

FINNISH DESIGN YEARBOOK 2010–11 TO APPEAR IN MAY!



1/2

Preliminary press release 14 April 2010

Published now for the third time, Finnish Design Yearbook 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.

Primarily intended for the international market, this book in English will be distributed outside Finland 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 at New York Design Week in May, among other venues and events. The 128-page book will be published in an edition of 6,000.

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. The previous volume, Finnish Design Yearbook 08–09, gained a great deal of international exposure in over 30 countries. Owing to its high visual standard, the yearbook was among the prizewinners in the Best of the Year 2008 competition for graphic design in Finland, and it was included in the Best-Designed Finnish Books of 2008 collection of the Finnish Book Arts Committee.

Finnish Design Yearbook 2010–11 considers design as a tool from four viewpoints.

Design creates a better life. *It proceeds from needs and desires and takes different user groups into account. It is usability and functionality, freedom, equality and consideration.*

Design is a means of expression. *It is creativity, art and self-expression, boundary-crossings and discovery – fashion and games, images and stories, virtual environments and multifaceted identities.*

Design shaping the future. *Design can have far-reaching impacts into the future. Sustainable design is enduring and environmentally friendly, taking the entire life cycle of products into account.*

Design is a business tool. *It creates employment, improves the profitability of businesses and helps them specialize and gain competitive advantages. Design is also used in marketing communications, creating corporate images, and managing brands.*

The expert articles are by the Chinese music and design producer Nee Bing, Director KooPee Hiltunen of Neogames, designer Pekka Toivanen, 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 Korja 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 Helsinki World Design Capital 2012 project.

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

Press material:

www.finnishdesignyearbook.com

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