

HIRAMEKI

DESIGN × FINLAND

PUS – POP UP SHOP OF HIRAMEKI

THE LOVE CHAIR COLLECTION WITH
HIRAMEKI DESIGN × FINLAND

OCT 26 – NOV 8 2011 10:00–20:00

ISETAN SHINJUKU STORE
5TH FLOOR, ISETAN LIVING
3-14-1 SHINJUKU, SHINJUKU-KU,
160-0022, TOKYO

AALTO + AALTO
CHAO & EERO JEWEL
EERO AARNIO
ELINA HELENIUS
HEINI RIITAHUHTA
ILKKA SUPPANEN
JOHANNA GULLICHSEN
KAUNISTE
KITTA PERTTULA
KLAUS HAAPANIEMI
KOKORO & MOI
LAURA JÄRVELÄINEN (FOKUS FABRIK)
MAI OHTA
MAJAMOO
MUOVO
MUSUTA LTD.
NENE TSUBOI
NORA FLEMING (YATTA)
PAOLA IVANA SUHONEN (IVANA HELSINKI)
PEKKA HARNI (HARNI-TAKAHASHI)
SAANA JA OLLI
SAMULI NAAMANKA
SUPERYELLOW
YUKA TAKAHASHI (HARNI-TAKAHASHI)

TERVETULOA!
WWW.HIRAMEKIDESIGN.COM

THIS YEAR HIRAMEKI DESIGN × FINLAND INTRODUCES STORIES OF LOVE COMMUNICATION TOLD BY FINNISH DESIGNERS, TOGETHER WITH ISETAN, ONE OF THE MOST REMARKABLE DEPARTMENT STORES IN JAPAN.

IN AUTUMN 2010 AT THE TOKYO DESIGNERS WEEK, THE LARGEST EVER FINNISH DESIGN EXPORT INITIATIVE HIRAMEKI DESIGN × FINLAND WAS PRODUCED BY DESIGN FORUM FINLAND IN LIVING DESIGN CENTER OZONE. THE EXHIBITION, WITH 64 DESIGN COMPANIES, DESIGN AGENCIES AND DESIGNERS FROM FINLAND, PRESENTED THE JAPANESE PUBLIC WITH A FRESH AND MULTIFACETED IMAGE OF CONTEMPORARY FINNISH DESIGN. THE SUCCESS OF THIS EVENT HAS BROUGHT FROM JAPAN MANY POTENTIAL SUGGESTIONS OF COLLABORATION WITH FINNISH DESIGNERS AND DESIGN COMPANIES.

HIRAMEKI DESIGN × FINLAND WAS INVITED TO CO-OPERATE WITH ISETAN SHINJUKU, TOKYO, AT THEIR EVENT ISETAN LIVING DESIGN TIDE TOKYO 2011 UNDER THE THEME “LOVE COMMUNICATION”. THE LOVE CHAIR COLLECTION WITH HIRAMEKI DESIGN × FINLAND CONSISTS OF ONE HUNDRED CUSTOMIZED AND CHAIRS, MANUFACTURED BY THE FINNISH FURNITURE COMPANY ARVO PIIROINEN OY. 24 FINNISH DESIGNERS, TOGETHER WITH JAPANESE DESIGNERS, CREATED SPECIAL GRAPHICS AND PATTERNS ACCORDING TO THE THEME “LOVE COMMUNICATION”. THESE ARE UNIQUE CHAIRS AT SPECIAL PRICES.

PUS – POP UP SHOP OF HIRAMEKI IS READY TO BE OPENED IN ORDER TO INTRODUCE A NEW PHASE OF MARKETING FINNISH DESIGN IN ADDITION TO THE LOVE CHAIR COLLECTION. THE SERIES OF PRODUCTS FROM PUS (WHICH ALSO MEANS “KISS” IN FINNISH) WILL BRING LOVELY SMALL EXPERIENCES TO THE LIFE OF CUSTOMERS. AT PUS – POP UP SHOP OF HIRAMEKI, MANY FINNISH LIFESTYLE ITEMS ARE AVAILABLE FOR THE FIRST TIME IN JAPAN, WITH THE AID OF AMBITIOUS AGENCIES.

HIRAMEKI DESIGN × FINLAND IS PART OF THE WORLD DESIGN CAPITAL HELSINKI 2012 PROGRAMME. HELSINKI IS THE WORLD DESIGN CAPITAL FOR 2012. THE WORLD DESIGN CAPITAL IS AN INITIATIVE BY THE INTERNATIONAL COUNCIL OF SOCIETIES OF INDUSTRIAL DESIGN (ICSID) THAT CELEBRATES THE MERITS OF DESIGN. HELD BIENNIALLY, IT SEEKS TO HIGHLIGHT THE ACCOMPLISHMENTS OF CITIES THAT ARE TRULY LEVERAGING DESIGN AS A TOOL TO IMPROVE THE SOCIAL, CULTURAL AND ECONOMIC LIFE OF CITIES. THE WDC HELSINKI 2012 YEAR WILL BE OFFERING AN EXCITING, YEARLONG PROGRAMME OF DIVERSE DESIGN-RELATED EVENTS AND PROJECTS ACROSS THE CAPITAL CITY AND SURROUNDING AREAS.

WWW.HIRAMEKIDESIGN.COM
WWW.WDCHELSINKI2012.FI

ACCESS

ISETAN SHINJUKU STORE, 5TH FLOOR, ISETAN LIVING
3-14-1, SHINJUKU, SHINJUKU-KU, 160-0022, TOKYO

RELATED EVENTS

1. OPENING EVENT WITH WORLD DESIGN CAPITAL HELSINKI 2012
(BY INVITATION ONLY)

THURSDAY 27.10.2011, 17:00-19:00

GALLERY 1 AND ATRIUM,

LIVING DESIGN CENTER OZONE

SHINJUKU PARK TOWER 1F,

3-7-1 SHINJUKU, NISHI-SHINJUKU-KU, 160-0023, TOKYO

2. DESIGNER JUKKA KORPIHETE – DREAMING OF LIGHT EXHIBITION

28.10.-6.11.2011

GALLERY 1,

LIVING DESIGN CENTER OZONE

OPENING PERFORMANCE “SHADOW OF YUGAO”

PERFORMED BY RYOKO AOKI

MUSIC BY JUHA T. KOSKINEN

THURSDAY 27.10.2011, 17:00, 18:15

3. PRESS EVENT AT ISETAN LIVING (BY INVITATION ONLY)

WEDNESDAY 2.11.2011, 20:30-

ISETAN SHINJUKU STORE, 5TH FLOOR, ISETAN LIVING

3-14-1 SHINJUKU, SHINJUKU-KU, 160-0022, TOKYO

CONTACTS

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**HIRAMEKI DESIGN × FINLAND IS PRODUCED BY
DESIGN FORUM FINLAND.**

PARTNERS OF EVENTS:

ISETAN SHINJUKU

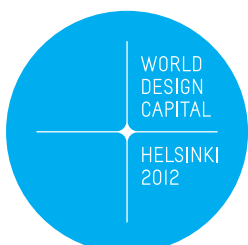
EMBASSY OF FINLAND, TOKYO

THE FINNISH INSTITUTE IN JAPAN

FINLANDIA VODKA

LIVING DESIGN CENTER OZONE

WORLD DESIGN CAPITAL HELSINKI 2012



DESIGN
FORUM

FINLAND