





# FINLAND — A DESIGN COUNTRY FAR BEYOND ITS SIZE

2020



Finnish design combines practicality and functionality, consideration for the users, a solution-focused approach, and equality.

**Planmeca Viso G5**  
3D imaging unit  
Photo: Dino Azinur





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







The design industry has long and distinguished traditions in Finland.

Fiskars clothes

Design: Maria Korkeila

Photo: Alisa Martynova /  
Fiskars Finland Oy Ab



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





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







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

**Vallila x Ervin Latimer**

2<sup>nd</sup> 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.**



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](http://www.ornamo.fi)

Sulapac straws

Photo: Sulapac





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

**Korvaa, concept headphones**

The Korvaa Initiative

Design: Aivan



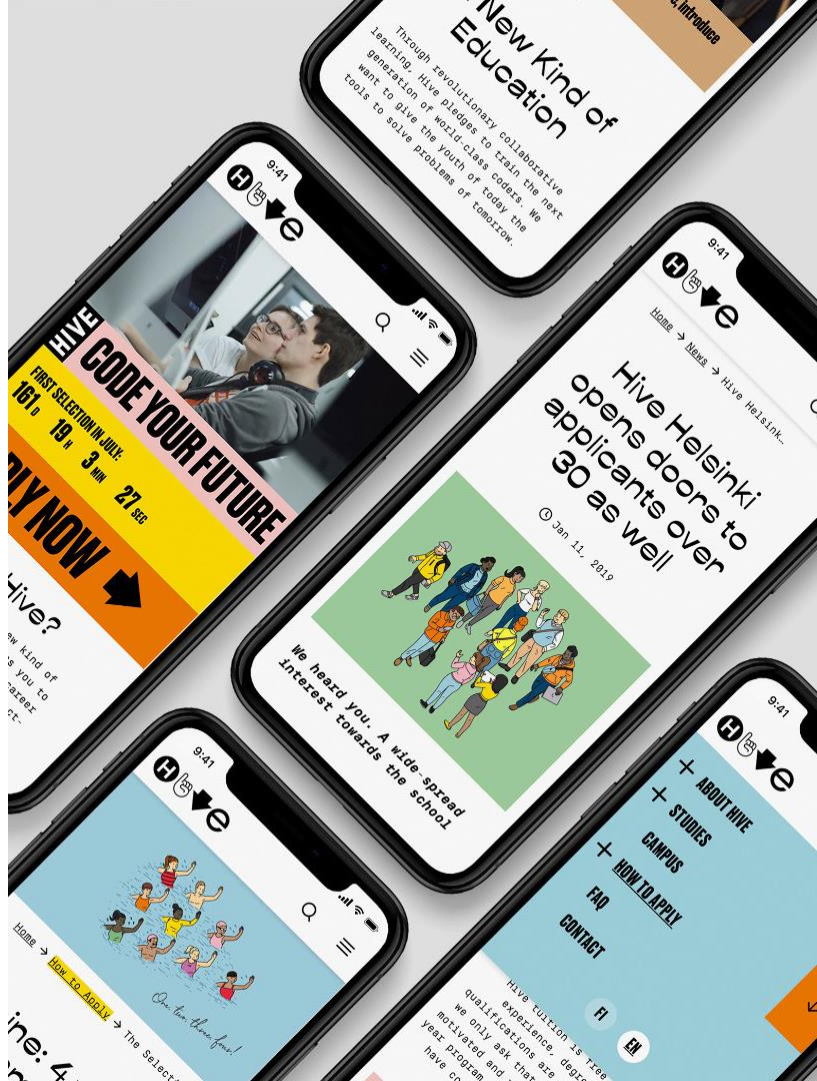




Another current trend is  
the design of digital  
environments.

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

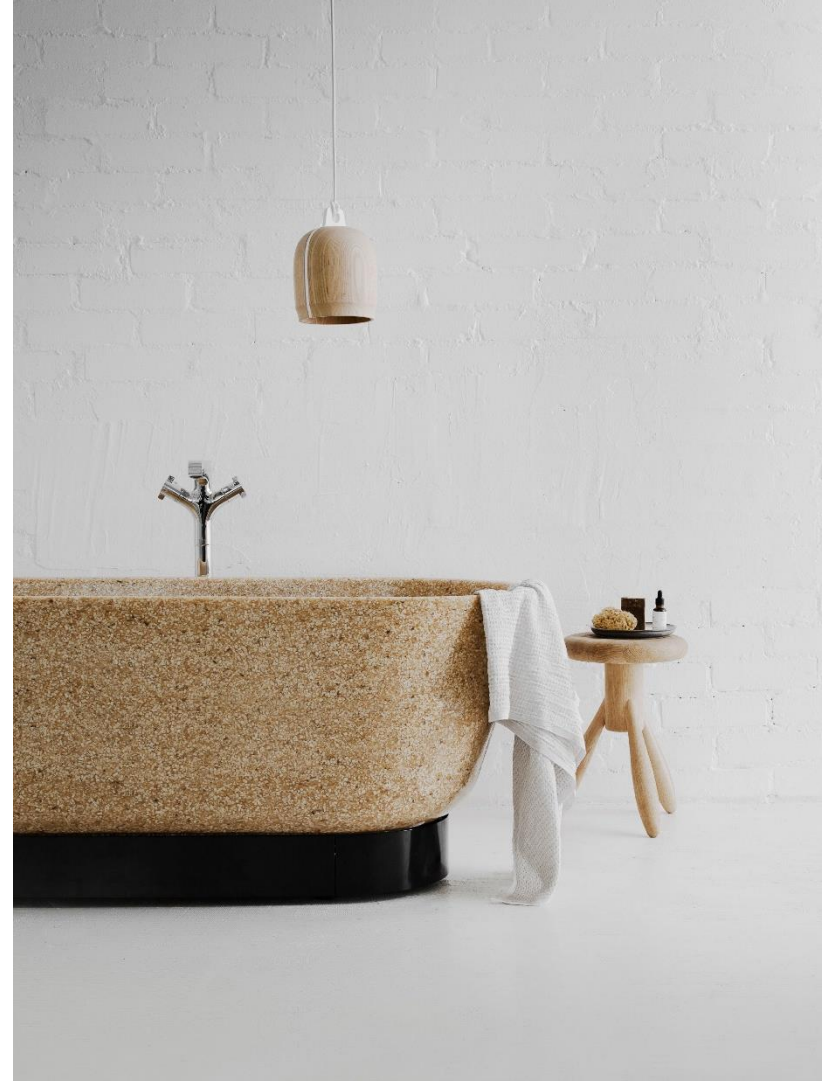




The aim is to increase the use of design competence particularly at businesses' strategic level, when its influence on business is the most effective.

**Woodio bathtub**

Photo: Martti Järvi / Woodio Oy





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**Design is a part of national decision making.**



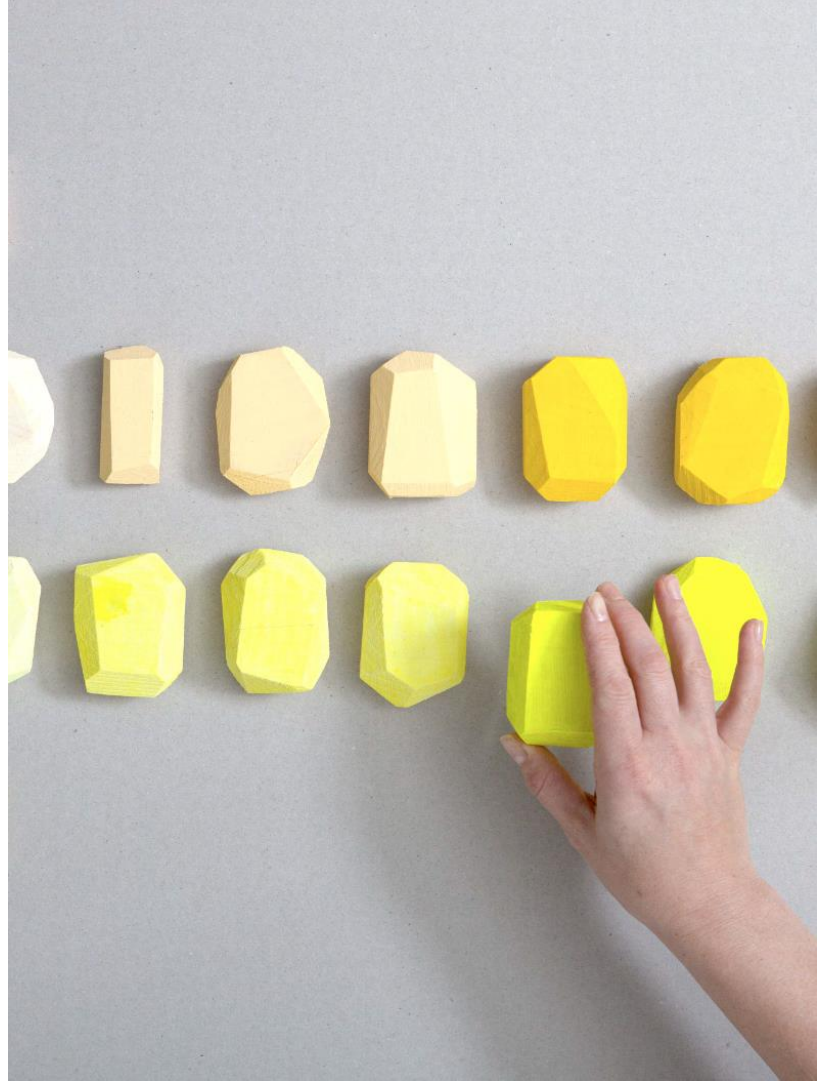


The first national design policy programme, *Muotoilu 2005!*, was launched back in 1999, making it the first in the world. The second national design programme, *Design Finland*, was launched in 2013.

Samples

Omuus

Photo: Simo Viitanen





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





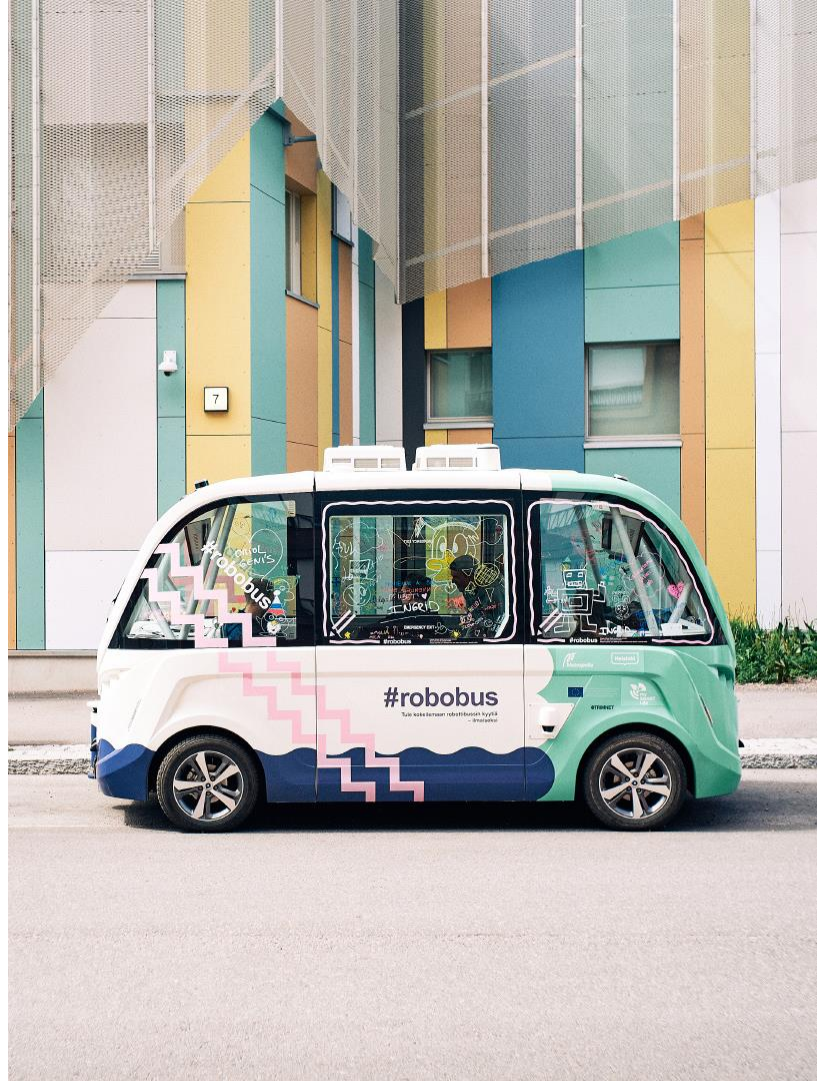
At the moment, the focus areas are bio and circular economy, smart technologies and the design related to them.

Source: [www.businessfinland.fi](http://www.businessfinland.fi)

**A robot car**

Smart Kalasatama

Photo: Jussi Hellsten /  
City of Helsinki







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



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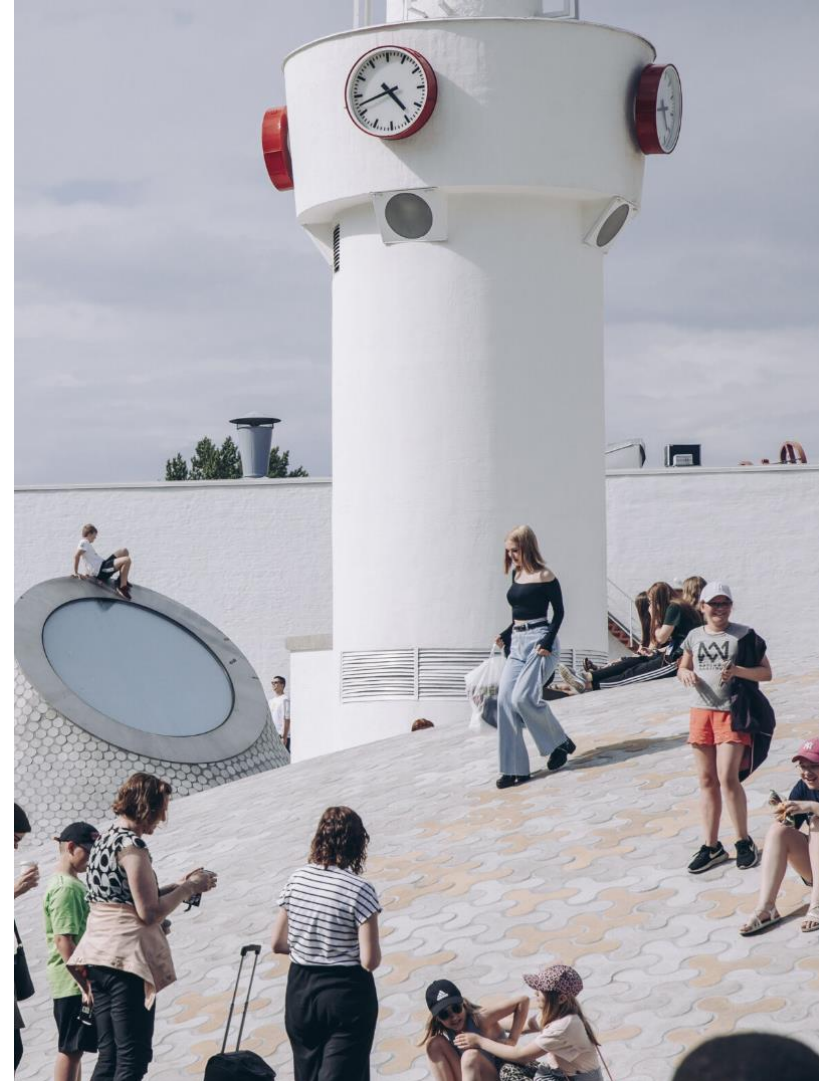
**In 2012, Helsinki was the World  
Design Capital, and in 2014 it was  
named UNESCO's City of Design.**



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







Flow Festival

Photo: Jussi Hellsten /

City of Helsinki





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: Aleksi Poutanen





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](http://www.businessoffashion.com)



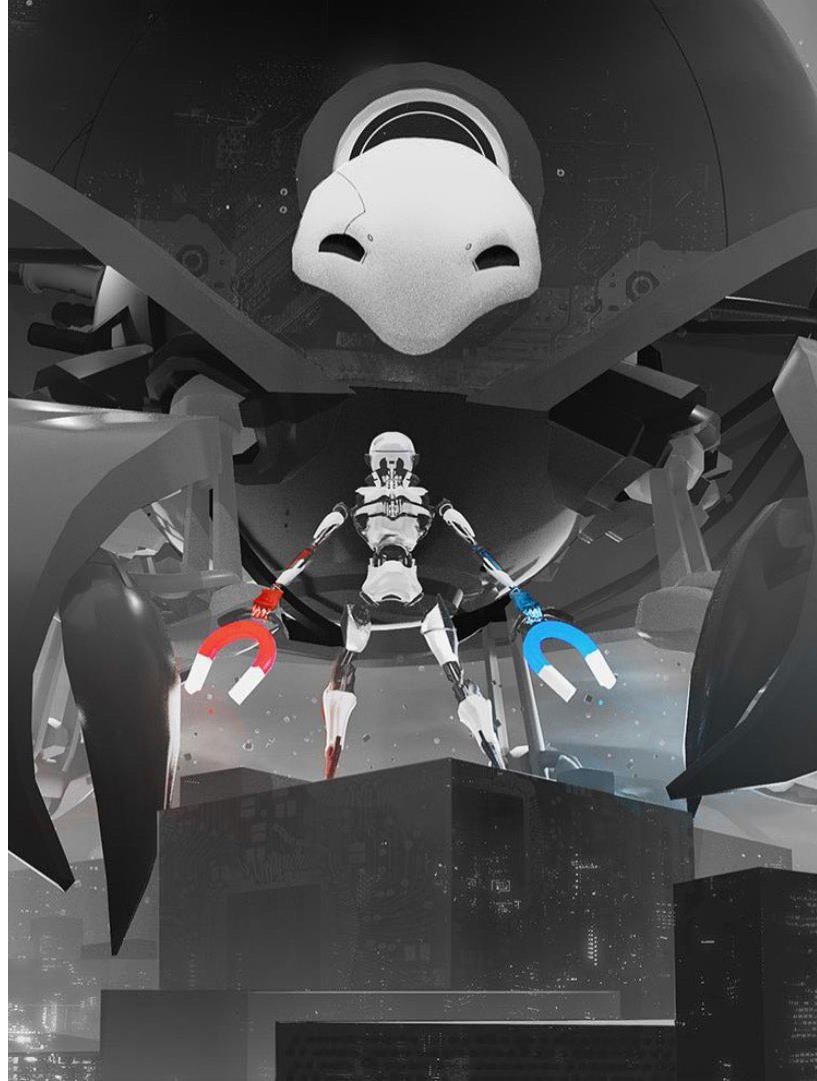


Aalto University's art and design programmes were ranked by the QS World University Ranking as the 7th best in the world in 2020.

Source: [www.aalto.fi](http://www.aalto.fi)

**Plusminus game**

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



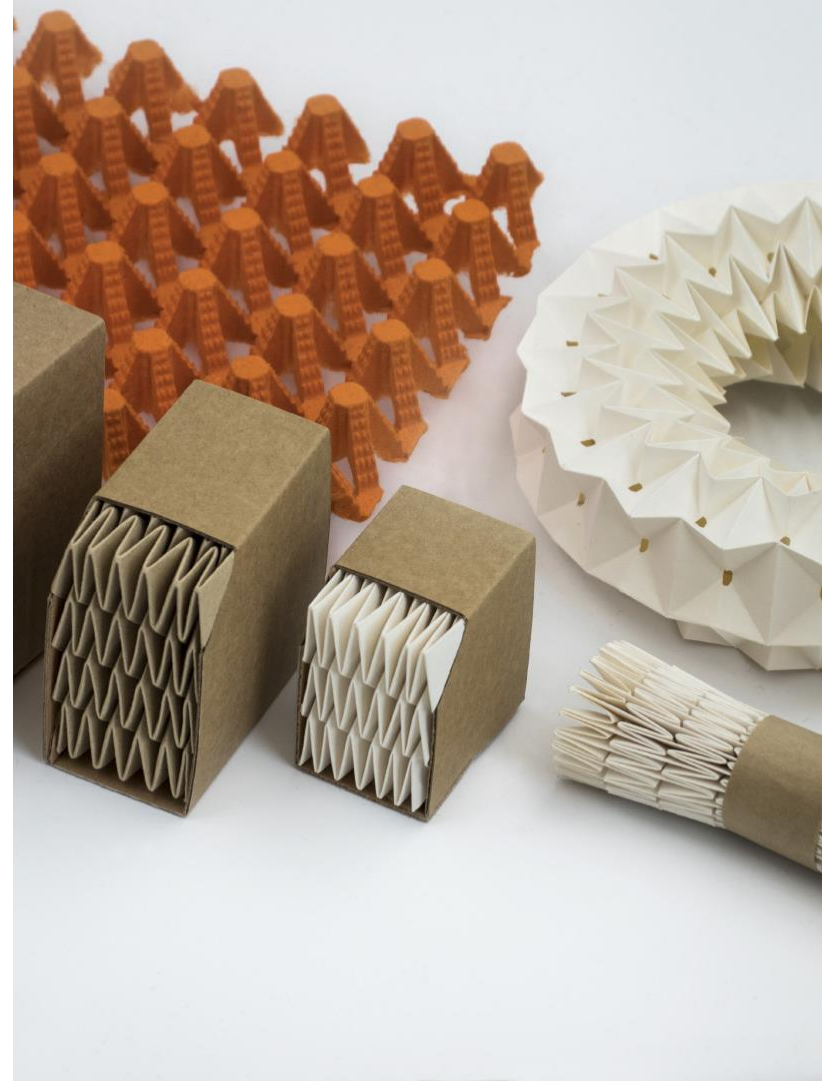


IDBM (International Design Business Management) was one of the first study modules in the world that combined business sciences, engineering sciences and design education.

**Future Packaging prototypes**

Fold & Sustain, CoCeA, Aalto University

Photo: Anastasia Ivanova



Isoisän silta / Granpa's bridge

Photo: Riku Pihlanto / City of Helsinki

A wide-angle photograph of the Granpa's bridge (Isoisän silta) in Helsinki, Finland, during sunset. The bridge features a modern, curved white metal railing and a wide, paved path. In the foreground, a person is riding a bicycle away from the camera, and further ahead, another person is walking a small dog. The sun is low on the horizon to the left, casting long, dark shadows of the bridge's structure and the people onto the path. The background shows a cityscape with buildings and a power line tower under a clear blue sky.

**In Finland, design is a part of  
a good and functional daily life.**





Design is seen in the physical  
environments  
of homes and workplaces,  
city structures, public  
and private services and  
business operations.

**Virtual Aquarium, Helsinki's New Children's Hospital**

Design: John Lee, Laura Horton, Jukka Eerikäinen  
and Sourya Sen, Aalto University

Photo: Sourya Sen







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