

Design Finland

Educational resource in creation

Exhibition, Seminar, Workshop, Film, Music, Dance

Design Finland exhibition, organized by curator Amie Ann, will take place from March 17, 2012 to April 14, 2012 at Hangaram Design Museum, Seoul Arts Center in Korea. It is the first large exhibition in Korea introducing Finnish design culture and lifestyle. *The exhibition is held by Embassy of Finland in Republic of Korea, HAMK University of Applied Sciences and AIMO Hämeenlinna Visual Art School with Finnish leading designers and artists.*

Design Finland focuses on sustainability and timeless design. Nowadays, design is an important topic in Korea. High standard of living made life rich, on the other hand, caused unreasonable consumption and thoughtlessness towards both environment and ethics. In this context, the exhibition will introduce a new role of design, inherited culture and lifestyle.

Amie Ann, the representative of Sonoann organization and the curator of *Design Finland*, emphasises “Finnish society is characterised by the co-existence of mankind and nature. This relationship between human and nature is a traditional starting point of Finnish design. Sensitivity is a key word in finding the balance with materials, surroundings, traditions and practical needs. Very modern, progressive and democratic attitude to life is emerged into education as well. In terms of education, Finnish educational system is regarded as top in the world.”

The format of interactive presentation helps to introduce Northern European design culture considering human and environment at the same time. By recreating Finnish Home and Classroom, cooperated with Iittala, Artek, Saas Instruments and Avarte, will offer a great opportunity to experience art and design in everyday life and develop creative thinking.

Also, related events, such as seminars and workshops with Finnish artists and designers, will suggest an illustrative and inspiring approach to design philosophy and view of life. Especially from *Trash Design Workshop* in open space, visitors can experience a new concept of space. Henrik Enbom leads a group of Korean youth and the result of workshop will be presented at the exhibition in the theme of Trash Hotel. It will introduce a value of trash transformed into a new design material.

Design Finland will be also exhibited in Busan Design Center from May 2 2012 to June 30 2012.

Curator, Amie Ann

Amie Ann, the curator of *Design Finland* exhibition, is South Korean visual and textile artist and photographer. She came to Finland in the 1990s as an exchange student, and now travels between her homes in Seoul and Helsinki. She is an expert in the field of Finnish and Scandinavian design and has staged several exhibitions of Finnish art and design in Korea. She introduced Korean art and design through the exhibition in Finland, *The Korean Home* at the Museum of Cultures in Helsinki. She released publications in Korea; *DESIGN FINLAND IN MY PERSPECTIVE* (Namusoo, 2009), *WHY NORDIC DESIGN?* (Sigongsa, 2011).

Participants:**Company**

Artek, Avarte, Iittala, Marimekko, Showroon Finland, Dodo Design, Saas Instruments, Tonfisk
Suomen Visiotalo.Oy, INNO.fi, Fiskars, Secto design, Johanna Gullichsen

Institutions/ Organisations

AIMO Hämeenlinna Visual Art School
HAMK Hämeenlinna University of Applied Sciences

Artists and designers

Ilari Airikkala, Tuuli Autio, Outi Heiskanen, Jouko Karkkainen, Harri Koskinen, Heta Kuchka,
Yrjo Kukkapuro, Janne Laine, Merja Winqvist, Mikko Paakkanen, Sami Rinne, Timo Salli,
Kari Virtanen, Oiva Toikka, Marja Suna, Pertti Makinen, Arto Salminen, Oliver Walter
Teemu Karhunen, Heini Riitahuhta, Aino Vainio

Further information

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