



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. The audience is invited to try the works out.

SAUMA introduces fifteen installations including new portable devices, an experimental kitchen, an urban sauna and gaming prototypes. 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.

In addition to the exhibition, the SAUMA project features a publication, a web site, and a series of seminars. After its opening in Washington, DC, the exhibition will tour widely in North America for a period of two years. SAUMA completes a series of major exhibitions, held at the Embassy of Finland over the last two years, showcasing the best of Finnish design.

SAUMA is produced by the Finnish Cultural Institute in New York. The exhibition is curated by Hannu Kähönen (Chief Curator), industrial designer, and Marko Tandefelt (Curator), professor of physical computing. The exhibition architecture is by Harri Koskinen and the graphic design by Aimo Katajamäki. Architect Mikko Heikkinen is senior curatorial advisor. The presentation of the exhibition in Washington, DC is realized in collaboration with the Embassy of Finland. The production of the exhibition has been supported by the Finnish Cultural Foundation, by the Ministry of Education Finland and by the Asko Foundation.

The exhibition is part of the Finnish Design Year 2005, a year-long celebration of Finnish design. For more information on Sauma, please visit www.saumadesign.net.

SAUMA [sah-u-ma] is Finnish and refers to a seam, a borderline, and, in colloquial usage, a chance.

The exhibition will be shown at

Embassy of Finland
3301 Massachusetts Avenue, NW
Washington, DC 20008

Hours:
October 7 - November 13, 2005
Open daily 11 am – 4 pm

For more information please contact

Embassy of Finland
(202) 298-5886 (info line)
(202) 298-5800
www.finland.org

or
Finnish Cultural Institute in New York
(212) 674-5570
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