

Press release, 5 May 2022

Design Helsinki announces partnership with Finland's largest furniture, design and interior event Habitare

Design Helsinki, Finland's first B2B contemporary design festival will partner with Habitare, Finland's largest furniture, design and interior design event which will be held at Messukeskus in Helsinki from 7 – 11 September. Design Helsinki is a new annual event which takes place across Helsinki city-centre, featuring a purpose-built international design pavilion as well as specially commissioned installations and multiple local design showrooms.

Design Helsinki is Media 10's first Nordic event and aims to bring together Finnish designers and brands as well as an international audience of architects, designers and design professionals.

Featuring an unmissable programme, the two-day fair will bring the area to life under the summer sun with festivities to match. Immersive installations will line the streets, a curated exhibition will showcase sought after brands and the latest products, delectable food and drink partners will offer a variety of discounts and deals whilst a topical talks programme will highlight the industry's most pressing issues. The fair will also celebrate the area's local design showrooms who will welcome visitors through their doors with a jam-packed programme of events.

Habitare, in turn, showcases a new generation of designers, offers ideas and inspiration for decorating homes and spaces, and highlights design and related phenomena from near and far. Habitare content is targeted at both professionals and the general public. More than 400 companies participate in Habitare every year, and the event's comprehensive programme covers a wide variety of topics.

Habitare was last held in 2019, when the event attracted approximately 58,000 visitors, of whom 13,000 were professionals.

*"Habitare welcomes the new event and the visitors it attracts to the Finnish market. Autumn in the design industry will include many interesting events, and it has special significance now that we can again enjoy real encounters and network face-to-face after a two-year hiatus. Creating a dialogue between two design-industry events produces interesting perspectives and enables new initiatives in the future", says the creative director of Habitare, **Laura Sarvilinna**.*

This year, Habitare and Design Helsinki will both feature in each other's programme. The creative director of Habitare, Laura Sarvilinna, will be interviewed as part of the Design Helsinki programme on "Regenerate", while Design Helsinki will participate in Habitare's programme as part of the theme "Blending Spaces".

'With experience in organising international B2B design events, Media 10 is delighted to collaborate with an event that has a long history and legacy in Finland. Habitare's theme of 'Reimagine' could not be more fitting for this partnership as we aim to shine a light on contemporary design in Finland. We want to open up new opportunities and propel Finnish design to the forefront of the international design scene. Working together as two unique platforms really helps us to achieve this.' **Marlon Cera-Marle**, Director, Media 10.

"We see the collaboration with Design Helsinki as an interesting opportunity for Habitare. Habitare holds a strong position among the events taking place in the autumn, and for more than 50 years, it

*has been highlighting interesting phenomena, experts and companies from the furniture, design and interior decoration industries. Through the collaboration, we can also enhance our international appeal in a new way”, says Habitare Business Manager **Tanja Pasila** at Messukeskus.*

More information:

Habitare

Habitare, the largest furniture, design and interior decoration event in Finland, will be held at Messukeskus in Helsinki, from 7 to 11 September 2022. Habitare offers experiences and ideas on interior decoration, and on the functioning and look of homes and other spaces. Habitare highlights the ideas and works by a new generation of designers, and sparks discussion. The theme of the event this year is Reimagine. The International Friend of Habitare in 2022 is Joseph Grima.
| www.habitare.fi | [@HabitareFair](https://twitter.com/HabitareFair) | www.facebook.com/habitare | [#habitare2022](https://twitter.com/habitare2022)

Design Helsinki

Launching 24-25 August, Design Helsinki will be Finland’s first international B2B fair dedicated to contemporary design. Featuring an unmissable programme, the two-day fair will bring the area to life under the summer sun with festivities to match. Immersive installations will line the streets, a curated exhibition will showcase sought after brands and the latest products, delectable food and drink partners will offer a variety of discounts and deals whilst a topical talks programme will highlight the industry's most pressing issues. The fair will also celebrate the area's local design showrooms who will welcome architects, designers, dealers, retailers and more through their doors with a jam-packed programme of events. | www.designhelsinki.com | [@design_helsinki](https://twitter.com/design_helsinki) | www.facebook.com/DesignHelsinki | www.linkedin.com/company/design-helsinki | [#designhelsinki22](https://twitter.com/designhelsinki22)