



Helsinki **FRESH**

**Fresh Agency: Helsinki *FRESH* Project**  
Year Report 2011-2012

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Participating Designers: Jenni Ahtiainen / gTie, Jenni Alava, Antti Asplund, Federico Cabrera, Jasmin Mishima / GILLES ET DADA, Nina Jatuli, Laura Järveläinen / Fokus Fabrik, Marita Huurinainen, Salla Kangasniemi, Miia Pöytälaakso, Minttu Wikberg / Pattern Bakery, Ilja Karsikas, Piia Keto ja Marjo Kuusinen / KAKSITVÄ, Diana Luganski, Naoto Niidome, Nithikul Nimkulrat / Ini Creation, Katri Niskanen / design by katri/n, Hanna Sarén, Emilia Tapprest, Jenni Tuominen, Marjut Uotila / Dusty, Aino Vainio / I know why no, lina and Milla Kettunen / Month of Sundays



## Introduction

### Short description of the project

Helsinki FRESH exhibition was organised by Fresh Agency and showcased the 25 most interesting Finnish fashion designers, accessory designers, illustrators and photographers in Berlin 14.06.-08.07.2012. The three week long exhibition took place in Direktorenhaus gallery in Berlin and celebrated the World Design Capital Helsinki year 2012. In addition the agency produced a book, Helsinki FRESH: 25 young creatives, about the participating designers.

The aim of the exhibition was to create a platform for Finnish designers, illustrators and photographers to show their work in one of the most fast growing art and design capitals of Europe and to create future collaboration possibilities in the field of cultural exchange between Helsinki and Berlin. The exhibition took place in June, which is the most interesting month for design in Berlin, since it is also the time of DMY Design Festival and Berlin Fashion Week.

The target of this happening was not only the creation of links between designers and investors, but especially to bring the design closer to everyday people and everyday life, which is the core soul of Finnish design.

The agency behind the exhibition is FRESH agency, an independent co-operative, which was launched in 2011 (registered 2012). The Fresh Agency's aim is to generate, distribute and promote Finnish design and art and to produce curated touring exhibitions, arrange happenings and special venues with designer talks.

Although the agency mainly promotes its member designers works, it is curious of other designers to participate in the projects, since the goal is to create a living network between individual designers and organizations.

The exhibition Helsinki FRESH is the concept of Finnish Master of Arts Oona Colliander, who lives and works in Berlin and in Helsinki. Colliander was the Director of this project together with Helsinki-based media-artist LiisaTervinen as the Producer.

Colliander's background is in fashion design and event production in Finland as well as abroad. Tervinen is currently studying in the Aalto University in the Department of Media of the School of Art and Design, but she also works as a jewelry designer and has background in project management.



## Concept

### Preparation of the Concept

The origins of the idea of the Helsinki Fresh exhibition came from the announcement of Helsinki becoming the World Design Capital in 2012.

Colliander started conceptualizing a project that would take part of the open call for applications for satellite events of World Design Capital Helsinki 2012. As a designer, she felt that it was important to take part in this event somehow and started to brainstorm about different possibilities.

Due to her background in fashion and in event and exhibition organizing, the idea developed into a satellite exhibition that would be concentrating on Helsinki based fashion designers and actors in the fashion industry.

The original idea included also a series of designer dinners, that had the function of promoting the upcoming event and of creating actual contacts and ties between different stakeholders in the two cities. Unfortunately the lack of time from the organizing team and the budget restrictions didn't allow for this to happen.





## Final Concept

### Detailed description of the project

#### **The Key Aims of the project:**

1. To create a new channel for presenting Finnish designers globally.
2. Offer design field stakeholders/actors/operators in Europe and in the world Finnish design.
3. Create cultural exchange between Berlin and Helsinki and advertise World Design Capital Helsinki 2012.
4. Encourage tourism towards Helsinki.

#### **Target Groups:**

1. Designers living and/or working in Helsinki, who will get visibility and contacts in the international markets.
2. Design stakeholders/actor/operator in Finland, Berlin and the world who will gain knowledge of Finnish designers and design.
3. The visitors of Berlin Fashion week and Design week, and the consumers in Berlin, who will gain knowledge of Finnish design, Finnish culture and tourism towards Finland.

#### **Background and cooperation:**

See chapter on Collaborators.

#### **Plan of realisation:**

The aim is to create a new culture export concept that is easily repeatable and that supports sustainability, creative knowledge and knowhow and that will support Finnish design export internationally.

#### **Expected results:**

- growth in cultural exchange between
- growth of knowledge of Finnish design
- growth of the sales of the represented designers
- growth of interest towards Helsinki as a innovative design concentrated city

## Selection of the designers

Approximately 80 designers were contacted in order to ask for their interest to participate in the Helsinki FRESH exhibition. Out of those, 40 designers answered positively and 25 were selected based on their applications.

In the evaluation of the applications the following things worked as criteria:

- Designers relationship with Helsinki (working or living there)
- Designers had to have already founded a company and have the willingness to expand their sales internationally, especially to Germany
- They weren't allowed to be too big, with own distribution channels or retailers in Berlin
- Designers had to be "fresh" and propose an interesting application



## Helsinki FRESH Designers in Berlin summer 2012

### CLOTHING AND ACCESSORY

Jenni Ahtiainen  
Jenni Alava  
Antti Asplund  
Marita Huurinainen  
Nina Jatuli  
Piia Keto &  
Marjo Kuusinen  
Milla & Iina Kettunen  
Naoto Niidome  
Katri Niskanen  
Hanna Sarén  
Marjut Uotila  
Aino Vainio

### TEXTILE AND ILLUSTRATION

Laura Järveläinen  
Salla Kangasniemi  
Ilja Karsikas  
Nithikul Nimkulrat  
Miia Pöytälaakso  
Jenni Tuominen  
Minttu Wikberg

### PHOTOGRAPHY AND VIDEO

Federico Cabrera  
Diana Luganski  
Jasmin Mishima  
Emilia Tapprest

## Berlin based designers in Helsinki

In spring 2012 Fresh Agency brought clothes and accessories of Butterfliesoulfire and Reality Studio to Design Forum Shop in Helsinki. The sales were very good and future collaboration with all partners has been planned.



## **Design Forum Berlin pop up shop at the Helsinki FRESH exhibition**

As exchange for the spring, Design Forum Shop held a small pop up at the Helsinki FRESH exhibition in Berlin. It showcased high quality design products from Mifuko, Saana ja Olli, Kakara, Poola Kataryna, Costo, ChoCho, Anne Törnroos, &Bros, Napa Illustration, VERSO Design, Johanna Gullichsen and Anna Hilinen. The sales were modest, but all the designers were very well presented at the shop. Exhibition visitors visited the shop – usually twice – during their visit as it was located in the first floor of the exhibition and they came back to thank and give feedback to the sales clerk.

## **Other Finnish actors of the creative sector**

Each event gathered together also other actors of the Finnish creative scene, like dancers, musicians, hosts, DJ's, chefs, writers and photographers.

Just to state a few: Chef Oona Bondestam created a Helsinki FRESH menu for the press conference and for the exhibition opening. Ivan Puopolo hosted together with Eino Anttila the book release party. The Wannabe Ballerinas were performing at the book release party, but they also came to Berlin for the Fashion Week sales event. Pretty Bruises Squat was performing at the exhibition opening and Aves played a live gig on the Direktorenhaus terrace during the midsummer party.





## **Helsinki FRESH Exhibition June - July 2012, Direktorenhaus Berlin**

The Exhibition space in the Direktorenhaus constituted of two floors, 12 small rooms, two long corridors and one big staircase.

Each designer was given a space where they could create their own universe through an installation.

Together with the designers, the curator created a coherent but surprising show where the visitor could walk through the rooms and experience a wide scale of emotions of the different universes.

Art Direction and curator: Oona Colliander  
Producer: Liisa Tervinen

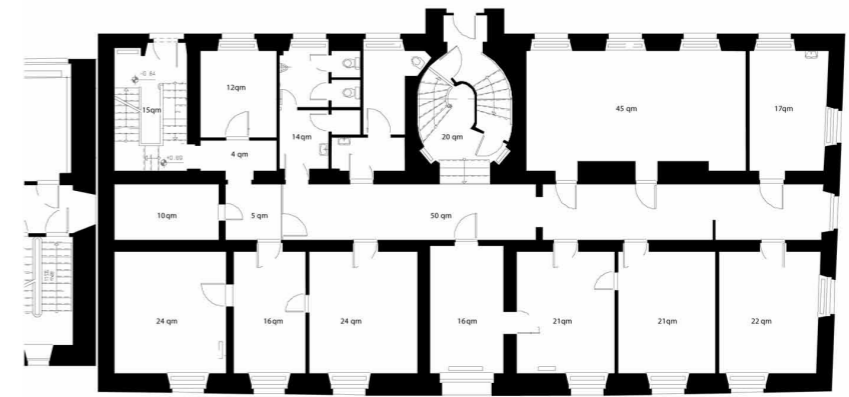


# Space Concept

The space that Direktorenhaus offered worked as an initial trigger for the whole concept of the exhibitions spatial design. The two main floors and small rooms created a division in the space, very particular compared to other galleries.

The core idea was to offer to each designer their own room or space, so that they can create their own creative world within and express it in a unconventional way. The exhibition should present in addition to fashion, the research behind it and the sources of inspiration for the designers.

Each designer also selected a neighborhood in Helsinki, that would present this way also the city to the visitors of the exhibition.

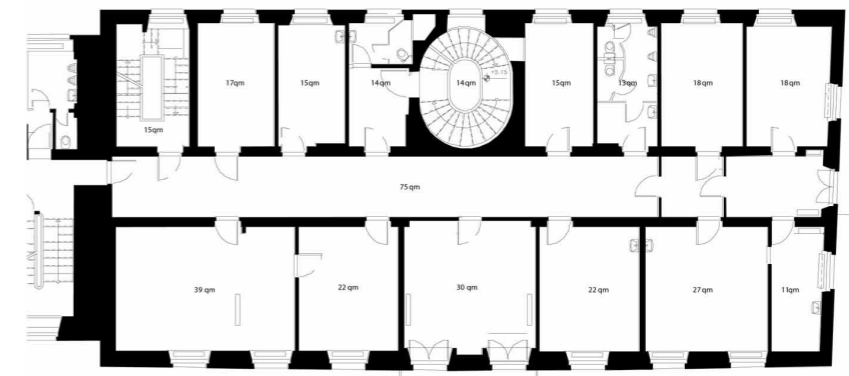


Gesamtfläche: ca. 336 qm

Gesamtfläche	EG	336 qm
	OG 1	365 qm
	OG 2	355 qm
	OG 3	316 qm
Gesamtflächen Direktionshaus:		1.372 qm



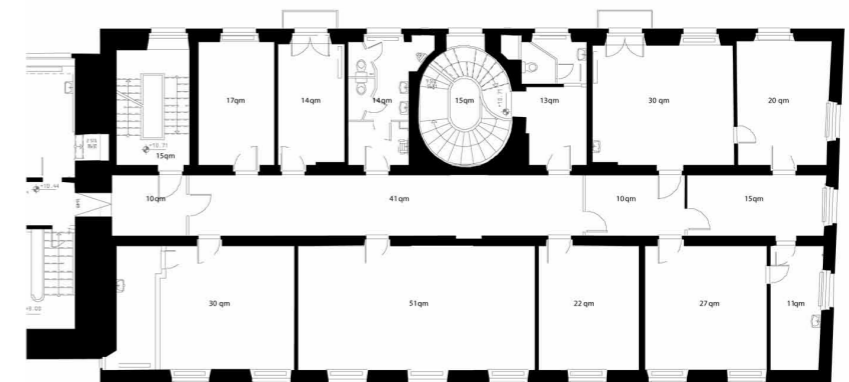
EG



Gesamtfläche: ca. 365 qm



OG 1



Gesamtfläche: ca. 355 qm



OG 2





## Helsinki FRESH Building

The building of the exhibition took 4 full days of assembling, painting, screwing, hammering, hanging, measuring and cleaning. The agency used the manpower of 8 Helsinki FRESH workers, 12 designers and 10 volunteers. The cook and two kitchen assistants fed the team. Approximately 400m of fishing yarn, 100 meters of rope and 48m of wooden laths were used. There were also 3 professional technicians helping with sound and projection installations and cabling of the electricity in a house that's sockets date from the beginning of the century.







**Suomenlinna:**  
**Antti Asplund (b. 1981)**  
*Fashion designer since 2007 for his own Antti Asplund label*

*Maiden  
Dress  
Material: Linen*







**Punavuori: Marita Huurinainen (b. 1975)**

*Fashion and shoe designer for her own label Studio Marita Huurinainen since 2003.*

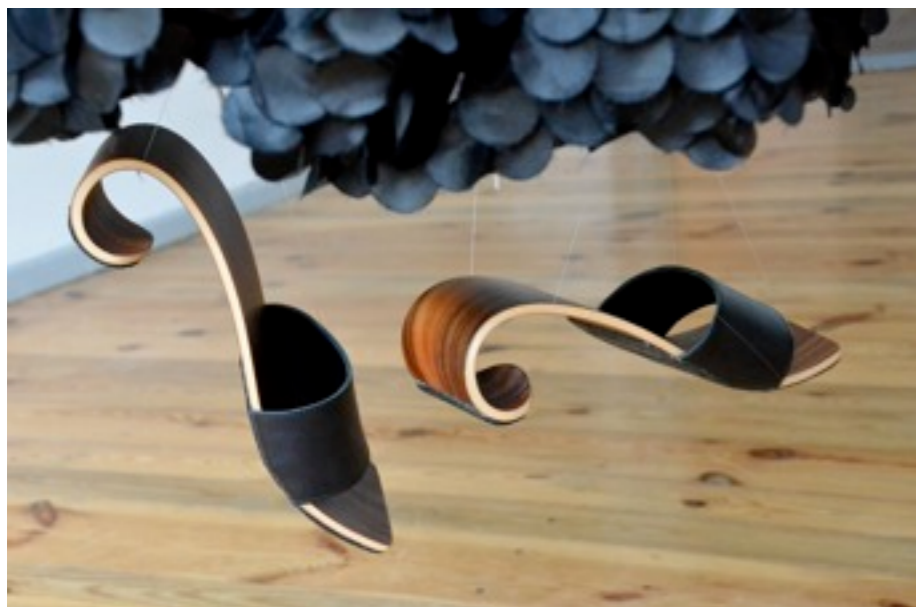
*Timeline*

*Photographic Sculptures*

*Material: Prints on acrylic plates, birch wood, wild marten fur, wool, silk plissee*

*In the black and white photographs of Punavuori, history blends into the present. Design also connects the past with the future. The Wave shoes represent Finnish design tradition but in a new and innovative way. Wave – Wild Finnish Fur products are made of the fur of quota hunted animals or animals that have died in traffic. These products are labeled with the WFF- logo (Wild Finnish Fur).*

*Photographs by Victoria Spiridonova*







**Viiskulma:**  
**KAKSITVÄ** Marjo Kuusinen (b. 1980) and Piia  
Keto (b. 1978)  
*Fashion designers for their label KAKSITVÄ since  
2005*

*Block party  
Textile Sculpture  
Material: Recycled materials*

*KAKSITVÄ brings the party!*







**Korkeasaari:**

**Jenni Tuominen (b. 1976)**

*Textile designer and illustrator for her and her husband Jukka Pylväs' own label, Sorsapukki, since 2006*

*No title*

*Screen prints on cotton, leather and fake leather*

*Material: Marimekko fabrics, footstools, Sorsapukki prints on furniture and pillows*

*I am inspired by controlled chaos.*

*Sponsor: Finnish Cultural Foundation: fund of Armi Ratia*







**Kallio:**

**gTie Jenni Ahtiainen (b. 1976)**

*Accessory designer for her own label gTie since 2007*

*Skin*

*Photo Exhibition*

*Material: Leather, cashmere, silk, silver, lace, studs and fur*

*gTIE is a Finnish collection of neckwear for men and women. Instead of the traditional tie models gTIE concentrates on exceptional choice of shapes, ways of wearing and materials such as steel, leather and lace. The exhibition explores different kind of materials on skin.*

*Photographs by Mikko Rasila.*







**Kaivopuisto: Ilja Karsikas (b. 1978)**

*Illustrator since 2003*

*Kaivopuisto*

*Illustration and soundscape for an essay*

*Material: Print on canvas, stickers, soundscape*

*Ilja Karsikas creates illustrations for companies, organizations, publishing houses, record labels etc. He has been illustrating professionally since 2003 when he graduated from Lahti Institute of Design. Geometric shapes, vivid colours and the trees are the essential elements of his art.*

*Music by Samae Koskinen. Text by Antti Nylén.*

*Sponsor: Arts Council of Finland*







**Vallila:**  
**Month of Sundays Milla (b.1983)**  
**and Iina (b.1985) Kettunen**  
*Fashion designer-sister-duo for their  
own label Month of Sundays since  
2011*

*SECOND Month of Sundays  
Installation*

*The label, Month of Sundays was created  
by designer sisters, Milla and Iina Kettunen.  
It features clothing and accessory pieces  
from head to toe.*

*After working together for some time, the  
label was founded at the end of 2010. Apart  
from their education background of textile  
and fashion design, the work process is  
enhanced by the creativity of the sisters'  
close relationship.*





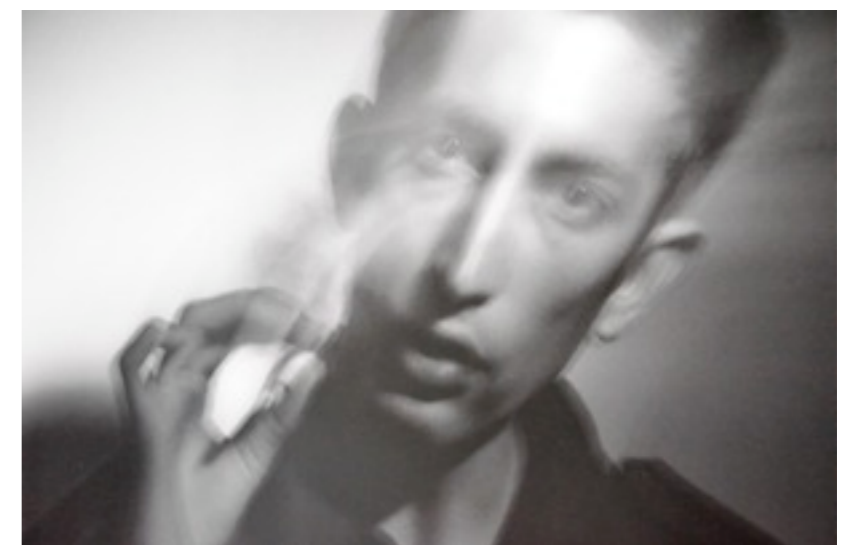


**Eira: Diana Luganski (b. 1980)**  
*Fashion and art photographer*

*Trench, My Imaginary Lovers*  
*Cinematic work, Photography*  
*Digital video, Print*

*“Love - Death - Magic”*  
*Trench is a cinematic work made by Diana Luganski and Mikko Keskiivari.*  
*My Imaginary Lovers is an ongoing photographic project that started in 2009.*

*Sponsor: Paparazzi Model Management, Brand Model Management, Helsinki 10, Beam.*





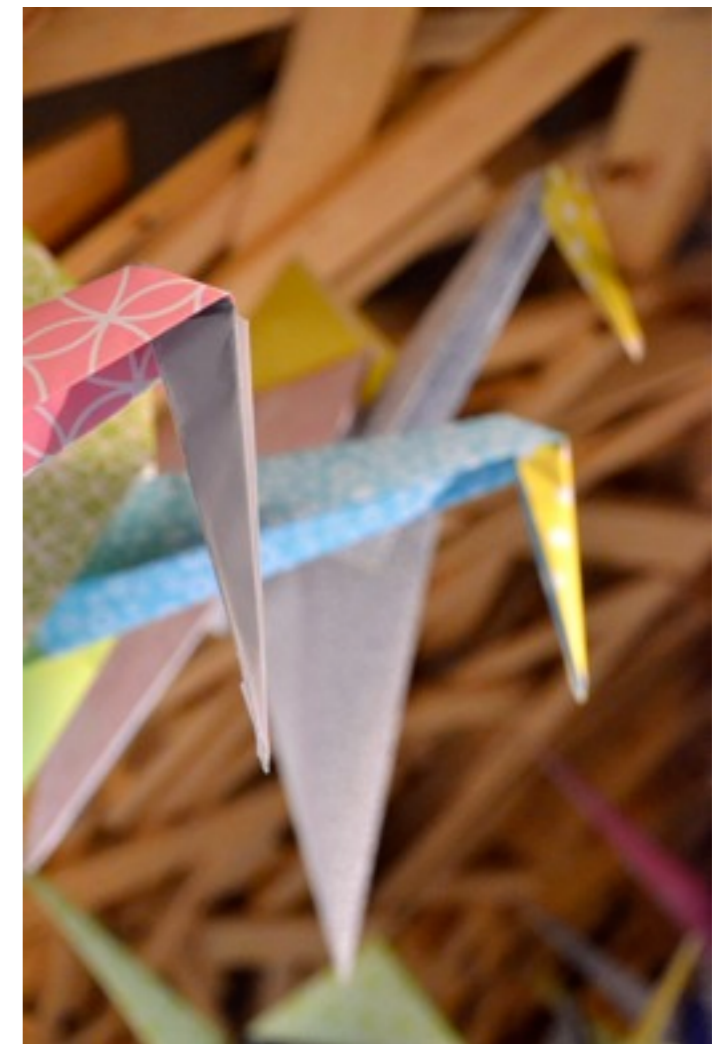


**Etelä-Haaga: Pattern Bakery Miia Pöytälaakso (b. 1976), Salla Kangasniemi (b. 1975) and Minttu Wikberg (b. 1974)**

*Textile design studio Pattern Bakery founded in 2007*

*Paper Plane  
Paper Collage  
Material: Paper*

*Pattern Bakery is an internationally renowned design studio focusing on surface design. We are best known for illustrations and patterns used in interior, fashion and paper industry. For this exhibition we've made a three dimensional origami collage printed with designs from our signature style collection. To make your own Pattern Bakery -origami bird, visit our blog, [www.patternbakery.blogspot.fi](http://www.patternbakery.blogspot.fi), for downloadable print and instructions.*







## Helsinki FRESH Side Events

In addition to the three week long Helsinki FRESH exhibition held in the Direktorenhaus, a number of side events were organized before the exhibition for promotional purposes and four events were organized during the exhibition.

Also a number of events that were organized by the collaborators during the year, had a fashion focus, so the Fresh-team was present. The Helsinki FRESH exhibition was the satellite event of DMY Berlin Design Week and the Fashion Week Berlin.

Each event had different collaborators, supporters and performers such as the Finnish Embassy in Berlin, Design Forum Shop, Marimekko, Finnish Institute in Berlin, Iittala, Wannabe Ballerinas, AVES, Stereotype Helsinki, Pretty Bruises Squad, Lumene, Vallila Interior, Face of God, and so on.



*Young Entrepreneurs Seminar, February 2012, Aalto University Helsinki*  
*Press conference, March 2012, Design Forum Shop Helsinki*  
*Book Release Party, May 2012, Design Forum Shop Helsinki*

*Exhibition Opening, June 2012, Direktorenhaus Berlin*  
*Finnish Midsummer party, June 2012, Direktorenhaus Berlin*  
*CD6 Workshop, July 2012, Direktorenhaus Berlin*  
*Showroom and Sales Event, July 2012, Direktorenhaus Berlin*  
*Finissage, July 2012, Direktorenhaus Berlin*









# HELSINKI FRESH: 25 YOUNG CREATIVES

*"Let the freshest creatives working in Helsinki guide you through a city of wonders!"*



## Helsinki FRESH: 25 Young Creatives Book

Helsinki FRESH: 25 Young Creatives book was created to introduce the participating designers. The agency wanted to publish some written material about the designers but because exhibition catalogues are usually too short-term, the book was written as an actual book presenting Finnish design also in more general.

Helsinki FRESH: 25 Young Creatives introduces 25 top Finnish designers from the fields of Fashion design, textile art, illustration and photography. It gives a sneak peek into the way of working and designing in Helsinki. Heidi Uutela's photographs document the daily life of the designers. Each designer talks openly about their background, working methods, and their design philosophy. Through the interviews and pictures book also function as a guide to Helsinki based design and the city itself through articles of Finnish collaborators and sponsors of the project. The book reveals the best places to spot a designer in Helsinki or just to experience the spirit of Helsinki.

Together with the Design Forum Shop Fresh Agency arranged the book release party on May 16th 2012 at the Design Forum Shop in Helsinki. The event was the main event in Helsinki during the Helsinki FRESH project. The invitation only party for 500 guests was hosted by Ivan Puopolo and DJ Eino Anttila from Stereotype Helsinki. Helsinki based band Face Of God performed at the party as well as the Wannabe Ballerinas dance group. The styling of the ballerinas were made by Hertta Päivärinta and Liisa Jokinen from Vaatelainaamo. Used clothes and accessories were all from the designers participating in the exhibition or other young Finnish designers sold at the Design Forum Shop.

The book is bilingual, English-German and it has 144 pages. Among Finnish online bookstores the book is also sold at Academic Book store, Design Forum Shop, and Rosebud bookstores at Kiasma - The Museum of Contemporary Art, Ateneum, Korjaamo, and Kaapelitehdas in Finland. During the exhibition in Berlin the book was sold at the pop up shop in Direktorenhaus. The book is written by Liisa Tervinen and Reetta Turtiainen.









Helsinki FRESH: 25 Young Creatives - book release party, May 2012, Design Forum Shop, Helsinki



Helsinki FRESH Pop-up Shop  
Summer 2012, Direktorenhaus Berlin in collaboration with Design  
Forum Shop







## Helsinki Fresh in Numbers:

8740 working hours

25 exhibition days

11 side events

1050 exhibition visitors

25 designers

6 workers

2 graphic designers

3 photographers

3 translators

10 volunteers

4 funders

8 collaborators

2 dance groups

5 bands or musicians

2 DJs

1 van

52 flights between Helsinki and Berlin

2 two return trips by van

1 mobile sauna

35 bottles of sparkling wines

So many cups of coffee that is impossible to count

72 glass bottles of Coke

36 Staff Sunday brunches

44 press articles

1 radio broadcast

710 Facebook likes

5332 emails

7 grant applications

512 sold books

450 gift bags

850 business cards

200 posters

2000 flyers

500 stickers

2 printers

500 printed papers

Some tears but mostly laughter

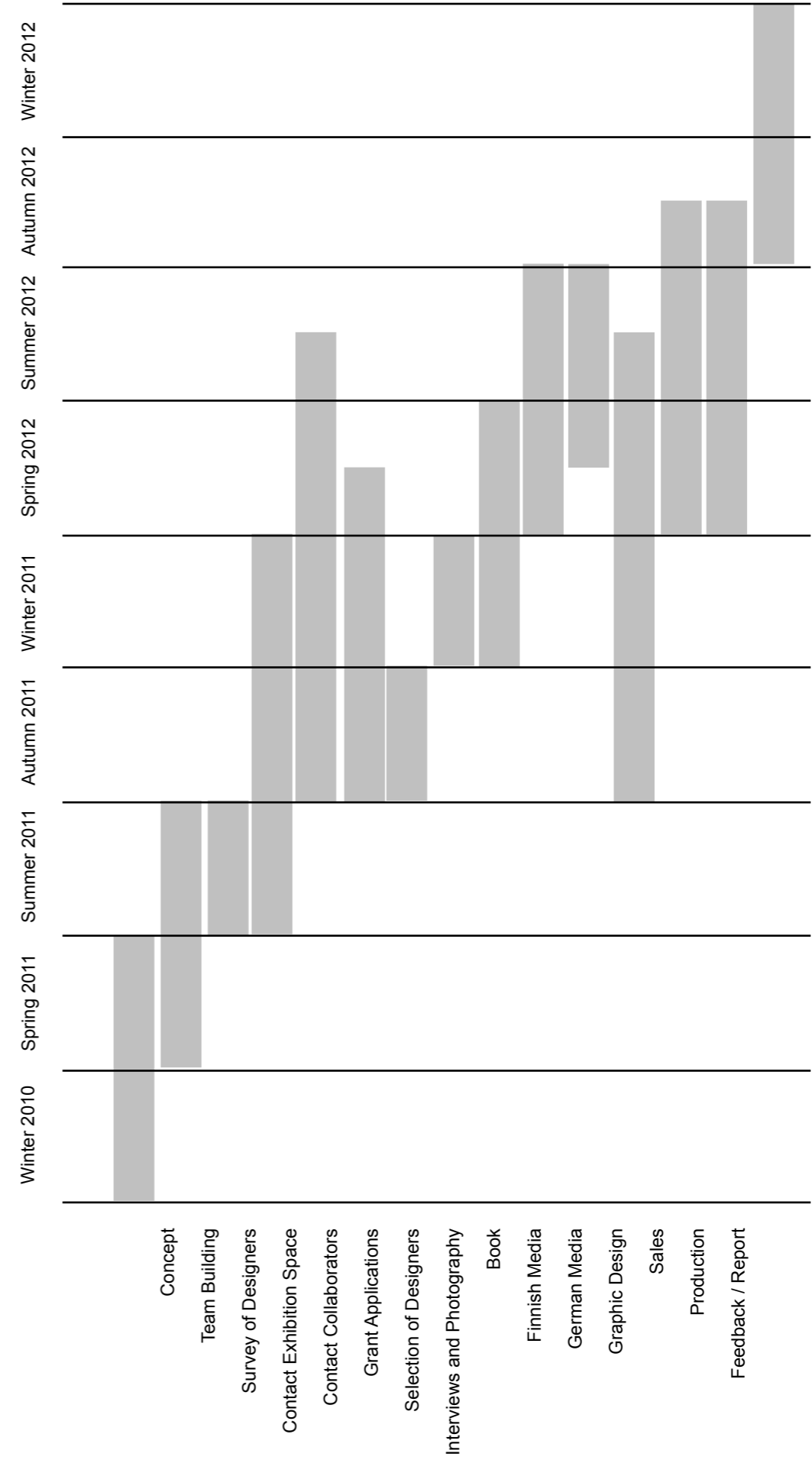


# Project Management

Fresh Agency was founded by Oona Colliander and Liisa Tervinen. Oona and Liisa, together with the production assistant, formed the main team of the Helsinki FRESH exhibition. During the project when help was needed the agency hired people to work with them for short periods. Most of the time Colliander was working in Berlin and rest of the team in Helsinki. Before the exhibition in the beginning of June 2012 the whole team moved their office to Berlin and stayed there until the exhibition closed.

## Budget and schedule

The budget for the whole project was 130 000 euros. The main support came from the Finnish Cultural Foundation (21 500 euros). Most of the project was self funded by the FRESH Agency itself taking care of the salaries of it's own staff - meaning most of them worked as volunteers for the whole year or two. The value of their work has been counted into the budget. Other essential support came from Embassy of Finland, Berlin and the Finnish Institute in Germany.





## Marketing and PR

The marketing started in November 2011 from Berlin, when Helsinki FRESH -team was invited to the Christmas party of Finnish Embassy in Berlin. The audience was mainly Finnish people living in Berlin, local journalists or Finnish companies, because the theme of the event was the upcoming World Design Capital Helsinki 2012.

During the project the main marketing channels were the website and social media, especially Facebook. Through Facebook the audience was reached and was able to follow the events and exhibition in real time. The visual identity of the Helsinki FRESH was used through the project, as well as in Facebook and in printed materials. Posters, flyers and stickers were delivered mostly in Berlin. With the help of our main collaborators, The Embassy of Finland and Finnish Institute in Germany, information and press releases were sent even widely through the whole Germany. Also the local co-operator, the gallery space Direktorenhaus, sent the press releases to their own contacts. The exhibition was part of the program of the International Design Festival DMY, which was a way to reach local and international design oriented audience. The timing of the Helsinki FRESH exhibition was between the DMY and the Berlin Fashion Week. The Berlin Fashion Week started in the beginning of July and the exhibition was mentioned on the online calendar of the fashion week.

Helsinki FRESH: 25 Young Creatives book was published in Helsinki and it gained publicity mostly in Finland. The book was noticed in many blogs and web publications, for example in Markkinointi & Mainonta website, Indiedays portal and Elle magazine. Even though the main event, the Helsinki FRESH exhibition, was not held in Finland, the recognition of the exhibition among the designers and people working on the fashion and design field in Finland was very good.

After the exhibition opening the exhibition was mentioned in different German websites and blogs. Important websites such as Berlin Fashion Week's web magazine, Derzeit wrote about the exhibition. Even though there were lot of press references about the projects Helsinki Fresh didn't manage to gain publicity in the biggest newspapers and websites.

As a new and young company the marketing on the German markets was a real challenge. With the help of the local collaborators the agency manage to send the press releases and opening invitations more widely than trough it's own contacts. Helsinki Fresh did not have any budget for the advertising. Advertisements in the carefully selected medias might have been useful on the local markets. In the future the best way to reach the wanted audience would be the local PR- and communication agency.





## Project Team and responsibilities

### **Oona Colliander**

*Artistic director, managing director of FRESH Agency*

The original idea of Helsinki FRESH was from Oona and she curated the exhibition and managed most of the contacts in Berlin. Together with Liisa, Oona shared the decision making and responsibility of the project as a whole. Her background is in fashion and costume design.

### **Liisa Tervinen**

*Producer, head of board FRESH Agency*

Together with Reetta, she took care of all the financial matters, grant applications, general organizing of the exhibition and events and edited the Helsinki FRESH book. Her background is in producing, jewelry design and media art.

### **Reetta Turtiainen**

*Production assistant and Liisa's right hand*

As a culture management student from the HUMAK University of Applied Sciences Reetta did her two internships at Helsinki FRESH 1.8.2011–31.7.2012. After that she continued her work as production assistant at the FRESH Agency. Reetta's background is in fashion and design.

### **Ella Klar**

*PR and marketing assistant*

HANKEN School of Economics student Ella did a two month internship at Helsinki FRESH. Her main responsibility was taking care of the German and English press contacts in Berlin.

### **Kirsikka Hilkamo**

*PR and marketing assistant*

Kirsikka helped with the press material and events in Finland in the Autumn 2011 and Spring 2012.

### **Josephine Bobeck**

*Production assistant*

Swedish Josephine has lived in Berlin for several years and did a two month internship at Helsinki FRESH. Together with Ella, she worked with press contacts and general organizing of the exhibition.

### **Meri Mort**

*Graphic design*

### **Fredrik Bäck**

*Graphic design*

### **Heidi Uutela**

*Photography*

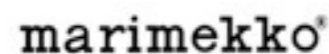




## Collaboration and Sponsors

The Cultural Agency FRESH looked only for key partners whose values supported its own. All the collaborators were carefully selected based on their interest in supporting Finnish culture and design. It was very important to make a difference between elegant and tasteful creative exhibition instead of sponsor-driven fair.

Helsinki FRESH was organized in collaboration with:



**Thank you also:** Inkeri Aaltio, Aalto Arts Books, Aalto on Waves guys, Adams, Taimi Ahola, animals of Korkeasaari, Arts Council of Finland (for supporting Ilja Karsikas and Samae Koskinen), Antti Asplund team, AVES, Fredrik Bäck, EMMA Espoo Museum of Modern Art, Tom Engström, Face of God, Linda Förstner, Christel/Paparazzi, GILLES ET DADA team from the REVS photoshoot, Laila Alanen, Emma Aulanko, Maarit Heikkilä, Pirjo Hirvonen, Alex Jones, Susanna Junttila, Eero Järvenpää, Pekka Jääskeläinen, Kaiku Studio, KAKSITVÄ team from the fashion show, Essi Kalima, Alina Kallio, Timo Kauppila, Mikko Keskiivari, Anna Keune, Juho Kokkola, Samae Koskinen, Lasse Korpela, Meri Kulmala, Mari Lehmonen, Liike, Lumene, Päivi Luostarinen, Anna-Maija Mertens, Meri Mort, Napa Illustration, Juhani Polkko, Marjo Priha, Pretty Bruises Squad, Tuukka Pykäläinen, Jukka Pylväs, Pirjo Rautiainen, Henna Riikonen, Milla Rissanen, Tuomas Saikkonen, San Francisco Gay Night, Tanja Sipilä, Lauri Soini, Stereotype Helsinki, Leo Stillman, Mikelis Studers, guys from the Super 8, Peter Tapio, Sanna Tyyri-Pohjonen, Pirjo Varjoranta, Wannabe Ballerinas, friends and family who have supported us.



## Feedback

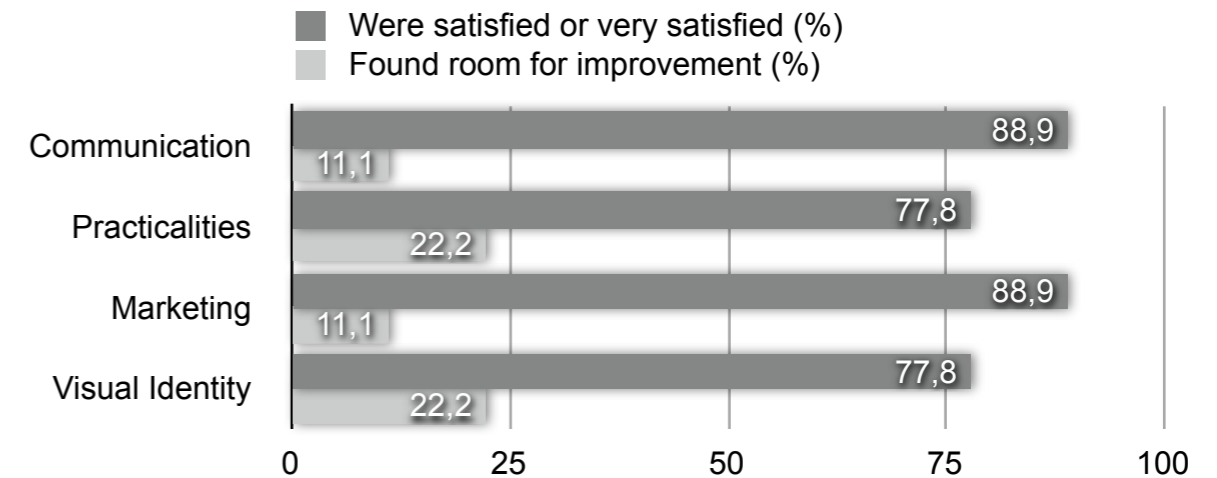
The feedback about the project were gathered from the designers, sponsors and collaborators (9 answers).

All in all most of the designers and collaborators were satisfied to the project. As well as the designers, the Helsinki FRESH staff were also happy about the general exhibition organizing and practicalities during the exhibition. All the designers with the few exceptions took part in the exhibition opening at the Direktorenhaus. Due to the long time period only few designers were able to participate in other side events which was unfortunate especially during the Berlin Fashion Week.

The main idea of the exhibition was to show Finnish fashion and design as more in art context. Still one of the main goals was also to get new retailers for designers and gain wide visibility for Finnish fashion in Berlin. Also the designers hoped more sales from the gallery shop in the Direktorenhaus. However the agency's know-how is more focused on project management, not on buyers. The aim to increase designer's sales growth significantly was not fulfilled.

Because the Helsinki FRESH team was guarding the exhibition itself the feedback from the audience was easy to collect. The general feeling about the exhibition was positive. Exhibition was held a comprehensive collection of Finnish fashion and design which presented the most interesting

71% of designers thought it was useful to produce the book at the same year than the exhibition.

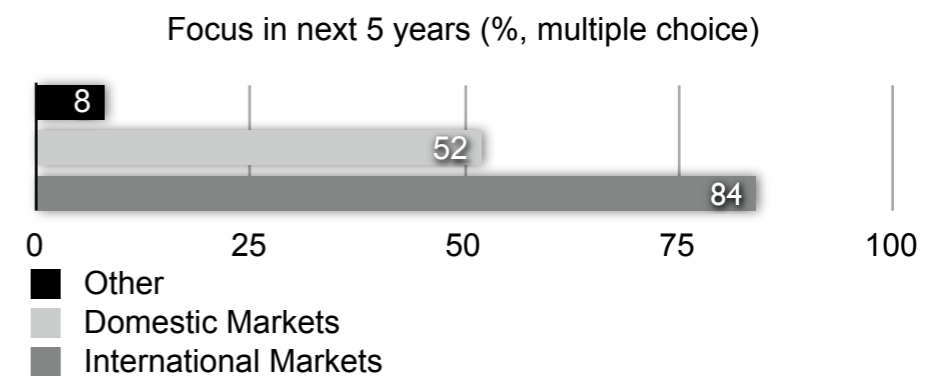
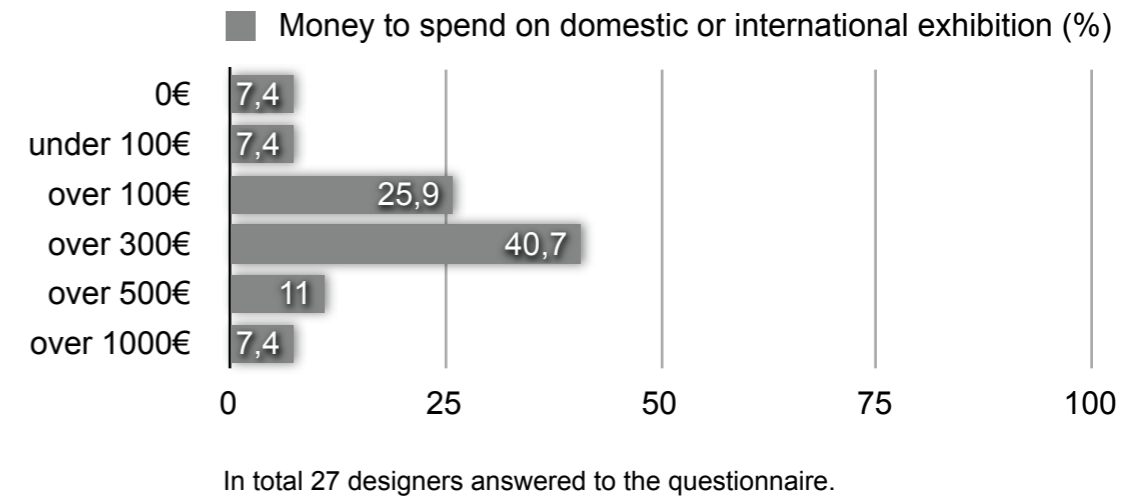
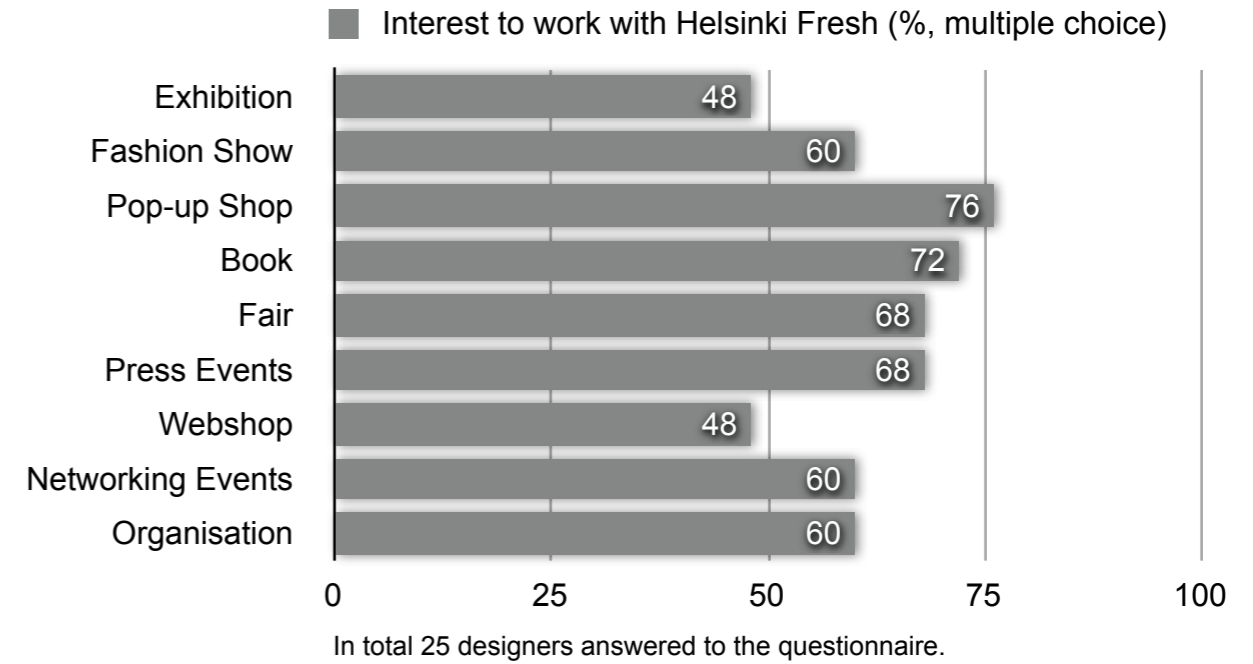




## The Future of the Fashion Field in Finland

In the future Cultural Agency FRESH will continue the work with Finnish fashion and design. We asked about the company's reputation and did a questionnaire for other fashion designers and people working in the fashion field in Finland to research the needs of the Finnish fashion field.

In the recent years the discussion in media about the Finnish fashion has increased. Constantly new talented designers and internationally potential brands are opening their own shops and building their career in Finland and abroad. However the competition is hard and especially for one person solving the financing and collecting all the needed contacts is a huge investment. The Cultural Agency FRESH will develop its own action to be able to provide the needed help to Finnish designers also in the future.





Oona Colliander  
Art Director  
[oonah@helsinki.fi](mailto:oonah@helsinki.fi)

Liisa Tervinen  
Producer  
[liisa@helsinki.fi](mailto:liisa@helsinki.fi)

Reetta Turtiainen  
Production assistant  
[reetta@helsinki.fi](mailto:reetta@helsinki.fi)

For more information: [www.helsinki.fi](http://www.helsinki.fi) // [www.facebook.com/helsinki](https://www.facebook.com/helsinki)