

# Finland's Guest of Honour pavilion at the 2014 Frankfurt Book Fair

The visual design is based on the slogan for the Guest of Honour programme: FINNLAND.COOL. The Finnish winter landscape, ice and snow; Finnish tranquility, peacefulness and purity have been transformed into a design with six zones.

The zones create different spaces in the pavilion, all of which have their own different atmospheres and content. The exhibitions, the stage with audience seating area and the café each have their own zone. Varying the lighting, dimensions and height among the different zones gives each area of the pavilion a different feel. The large-scale architectonic zones have lightweight structures and appear to hover in space. Their clean forms and pale colours create a calm environment for the actual content of the exhibition.

The aim of the visual design has been to create a cool, calm first impression that gradually opens up to visitors as they get closer and move around the space. The zones reveal their contents, their atmospheres and the surprises they contain only when visitors step inside.

Finnish libraries and trees have also played an important role in the design of the pavilion. The values of Finnish libraries – equality and being people-focused – have served as inspiration to us for the overall feel. The shared living room for city dwellers – the library – nowadays consists mainly of people, books and participation – and let's not forget, reading. It is accessible and available to everyone. This is the same message we wanted to convey with our design.

We are bringing trees into the pavilion as abstract reflections and colours. Visitors to the pavilion will pass beneath tree branches and can sit down with a book. Like a forest or park, the Finnish Guest of Honour pavilion will provide a restful place amid the hustle and bustle of the book fair. It will offer visitors a journey filled with experiences, books, beauty, involvement, activity and surprises.

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