



SAUMA [DESIGN AS CULTURAL INTERFACE]

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SAUMA [Design as Cultural Interface] exhibition

SAUMA [User Driven Design] presents innovative contemporary design from Finland. The works in the exhibition explore new approaches to usability, user experience and the design process itself. The exhibition was originally curated for the American audiences and was first presented in Washington, DC as part of the Finnish Year of Design in 2005. After touring in the United States for three years, SAUMA was shipped to Europe. It will now be shown in Norway at the Stavanger Kunstforening from June 10 to September 6, 2009.

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.

After the opening exhibition of the tour at the Embassy of Finland gallery in Washington, DC in October - November 2005 SAUMA was on show in New York at the World Financial Center Courtyard Gallery in June - September 2006. The US portion of the tour ended in Los Angeles, where the exhibition was presented at the A + D Architecture and Design Museum in June - September 2007. After that the exhibition traveled to Europe, where it was first presented at the Design Museum in Helsinki, Finland in January - March 2008 and then at the Danish Design Centre in September 2008 - January 2009. In addition to the exhibition, the SAUMA project features a publication, a web site, and a series of seminars.

SAUMA is Finnish and refers to a seam, a borderline, and, in colloquial usage, a chance or an opportunity. 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 supported by the Alfred Kordelin Foundation, the Asko Foundation, Design Museum, the Finnish Cultural Foundation, the Finnish Institute in Copenhagen, Greater Helsinki Promotion, the Ministry of Education in Finland, the Ministry for Foreign Affairs of Finland, the National Council for Design, and the Seth Sprague Foundation. The presentation of the exhibition at Stavanger Kunstforening is realized in collaboration with the Finnish-Norwegian Cultural Institute and the Embassy of Finland in Oslo.

THE EXHIBITION WILL BE SHOWN AT:

Stavanger Kunstforening
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ivar@stavanger-kunstforening.no
www.stavanger-kunstforening.no

June 10 - September 6, 2009

Tuesday - Friday, Sunday 12 - 4 pm
Closed Mondays and Saturdays

FOR MORE INFORMATION, PLEASE CONTACT:

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