



HARDCORE NEW FINNISH DESIGN MAY 17–19, 2008

413–415 WEST 14TH STREET,
NEW YORK, NY 10014
(BETWEEN 9TH AVE AND WASHINGTON ST)

HOURS SATURDAY, MAY 17 12–5 PM, SUNDAY, MAY 18 12–8 PM, MONDAY, MAY 19 12–6 PM

INVITATION

THE EXHIBITION
SHOWCASES PROJECTS BY

NOA BEMBIBRE
FOKUS FABRIK
JAANA AND PÄIVI HAAKSILUOTO
KOKORO & MOI
KONEHELSINKI
HARRI KOSKINEN
YRJÖ KUKKAPURO AND HENRIK ENBOM
JANNE KYTTÄNEN
HANNU KÄHÖNEN
MIKKO LAAKKONEN
KRISTIINA LASSUS
ARIHIRO MIYAKE
MIKKO PAAKKANEN
PENTAGON DESIGN
PROVOKE DESIGN
ANNE KYRÖ QUINN
ANNA RUOHONEN
STEPAN SARPANEVA
TONFISK DESIGN

HARDCORE LOUNGE IS HOSTED BY
MAJOR FINNISH DESIGN COMPANIES
IITTALA, ARTEK AND MARIMEKKO

"HARDCORE IS USED TO REFER TO AN EXTREME DEDICATION TO A SPECIFIC ACTIVITY OR TO SOMETHING MORE INTENSE THAN THE REGULAR MAINSTREAM. IT CAN ALSO BE UNDERSTOOD AS THE MOST AUTHENTIC PART OR THE ESSENTIAL CORE OF SOMETHING. AS SUCH, IT CAN BE USED TO CHARACTERIZE FINNISH DESIGN."

– CURATOR, ILKKA SUPPANEN

PROGRAM

SATURDAY MAY 17, HOURS 12–5 PM

12 PM SHOW OPENS TO THE PUBLIC
1 PM CURATOR'S INTRODUCTION, ILKKA SUPPANEN
2–5 PM MEET THE DESIGNERS AT THE HARDCORE LOUNGE

SUNDAY MAY 18, HOURS 12–8 PM

2 PM MIXING FOOD AND CULTURE WITH JOURNALIST FRED PLOTKIN AND ANTTO MELASNIEMI, CHEF OF HARDCORE LOUNGE
4 PM PANEL DISCUSSION MODERATED BY WENDY GOODMAN, DESIGN EDITOR, NEW YORK MAGAZINE
5–8 PM SUNDAY CHILLER WITH DJ SCHMAMI, COCKTAILS BY FINLANDIA VODKA

MONDAY MAY 19, HOURS 12–6 PM

12–6 PM MEET THE DESIGNERS AT THE HARDCORE LOUNGE

Design Forum Finland



Finnish Cultural Institute
in New York



CONSULATE GENERAL OF FINLAND
NEW YORK

HARDCORE EXHIBITION IS ORGANIZED BY DESIGN FORUM FINLAND, THE CONSULATE GENERAL OF FINLAND IN NEW YORK AND THE FINNISH CULTURAL INSTITUTE IN NEW YORK, AND PRESENTED IN COLLABORATION WITH THE MEATPACKING DISTRICT INITIATIVE AND ABE NYC, INC.

HARDCORE IS SUPPORTED BY ALFRED KORDELIN FOUNDATION, DIGITAL SOCIETY, THE GREATER HELSINKI PROMOTION, FINLANDIA VODKA, THE FINNISH TOURIST BOARD, GENELEC, ICELANDAIR, HELSINKI CITY TOURIST AND CONVENTION BUREAU, THE MINISTRY FOR FOREIGN AFFAIRS OF FINLAND, THE MINISTRY OF EDUCATION IN FINLAND, AND THE NATIONAL COUNCIL FOR DESIGN.

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