



Arctic Design Week's new main event MISH MASH brings together design and the armed forces

In its ninth year, Arctic Design Week will be held in Rovaniemi, Lapland during 20-26 February 2017. The world's northernmost design week's new main event "MISH MASH" is set to combine experience design with national defence in a surprising way.

Held on Thursday and Friday of Design Week, the focal point of Arctic Design's new main event MISH MASH will be the fairy tale-like SantaPark cavern. In addition, Arctic shifts will be mulled over in the memorable surroundings of the Jaeger Brigade unit of the Finnish Defence Forces.

"As a troop specialising in Arctic know-how and as an international hub of expertise, we most certainly want to be part of a brand like this. The entire outlook of the Finnish Defence Forces is that we move with the times and are part of the community", explains Chief of Defence Staff at the Jaeger Brigade, Lieutenant Colonel **Reina Vanhanen**.

Everything new at Arctic Design Week adds its own original touch to the special Lapland ambiance during the run of events.

"Mish mash refers to a collection of miscellaneous things and that's why it's such an apt term for describing an event which brings together different visions, stories and people into a 'creative jumble'. Now's the time to listen, challenge, debate, discuss, experience and do", reveals Event Producer **Julius Oförsagd**.

One of the dominant themes of the week is Arctic change and how to react to it. The content and speakers at MISH MASH tie into this theme. Thursday will see Tekes' themed workshop on customer experience and the importance of creativity in business. And shaking things up with an expert speech will be Former U.S. Ambassador to Finland, **Bruce J. Oreck**. There will be an additional opportunity to sign up for a one-to-one session with Oreck, with limited spots only.

Other speakers at MISH MASH include Danish designer **Arne Kvorning**, official winner of Great Place to Work Europe 2016 Vincit Oy's **Mikko Kuitunen**, as well as the Oulu-based developers of the Exiops SkiioT tech device. The SkiioT is attached to a skier's boot, where it measures and analyses attributes such as skiing technique and pulse.

Bringing their own interesting take as well as expert speaker to Arctic Design Week 2017 are the architects of North Calotte and their NKS#7 Symposium, which runs parallel to the Design Week.

Returning to Arctic Design Week are past design event favourites – exhibitions, boutiques, brunches and dinners. The highlight of the week will be on Saturday, when Lapland University's Faculty of Art and Design will produce a cross-sectoral spectacle which unites fashion, media, dance and the circus.

Organised by the City of Rovaniemi and Rovaniemi Development Ltd., the aim of the week is to bring together the Arctic's creative business experts, to help companies capitalise on design in business, as well as develop life sustainably in the Arctic region by using design.

Arctic Design Week 2017 20–26/2/2017 www.arcticdesignweek.fi

Arctic Design MISH MASH 23-24/2/2017 www.arcticdesignweek.fi/fi/mish-mash

#7 NKS Symposium 23-24/2/2017 www.arcticdesignweek.fi/fi/nks7



Rovaniemen Kehitys

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Tekes


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