



NEW  
FINNISH  
DESIGN

DESIGN FORUM FINLAND  
THE CONSULATE GENERAL OF FINLAND NEW YORK  
THE FINNISH CULTURAL INSTITUTE IN NEW YORK

[WWW.HARDCOREDESIGN.NET](http://WWW.HARDCOREDESIGN.NET)

FOR IMMEDIATE RELEASE:

May 2, 2008

### **Finnish designs take over Meatpacking District during New York Design Week 2008**

**HARDCORE New Finnish Design will showcase 25 individual design projects and concepts from Finland presented in collaboration with major Finnish design companies. The exhibition will be the centerpiece of Meatpacking District Design Week May 17-19, 2008.**

The HARDCORE exhibition combines a curated selection of innovative concepts and projects realized by designers and design companies from Finland and a HARDCORE lounge hosted by major Finnish design companies Iittala, Artek and Marimekko.

The HARDCORE exhibition defines the essence of today's Finnish design. It gives a timely view on Finland's unique design scene through the eyes of exhibition curator, world renowned designer Ilkka Suppanen. The exhibition underlines the innovative and slightly extreme nature of Finnish design. The presented work focuses on the essence of the specific design problems at hand in their particular context. The designs in the exhibition cover a broad range of design fields from graphic design to fashion and product design. The exhibition also highlights Helsinki as an innovative design capital of Scandinavia.

The projects included in the curated section of the exhibition are by Noa Bembibre, Fokus Fabrik, Jaana and Päivi Haaksiluoto, Kokoro & Moi, koneHelsinki, Harri Koskinen (Genelec), Yrjö Kukkapuro and Henrik Enbom (Saas Instruments), Janne Kyttänen (Freedom of Creation), Hannu Kähkönen (Creadesign), Mikko Laakkonen (Selki-Asema, Covo), Kristiina Lassus (Alessi), Arihiro Miyake, Mikko Paakkanen (Saas Instruments), Pentagon Design (Tikkurila), Provoke Design, Anne Kyyrö Quinn, Anna Ruohonen, Stepan Sarpaneva, and Tonfisk Design.

The HARDCORE exhibition is organized by Design Forum Finland, the Consulate General of Finland in New York and the Finnish Cultural Institute in New York, and presented in collaboration with the Meatpacking District Initiative and Abe NYC, Inc. New York magazine is the official media sponsor. The exhibition is supported by Alfred Kordelin Foundation, Digital Society, Finlandia Vodka, the Finnish Tourist Board, Genelec, Icelandair, Greater Helsinki Promotion, Helsinki City Tourist and Convention Bureau, the Ministry for Foreign Affairs of Finland, the Ministry of Education in Finland, and the National Council for Design.

**Hours:** Saturday, May 17 12-5 pm, Sunday, May 18 12-8 pm and Monday, May 19 12-6 pm

**Address:** 413-415 West 14th Street, New York, NY 10014 (Between 9th Ave and Washington St)

For more information, visit [www.hardcoredesign.net](http://www.hardcoredesign.net) or contact,

#### **United States**

Magdalena Herrgård  
Consulate General of Finland, New York  
[magdalena.herrgard@formin.fi](mailto:magdalena.herrgard@formin.fi)  
T +1-212-750-4400  
M +1-917-362-2160

#### **Europe**

Aila Kolehmainen  
Design Forum Finland  
[aila.kolehmainen@designforum.fi](mailto:aila.kolehmainen@designforum.fi)  
T +358-9-6220 8121  
M +358-41-538753

"HARDCORE IS USED TO REFER TO AN EXTREME DEDICATION TO A SPECIFIC ACTIVITY OR TO SOMETHING MORE INTENSE THAN THE REGULAR MAINSTREAM. IT CAN ALSO BE UNDERSTOOD AS THE MOST AUTHENTIC PART OR THE ESSENTIAL CORE OF SOMETHING. AS SUCH, IT CAN BE USED TO CHARACTERIZE FINNISH DESIGN."

– CURATOR, ILKKA SUPPANEN