

PRESS RELEASE
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METAMORPHOSIS AND THE INSPIRING ENCOUNTER

Design students from the Lahti University of Applied Sciences Institute of Design and Konstfack, the University College of Arts, Crafts and Design in Stockholm, Sweden will be exhibiting their works in Helsinki on 13. September – 6. October 2011]. The Lobby Chairs by the students from Lahti were created using recycled furniture elements from Martela. The Stockholm students' creations, however, are interpretations of the theme "free forms of inspiring encounter". The opening will be September 13th, 2011 at the Helsinki WDC-house in the street-level showroom.

METAMORPHOSIS

In spring of 2011 design students from the Lahti University of Applied Sciences Institute of Design were challenged with creating a personal chair for a lobby around the theme of 'Inspiring encounter'. A clear task - but with a twist: only recycled items from Martela could be used. The works on display are the result. Each student picked two items and modified or combined their components to create a third item: a lobby chair of their own design. Use of other small parts in critical places (for example, screws or small structural elements) was allowed, but most of the materials were to be from the recycled pieces.

Other limitations were that the prototype should be actual size and must not exceed 900 mm³. Other important issues in the project were: ergonomics, strength, ease of production, ease of massification, and aesthetics.

Teacher: Designer Heikki Ruoho

INSPIRING ENCOUNTER

The contributions of the students from Konstfack, the University College of Arts, Crafts and Design in Stockholm were more generally defined. The students were tasked with considering and creating working environments that provide places for frequent accidental meetings and encounters. Anything that could promote such a space was open for use – from traditional elements like furniture to acoustical elements, color schemes, space design and anything between.

Teacher: Professor Vesa Honkonen

Martela's design director Petteri Kolinen had this to say about these projects: "Academic co-operation is of great importance to Martela. Students have bold and creative ideas for design challenges. Their thinking is purely idea-based, and their creativity is less limited by awareness of challenges and barriers. The result is often new and fresh points of view for everyday furniture and space solutions."

Martela Oy, a Finnish design company founded in 1945, specializes in complete and inspiring solutions for offices, schools, welfare institutions and more, across the entire supply chain.

Contact: Leena Puttaa-Sollo, Brand and Communication Manager, Martela Oyj
Mobile: +358 40 84 95 480
e-mail: leena.puttaa-sollo@martela.fi

Martela Oyj

phone	+358 (0)10 345 50
fax	+358 (0)10 345 5744
address	Takkatie 1, Box 44, FI-00371 HELSINKI
VAT	FI01148912
internet	www.martela.com