



PRESS RELEASE OCTOBER 28, 2010

HIRAMEKI

DESIGN × FINLAND

DESIGN FORUM SHOWROOM AT HIRAMEKI DESIGN × FINLAND

DESIGN FORUM SHOP IN THE HEART OF DESIGN DISTRICT HELSINKI, FINLAND, OFFERS A WIDE AND CONTINUOUSLY UPDATED SELECTION OF FINNISH DESIGN, FROM NEW RELEASES TO CLASSICS AND FROM INDUSTRIAL DESIGN TO UNIQUE, ONE-OFF PRODUCTS. THERE ARE PRODUCTS BY OVER 200 DESIGNERS AND MANUFACTURERS. DESIGN FORUM SHOP IS ALSO AN IMPORTANT SALES OUTLET FOR DESIGN PRODUCTS MADE IN SMALL EDITIONS, AND AN OPPORTUNITY FOR YOUNG DESIGNERS TO DISPLAY THEIR SKILLS.

AS PART OF HIRAMEKI DESIGN × FINLAND, A SELECTED COLLECTION FROM DESIGN FORUM SHOP WILL BE PRESENTED AT DESIGN FORUM SHOWROOM IN LIVING DESIGN CENTER OZONE'S ATRIUM (1F) FROM 29 OCTOBER TO 7 NOVEMBER, 2010. THE COLLECTION INCLUDES PRODUCTS FROM THE HIRAMEKI DESIGN × FINLAND DESIGNERS AND COMPANIES AS WELL AS POPULAR ITEMS FROM DESIGN FORUM SHOP.

COME AND DISCOVER A SELECTION OF JOHANNA GULLICHSEN BAGS AND VANITY CASES WITH THE POPULAR NORMANDIE PATTERN! DESIGN FORUM SHOWROOM COLLECTION ALSO INCLUDES PLAYFUL PIN-UP & HUNK CHRISTMAS DECORATIONS AND REFLECTORS, BY DESIGN MACHINE AND THE TRIVET-CUM-PINCUSHION DESIGNED BY THE FINNISH-JAPANESE DESIGNER DUO NATHALIE LAHDENMÄKI AND NAOTO NIIDOME. SERIES OF SILVER JEWELRY ARE AVAILABLE FROM CHAO & EERO JEWEL AND INNI PÄRNÄNEN. BESTSELLERS AT DESIGN FORUM SHOP IN HELSINKI INCLUDE FELT TRIVETS AND COASTERS BY VERSO DESIGN AND SELF-ASSEMBLY PLYWOOD CARDS BY LOVI – THESE CAN ALSO BE FOUND IN DESIGN FORUM SHOWROOM AT HIRAMEKI DESIGN × FINLAND.

THE DESIGN FORUM SHOWROOM IS PRODUCED IN CO-OPERATION WITH NORD MAINOS CORPORATION. OPENING HOURS: 10:30–19.00, DURING HIRAMEKI DESIGN × FINLAND EXHIBITION 29 OCTOBER–7 NOVEMBER, 2010.

COMPANIES:

CHAO & EERO JEWEL
DESIGN CODE
DESIGN MACHINE
HILE DESIGN
JOHANNA GULLICHSEN TEXTILE CRAFT & DESIGN
LIFESAVER
LOVI
MAJAMOO
MUOVO
PLASTEX
RAPALA
SAMI RINNE DESIGN
SHOWROOM FINLAND
VERSO DESIGN

DESIGNERS:

ANNE PASO
ANNI KÄÄRIÄ
CHAO-HSIEN KUO



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FINLAND



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PETRI VAINIO
RENITA NIEMI
SAMI RINNE
SANNA VÄÄNÄNEN
SUSANNA HOIKKALA
TANJA SIIPIÄ
TAPIO ANTTILA
TEEMU KARHUNEN
TUTTU SILLANPÄÄ

HIRAMEKI DESIGN × FINLAND
29.10.–7.11.2010
LIVING DESIGN CENTER OZONE
3-8F SHINJUKU PARK TOWER
3-7-1 NISHI SHINJUKU, SHINJUKU-KU
TOKYO, 160-0023, JAPAN

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