

# THINGS LOOK DIFFERENT FROM HERE.



# THE FINNISH DESIGN BRAND

FOR THE DEVELOPMENT AND PROMOTION OF FINNISH  
DESIGN.

Executive Summary

## EXECUTIVE SUMMARY

### 1. THE CHALLENGE

- Objectives for Branding Finnish Design
- The Current Image of Finnish Design
- Defining the Future Position for Finnish Design
- Specific Priority Arenas of Finnish Design
- White Spots – Perceived Development Needs

### 2. THE BRAND PLATFORM – DIFFERENTIATING FINNISH DESIGN

- The Brand Platform Structure
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- Core Values
- Core Values & Key Arguments
- Examples
- The Brand Idea

### 3. BRINGING THE BRAND TO LIFE

- Levels of Brand Engagement
- Target Groups
- Key Priorities
- Immediate Steps
- Measuring Progress of the Brand

# 1 THE CHALLENGE

The world is in the middle of a paradigm shift, economically, socially and politically. Design is universally accepted to be a major driver of economic growth.

Business and industry are looking for innovative solutions to better serve end user needs, raising their quality of life.

Finnish design has the unique heritage, human-centered approach, and knowledge necessary in shaping a sustainable and truly inclusive global future.



# OBJECTIVES FOR BRANDING FINNISH DESIGN

To drive the development and promotion of Finnish design within Finland and in the international arena.

To increase:

## DEMAND:

To offer a dynamic toolbox of key arguments and methods to differentiate Finnish design.

## AWARENESS:

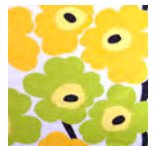
To present Finland as a leading design nation in the international arena.

## FOCUS:

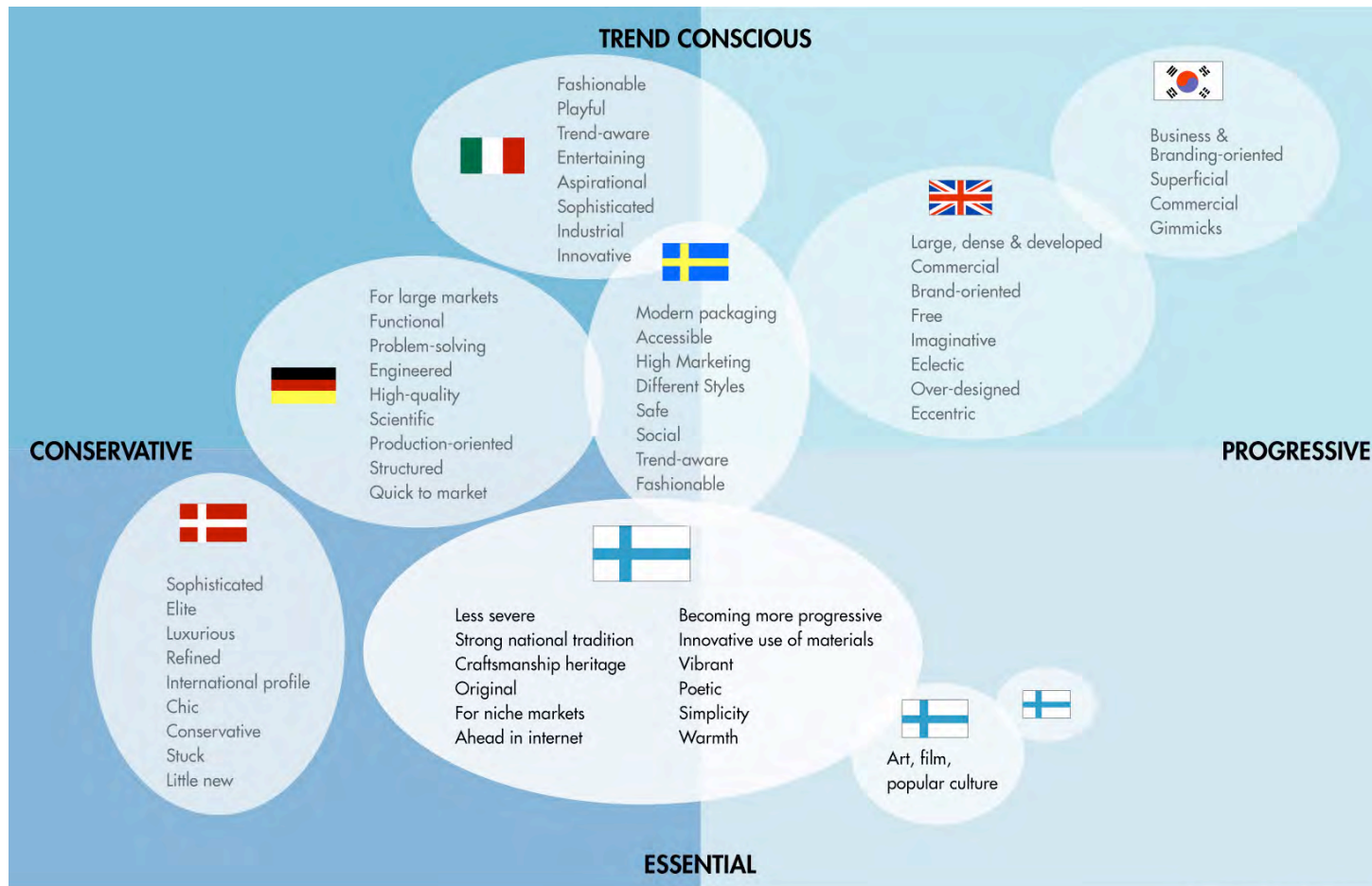
To prioritize and apply diverse Finnish design competencies in different contexts of business and industry. To drive innovation in Finnish industries.

## RESOURCES:

To support and develop the probing, visionary and dynamic aspects of Finnish design and develop internal organizational roles and partnership efforts. To engage government support of these key objectives.



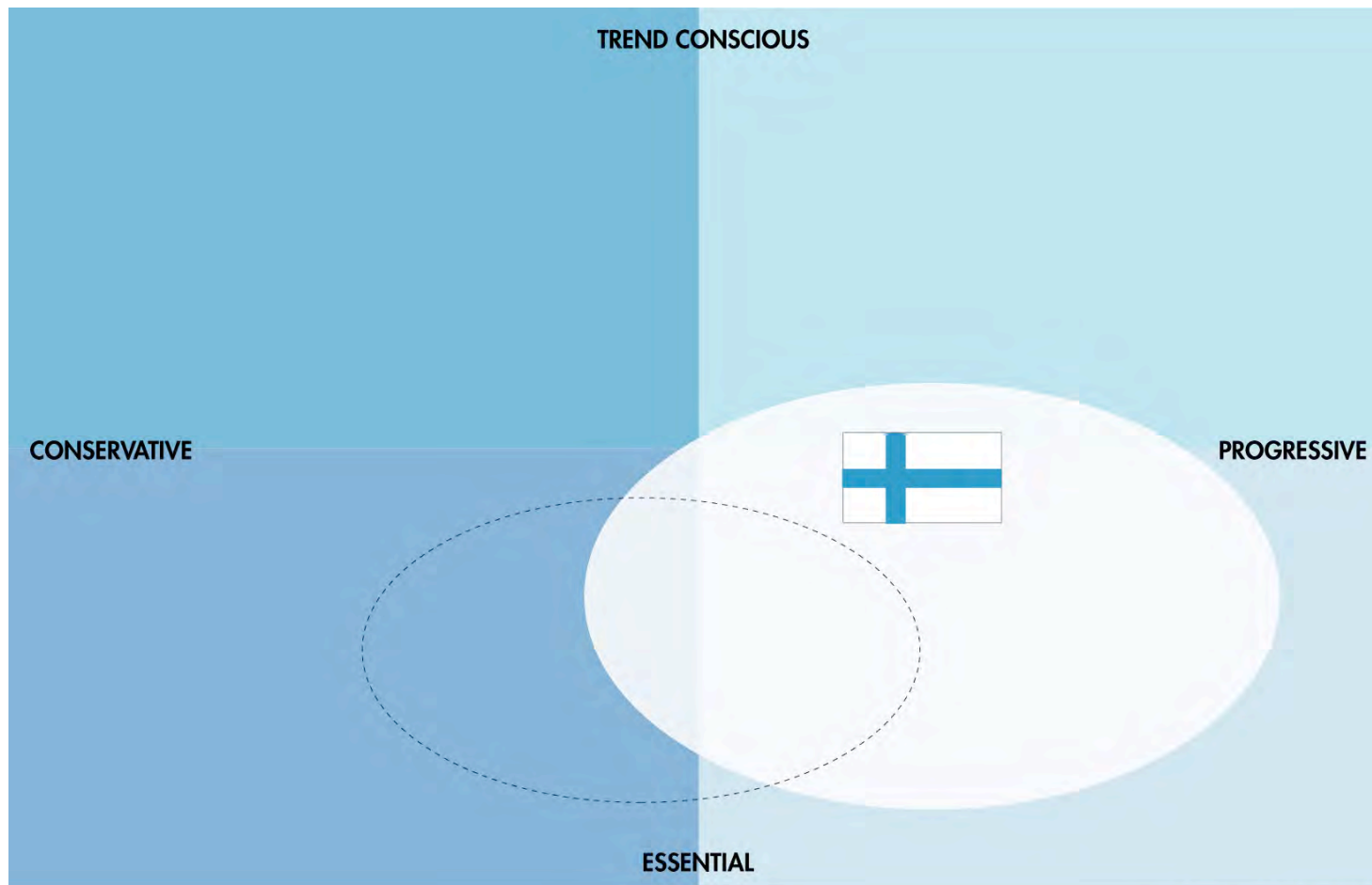
# THE CURRENT IMAGE OF FINNISH DESIGN



Research by DFF & Grow, 2006

# DEFINING THE FUTURE POSITION FOR FINNISH DESIGN

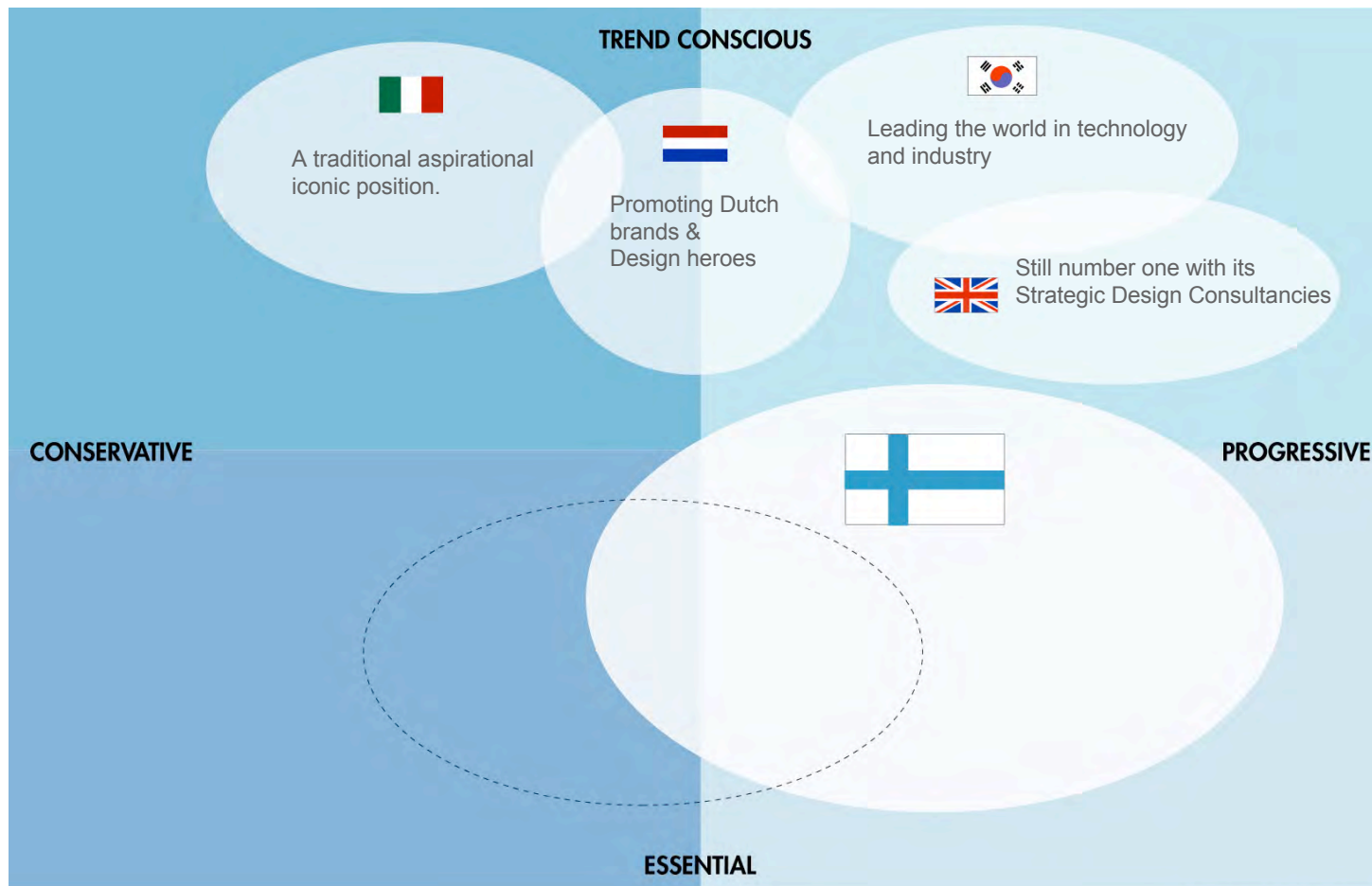
**PROGRESSIVE ESSENTIAL** is the value creation field for Finnish design: trend-aware but eternal, long-term relevance, driving innovation with human values by using design as an enabler and value creator.



Research by DFF & Grow, 2006

# DEFINING THE FUTURE POSITION FOR FINNISH DESIGN

The design nation ambition very much depends on the infrastructure and collaboration between design cultural sector, business and industry and the public sector.



GOAL: TO ACHIEVE SHIFT WITHIN 5-7 YEARS

Research by DFF & Grow, 2006

# DEFINING THE FUTURE POSITION FOR FINNISH DESIGN

## FINNISH DESIGN AS INNOVATION TOOL

Finland, Italy and Denmark are known to strongly emphasize iconic design objects and individuals.

South Korea, UK, US and Japan aim to strategically use design as innovation driver.

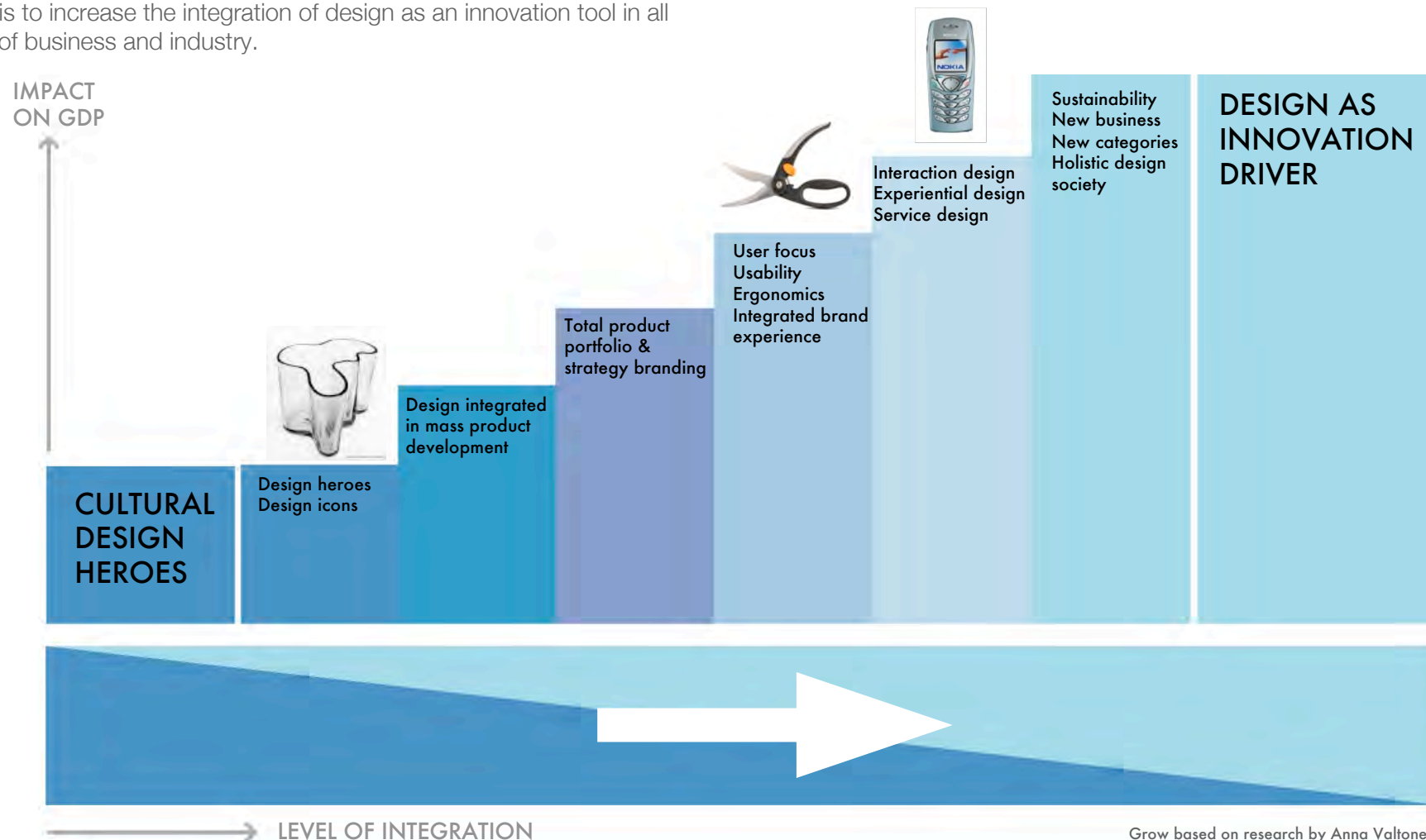


GOAL FOR THE FINNISH DESIGN BRAND IS TO INCREASE EMPHASIS OF DESIGN AS AN INNOVATION DRIVER WITHIN 5-7 YEARS

# DEFINING THE FUTURE POSITION FOR FINNISH DESIGN

## INTEGRATING DESIGN COMPETENCIES

The aim is to increase the integration of design as an innovation tool in all aspects of business and industry.



Grow based on research by Anna Valtonen

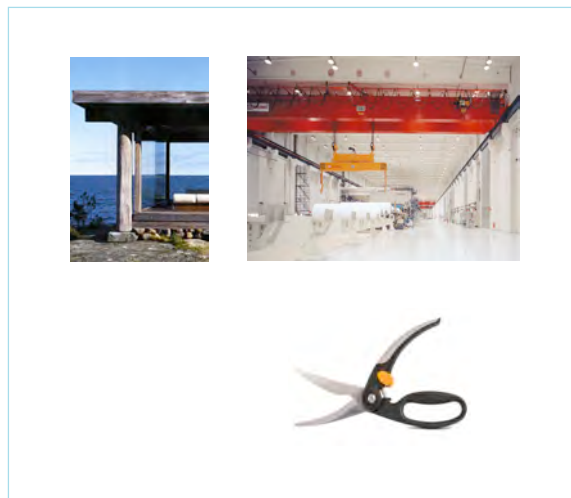
# DEFINING THE FUTURE POSITION FOR FINNISH DESIGN

## THE HISTORY LINKS WITH THE FUTURE STORY

**Iconic** Finnish design **individuals** have inspired a culture of design **insight** which has **influenced** the **integration** of design into the **infrastructure** of society and business thus driving a higher degree of **innovation**.



Iconic  
Individual  
Inspirational



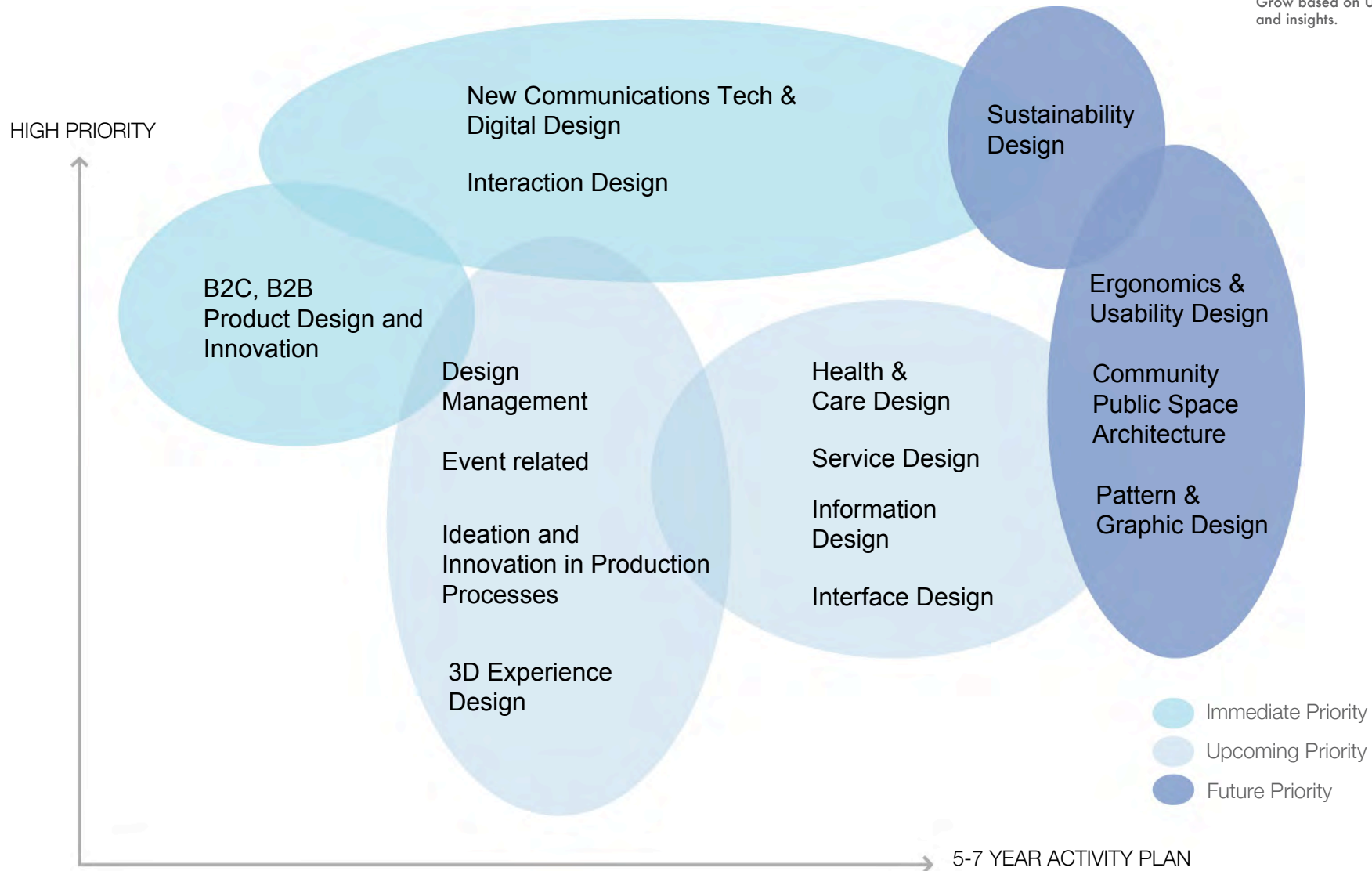
Insight  
Influence  
Integration



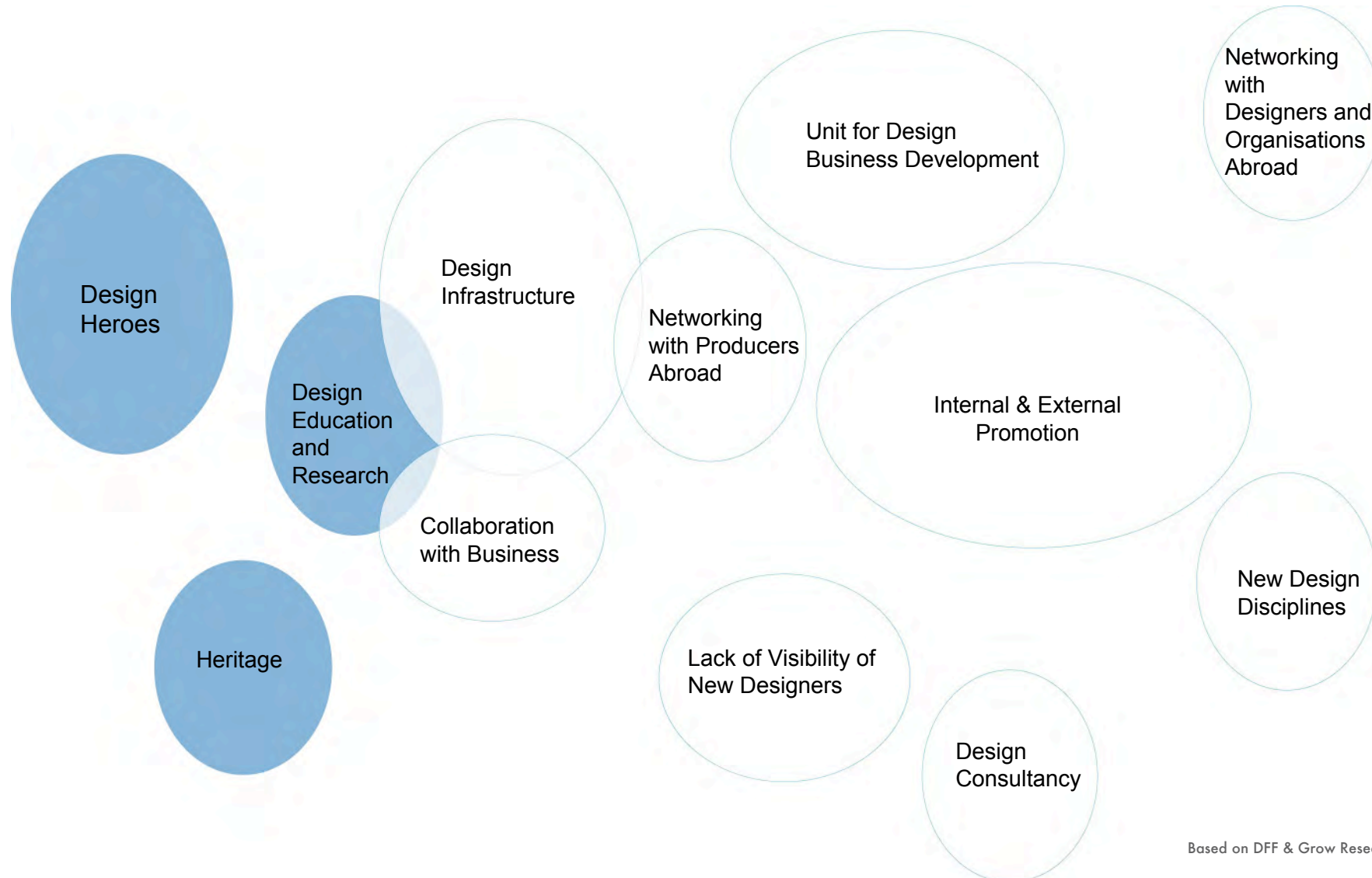
Infrastructure  
Innovation

# SPECIFIC PRIORITY ARENAS OF FINNISH DESIGN

Grow based on UIAH, desk research and insights.



# WHITE SPOTS – PERCEIVED DEVELOPMENT NEEDS



Based on DFF & Grow Research 2006

## 2 THE BRAND PLATFORM – DIFFERENTIATING FINNISH DESIGN

## BRAND VISION/MISSION

The state we are striving for. The world as our brand sees it.

## BRAND IDEA

Core statement central to briefing for the creation of Storytelling/ Communications ideas.

## CORE VALUES

The brand personality, a tool for storytelling, shared values with the target group.

## KEY ARGUMENTS

Authentic strengths that enable the vision and demonstrating the core values

Using the brand platform:

## STORYTELLING

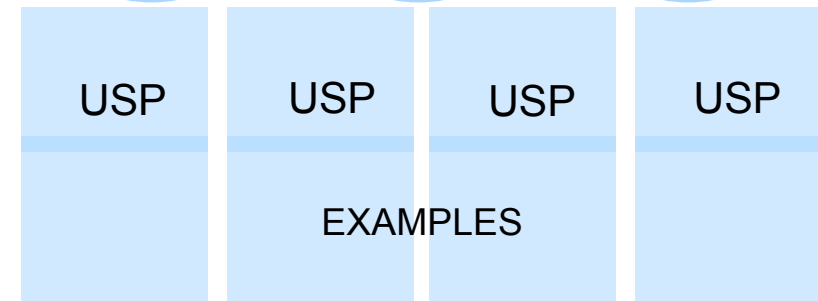
Differentiating communications content and activities that increase the relevance of Finnish design whilst driving PR.

## IMPLEMENTATION: *Develop & Promote*

The development of resources as well as activities promoting design.

VISION & MISSION

BRAND IDEA

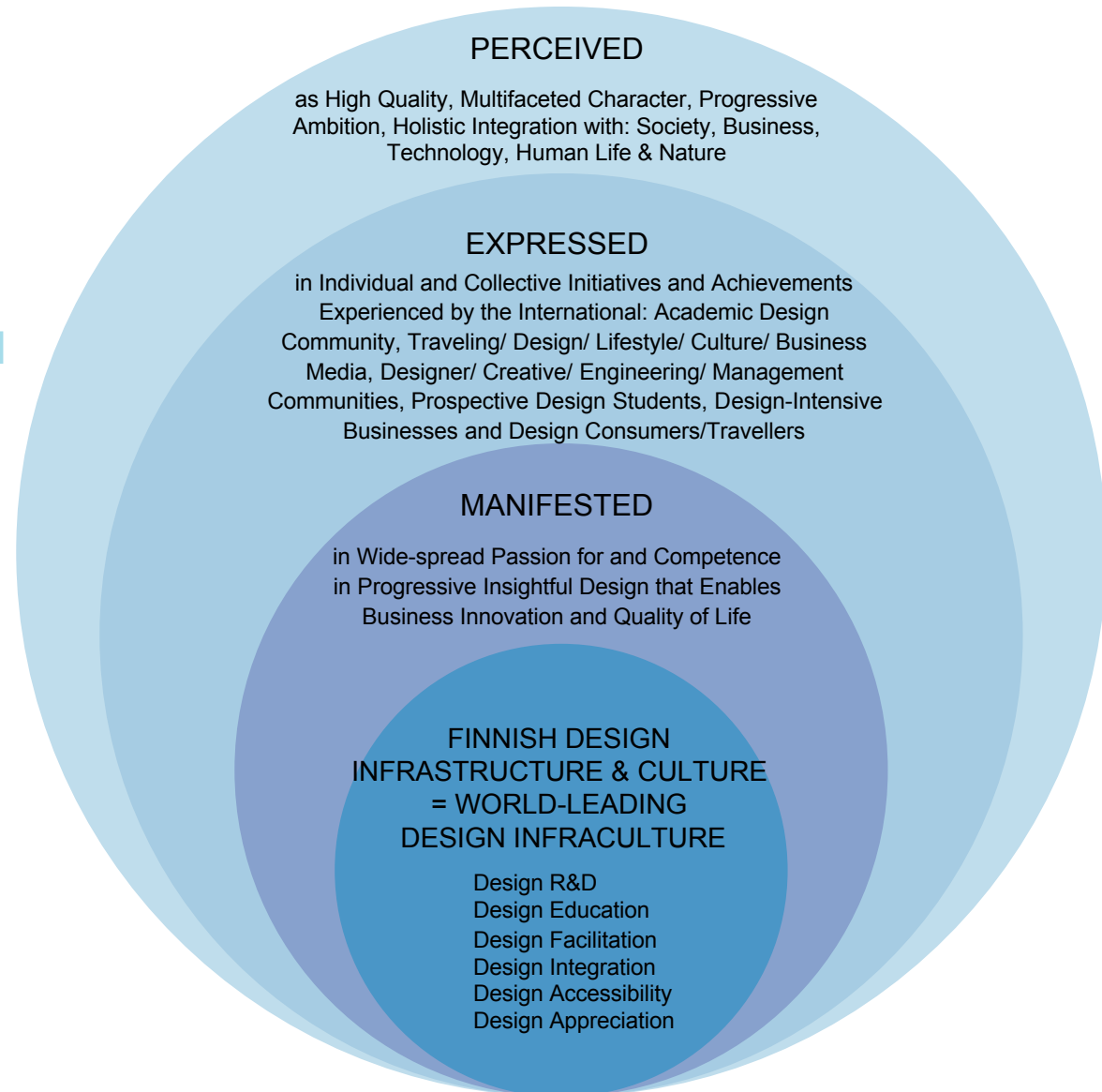


STORYTELLING

IMPLEMENTATION



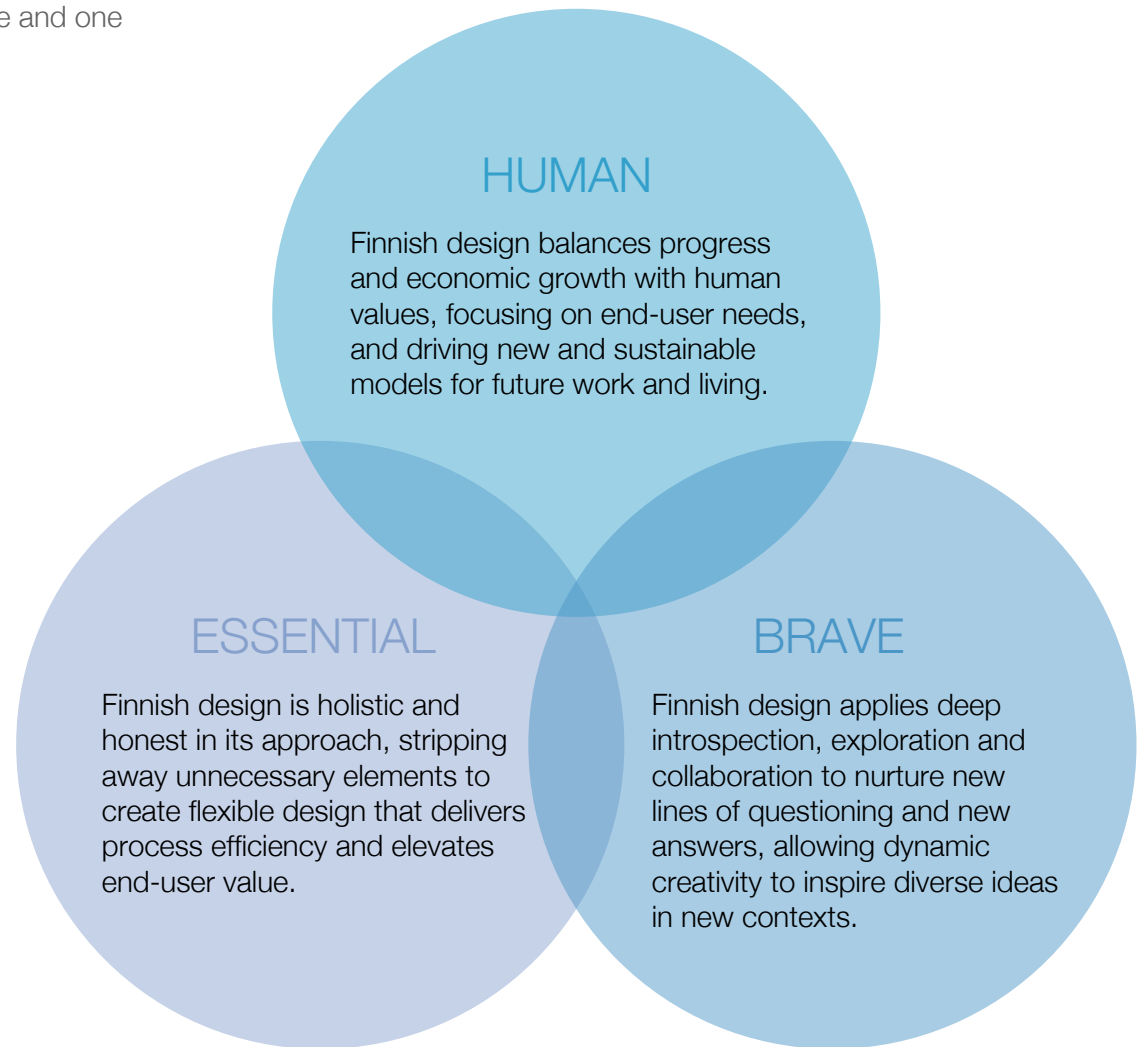
FINLAND –  
A HOLISTIC DESIGN  
EXPERIENCE, VALUE AND  
COMPETENCE IN GLOBAL  
DEMAND -  
THE LEADING DESIGN NATION





# CORE VALUES

Finnish Design is differentiated by three core values. It is the unique combination of these values that makes Finnish Design distinctive and one of its kind.





## HUMAN

### INCLUSIVE

Caring for health & well-being of all types of individuals.

### INDIVIDUAL

Eternally relevant to the changing needs of the end user. Anticipating variations of end user needs and desires.

### SUSTAINABLE

Limiting expense to time, costs, resources, environment and social fabric.

## ESSENTIAL

### ORGANIC

Inspired by nature's own holistic system of unlimited possibilities.

### INSIGHTFUL

User focus. Research & Applied Knowledge, Consumer insights, fore-sights, awareness of broader context.

### HONEST

The purposeful union of function, form and aesthetics. Pragmatic and problem solving.

## BRAVE

### PROGRESSIVE

Exploring and probing. Proving ideas in new contexts.

### CROSS-DISCIPLINARY

Collaboration. Diverse types of competencies crossing usual silos for true cross fertilization of ideas.

### KNOWLEDGE

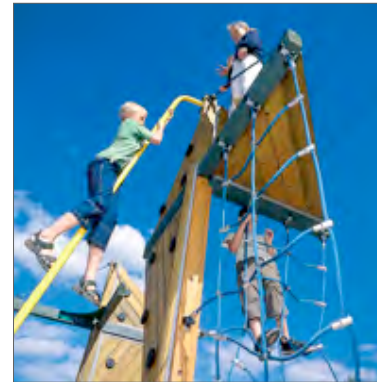
Leveraging technology, materials, approaches and diverse creative resources.

Offering enabling design for all types of individuals in society.  
Driving new industries and product categories for the general health and well-being of society.



## NICHE YET UNIVERSAL.

FISKARS BRANDS, INC. is a global enterprise that keeps an eye on its Finnish heritage when it comes to developing products for all types of users, as these left-handed scissors illustrate.



## Design for a healthy childhood.

The Lappset Play range consists of basic playground elements for children aged 1 – 12 years. The themes, colour schemes and materials have been carefully chosen to stimulate children’s imagination, including those with physical disabilities or visual impairments.



## Design research for health.

The tonometer is based on a new method of measuring using a light probe. Intended for ophthalmologists, because the device is also useful when measuring intraocular pressure in non-compliant patients (f.e. children and dementia patients), but it is also used by general practitioners, optometrists, occupational health care and other medical personnel. iCare® can also be used for the home monitoring of IOP.

[www.main-line.co.uk/icare.htm](http://www.main-line.co.uk/icare.htm)

Holistic design thinking and craftsmanship that offers combinability, multi-functionality or customization. Longevity in design that survives trends and daily use.



## MINDMADE DESIGN

Bringing Alvar Aalto's design and thinking into the 21st century, Iittala aims to offer the world *lasting everyday design against throwawayism* - quality essential design that survives daily use as well as changing trends.



## Classic fashion for all.

Marimekko is a colourful vision, and a very Finnish one. Founded 1951 in Helsinki by Armi and Viljo Ratia, the bold Marimekko textiles and clothes were a radical shift in style, driven by a team of groundbreaking designers. The classic designs are essentials for any wardrobe, still produced with the same production ethic as in the 1950s. [www.marimekko.fi/eng](http://www.marimekko.fi/eng)



## Interpreting heritage with universal relevance.

Ivana Helsinki is contemporary Finnish design representing a totally new style called "art modern." It combines modern Scandinavian style ethic with a traditional Slavic touch. All its products in Finland with ethical production, handmade details, and a sophisticated feminine yet avant garde look.

Driving progress and economic growth by streamlining time and resources without expense to the environment or social fabric.



### NEW TECHNOLOGY & NEW MATERIALS.

DURAT is a polyesterbased solid surface material that withstands wear, humidity and chemicals. It is used to create various furniture surfaces for restaurants, cafés, shops, hotels, ships, domestic and institutional kitchens, bathrooms and public sanitary facilities. DURAT contains recycled plastics and is 100% recyclable. <http://www.durat.com/>



### The ethics of Fashion.

HOPE found out that there was a great unfulfilled demand for ecological fashion products all around the world. [www.globehope.com](http://www.globehope.com)



### Innovative use of recycled materials.

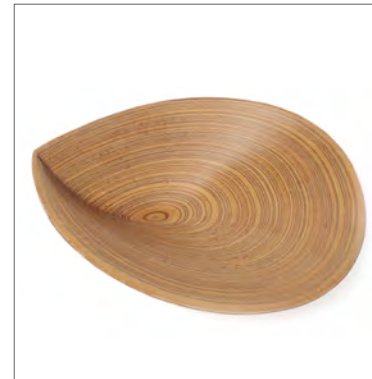
SECCO products are treasures made from waste. SECCO uses an endless stream of used and left-over electronic materials for funky design products. SECCO was born in the Electronic Waste Age in Wasteland, located in a small village. SECCO engages diverse creative types, from the Collector, Producer and Inventor bringing together diverse knowledge to discover treasures that no one has ever seen before. [www.seccoshop.com/](http://www.seccoshop.com/)

Holistic design inspired by nature allows production to free the end user by remaining relevant and appealing to ever-changing individual needs. Everything fits with everything.



### INNOVATIVE USE OF NATURAL MATERIAL.

Woodnotes is founded by Ritva and Mikko Puotila in 1987 to combine an artistic creativity inspired by the rigours of Finnish nature with advanced technological solutions to utilizing the basic Finnish raw materials, wood and paper. [www.woodnotes.fi/index.html](http://www.woodnotes.fi/index.html)



### Design heroes.

Tapio Wirkkala (1915-1985) was one of the pioneers of Finnish industrial art who gained international recognition in the years following the Second World War. His broad aesthetic scope and his native Lapland inspired an advanced design rooted solidly in the most genuine aspects of the Finnish experience. See: [www.scandinaviandesign.com/tapioWirkkala](http://www.scandinaviandesign.com/tapioWirkkala)



### A legend lives on.

Alvar Aalto is undoubtedly one of the world's most influential and legendary architect's and designers. His philosophy of using organic form to put the end user needs first has shaped many of the contemporary environments we take for granted. He won the Paris exhibition in 1936 in opposition to technology centred design, and his thinking lives on today with designers all over the world.

Applying design knowledge for innovative processes and production. Leading in ergonomics, usability, and human needs.



### SUSTAINABLE THINKING.

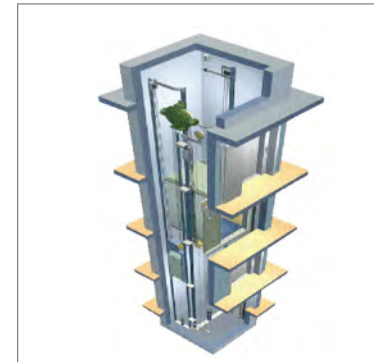
Metso Paper develops environmentally friendly paper-making processes, technology and service activities, which are based on a solid understanding of the customers' technical and business processes. New innovative products and solutions improve existing processes and ensure a good return on investment. The product range includes all machine designs, widths and speeds all printing paper grades. Metso Paper has the technology and expertise to understand all the customers needs for base paper making, coating, calendering, reeling and winding. [www.metsopaper.com/](http://www.metsopaper.com/)



Valtra's operating principle differs from its major competitors, who manufacture multi-function tractors, harvesters and earth-moving machinery in addition to tractors. The cornerstone of Valtra's operations is its modular system that enables the production of a tailor-made tractor to meet each customer's needs. [www.valtra.com/](http://www.valtra.com/)



**Behind the scenes.** Rocla Robotruck manufactures automated guided vehicles (AGV) for demanding industrial applications. Complete turnkey projects from preliminary design and consulting to the implementation of indoor transport systems, utilising today's most sophisticated methods. Use of intelligent materials handling solutions and services, applying and upgrading the latest industry know-how and harnessing it for warehouse logistics use, unlocking human resources, streamlining processes. [www.rocla.com](http://www.rocla.com)



### Problem solving minds.

In 1996 the entire elevator industry was transformed when KONE elevators patented and started supplying its revolutionary machine-room-less elevator concept called KONE MonoSpace® that eliminates the need for space-consuming machine rooms by putting the hoisting mechanism, KONE EcoDisc®, in the lift shaft itself, liberating the roof, so that it can be used for something more enjoyable. [www.kone.com/sv\\_SE/main/](http://www.kone.com/sv_SE/main/)

A transparent problem-solving attitude that benefits both the production process and the end user. Quality of form. Openness and trust in communication. Reliability, transparency.



## AN EYE ON THE FUTURE.

Finland has one of the countries with highest mobile saturation in the world. Nokia has let the world get connected, with its experience based design approach and vision of future living, with the Nokia way that has set the industry standard. [www.nokia.com](http://www.nokia.com)



## Collaborative and user-friendly.

OKO Bank is a universal commercial bank and the central bank of the OP Bank Group. Its one of the first internet banks that gives access to a network of 70 banks, covering four million customers. The Group also comprises 236 independent member cooperative banks and the Group's statutory central institution, OP Bank Group Central Cooperative. OKO Bank is the largest subsidiary of the Central Cooperative. [www.oko.fi/eng?kielikoodi=en](http://www.oko.fi/eng?kielikoodi=en)



## A Nation of Inventors.

The number of patents a company or a country can lay claim to can be used as one measure of relative innovation. Finnish individuals, research teams, and companies file around 2,000 patent applications annually, of which around 70 percent result in patents. These figures were slightly higher some years ago during the information technology boom. Per capita, this places Finland in the number four slot worldwide, after Japan, the USA and Germany.

A willingness to try out new ideas and apply diverse knowledge to create a new solution or answer to a problem. The ability to combine diverse competencies to create new insight.



### INTERNET SAVVY.

Habbo hotel is a modern day phenomenon- one of the largest teen online communities with 18 different hotels, offering means for self expression, creativity, fun and curiosity within a positive community. There are literally millions of members online around the world at any given moment. [www.habbo.se/](http://www.habbo.se/)



### A history of experimenting.

The Finnish designer Eero Aarnio (b.1932) is one of the great innovators of modern furniture design. In the 1960s, he began experimenting with plastics, vivid colors and organic forms, breaking away from traditional design conventions. His now iconic plastic creations include the Ball (1963), the Pastil (1968), and the Bubble (1968) chairs which echo the pop culture and spirit of their time.



### Valvomo.

Valvomo Architects is a design and architecture studio that works on various areas of design, from architecture and interiors to furniture and retail design. Valvomo's designs are included in the permanent collections of many international museums, including MoMA New York. The firm has now started to work for a number of Japanese, European and North American design manufacturers, such as Offect (Sweden), David Design (Sweden), Idée / Sputnik (Japan), LucePura (Italy) and Inno (Finland).

A holistic view crossing all disciplines allows an end to end problem-solving approach that is cost-cutting, streamlining and effective -resulting in numerous end user benefits.



MTG's focus is on intelligent guidance, control and information systems. MTG develops, designed, and produces highly advanced lighting and information systems for public spaces, as well as for the most demanding marine settings. MTG uses an systematic interdisciplinary R&D with cross scientific thinking and expertise in the field of IT-Technology, combined with electrical and component, and diffractive optics (DO), and optic engineering, along with its ability to utilise the latest in material technology, forms the strong roots of the company's line of business. MTG's Vision is: "We Save Lives and Protect People and Property by Improving Safety and Security"



#### Usability & Solar energy.

The potential benefits of wearable solar energy are unlimited. Whether for disaster management and rescue services or remote dwellings, or simply to charge a mobile phone, wearable solar energy may become part of our everyday lives in the near future.



#### MGX

MGX won the Red Dot Award in product design with the Lily Lamp designed by Janne Kytönen at Freedom of Creation. An essentially organic form produced with his proprietary prototyping software.

The latest discoveries and innovations are combined with a deep respect for the individual to create cutting edge design and drive innovation in solutions as well as the innovative application of technology.



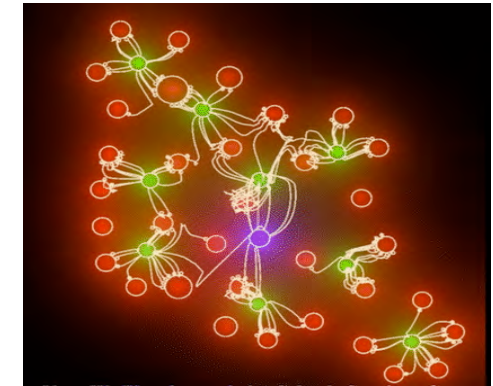
### EDUCATING NEW DESIGN SKILLS.

Leading in Design management education, a whole new generation is graduating into the work place with an understanding of how to use design as a tool for innovation to help business and industry improve the experience of our everyday lives. See the International Design Business Management (IDBM) website on <http://hkkk.fi/idbm/Esittely/Esittely-eng.htm>



### Revolutionary open source.

Linux is challenging the market with its free Unix-type operating system originally created by Linus Torvalds with the assistance of international developers. Developed under the GNU General Public License, the source code for Linux is freely available to everyone. Linux's functionality, adaptability and robustness, has made it the main alternative for proprietary Unix and Microsoft operating systems. IBM, Hewlett-Packard and other giants of the computing world have embraced Linux and support its ongoing development. [www.linux.org](http://www.linux.org)



### Revolutionary research behind human design

The neural network concept developed by Professor Teuvo Kohonen, is probably the single most widely disseminated Finnish scientific achievement to date. This concept is one of the main ideas behind modern computer design as we know it- shaping the implementation of programming language processors and more.



# THE BRAND IDEA

Design Forum Finland

There is progress that is human, knowledge that is essential, vision that is brave.

Finnish Design.

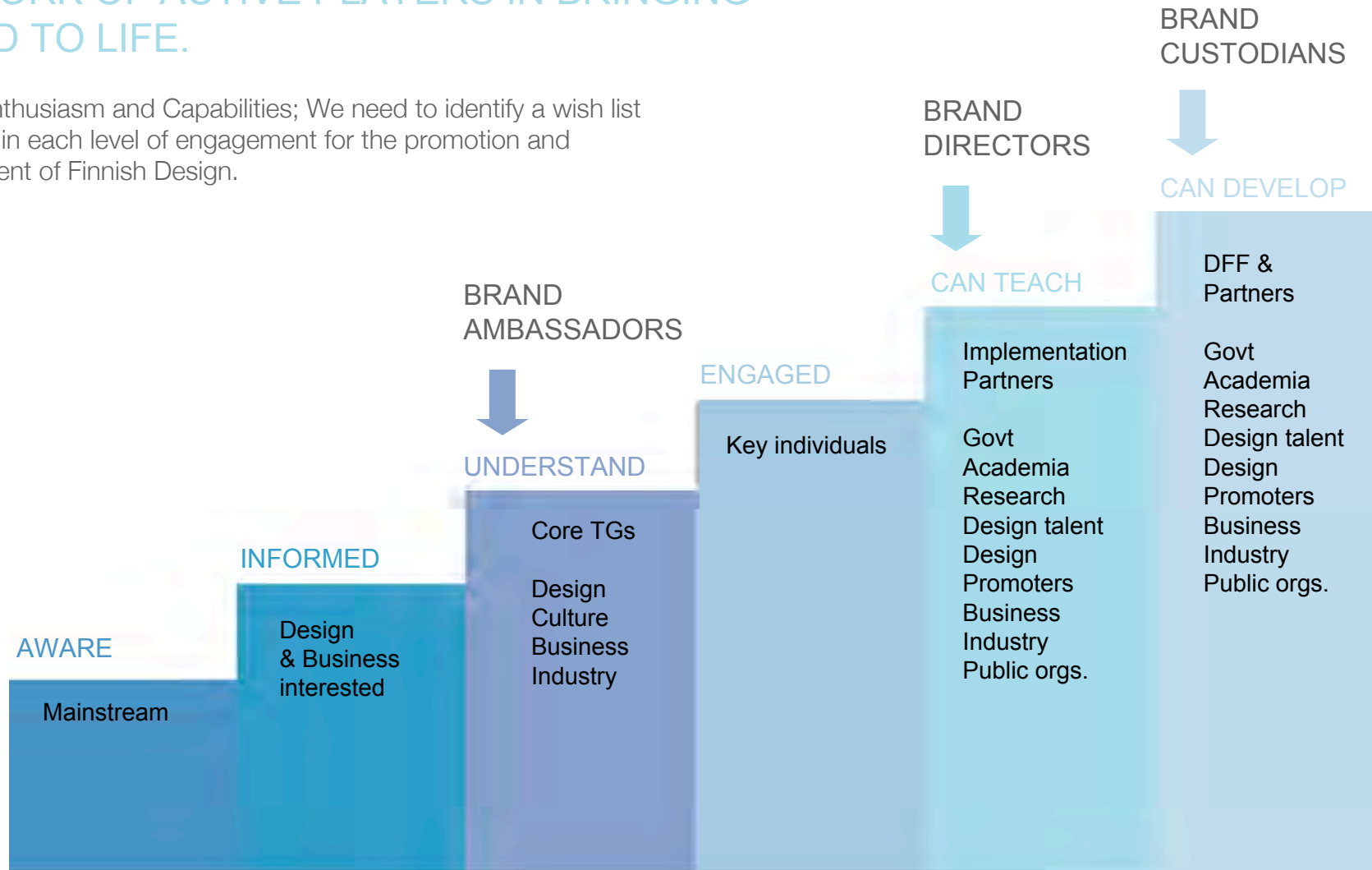
The Human Side of Innovation.

# 3 BRINGING THE BRAND TO LIFE



## NETWORK OF ACTIVE PLAYERS IN BRINGING BRAND TO LIFE.

Insight, Enthusiasm and Capabilities; We need to identify a wish list of players in each level of engagement for the promotion and development of Finnish Design.



# TARGET GROUPS

**PUBLIC SECTOR** Be Engaged in the development of the Finnish Design brand.

**ACADEMIC DESIGN COMMUNITY** Reference and Be Engaged in the development of the Finnish Design brand.

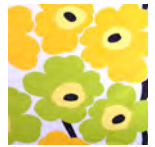
**PROSPECTIVE DESIGN STUDENTS** Have high preference for studying design in Finland and be Engaged in the development of the Finnish Design brand.

**DESIGNER, CREATIVE, ENGINEERING AND MANAGEMENT COMMUNITIES** Be Engaged in the development of the brand, Integrate Design and Use Finnish Design Competence. High preference for Finnish design-driven suppliers.

**DESIGN INTENSIVE BUSINESSES** Be Engaged in the development of the brand, Integrate Design and Use Finnish Design Competence. High preference for Finnish design-driven suppliers.

**DESIGN, BUSINESS, CULTURE, LIFESTYLE AND TRAVEL MEDIA** Understand and Communicate the Finnish Design brand values and initiatives.

**DESIGN CONSUMERS AND TRAVELLERS** Be Informed of the Finnish Design brand and have high preference for Finnish Design products, services, locations, events and experiences.



## KEY DRIVERS OF CREATIVE COMMUNITIES AND CONSUMERS

Authenticity and sincerity

Density of Insight and Knowledge

Being a trendsetter

Visionary and progressive design, innovations

Design icons

Design as self-expression and style

Design as premium experience

## KEY DRIVERS OF BUSINESS COMMUNITIES

Professional and personal opportunities

Ease of information and purchase

Proven track record and ROI

Short term effects

Adding value to the offering

# KEY PRIORITIES IN BRINGING THE FINNISH DESIGN BRAND TO LIFE

Define **the role of DFF** in reference to other design promoting/ developing organisations.

Make communication to **business target groups** a priority.

Focus on **opinion leaders** in each target group.

Create an **active network** of stakeholders, from businesses to public sector.

Build on **partnerships and collaboration**.

Seek **partners and brand ambassadors** from well known and promising companies, brands and individuals to represent the brand.

Partner with companies, individuals and brands that **share your vision and values**, even if not Finnish.

Make **accessing and buying Finnish Design competence** as easy as possible.

Build **interaction tools** with the target groups (seminars, newsletters, sites...).

Develop a **communications strategy** and activities that in themselves communicate the brand values.

Demonstrate **new aspects of design** e.g. design behind the scenes in heavy industry.

**Build trust in the brand** through active presence and opinion leadership in the national and intern. design field.

Maximize **presence** in existing hot spots.

**Capitalize on contemporary global concerns**, such as sustainability, where Finnish design can lead the way.

Seek **public support**; justify the investment as driving economic growth and show international case studies.

Package the brand platform in the tonality of the brand and in media relevant to user needs.

- 1 Launch and implement the Brand Strategy internally
- 2 Create a visual identity and guidelines for the Finnish Design Brand
- 3 Create a Communications Concept (The Human Side)
- 4 Create communication material
- 5 Create an Image and Information bank on Finnish Design community, design research and education, and design intensive companies
- 6 Create an International PR list of designers, experts, design intensive businesses and relevant press (both business and design)
- 7 Create a PR plan following the core communications concept and rollout plan; map existing and upcoming events
- 8 Contact and engage design intensive businesses for partnership
- 9 Investigate the potential of creating a design certificate programme for businesses

# MEASURING PROGRESS OF THE BRAND

