

it's  
a beautiful  
day



A SEMINAR ON TODAY, TOMORROW AND DESIGN  
5<sup>th</sup> INTERNATIONAL ALVAR AALTO SYMPOSIUM  
31.8.-1.9.2007 JYVÄSKYLÄ, FINLAND

Helsinki, 12.6.2007

**It's a Beautiful Day!**  
**5th International Alvar Aalto Design Seminar 2007**  
Jyväskylä, 31 August – 1 September 2007

Alvar Aalto Academy has the pleasure to invite everyone interested in design to the event topping off the summer, the International Alvar Aalto Design Seminar, to be held in Jyväskylä, Finland, between 31 August – 1 September 2007. For the fifth time, the seminar brings the audience top names in contemporary design, featured in lectures and exhibitions. The tradition of Alvar Aalto provides a superb backdrop to the event, internationally acclaimed for its high-quality offering and inspiring, participatory ambience. The seminar brings together established masters, seasoned professionals and students alike. The Alvar Aalto Design Seminar is arranged every third year alternating with Alvar Aalto Architectural Symposium and Alvar Aalto Research Conference.

It's A Beautiful Day is chaired by the interior architect Ilkka Suppanen, one of the best-known contemporary Finnish designers. He has selected the key speakers. The designers giving lectures are **Louise Campbell** from Denmark, **Dai Fujiwara (Creative Director at Issey Miyake Inc)** from Japan, **Hella Jongerius** from the Netherlands and **Ronan Bouroullec** from France. **Miguel Fluxa** from the footwear company Camper in Spain illustrates the manufacturer's point of view, while **Adriaan Beukers** complements the seminar with a researcher's approach. Beukers is known for co-authoring *Lightness* and *Flying lightness*.

The section entitled *Made in Finland* features designers born or educated in Finland: **Mikko Paakkanen**, interior architect; **Nathalie Lahdenmäki**, ceramist; **Arihiro Miyake**, designer; **Paola Suhonen**, fashion designer; **Antti Hinkula** and **Teemu Suviala**, graphic designers at Syrup Helsinki; and the internationally acclaimed architect **Sami Rintala**.

It's a beautiful day! Because I decide it is. Of course there is always someone who disagrees. It depends on how you look at things. I understand that today many things look like they are straight from the war: Our cars look like tanks, our sofas look like bunkers. Security is a mega trend. Climate change is self-evident. Things from the past seem wonderfully safe and harmless to us. Lack of security may have deprived us of our faith in tomorrow. It feels easier to just cuddle up on the sofa and let it be. Yet I believe we can think for ourselves and decide whether the day is lousy or beautiful. This is what Ilkka Suppanen writes in his foreword to the seminar.

Internationally acclaimed designers, corporate leaders and scientists share their version with us: Can we influence the future through our own actions? Can we design something out of the blue? Can the combination of innovation and beauty help solve the problems of today's world? Are we dependent on innovative and ethical businesses? Do we have to develop new technology in order to solve our problems? Or can we make do with what we already have? What would a human manifesto of all this be like? Can design influence tomorrow after all?

There will be two side exhibitions accompanying the seminar: **It's a Beautiful Day** showcasing the keynote speakers' works in the Museum of Central Finland, 31 August to 30 September, and **Made in Finland** with works by designers educated in Finland in the Studio of the Alvar Aalto Museum, 31 August to 7 October, 2007. Two University of Art and Design Helsinki workshops complement the off-events: **Lobby Bar** is a lounge specially designed for the event in the lobby of the University of Jyväskylä main building and outside the entrance. **Bench for Campus** presents the outcome of the University of Art and Design Wood Studio workshop; the audience will be given the opportunity to vote for their favourite benches intended for the Jyväskylä campus.

The seminar is jointly arranged by Alvar Aalto Academy and Alvar Aalto Museum. The event is supported by the City of Jyväskylä, Ministry of Education, Senate Properties, Martela, University of Art and Design Helsinki, Artek and Asko Foundation.

Further information: <http://www.alvaraalto.fi/designseminar/2007/>

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