

# FINNISH DESIGN YEARBOOK 2010–11 IS AVAILABLE!



1/2

Press release 11 May 2010

**“As one of the most progressive and advanced countries in the world to implement high quality education system, the new initiatives by the Finnish government to reform higher education by integrating design, technology and business will surely produce another generation of leading pioneers who will redefine and create new roles for design.” Lei-Mei Julia Chiu, Executive Director, Japan Industrial Design Organization**

In 2010, design has taken on a clearly defined role in shaping the future. It is imbued with an ever-greater sense of purpose, participating actively and taking a stand on society and the environment. It is able to apply a wide range of means and to establish new connections with both research and the arts. Finnish Design Yearbook 2010–11 studies this new role of design; it discusses design as a tool of business success, a means for creating a better life and a better society, an aid for the commodification of innovations, and as an aspect of self-expression. The yearbook also reflects coming events such as Expo 2010 in Shanghai and Helsinki’s role as World Design Capital in 2012.

Published now for the third time, Finnish Design Yearbook 2010–11 is an extensive overview of contemporary Finnish design, presenting over 200 products, designers and manufacturers. The yearbook also contains articles by experts and interviews with leading names in the field providing more information on current developments in Finnish design. The publisher of Finnish Design Yearbook 2010–11 is Design Forum Finland, a national organization dedicated to promoting Finnish design. The editor is design journalist **Anne Veinola** and the graphic design is by **Piritta Hannonen** and **Riina Laihomäki**, from Design Forum Finland.

The expert articles are by the Chinese music and design producer **Nee Bing**, Director **KooPee Hiltunen** of Neogames, designer **Pekka Toivanen** of Muotohomo, Chief Executive **Deborah Dawton** of the Design Business Association of Great Britain, CEO **Mikko Kalhama** of Design Forum Finland and Director **Markku Salimäki** and Development Director **Mikko Koria** of the International Design Business Management Program of the Aalto University. Interviewees include curator **Paola Antonelli** of MoMA and **Pekka Timonen**, director of the forthcoming World Design Capital Helsinki 2012 project.

Primarily intended for the international market, this book in English will be distributed in bookstores, through the Internet, at design fairs and events, and to the media. Finnish Design Yearbook 2010–11 will be on sale at the Finnish pavilion at Shanghai World Expo 2010 and also available at New York Design Week in May, among other venues and events.

Finnish Design Yearbook 2010–11. In English, bound, 128 pages, four-colour illustrations, price 33 € (incl. VAT 8%) at Design Forum Shop, ISSN 1796–5829

**Press material and orders:**  
[www.finnishdesignyearbook.com](http://www.finnishdesignyearbook.com)

**For more information, please contact:**  
Anne Veinola, editor of the book, Design Forum Finland, Tel. +358 (0)9 6220 8119, [anne.veinola@designforum.fi](mailto:anne.veinola@designforum.fi)  
Sales, Susanna Otranen, Design Forum Finland, Tel. +358 (0)9 6220 8132, [susanna.otranen@designforum.fi](mailto:susanna.otranen@designforum.fi)

DESIGN  
FORUM

FINLAND