

Design Forum Finland

Erottajankatu 7 info@designforum.fi Promoting design since 1875
FI-00130 Helsinki www.designforum.fi Suomen Taideteollisuusyhdistys
Tel. +358 (0)9 6220 810 LY-tunnus 0202299-1 Konstföreningen i Finland
Fax: +358 (0)9 6220 8181 Yhdistysrek.nro 37955 Finnish Society of Crafts and Design



Vuoden nuori muotoilija 2007 Young Designer of the Year

Press release 10 October 2007

THE YOUNG DESIGNER OF THE YEAR 2007 PRIZE AWARDED TO JULIA LUNDSTEN AND JANNE KYTTÄNEN

Design Forum Finland's Young Designer of the Year Prize has been announced on Tuesday 9 October 2007. The prize was instituted in 2000, the 125th anniversary year of the Finnish Society of Crafts and Design and has been now awarded for the sixth time. This year's prize has gone to shoe designer Julia Lundsten (born 1975) and industrial designer Janne Kyttänen (born 1974).

The recipients will share the prize sum of 5000 euros. They have trained and achieved professional merit abroad - Julia Lundsten in London and Janne Kyttänen in Barcelona and Amsterdam. Lundsten established her shoe-design company FINSK in London in 2004, and Kyttänen founded his Freedom of Creation (FOC) company in Helsinki in 2000 and is currently based in Amsterdam. Based on the designers' solid personal conceptions of design and their innovative methods of design and manufacturing, these companies are now internationally recognized in both concept-related and commercial skills.

Julia Lundsten specialized in footwear while studying fashion design at the Royal College of Art in London. Having grown up in Finland in a family environment of architecture and interior design, Julia often finds inspiration in the forms of nature, but no less in the details of buildings and furniture. Her shoe collections have been awarded the coveted Manolo Blahnik Prize in 2002 and 2003, and her FINSK brand is highly regarded internationally from Great Britain to Japan. Living in London, Julia works as freelance consultant for Marchpole, and her clientele includes top brands such as Topshop, Kurt Geiger and Jaeger.

Janne Kyttänen began his studies in industrial design at the Escola de Disseny in Barcelona and he graduated from the Gerrit Rietveld Academy in Amsterdam in 2000. Already as a student of design, Kyttänen investigated the use of layer manufacturing technologies, for which Freedom of Design is now known. Applications of science and technology in design have brought Janne numerous prizes and awards: Best Newcomer prize at 100% Design in 2003, the red dot design prize of 2005 and the Interior Innovation prize in 2006. In 2007 the FOC concept was chosen as a finalist in the Index Award design competition.

The Young Designer of the Year Prize jury noted in its decision that Julia Lundsten and Janne Kyttänen are among the best examples of young Finnish designers working internationally. Through their bold decision and uncompromising work they serve to deepen the wide scope of design and expand its international character. At the same time, their work expresses the best traditions of Finnish design - clarity and pure lines without ignoring a light, playful touch. The members of the jury for the Young Designer of the Year of 2007 are curator Jukka Savolainen of Design Museum and Mikko Kalhama, CEO of Design Forum Finland.

Young Designer of the Year 2007, 10 October - 4 November 2007
Space ², Design Forum Finland, Erottajankatu 7, Helsinki
Mon. - Fri. 10 a.m. - 7 p.m., Sat. 10 a.m. - 6 p.m., Sun. Noon - 6 p.m.

For more information please contact:

Design Forum Finland

PR & Communications Manager Aila Kolehmainen, Tel. +358 9 6220 8121, Mobile +358 41 5387533,

aila.kolehmainen@designforum.fi

Prices and Competitions, Manager Tuula Laulajainen, Tel. +358 9 6220 8110, tuula.laulajainen@designforum.fi

www.designforum.fi

