

# Finnland. Cool. Pavilion. Northern lights and literary voices.

For the first time in the history of the Frankfurt Book Fair, the Guest of Honour pavilion will be designed by students, not by international renowned architects. True to the motto Finland. Cool. the Finns found new approaches and entrusted the task to design the Guest of Honour pavilion to three master students of interior and space design from Aalto University in Helsinki – Natalia Baczyńska Kimberley, Nina Kosonen and Matti Mikkilä. The design of the Guest of Honour pavilion in Frankfurt is the final examination work of the students. For the first time they have the opportunity to work on an international megaproject.

The visual design is based on the slogan for the Guest of Honour programme: Finland. 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.

Varying illumination, 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.

## **Finnland. Cool. Stage. and Café. Stage.**

Readings and discussions on two stages.

## **Finnland. Recollected Writings.**

Recollected Writings is a poetry installation, or installation anthology, created by the IC-98 artists' collective and eight Finnish poets.

The poems are inscribed on mosaic tiles of various shapes, which are laid out on a large table. Visitors can use a pencil to rub text fragments onto a sheet of paper. The anthology exists only in the form of this unique installation – the assemblage of original tiles – and the individual copies made from them, which people take away with them. In this age of digital reproduction and systems architecture, this installation returns the human touch, warmth and randomness to the act of copying.

### **Finnland. Brain Poetry.**

Brain Poetry is a poetry generator by the Brains on Art collective. It produces poems using the viewer's brain waves. The EEG signal determines the style and meter of the poem. The brain waves of the viewer are shown in the visualization in real time and the poem is printed out for you in English or in German. The work is based on an encounter between a human and a machine, and on the methods of computational creativity.

### **Finnland. BY.**

BY ("village" in Swedish) is an exhibition of Finnish illustration art for kids. The illustrations are displayed in small houses which visitors can explore. The houses designed by the illustrators themselves are exhibited in the public library in Sachsenhausen and in the Guest of Honour pavilion as well as in hall 3.0 K115 at the Book Fair.

### **Books on Finland.**

A book exhibition with over 900 books on Finland in different languages collected by Frankfurt Book Fair.

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 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 the students wanted to convey with their design.

The designers 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.

#### **Further information:**

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