



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 Los Angeles at the A + D Museum from June 30th to August 28th, 2007.

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 that it was on show in New York at the World Financial Center Courtyard Gallery in June - September 2006. From Los Angeles the exhibition will travel to Europe where it will be shown in Helsinki, Finland and Paris, France in year 2008. 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.

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 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, the Asko Foundation, the Seth Sprague Educational and Charitable Foundation, and ...inHelsinki. The exhibition in Los Angeles is presented in partnership with the Design Museum, Helsinki.

The exhibition will be shown at:

A + D Museum
5900 Wilshire Blvd.
Los Angeles, CA 90036
www.aplusd.org

June 30 - August 28, 2007

Tuesday - Friday 10 am - 6 pm
Saturday - Sunday 11 am - 5 pm

General admission \$5.00
Students and seniors \$2.50
Members and children under 12 free
Event parking under the building \$5.00

For more information, please contact:

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