



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 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 will now be shown in Helsinki at the Design Museum from January 17th to March 2nd, 2008.

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 US 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 tour ended in Los Angeles, where the exhibition was presented at the A + D Architecture and Design Museum in June - September 2007.

In 2008, the exhibition will travel to Europe, where it will be first presented at the Design Museum in Helsinki, Finland. Negotiations with venues in Tallinn, Oslo and Copenhagen are under way. 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 Greater Helsinki Promotion.

THE EXHIBITION WILL BE SHOWN AT:

Design Museum
Korkeavuorenkatu 23
00130 Helsinki
www.designmuseum.fi

January 18 - March 2, 2008

Tuesday 11 am - 8 pm
Wednesday - Saturday 11 am - 6 pm

DESIGNMUSEO

FOR MORE INFORMATION PLEASE CONTACT:

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

Design Museum
Tel. +358 9 622 0540
Fax +358 9 622 0545 5
info@designmuseum.fi