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Lesson 5: Finnish creative industries

Today we will..

- .. hear out your presentations 😊
- .. and discuss Finland as a design country “far beyond its size”.

2

Group Discussion: Discuss **the Finnish education system** based on the pre-tasks, today's material and a PDF file "Finnish education system" in the course page.

Discuss e.g.:

- What do you find interesting?
- What are the key values of the Finnish education system?
- What is similar or different to schools that you have gone to?
(E.g. public / private school division, teacher education, amount of homework..)

3

Presentations

10 minutes per presentation (+ 5 minutes extra)

Share your presentations on MyCourses after today's class
(if you wish!)

+ Ready already?

→ Discuss your recent experiences in Finland and/or something interesting that you have learned in this course / somewhere else about Finland.

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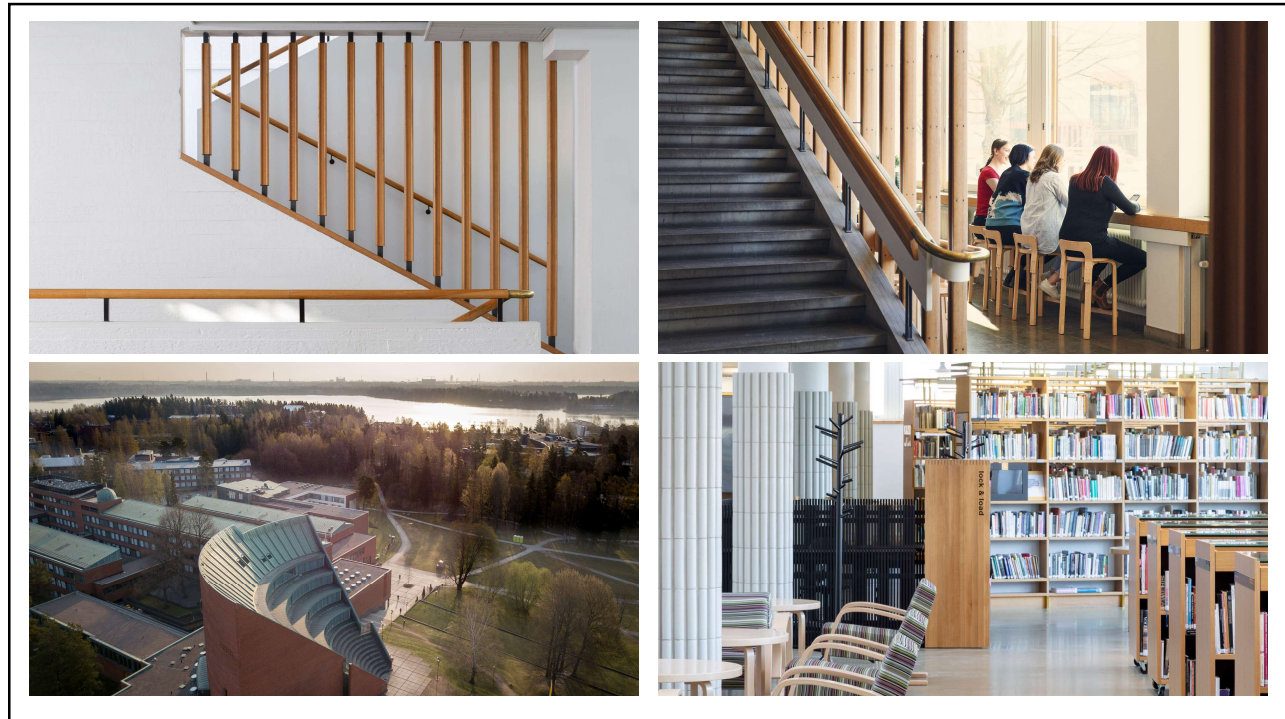
Thank you all for great presentations!

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CREATIVE INDUSTRIES IN FINLAND

1. Otaniemi campus
2. [Success story of Finnish design](#)
3. **TOOLBOX FINLAND presentation:** [Finland – a design country far beyond its size](#)

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Alvar Aalto and Otaniemi campus

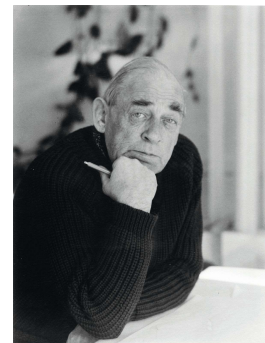
The plan of the campus was designed by Alvar Aalto (1898-1976)

- Inspiration from American campuses
- He designed many of the campus buildings as well, including e.g. the Undergraduate Centre, Otahalli sports center and Harald Herlin learning centre

Key words: modernism, natural light, and the “symbolism” of the red tiles

- The red tiles point at manufacturing and industrial work

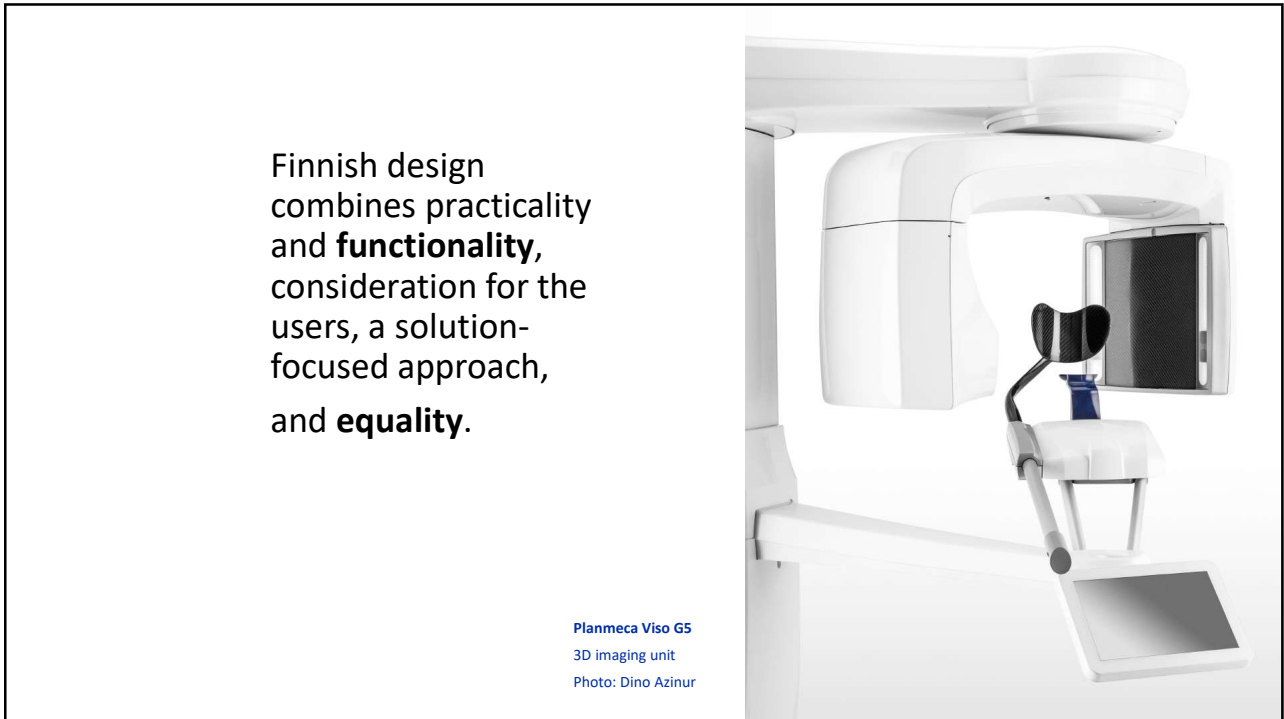
The name of the university pays homage to the work of Alvar Aalto



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The aesthetic starting point is Scandinavian **minimalism**, enriched by eastern abundance and decorativeness.

These features are shown in both designing objects and designing services, business, customer experience and other new areas of design.

Hei Schools!
Photo: Kim Öhrling



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The design industry has long and distinguished traditions in Finland.

Fiskars clothes

Design: Maria Korkeila

Photo: Alisa Martynova /
Fiskars Finland Oy Ab

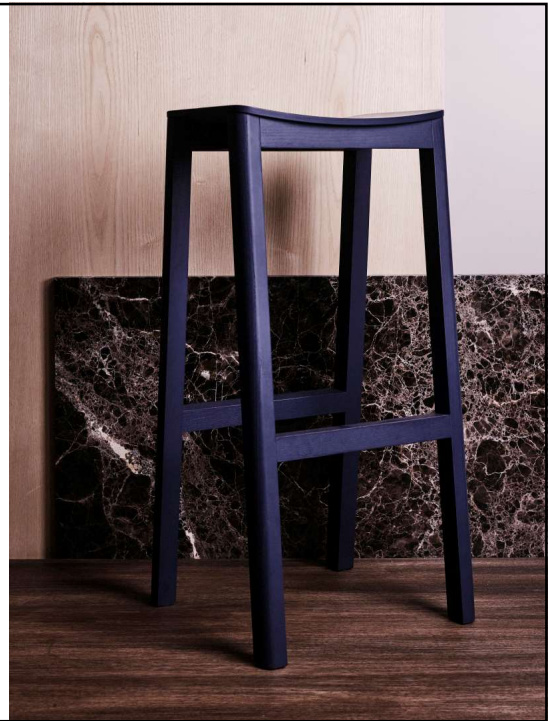


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The world fame of Finnish design was born between **the 1940s and 1960s** partly because of determined promotion work.

The fame was boosted by international design exhibitions such as the Milan Triennials and renowned designers.

Halikko stool
Design: Sebastian Jansson /
Made by Choice



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Furniture, glass and ceramics have been traditionally strong areas of Finnish design. **Industrial design** grew in the 70s and Finland was one of its forerunners.

Volcanic Forest
Wood, ceramic, glass
Design: Matias Liimatainen



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Now we are pioneers in **service design** and legal design, among others. Young Finnish **fashion designers** have also attracted attention.

Vallila x Ervin Latimer
2nd cycle collection by Ervin Latimer
New life for Howard Smith fabrics
Photo: Chris Vidal



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The design sector is
a growing industry in Finland.

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In 2018, the turnover of the design sector's businesses was around **€12.3 billion**.

Design competence is utilised in almost all areas of business, from services to heavy industry.

Source: www.ornamo.fi

Sulapac straws
Photo: Sulapac



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Design competence regarding **circular economy** and **sustainable development** has become particularly topical.

Korvaa, concept headphones
The Korvaa Initiative
Design: Aivan

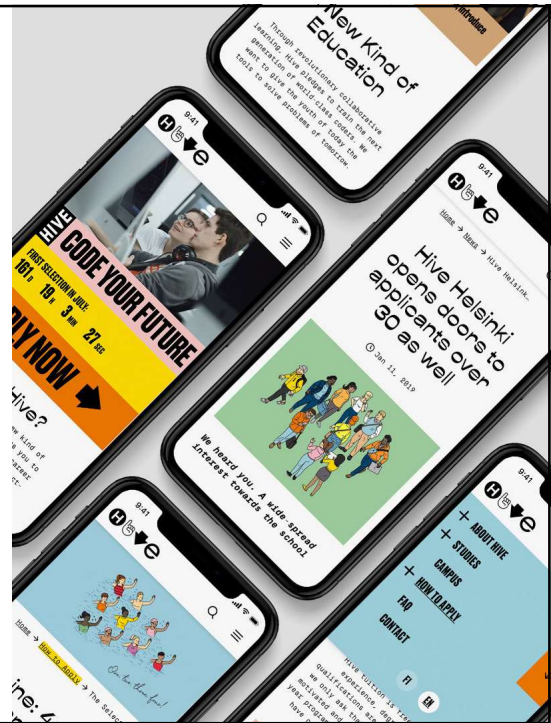


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Another current trend is **the design of digital environments.**

This is also influenced by new ways of consuming and behaving such as sharing and leasing.

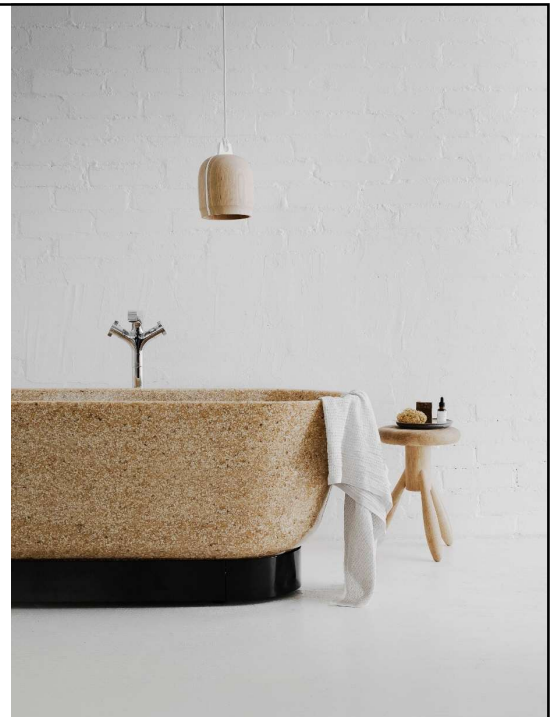
Hive Helsinki Coding School
Hive Helsinki Foundation
Design / photo: Kuudes



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The aim is to increase the use of design competence particularly at businesses' strategic level, when its influence on business is the most effective.

Woodio bathtub
Photo: Martti Järvi / Woodio Oy



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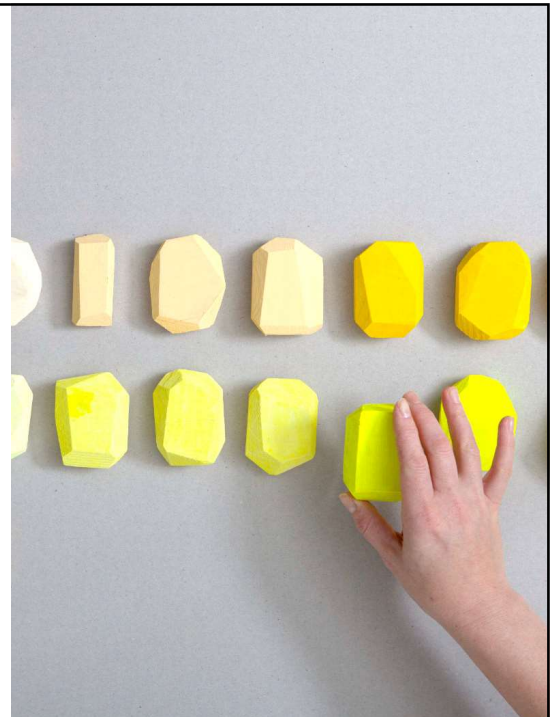
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Design is a part of national decision making.

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The first national design policy programme, *Muotoilu 2005!*, was launched back in 1999, making it **the first in the world**. The second national design programme, *Design Finland*, was launched in 2013.

Samples
Omuus
Photo: Simo Viitanen



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Design-intensive
business, industry
and manufacturing is
supported by various
programs of the
state
and public
organisations.

Skand electric boat
Jean Munch and Laura Hietala
Aalto University

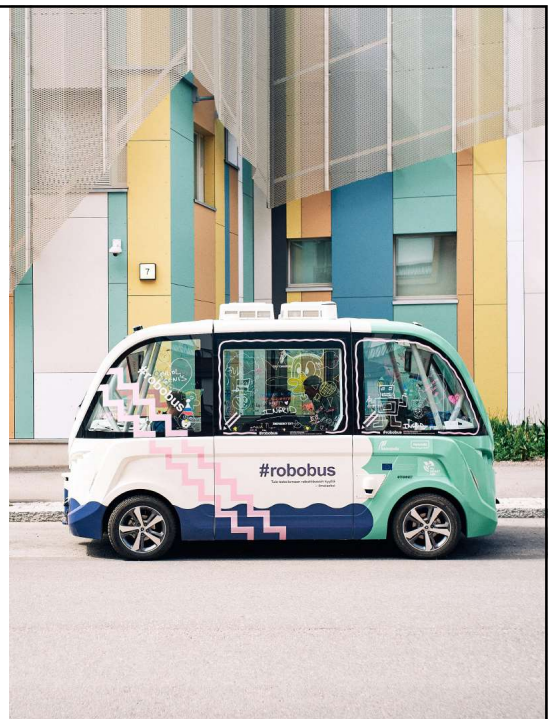


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At the moment, the
focus areas are **bio**
and **circular economy**,
smart technologies and
the design related
to them.

Source: www.businessfinland.fi

A robot car
Smart Kalasatama
Photo: Jussi Hellsten /
City of Helsinki



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ARCHITECTURE AND DESIGN HAVE BEEN CENTRAL ELEMENTS IN THE DESIGN AND CONSTRUCTION OF HELSINKI, THE CAPITAL OF FINLAND.

Helsinki Central Library Oodi, ALA Architects, photo: Tuomas Uusheimo

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Design is seen in various city operations and details, from library services to public transport.

Helsinki Central Library Oodi
Photo: Jussi Hellsten / Helsinki Marketing

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In 2012, Helsinki was the World Design Capital, and in 2014 it was named UNESCO's City of Design.

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In 2016, Helsinki was the first city in the world to employ a Design Director.

Design is a part of Helsinki City Strategy: the objective is to be *the world's best-functioning city* by 2021.

Lasipalatsi square
Photo: Aleksi Poutanen /
Helsinki Marketing



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Flow Festival
Photo: Jussi Hellsten /
City of Helsinki

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Design is one of the spearheads in Finland's tourism. Design District Helsinki attracts people interested in design and urban culture to the capital with its shops, restaurants, galleries and design hotels.

Helsinki Design Week
Photo: Aleksii Poutanen



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A new joint museum for architecture and design is under planning in Helsinki. This museum, characterised as *“the most attractive museum in the world”*, aims to open its doors to the public in 2025.

Secret Universe
 Exhibition at Design Museum
 by Company: Aamu Song & Johan Olin
 Photo: Paavo Lehtonen



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The design education in Finland is world class.

Näytös 19
Amina Saada, Aalto University
Photo: Mikko Raskinen

AALTO UNIVERSITY'S DEGREE PROGRAMME IN FASHION IS ONE OF THE BEST IN THE WORLD.

IT RECEIVED THE BEST IN GLOBAL INFLUENCE MENTION IN 2019 IN THE INTERNATIONAL COMPARISON OF FASHION SCHOOLS.

Source: www.businessoffashion.com

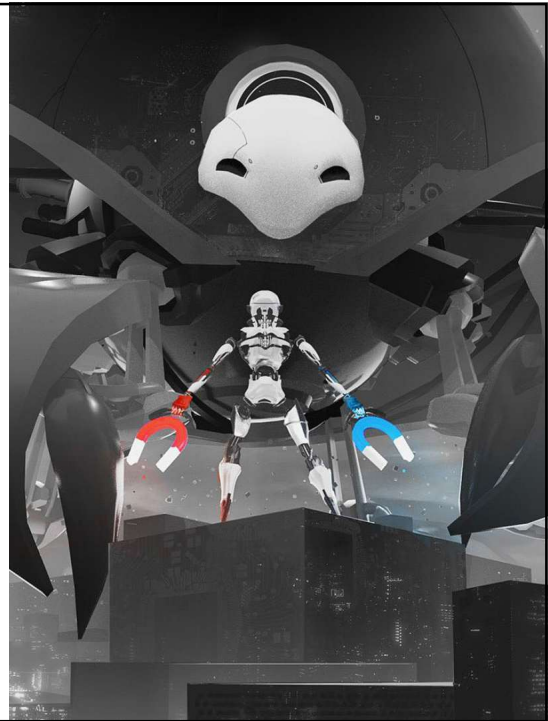
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Aalto University's art and design programmes were ranked by the QS World University Ranking as the 7th best in the world in 2020.

Source: www.aalto.fi

Plusminus game

Veera Hokkanen, Thomas Holmes,
Hannu Koivuranta, Antti Sandberg,
Helena Sorva and Juuso Toikka
Aalto University

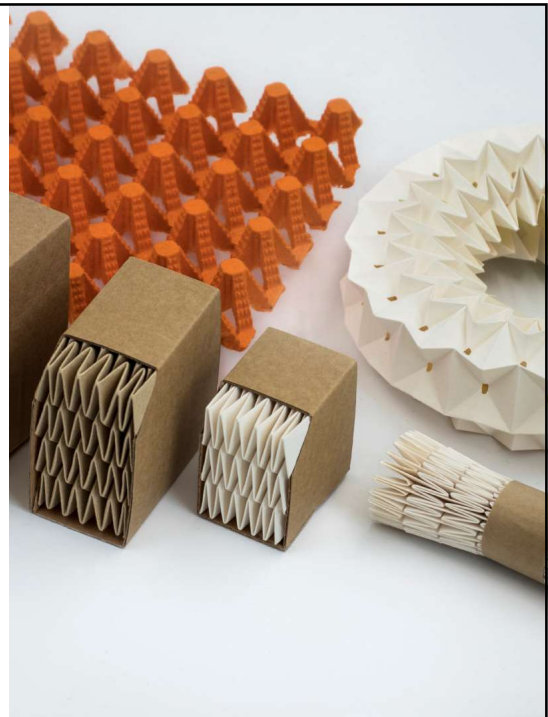


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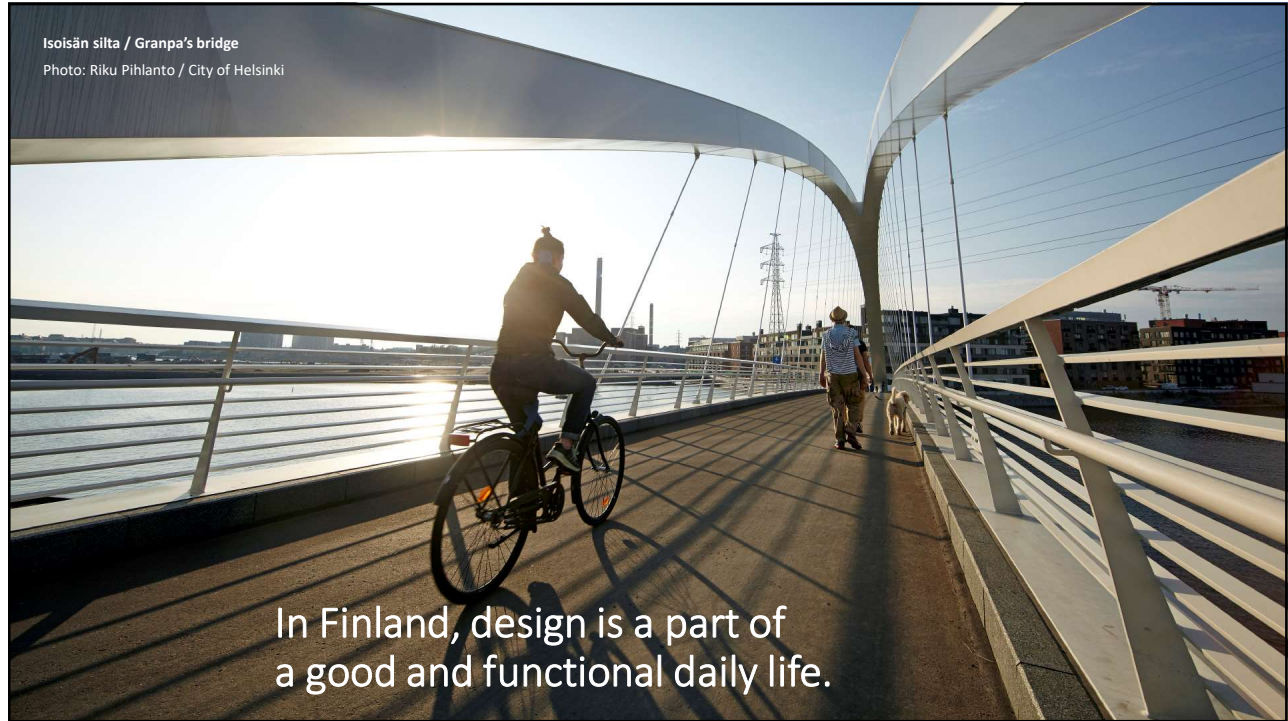
IDBM (International Design Business Management) was one of the first study modules in the world that combined business sciences, engineering sciences and design education.

Future Packaging prototypes

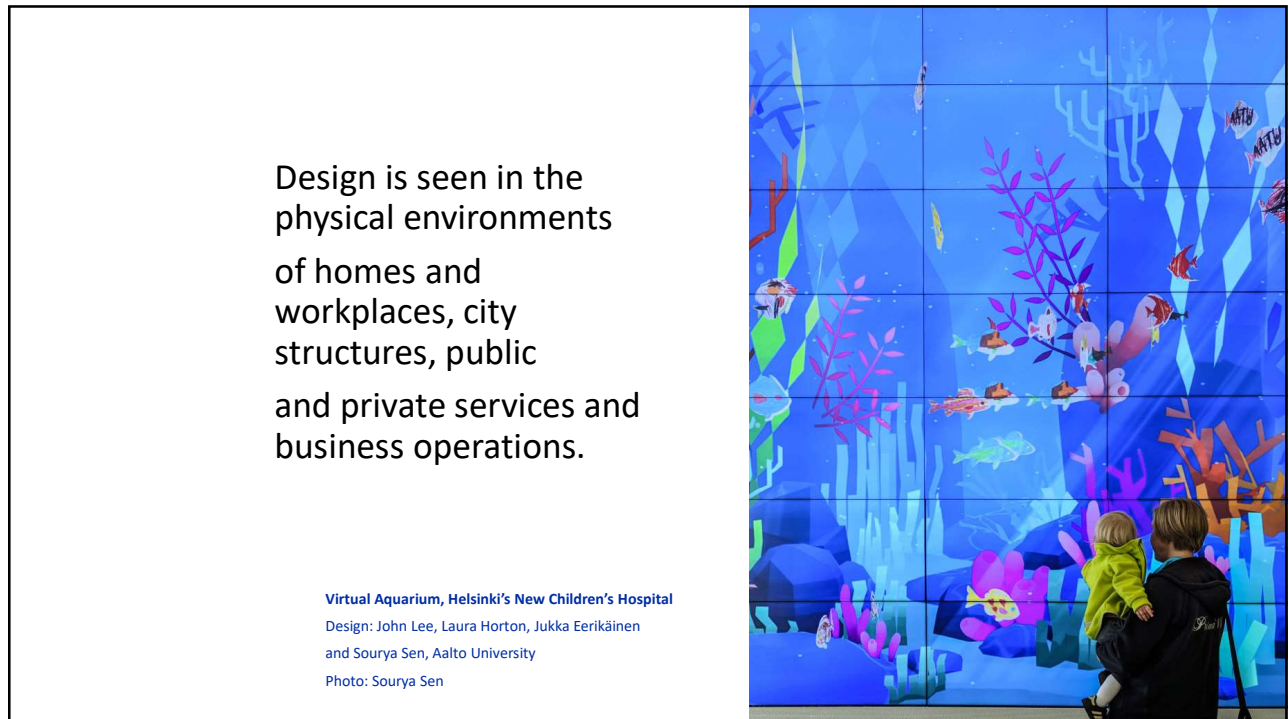
Fold & Sustain, CoCeA, Aalto University
Photo: Anastasia Ivanova



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We believe that good design is **everybody's right.**