



SAUMA [DESIGN AS CULTURAL INTERFACE]

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## SAUMA [DESIGN AS CULTURAL INTERFACE] exhibition

SAUMA [Design as Cultural Interface] presents innovative contemporary design from Finland. The works in the exhibition explore new approaches to usability, user experience and the design process itself. SAUMA will be shown in New York at The World Financial Center Courtyard Gallery from June 20<sup>th</sup> to September 10<sup>th</sup>, 2006 in collaboration with The World Financial Center Arts & Events program.

SAUMA introduces experimental installations and design concepts including new portable devices, an experimental kitchen, an urban sauna and a game prototype. Other exhibition items study the ideas of portability, sensory experiences and the ways in which we navigate our urban environment. On view will be a jacket designed to sweep away the loneliness of urban dwellers, and a perfume installation evoking memories of certain cities. All the works featured are either new prototypes or fresh applications of recent design concepts.

The exhibition started its US tour from Washington, DC where it was presented at the Embassy of Finland gallery in October-November 2005. After the New York presentation, SAUMA will tour widely in North America for a period of two years. In addition to the exhibition, the SAUMA project features a publication, a web site, and a series of seminars.

SAUMA [sah-u-ma] is Finnish and refers to a seam, a borderline, and, in colloquial usage, a chance. For more information on SAUMA, please visit [www.saumadesign.net](http://www.saumadesign.net).

SAUMA is produced by the Finnish Cultural Institute in New York. The exhibition is presented in New York by The World Financial Center Arts & Events Program. The exhibition is curated by Hannu Kähkönen (Chief Curator), Industrial Designer, and Marko Tandefelt (Curator), professor of physical computing. The exhibition architecture is by Industrial Designer Harri Koskinen and the graphic design by Designer Aimo Katajamäki. Architect Mikko Heikkinen is senior curatorial advisor. SAUMA is sponsored by The Finnish Cultural Foundation, The Ministry of Education Finland, The National Council for Design, The Alfred Kordelin Foundation, and The Asko Foundation. Additional support for the exhibition in New York is provided by the Consulate General of Finland in New York.

### The exhibition will be shown at:

World Financial Center Courtyard Gallery  
220 Vesey Street, Lobby Level  
New York, NY 10281-1021  
[www.worldfinancialcenter.com](http://www.worldfinancialcenter.com)

June 20 - September 10, 2006  
Tuesday - Friday 12 - 6 pm  
Saturday - Sunday 11am - 4pm

### For more information please contact:

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