



## DESIGN FORUM FINLAND BRINGS DESIGN TO THE FRANKFURT BOOK FAIR

**Finland is the Guest of Honour of the Frankfurt Book Fair this October. Design Forum Finland will produce design-themed programming for the Finnish pavilion at the fair.**

The annual Frankfurt Book Fair is the world's largest and most important book and media fair. As this year's theme country and Guest of Honour, Finland will receive a great deal of attention through the presentation of Finnish literature and expertise in the production of educational materials. An extensive and diverse programme will highlight various aspects of Finnish culture, with design naturally included.

Design Forum Finland will produce design content for the Frankfurt Book Fair. **4 x Design Happy Hour** is a series of design installations at the Finnish pavilion's Café. Stage. section from Wednesday, 8 October, to Saturday, 11 October 2014. The installations are created by design agency **Aalto + Aalto**, artist and designer **Kustaa Saksi**, graphic designer **Jussi Karjalainen** and interior architect **Willem Heeffer**, and German designer **Franziska Holzmann**, who has previously studied and worked in Finland. The installations will be filmed and they will later be available at Design Forum Finland's website.

Bread of Word, the installation by Jussi Karjalainen and Willem Heeffer, is comprised of nearly two hundred plates, each of which features a unique excerpt of Finnish literature. The plates will be distributed to visitors at the fair. Franziska Holzmann's Kirppis (Flea Market) is a collage of items that have special memories attached to them. Elina and Klaus Aalto's Creatures at Dinner illustrates the power in a child's imagination: familiar objects obtain lifelike and fairytale-inspired characteristics inspired by books. Kustaa Saksi's installation is a giant inflated egg with a surface that is decorated and patterned like a Fabergé egg.

On Sunday, 12 October, the main stage in the Finnish pavilion will present a panel discussion on Finnish design heritage and its impact on contemporary design. The panellists include **Pekka Korvenmaa** (Aalto University), designers **Elina Aalto** (Aalto + Aalto) and **Franziska Holzmann** (Franziska Holzmann Design & Consulting), and Communications Manager **Anne Veinola** (Design Forum Finland). The moderator of the discussion will be journalist and photographer **Liisa Jokinen**, the editor of Finnish Design Yearbook 2014–2015.



Visitors to the fair are also invited to Design Forum Finland's pop-up shop at the pavilion café. The platform for the pop-up shop will be a Pelago bicycle, itself a fine example of Finnish world class design. Finnish Design Yearbook 2014–2015 will also be displayed in the pavilion café and available for purchase at the Design Forum Finland events at the fair.

Design Forum Finland will produce 4 x Design Happy Hour in collaboration with FILI Finnish Literature Exchange. FILI is an expert and expert organisation for literature. It supports translation, printing and publishing, and promotes awareness of Finnish literature around the world. It coordinates Finland's presence at the Frankfurt Book Fair. The visual style of Finland's presence at the fair, entitled FINNLAND. COOL., was designed by three graphic design students from Aalto University, **Jinhee Kim**, **Anssi Kokkonen** and **Tommi Leskinen**. The Finnish pavilion at the fair was designed by three students of spatial design and furniture design at Aalto University, **Natalia Baczyska Kimberley**, **Nina Kosonen** and **Matti Mikkilä**.

**FINNLAND. COOL.**

Frankfurt Book Fair 8–12 October 2014  
[www.finnlandcool.fi](http://www.finnlandcool.fi)

**More information:**

**Kristina Noor-Ilander**, Project Manager  
[kristina.noor-ilander@designforum.fi](mailto:kristina.noor-ilander@designforum.fi), +358 (0)40 5210 278

**Laila Alanen**, Producer  
[laila.alanen@designforum.fi](mailto:laila.alanen@designforum.fi), +358 (0)50 5484 114

**Anne Veinola**, Communications Manager  
[anne.veinola@designforum.fi](mailto:anne.veinola@designforum.fi), +358 (0)40 5486 407

[www.designforum.fi](http://www.designforum.fi)