



SAUMA [USER DRIVEN DESIGN • BRUGERDREVET DESIGN]

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SAUMA [USER DRIVEN DESIGN] exhibition

SAUMA [User Driven Design] presents innovative contemporary design from Finland. The 21 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 Copenhagen at the Danish Design Centre from September 20, 2008 to January 9, 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. SAUMA will tour in Europe until the end of 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, 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 the Danish Design Centre is realized in collaboration with the Finnish Institute in Copenhagen.

THE EXHIBITION WILL BE SHOWN AT:

Danish Design Centre
H C Andersens Boulevard 27
1553 Copenhagen V
Denmark

September 20, 2008 - January 9, 2009

Monday - Tuesday, Thursday - Friday 10 am - 5 pm
Wednesday 10 am - 9 pm
Saturday - Sunday, Bank Holidays 11 am - 6 pm

FOR MORE INFORMATION PLEASE CONTACT:

Finnish Cultural Institute in New York
799 Broadway, Suite 527
New York, NY 10003
the US
Tel. +1 212 674 5570
Fax +1 212 674 5614
info@saumadesign.net

Danish Design Centre
Tel. +45 3369 3369
design@ddc.dk
www.ddc.dk

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