



## MEDIA RELEASE

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Turku University of Applied Sciences  
Degree programme in design



### Camp of design creativity

**Find your way to the Habitare-exposition in autumn and come explore the design-camp of Turku University of Applied Sciences, where instead of serving sausage is the newest design in the spirit of Kaj Franck.**

This year in Habitare the Ahead!-area's shared theme between design schools is in honor of Kaj Franck and his 100th year anniversary. Franck has affected on the everyday Finnish cultural objects more than any other designer and his visions still occur strongly on today's designs.

Our project began with a workshop on January 2011, where we orientated on the design philosophy of Kaj Franck. For our product design we searched for inspiration from examining different spaces and their purposes, we also searched surfaces and opposites while using Franck's teaching methods. On the basis of the workshop our school's students designed products, which brought out their own visions of the spirit of Kaj Franck. From these starting points there were born multiple different concepts, from which twelve were chosen to our exposition. The products represent different sorts of "franckism", such as versatility, ecology, simplicity, aesthetics, ease and wit. The designers are from different education programs, both industrial and product design as the textile and fashion design students. In the fair one will find amongst other things a foldable plate, a modern torch, a crochet light and other of our innovative ideas.

Camp of design creativity is greater than the sum of the products on display algae. We combined a private and public space and changed the traditional fair stand with limiting walls to an easily approachable space. Our Design-camp is an impressive ensemble, where in addition to the products one can experience a cellar, forever green lawn and wooden tents.

**Camp of creativity is on display in Habitare's Ahead!-area in the department 7s13 in Helsinki's Exhibition center between the 14th and 18th of September. The designers are also encountered in the stand during the fair. Take a look at our camp in the internet, [camp.turkuamk.fi](http://camp.turkuamk.fi) !**

Ask for more information:

**Suvi Jaukkuri**, Product design student  
suvi.jaukkuri@gmail.com  
p. +358 50 566 3648

**Tarmo Karhu**, Teacher of Product design  
tarmo.karhu@turkuamk.fi  
p. +358 44 907 4596