



FINNISH DESIGN DAYS IN MOSCOW 29-31 AUGUST 2012 INFLUENTIAL DESIGN FIGURES BRING FINNISH DESIGN PERSPECTIVES TO MOSCOW

The Finnish Design Days in Moscow begin today, 29 August, at Strelka, Russia's design hub in the heart of Moscow. During the three-day event, Finnish design perspectives will be presented by influential figures in Finnish design, architecture and business. The event is being arranged by the Moscow-based Strelka Institute for Media, Architecture and Design and Martela, together with the Finnish Embassy in Moscow.

With Helsinki celebrating its designation as World Design Capital 2012, the year's busy design programme has focused the international spotlight on Finnish design know-how. Inspired by the World Design Capital theme, the **Finnish Design Days in Moscow** will showcase versatile Finnish design perspectives in Russia. From different viewpoints, the event will examine what design means in day-to-day life and what kinds of solutions Finnish design offers. Finland is home to innovators in design training, development of school environments, and industrial design, in particular.

"Martela and its partners are aiming to bring Finnish design into sharper focus in Russia. Russians have a clear perception of Italian design, for example, whereas Finnish contemporary design is not well known. Being able to create this type of showcase for Finnish expertise in co-operation with Strelka, Russia's most influential design hotspot, ensures that our message will be heard in Moscow," says **Veli-Matti Savo**, Director of Martela's Russian operations.

Speakers at the three-day event include Professor Tuula Teeri, President of Aalto University; Pasi Mattila, CEO of Finpeda; Anne Stenros, KONE's Vice President of Design; Jari Inkinen, interior architect at Gullstén-Inkinen Design & Architecture; and Petteri Kolinen, Design Director at Martela. The theme for the first day is Education in Design and for the second day School of the Future, and on the third day there will be presentations on the theme of Contemporary Finnish Design by Pekka Timonen, Executive Director of World Design Capital Helsinki, and by Finnish design companies.

"Design will not be presented in isolation from technology and economics; instead, we will strive to place Finnish design firmly in the present. These days, new ways of thinking and innovations are adopted very quickly in Russia. A new generation is influencing the Russian business community – even this event has mainly been publicised through social media. Hundreds of people have registered for the different workshops and panel discussions each day," says Savo.

Programme: <http://www.finnishdesigndays.com/en/node/22>

Participants: Finnish Embassy in Moscow, Strelka Institute for Media, Architecture and Design, Martela, Aalto University, Artek, Finnish-Russian Chamber of Commerce, Gullstén-Inkinen Design & Architecture, KONE, Verstas Architects, World Design Capital Helsinki 2012, Designet, Projector, MARCH



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Martela Corporation designs and supplies ergonomic and innovative furniture and provides interior planning services. Martela's products and services improve the functionality and comfort of working environments and other interiors such as schools, hotels and nursing homes. Martela is a 67-year-old family company and the market leader in Finland. Martela is quoted on NASDAQ OMX Nordic. In 2011, the company employed a total of 637 people in the Nordic countries, Poland and Russia, and its consolidated revenue was EUR 130.7 million. Martela acts responsibly in all its operating areas. www.martela.fi