://www.saas.fi)

Secto Design, [www.sectodesign.fi](http://www.sectodesign.fi)

Secret Shop, [www.com-pa-ny.com](http://www.com-pa-ny.com)

Selki Asema, [www.selki-asema.fi](http://www.selki-asema.fi)

Teemu Järvi, [www.jarvi-ruoho.com](http://www.jarvi-ruoho.com)

Tuija Asta Järvenpää, [www.tuijaastajarvenpaa.fi](http://www.tuijaastajarvenpaa.fi)

Tunto Design, [www.tunto.com](http://www.tunto.com)