



Design Forum Finland
The Consulate General of Finland, New York
The Finnish Cultural Institute in New York
www.playfuldesign.net

FOR IMMEDIATE RELEASE

April 22, 2009

Finland brings eight containers full of design to the Meatpacking District

PLAYFUL New Finnish Design presents fresh concepts from individual designers and design companies during Meatpacking District Design 09, held May 15–18, 2009. Recycled shipping containers serving as mini design showrooms are peppered throughout the neighbourhood to create islands of creativity.

PLAYFUL New Finnish Design exhibits new innovations from Finland with a focus on play and creativity as elementary forces in human life. Through a playful approach, creative solutions can be found even to the most difficult challenges. Emphasizing quality of life, green solutions, and life-long learning, PLAYFUL presents a range of insightful solutions by forward-thinking designers and companies. The underlying themes – environment & innovation, and creativity & education – are highlighted by a series of events, a seminar and workshops for both adults and children.

PLAYFUL boasts a wide array of design items and concepts from furniture to fashion and video. The exhibition features designers and companies such as Artek (Artek Studio, Shigeru Ban), Durat (Ulla Koskinen, Karim Rashid), Järvi & Ruoho, Jukka Korpihete (Korpi Design), Marimekko, Outi Martikainen, Molok, Outo Wear, Jesse Pietilä, Powerkiss (Terhi Tuominen), Saas Instruments (Harri Koskinen, Mikko Paakkanen), Paola Suhonen (IVANA Helsinki), Ilkka Suppanen, and Tuomo Tammenpää (YATTA). New concepts of architecture and urban planning are highlighted through the work of Auer & Sandås Architects in building innovative learning environments for children as well as through the Arabianranta: Art and Design in the Residential Neighbourhood project which emphasizes the role of art in creating socially vibrant urban environments.

The event is organized by Design Forum Finland; the Consulate General of Finland, New York; and the Finnish Cultural Institute in New York in collaboration with the Meatpacking District Initiative and Abe NYC, Inc. The curator and exhibition architect is Esa Vesmanen (Pure Design), Interior Architect of the Year 2008 in Finland. Graphic design is by Kokoro & Moi. The stories behind the exhibited items are visualized by comics artists Matti Hagelberg, Kaisa Leka, and Katja Tukiainen. Children's workshops on architecture and solar powered instruments are produced by Arkki School of Architecture for Children and Youth and Tuomo Tammenpää & Daniel Blackburn. The exhibition is supported by Cleantech Finland, Helsinki City Tourist and Convention Bureau, Icelandair, Ministry for Foreign Affairs of Finland, Ministry of Education in Finland, Ministry of Employment and the Economy in Finland, the National Council for Design, Visit Finland, and Y Water, Inc.

PLAYFUL is part of a three-year series presenting new Finnish design in North America. Last year **HARDCORE** New Finnish Design was brought to the Meatpacking District Design Week where it was visited by over 5 000 people during its three days.

Hours: Friday, May 15 5 – 9pm, Saturday, May 16 11am – 9pm, Sunday, May 17 11am – 9pm, Monday, May 18 9am – 6pm

Address: Gansevoort Plaza, New York, NY 10014 (Gansevoort St. between Hudson St. & 9th Ave.), subways A, C, E, L (14th St. & 8th Ave.) **For more information:** visit www.playfuldesign.net or email info@playfuldesign.net or contact:

North America
Magdalena Herrgård
Consulate General of Finland, New York
magdalena.herrgard@formin.fi
T +1-212-750-4400
M +1-917-215-2697

Europe
Aila Kolehmainen
Design Forum Finland
aila.kolehmainen@designforum.fi
T +358-9-6220 8121
M +358-41-538753

“Finnish Design brings the dreams and challenges of our times together in a fresh, new way. Based on a strong bond with nature and driven by creativity and joy, it is seriously playful.” — **Curator, Esa Vesmanen**