

DESIGN '81
ICOGRADA ICSID IFI
HELSINKI
1-8.8.1981



Programme
Programme
Ohjelma

Design
Integration

Intégration
du Design

Design
Integraatio

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International Organizations

ICOGRADA

The International Council of Graphic Design Associations (ICOGRADA) was founded in 1963.

The function of the organization is to act as the representative and advisory international body for graphic design, the graphic profession, its supporting or promotional organizations and, where relevant, allied disciplines.

ICOGRADA Executive Board

Peter Kneebone
France
President

Flemming Ljørring
Denmark
Past President

Oscar Anderson
USA
Vice President

Roman Duszek
Poland
Vice President

Jorge Frascara
Canada
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Great Britain
Secretary General

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Nigeria
Member

Raymond Kyne
Ireland
Member

Jukka Pellinen
Finland
Liaison/DESIGN '81

ICSID

The International Council of Societies of Industrial Design (ICSID) was founded in 1957.

The function of the organization is to advance at the international level the discipline of industrial design and its effectiveness in satisfying the needs and aspirations of people.

ICSID Executive Board

Arthur J. Pulos
USA
President

Yuri Soloviev
USSR
Past President

Alejandro Lazo-Margain
Mexico
Honorary Treasurer

Ryszard Bojar
Poland
Vice President

Carla Venosta
Italy
Vice President

Loek van der Sande
Netherlands
Secretary General

Dirk Jacobs
Belgium
Member

Françoise Jollant
France
Member

Antti Nurmesniemi
Finland
Member/DESIGN '81

H. K. Vyas
India
Member

Knut Yran
Norway
Member

IFI

The International Federation of Interior Designers (IFI) was founded in 1963.

The function of the organization is to coordinate all activities relevant to the profession – in matters of professional codes of conduct, professional practice, as well as to secure the integrity of the profession and the public confidence in interior architects.

IFI Executive Committee

Agneta Liljedahl
Sweden
President

Zbigniew Wilma
Poland
Vice President

Perttu Mentula
Finland
Vice President/DESIGN '81

Jean Pinton
France
Vice President

Bernard S. Vinick
USA
Treasurer

Liesbeth Hardenberg
Netherlands
Secretary General

Congress Organization

Host Organizations:

GMG
Finnish Associations of
Graphic Design
(Grafiya, Mainosgraafikot MG)

ORNAMO
Finnish Association of
Designers
SIO
Finnish Association of
Interior Architects

Executive Committee:

Antti Nurmesniemi
ORNAMO
Design Professor
Chairman

Perttu Mentula
SIO
Interior Architect
Jukka Pellinen
GMG
Graphic Designer

Organizing Committee:

Antti Nurmesniemi
ORNAMO
Executive Committee
Chairman

Gunnar Luostarinen
GMG
Social Committee
Chairman

Guy Lönngrén
ORNAMO
Programme
Coordinator

Perttu Mentula
SIO
Executive Committee
Exhibitions
Supervisor

Esko Miettinen
GMG
Programme Committee
Chairman

Jukka Pellinen
GMG
Executive Committee

Juhani Salovaara
ORNAMO
Programme Committee
Co-Chairman

Graphic Design:

G4
Martti Mykkänen, GMG
Esa Ojala, GMG

Head of the Press Bureau
Kari Sautero

Secretary General
Kaarina Pohto

Secretariat:

Elisa Koskinen
Nita Pietilä
Suvi Saxén

With compliments

We are extremely proud that the international design councils ICOGRADA, ICSID and IFI have shown such confidence in allowing us to organize the DESIGN '81 Congress. It is a mark of respect to the whole of Finnish culture and industry, and to Finnish designers.

We are aware that our task would have been impossible without many kinds of support and help, and wish to thank all those who have shared the burden with us. The Finnish Ministry of Education has given us invaluable backing and aid right from the start. The Ministry of Trade and Industry and numerous companies and other bodies have also helped with the preparations. The municipal authorities of Helsinki, Lahti and Tampere have hospitably opened their doors to us. The generosity and encouragement of all these bodies have made our work possible.

A great deal of the day-to-day work has been done on a voluntary basis. Innumerable Finnish designers and artists have taken a personal interest in the congress and worked on the planning and preparations through various committees and teams, thus making their own invaluable contribution to the furtherance of internationalism in design.

We should like to offer our warmest thanks to you all.

Organizing Committee

Daily Schedule

During the congress days at Finlandia Hall we shall be observing the following timetable:

The Finlandia Hall will open daily at 08.00 and close at 18.00.

3.8.1981

Monday is reserved for registration, in the ground floor of the Main Building. At 16.00 the Congress will be officially opened in auditorium 1. Members of the public are asked to be in their places 15 minutes beforehand.

4. – 6.8.1981

The timetable for the congress days is based on lecture periods of 1 hour 15 minutes. The plenary session each morning begins in auditorium 1 at 09.00 and ends at 10.15, followed by a half-hour coffee break. The professional lectures begin at 10.45 and end by mid-day. The lunch break is two hours.

The programme for the afternoon follows the same pattern, with the plenary session in auditorium 1 on the in-depth theme of the day from 14.00 to 15.15. The professional lectures begin after a coffee break at 15.45 ending by 17.00.

The TV system in Finlandia Hall will keep you informed about any changes in the programme. It provides information on what is going on at the Presentation Centre, exhibitions, excursions, showings at the Nordia cinema and social events, and helps people to get in touch with each other.

7.8.1981

Friday is the day of industrial tours in southern Finland. Finlandia Hall will be open between 10.00 and 16.00, but there will be no organized events.

8.8.1981

The Saturday morning sitting in auditorium 1 from 09.00 to 10.15 will provide a summary of the week's programme. The coffee break will be followed at 10.45 by the official closing of the congress.

The 70th anniversary reception of the Finnish Association of Designers ORNAMO will be held in the foyer of auditorium 1 immediately after the Closing Ceremony.

"Vanhan Kellari" congress club 3. – 7.8.1981

The congress club at the Old Student House will provide a meeting place every evening from Monday to Friday for wearers of the DESIGN '81 badge, and is open till 02.00

Address:

Mannerheimintie 3

Nordia Centre

Finnish and international design films will be presented in the Nordia Centre during the congress week. The programme will be transmitted daily over the TV system in Finlandia Hall.

Display box posters from various decades and new Finnish film posters.

The Nordia Centre consists of three cinemas, a café and an exhibition room.

Address:

Cinema Nordia

Yrjönkatu 36

Presentation Centre

Congress delegates can present their own "happenings", prepared 15 minute talks, slide series and films at the Presentation Centre in auditorium 4.

The Presentation Centre is available during the joint morning and afternoon lectures, i.e. from 10.45 to 12.00 and from 15.45 to 17.00.

The afternoon programme will be made up on the basis of suggestions and proposals received during the day. Reservations should be made between 12.00 and 13.00 each day at the information desk on the ground floor. Information about the Presentation Centre programme will be transmitted through the daily bulletin over the TV system.

AV equipment

- Overhead projector
- Slide projector
- Tandem projector
- 8 mm film projector
- 16 mm film projector
- Video projector

Please note, that the films and videotapes presented in Finlandia Hall are to be submitted through the Congress Secretariat to the State Office of Film Censorship for approval.

Industrial Tours

Friday 7 August

Finnish Glass Tour

1. IITTALA TOUR

Departure from Finlandia Hall: consult your participation card

Estimated duration of trip: 10 hours.

The participants in the Iittala Tour will visit the collections of Finland's Glass Museum in Riihimäki and the Iittala Glassworks. The latter is the biggest manufacturer of household glassware in Scandinavia. Lunch will be served in Iittala. On the return journey there will be a visit to the medieval Castle of Hämeenlinna.

2. NUUTAJÄRVI TOUR

Departure from Finlandia Hall: consult your participation card.

Estimated duration of trip: 10 hours.

Those participating in the Nuutajärvi Tour will visit the Arabia Ceramics factory in Helsinki and the Nuutajärvi Glassworks, manufacturers of both utility ware and unique objects of art, and Finland's Glass Museum in Riihimäki. Lunch will be served in Nuutajärvi.

Tampere Industrial Tour

Departure from Finlandia Hall at 08.30.

Estimated duration of trip: 13 hours.

Programme in Tampere

- The participants will be placed in the buses according to the branch of industry in which they are interested. Visits will be made to factories representing the metal, plastic and electronic industries, and the textile and shoe industries. Lunch will be served during the visits, in the factory canteens.
- The Sara Hildén Art Museum, the Cathedral and some other places of interest will be visited during the sightseeing tour.
- The excursion will end with a reception in the City Hall offered by the City of Tampere.

Lahti Industrial Tour

The trip will be made by train.

Departure: Railway Station at 09.00.

Estimated duration of trip: 13 hours.

Programme in Lahti

- In Lahti the participants will be divided into groups for visits to one of the furniture factories or to a clothes factory. Lunch will be served in the factory restaurants.
- Lahti IV International Poster Biennale will be visited in the afternoon.

- The participants will also take a look at the Lahti Fair. Coffee and refreshments will be served at the Fair.
- The tour will end with a reception offered by the City of Lahti in the Lahti Sports Centre.

Participants in the Lahti and Tampere tours, please note:

The information desk has a list of the factories to be visited during the tours. Please check-in at information by Wednesday 5 August at the latest, to choose the factory in which you are interested.

Sites to be visited in Helsinki

Watch craftsmen at work.

During the Congress week the participants will have an opportunity to visit ceramic and handicraft workshops, fashion design studios and factories of various kinds situated in Helsinki and its suburbs. Further information about these visits can be obtained at the Information desk.

Exhibitions

There are several exhibitions open in Helsinki and various places in southern Finland during the congress. They are likely to be of interest to ICOGRADA, ICSID and IFI delegates, though not specifically part of the congress programme.

Small-scale displays of the activities of the international organizations and the regional groups are being set up at Finlandia Hall.

List of exhibitions

1. Lahti IV International Poster Biennale

Lahti Art Museum

Vapaudenkatu 22, Lahti

(map of Finland, no. 4)

Open: 16.5. – 1.9.1981

Sunday through Saturday

From 11.00 to 19.00 hours

736 posters from 29 countries have been selected for the IV International Poster Biennale in Lahti. Special series on the theme "national health". Visit during the Lahti industrial tour.

2. Finnish Association of Designers Ornamo 70 years

Museum of Applied Arts

Korkeavuorenkatu 23

(Helsinki map p. 92)

Open: 4.8. – 13.9.1981

Tuesday through Friday from 11.00 to 17.00 hours

Saturday through Sunday from 11.00 to 16.00 hours

A retrospective look at the work and activities of ORNAMO members over the past 70 years.

3. Tapio Wirkkala exhibition

Finland's Glass Museum

Tehtaankatu 23, Riihimäki

(map of Finland, no. 2)

Open: 6.8. – 1.11.1981

Monday through Friday from 10.00 to 18.00 hours

Saturday through Sunday from 12.00 to 18.00 hours

A cross-section of Tapio Wirkkala's output in exhibits, pictures, and film.

Visit during the glass tour.

4. Sauna — part of the Finnish lifestyle

Finlandia Hall

Karamzininkatu 4

Open: 3.7. — 13.9.1981

1.8. — 8.8.1981 from 12.00 to 20.00 hours

at other times:

Sunday through Wednesday from 12.00 to 16.00 hours

Thursday through Friday from 12.00 to 20.00 hours

Closed on Saturdays

The traditional Finnish sauna, its history and present form in various buildings and settings.

Exhibition of sauna equipment.

5. 300th Anniversary exhibition of the glass industry

Finland's Glass Museum

Tehtaankatu 23, Riihimäki

(map of Finland, no. 2)

Open: Monday through Friday from 10.00 to 18.00 hours

Saturday through Sunday from 12.00 to 18.00 hours

The history of Finnish glass and the development of glass-making techniques are shown in this permanent exhibition of the Finnish Glass Museum, which opened this year.

Visit during the glass tour.

6. Life and the things we live with

Iittala Glass Museum, Iittala

(map of Finland, no. 1)

Open: 8.5. — 30.9.1981

Monday through Sunday from 09.00 to 18.00 hours

Centenary exhibition of the Iittala Glassworks.

Visit during the glass tour.

7. Towards a seat

City of Helsinki Art Museum

Tamminiementie 6, building B

(Helsinki map p. 92)

Open: 6.8. — 13.9.1981

Wednesday through Sunday from 11.00 to 18.30 hours

Monday through Tuesday closed

Exhibition of the range of seating designed by Yrjö Wihnerheimo and the models that he developed as a follow-up.

8. Italian design collection

Funktio

Lönnrotinkatu 7

(Helsinki map p. 92)

Open: 4.8. — 15.8.1981

4.8. — 7.8. from 10.00 to 20.00 hours

at other times:

Monday through Friday from 10.00 to 18.00 hours

Saturday from 10.00 to 15.00 hours

This shop specializing in Italian design furniture and light fittings presents its own selection of top Italian products.

9. Exhibition of Finnish graphic design

Jugend Room

Pohjoisesplanadi 19

(Helsinki map p. 92)

Open: 31.7. — 9.8.1981

Monday through Friday from 10.00 to 18.00 hours

Saturday from 09.00 to 16.00 hours

Closed on Sundays

The Tops of the Year 1980. The Best Finnish Posters in 1980. Poster collection of recent decades.

10. Vuokko Eskolin-Nurmesniemi

Antti Nurmesniemi

Artek Oy Ab

Keskuskatu 3

(Helsinki map p. 92)

Open: 31.7. — 22.8.1981

Monday from 08.30 to 18.00 hours

Tuesday through Friday from 08.30 to 17.00 hours

An exhibition of the output of the two designers from the '50s up to the present. — Textiles, furniture, clothing, light fittings, glass, interiors, ceramics and metal.

11. "Design: Dieter Rams &"

Amos Anderson Museum

Yrjönkatu 27

(Helsinki map p. 92)

Open: 1.8. — 6.9.1981

Monday through Friday from 10.00 to 20.00 hours

Sunday from 12.00 to 20.00 hours

Closed on Saturdays

25th anniversary exhibition of the work of Dieter Rams, aimed at illustrating his way of thinking and work as an industrial designer.

12. Stockmann-Orno lighting, retrospective exhibition

Stockmann-Orno

Santaniitynkatu, Kerava

(map of Finland, no. 5)

Open: 1.8. — 30.9.1981

Monday through Friday from 08.00 to 15.30

60th anniversary exhibition of Orno products, designed by Lisa Johansson-Pape (includes Orno's wholesale import range).

13. 110th Anniversary exhibition of University of Industrial Arts

Helsinki Art Exhibition Hall

Nervanderinkatu 3 (Helsinki map p. 92)

Open: 3.8. — 16.8.1981

4.8. — 7.8. from 10.00 to 20.00 hours

at other times:

Monday through Friday from 10.00 to 16.00

Closed on Saturdays. Sunday from 12.00 to 16.00

An exhibition of the activities, past and present, of what is now the University of Industrial Arts. Various designs and trainee projects on show.

14. Nordic glass '81

Finland's Glass Museum
Tehtaankatu 23, Riihimäki
(map of Finland, no. 2)

Open: 12.6. – 10.8.1981

Monday through Friday from 10.00 to 18.00
Saturday through Sunday from 12.00 to 18.00

Display of the work of Scandinavian glassworks.
Visit during the glass tour.

15. Finnish industrial textiles of the '80s

Helsinki Art House
Pursimiehenkatu 2
(Helsinki map p. 92)

Open: 29.7. – 30.8.1981

The exhibition is open until 20.00 hours between 2.8.
and 9.8.

at other times:

Tuesday through Saturday from 11.00 to 19.00 hours
Sunday from 12.00 to 19.00 hours.

Display of the latest industrially produced soft furnish-
ing and clothing fabrics designed for Finnish and export
markets.

16. Form and structure

Ateneum Art Museum
Kaivokatu 2–4
(Helsinki map p. 92)

Open: 31.7. – 13.9.1981

Monday through Tuesday from 09.00 to 17.00 hours
Wednesday from 09.00 to 20.00 hours
Friday from 09.00 to 17.00 hours
Saturday through Sunday from 11.00 to 17.00 hours

Exhibition of the constructivist side of art, architecture
and industrial design staged jointly by Nykytaide ry, the
Museum of Finnish Architecture and the Society of
Crafts and Design.

17. Environmental design in Poland

Helsinki Art Exhibition Hall
Ainonkatu 2
(Helsinki map p. 92)

Open: 3.8. – 9.8.1981

The exhibition is open until 20.00 hours between
4.8. – 7.8.

at other times:

Monday through Friday from 10.00 to 16.00 hours
Sunday from 12.00 to 16.00 hours
Closed on Saturdays

Exhibition of the Warsaw Academy of Art, illustrating
training methods.

18. Textile space '80s

Indoor Design Oy
Fabianinkatu 14
(Helsinki map p. 92)

Open: 1.8. – 8.8.1981

Monday through Friday from 09.00 to 17.00 hours
Saturday from 09.00 to 14.00 hours

The textile-based furnishing and interiors designed by
Perttu Mentula.

19. Maija Lavonen – interior textiles

Galleria Sculptor
Yrjönkatu 11
(Helsinki map p. 92)

Open: 9.7. – 23.8.1981

Monday through Friday from 11.00 to 17.00 hours
Saturday 8.8. from 12.00 to 16.00 hours
Closed on other Saturdays

Exhibition of woven linen, ryijy rugs and individually
printed experimental textiles.

20. Erik Bruun's happy posters

Galleria Rotunda
University Library, Unioninkatu 36
(Helsinki map p. 92)

Open: 4.8. – 15.9.1981

In August:

Monday through Saturday from 09.00 to 18.00 hours
Sunday from 14.00 to 20.00 hours

21. Kosti Antikainen in memoriam

Lahti Historical Museum
Lahdenkatu 4, Lahti
(Map of Finland, no. 4)

Open: 16.5 – 9.8.1981

Tuesday from 18.00 to 20.00 hours
Wednesday through Sunday from 12.00 to 16.00 hours

Book jackets, illustrations and posters by the
well-known Finnish illustrator and book designer Kosti
Antikainen (1930 – 1980).

Visit during the Lahti industrial tour.

22. Finnish film posters

Cinema Nordia
Yrjönkatu 36
(Helsinki map p. 92)

Open: 1.7. – 30.8.1981

Monday through Saturday from 11.00 to 22.00 hours
Sunday from 13.00 to 22.00 hours

Display box posters from various decades, and new
Finnish film posters.

23. Metsovaara and Sellgren exhibition

Kasarminkatu 23 A, 4th floor
(Helsinki map p. 92)

Open: 3.8. – 7.8.1981

Monday through Friday from 09.00 to 17.00 hours.
Interior decoration fabrics for home and contract work.

**Timetables subject to changes. Further details
available at the Information centre.**

Social Events

Reception

Sunday 2 August

All the delegates of ICOGRADA, ICSID and IFI are invited to a reception offered by the Ministry of Trade and Industry between 18.00 and 20.00 at the seaside restaurant Kulosaaren Casino. Transportation will be provided.

Departure from Finlandia Hall at 17.30. Return transport to the centre of Helsinki.

Opening Ceremony

Monday 3 August

All the participants are invited to attend the Opening Ceremony, which will take place in auditorium 1 of the Main Building of Finlandia Hall at 16.00.

Reception by the City of Helsinki

Monday 3 August

Reception by the City of Helsinki between 18.00 and 19.30 at the City Hall, Pohjoisesplanadi 11 – 13. An invitation card will be required. The invitation card is included in the envelope handed over at the registration desk. Departure from Finlandia Hall at 17.40. No return transport. Lounge suite or equivalent.

Concerts

Tuesday 4 August

I Heikki Sarmanto and his ensemble

20.00 hrs, Temppeliaukio Church, Lutherinkatu 3 (see map of Helsinki, p. 90). Heikki Sarmanto, one of Finland's best known jazz musicians, will present his own compositions.

II Chamber Music Evening

20.00 hrs, House of Nobility, Ritarikatu 1 (see map of Helsinki, p. 90). Both Finnish (Nordgren, Sibelius and Wessman) and foreign (Tschaikovski) chamber music will be presented by Espoo Chamber Orchestra, conducted by Paavo Pohjola.

III Jam Session

20.00 hrs, Jazz-restaurant Groovy, Ruoholahdenkatu 4 (see map of Helsinki, p. 90). Jazz improvisations by the House Band, conducted by Pentti Hietanen, will be presented. Refreshment is included in the price.

Please note that separate tickets are required for admission to the concerts.

Unsold tickets can be purchased for FIM 30:- at the Social Event Ticket Desk.

Seurasaari Open-Air Gathering

Wednesday 5 August

Open-Air Gathering on the island of Seurasaari between 18.00 and 22.00. An invitation card and a detailed programme of the events are included in the envelope handed over at the registration desk.

The participants will be collected from their hotels by bus. Please consult the transportation schedule on the information boards of the hotels.

"4 Seasons of Finnish Fashion"

Thursday 6 August

All the participants are invited to the fashion show "4 Seasons of Finnish Fashion", at 20.00 in auditorium 1 of the Main Building of Finlandia Hall. **Please note that the Congress badge or an invitation card is required for admission to the fashion show.**

Closing Session

Saturday 8 August

All the participants are welcome to the Closing Session from 09.00 to 10.15 in auditorium 1 in Finlandia Hall and after a half-hour coffee break to the Closing Ceremony.

The 70th Anniversary reception of the Finnish Association of Designers ORNAMO will be arranged in the foyer of auditorium 1 immediately after the Closing Ceremony.

Banquet

Saturday 8 August

The Closing Banquet will be held at the seaside restaurant Kalastajatorppa. The 70th Anniversary of ORNAMO will also be celebrated on this occasion. Unsold tickets for the Banquet can be purchased for FIM 175:-. Table reservations can be made at the Information desk. Those participating in the Banquet will be collected by bus from their hotels at 19.30. Return transport between 22.30 and 02.00.

Sightseeing and Excursions

Tickets for sightseeing and excursions can be bought at the Service Centre.

Sightseeing Tour

Saturday 1 August
Sunday 2 August
Monday 3 August
Tuesday 4 August
Wednesday 5 August
Price: FIM 30:-
Departure: 09.30 Finlandia Hall
Duration: 2.5 hours

The most interesting sights in the city of Helsinki and its surroundings will be visited on this tour.

Ainola - Hvitträsk

Sunday 2 August
Tuesday 4 August
Wednesday 5 August
Price: FIM 153:-
Departure: 10.00 Finlandia Hall
Duration: 6 hours

This tour will enable you to see a glimpse of the Finnish countryside and to visit the former homes of the well-known composer Jean Sibelius and the three famous architects Eliel Saarinen, Armas Lindgren and Herman Gesellius. Lunch and coffee are included in the tour.

The Island Fortress of Suomenlinna

Sunday 2 August
Tuesday 4 August
Wednesday 5 August
Price: FIM 56:-
Departure: 13.30 Market Square
Duration: 3 hours

These excursions will take you to the island fortress of Suomenlinna, built in the 18th century. The tour is made by boat.

Finnish Handicrafts

Monday 3 August
Tuesday 4 August
Wednesday 5 August
Thursday 6 August
Price: FIM 40:-
Departure: 09.00 Finlandia Hall
Duration: 3.5 hours

Visits will be made to the Arabia china factory and to Suomen Käsityön Ystävät (the Friends of Finnish Handicrafts).

Porvoo Excursion

Wednesday 5 August
Price: FIM 185:-
Departure: 09.00 Market Square
Duration: 7 hours

The tour begins with a 2-hour boat trip to the town of Porvoo. Visits will be made to some of the many handicraft workshops situated in the old town. Lunch will be included in the tour.

Post-Congress Tours

All participants who have made a reservation for a Post-Congress tour are kindly asked to contact the Tour and Excursion desk at the Service Centre.

General information

Service Centre

The Service Centre, located in the Main Building of Finlandia Hall, will be open from Saturday 1 August through Saturday 8 August, between 08.00 and 18.00 hrs. except on Friday, the day of the Industrial Tours, when it will be open between 10.00 and 16.00 hrs. If not indicated otherwise, the congress services mentioned below will be available during the Service Centre office hours.

AREA Travel Agency

The Congress Travel Agency will have a desk in the Service Centre and will attend to participants in matters regarding hotel arrangements, tours and excursions.

Airline Reservations and Tickets

A travel desk will be operated by Finnair in the Service Centre, to assist travellers in arranging or confirming reservations with all airlines.

Opening hours:

Monday 3 August 10.00 – 16.00

Tuesday through Thursday 4 – 6 August 08.00 – 18.00

Saturday 8 August 08.00 – 16.00

Foreign Exchange and Banking

A branch office of the Union Bank of Finland will be located in the Service Centre. Foreign currency can also be exchanged and traveller's cheques cashed at any bank, the airport, railway station and most of the hotels used by the participants.

Opening hours:

Saturday and Sunday 1 – 2 August 10.00 – 16.00

Monday through Thursday 3 – 6 August 08.00 – 18.00

Friday and Saturday 7 – 8 August 10.00 – 16.00

Post Office

The special Congress Post Office in Finlandia Hall will be open from Monday through Saturday as follows:

Monday through Thursday 3 – 6 August 09.00 – 17.00

Friday and Saturday 7 – 8 August 10.00 – 16.00

Letters and postcards mailed from Finlandia Hall will be stamped with a special Congress postmark.

Social Event Ticket Desk

Left-over tickets for concerts or the banquet can be purchased at the Social Event Ticket Desk. Table reservations for the banquet can be made at the Information desk.

First Aid

A room will be reserved for medical emergencies in the Service Centre from Monday through Thursday between 08.00 and 18.00 hrs. The nurse on duty will also help in the case of minor ailments and accidents. If dental services are needed, please contact the personnel in First Aid. Medical goods can be purchased at all hours at the University Drug Store (Yliopiston Apteekki), Mannerheimintie 5.

Press

The press-service of DESIGN '81 is situated in the Congress Wing of Finlandia Hall. Representatives of the press should check-in at the press-office (see the plan), where they will receive their press card and press material. Telephones, typewriters and interviewing facilities will be available in the press-office. The head of the press bureau will be Mr. Kari Sautero.

Meals in the Congress Area

Lunch: A special lunch service will be provided at the Restaurant Finlandia from Saturday 1 August through Saturday 8 August between 12.00 and 14.00 hrs.

Lunch tickets, at FIM 25:-, can be purchased at the Information desk or at the entrance to the restaurant.

The lunch consists of a warm dish, with iced water, bread and butter, and a cup of coffee.

Coffee, beer, sandwiches and other light refreshments will be available throughout the day at the buffets in Finlandia Hall.

Garden buffet: Coffee and refreshments will be available in the garden buffet in front of the main entrance.

Congress Badge

The official Congress Badge, received when checking-in, must be worn for admission to the sessions and exhibitions, and when using the special Congress buses. Please note that invitation cards are required for admission to the concerts and the banquet.

The Badges will be coloured according to the following system:

Active participants, press and personnel – red
Social participants – blue
Students – yellow

Please note! The blue badge does not entitle the holder to enter the sessions.

Interpretation Equipment

Receivers will be distributed on presentation of the receipt enclosed in the registration material.

Mail and Messages

Messages to other participants can be left at the Information desk. Personal letters, telegrams and messages received at the Secretariat may also be collected from the Information.

Lost and Found

Inquiries concerning lost property will be dealt with by the staff at the Information desk.

Tipping

It is the custom in Finland to tip only for special services (e.g. extra service in hotel rooms). In taxis the bill is often made up to the nearest mark, but percentage tipping is not customary. At restaurants a service charge is added to the bill, but when clothes have been left in the cloakroom, a tip of FIM 2.50 per person should be given to the attendant.

News in English

The news in English can be obtained throughout the day by dialling telephone number 018. The Finnish Broadcasting company also sends news in English at 22.30 at 5.58 MHz and 23.10 at ULA(FM Radio) from Monday through Friday.

Helsinki Today

In addition to the booklet "Helsinki This Week", which is available in most hotels and at the Congress Information desk, daily information about events and entertainments can be obtained in English by dialling telephone number 058.

Transportation

Finlandia Hall can be reached from most hotels with trams 3, 4 and 10 or various buses.

There will be no daily transportation from the hotels to the Congress area. However, special transportation will be provided for the following social events:

Transportation Schedule

Sunday 2 August

Reception by the Ministry of Trade and Industry

Bus transportation for the delegates to the General Assemblies from Finlandia Hall at 17.30 and back to the centre at 20.00.

Monday 3 August

Reception by the City of Helsinki

All participants will be taken from Finlandia Hall to the City Hall at 17.40. No return transport.

Wednesday 5 August

Seurasaari Open-Air Gathering

All participants will be collected from their hotels (listed in the map of Helsinki). Departures at 18.00 – 18.30 (the exact time will be given on the information board of each hotel).

Return transport from Seurasaari to the centre of Helsinki. Frequent departures will be arranged between 21.00 and 22.30 hrs.

Saturday 8 August

Banquet

All participants attending the Congress Banquet will be collected from their hotels at 19.30. Return transport between 22.30 and 02.00.

Please note:

- The special bus service will be free (the Congress Badge serves as a ticket).
- Buses used in the special bus service are marked with the Congress sign.
- The drivers have orders to stick strictly to the timetable.
- Further information concerning timetables can be obtained from the hotel reception desks.

	August Août Elokuu 1	August Août Elokuu 2	August Août Elokuu 3	August Août Elokuu 4	August Août Elokuu 5	August Août Elokuu 6	August Août Elokuu 7	August Août Elokuu 8
	General Assemblies Assemblée générales Yleiskokoukset	General Assemblies Assemblée générales Yleiskokoukset	Opening Ouverture Avaus	Design and Production Le Design et la Production Design ja tuotanto	Cultural Integration l'Integration Culturelle Kulttuurin integraatio	Design Today and Tomorrow Le Design aujourd'hui et demain Design tänään ja huomenna	Excursions Excursions Retket	
9.00	ICOGRADA ICSID	ICOGRADA ICSID IFI	Registration Inscription Rekisteröinti	Plenary Sessions Séances plénières Yleisluennot	Plenary Sessions Séances plénières Yleisluennot	Plenary Sessions Séances plénières Yleisluennot	Finnish industry L'Industrie finlandaise Suomalainen teollisuus	Closing Session Session de clôture Päättäjaisistunto
10.15				Coffee break	Pause-café	Kahvitauko		
10.45				Professional lectures Conférences professionnelles Ammatilliset luennot	Professional lectures Conférences professionnelles Ammatilliset luennot	Professional lectures Conférences professionnelles Ammatilliset luennot	Lahti IV International Poster Biennale IV Biennale Inter- national de l'Affiche de Lahti Lahden IV Kansain- välinen Julistebiennale	
12.00	Lunch Déjeuner Lounas	Lunch Déjeuner Lounas		Lunch Déjeuner Lounas	Lunch Déjeuner Lounas	Lunch Déjeuner Lounas		ORNAMO Reception Réception d'ORNAMO ORNAMOn vastaanotto

14.00				Plenary Sessions Séances plénières Yleisluennot	Plenary Sessions Séances plénières Yleisluennot	Plenary Sessions Séances plénières Yleisluennot		
15.15				Coffee break	Pause-Café	Kahvitauko		
15.45				Professional lectures Conférences professionnelles Ammatilliset luennot	Professional lectures Conférences professionnelles Ammatilliset luennot	Professional lectures Conférences professionnelles Ammatilliset luennot		
16.00			Opening Ouverture Avaus					
18.00		Reception for the delegates Réception pour les délégués Vastaanotto valtuutetuille	Reception by the City of Helsinki Réception de la Ville de Helsinki Kaupungin vastaanotto					
19.00					Open-air Gathering Fête en plein air Seurasaari- tapahtuma			
20.00				Concerts Concerts Konsertit		Fashion show Spectacle de mode Muotinäytös		Banquet Banquet Banketti

Tuesday 4 August

Design and Production

Design & Community



	Plenary Session:		
09.00 – 10.15	Michel Bonno, France	Renault design policy	auditorium 1s
10.15 – 10.45	Coffee break		
	Professional lectures:		
10.45 – 12.00	Emilio Ambasz, USA	Designer – producer	auditorium 4
10.45 – 12.00	Dieter Rams, FRG	Dieter Rams &	
10.45 – 12.00	François Barré, France	Expression visuelle de Renault	auditorium 3s
10.45 – 12.00	Robert Opron, France	Une étude aérodynamique EVE	
10.45 – 12.00	Erik Gillberg, Finland	Sisu trucks, product policy	auditorium 1s
10.45 – 12.00	Antti Siltavuori, Finland	Sisu design	
10.45 – 12.00	Herbert Ohl, FRG	Product evaluation	auditorium 5
10.45 – 12.00	Arthur Ellsworth, USA		
10.45 – 12.00	John Follis, USA	Changing profile of clothing design	auditorium 6
10.45 – 12.00	Pekka Luhtanen, Finland	Clothes for need	
10.45 – 12.00	Textile Symposium Report	Erco management and design	auditorium 2s
10.45 – 12.00	Christoph Rudolph, FRG		
12.00 – 14.00	Lunch		

Changing Production

	Plenary Session:		
14.00 – 15.15	Kumar Vyas, India Yona Friedman, France	Designing for multilevel production A policy of design	auditorium 1s
15.15 – 15.45	Coffee break		
	Professional lectures:		
15.45 – 17.00	Nils Edlund, Sweden	Sociotechnical design	auditorium 5
15.45 – 17.00	Flemming Hvidt, Denmark	Furniture is what you make of it	
15.45 – 17.00	Peter Hiort-Lorenzen, Denmark	Product development for disabled persons	auditorium 1s
15.45 – 17.00	Mats Jacobson, Sweden	Refurnishment of recent housing areas	
15.45 – 17.00	Piotr Myslakowski, Poland	Interior design in restoration	auditorium 3s
15.45 – 17.00	Roger Katan, Columbia	Alternative architecture	
15.45 – 17.00	Bernard Kiyenze, Tanzania	Village industry	auditorium 7
15.45 – 17.00	Harry Moilanen, Finland	Archipelago project	auditorium 6
15.45 – 17.00	Esa Kolehmainen, Finland	Innovation and identity	auditorium 2s
15.45 – 17.00	Sudhakar Nadkarni, India	Design training at postgraduate level	
15.45 – 17.00	Lasse Nevanlinna, Finland	Small scale production	
15.45 – 17.00	Osmo Kärkkäinen, Finland	Regional industry	
15.45 – 17.00	Peter Winqvist, Finland	Designing for small industry	
	Presentation Centre:		
15.45 – 17.00	NID, Ahmedabad John Saint	Design training kit Profile of the designer	auditorium 4

Wednesday 5 August

Cultural Integration

National – International


 Programme
 Programme
 Ohjelma

	Plenary Session:		
09.00 – 10.15	Göran Schildt, Finland	National and international in design	auditorium 1s
10.15 – 10.45	Coffee break		
	Professional lectures:		
10.45 – 12.00	Johan Dirken, The Netherlands	Sources and selection of design signals	auditorium 1s
10.45 – 12.00	Peter Lloyd-Jones, Great Britain	Mass consumption	
10.45 – 12.00	Hartmut Esslinger, FRG	Frogart – tastes are not equal	auditorium 2s
10.45 – 12.00	Jorge Franscara, Canada	Visual criteria of public information symbols	auditorium 5
10.45 – 12.00	Thomas Ockerse, USA	Semiotics of the visual	
10.45 – 12.00	Johan Huldt, Sweden	Design export	auditorium 3s
10.45 – 12.00	Esko Pajamies, Finland	Design export	
10.45 – 12.00	Lennart Lindkvist, Sweden	Design promotion	auditorium 7
10.45 – 12.00	Maria Pia Quarzo Cerina, Italy	Philosophy of Italian design magazine	auditorium 6
	Presentation Centre:		
10.45 – 12.00	Danielle Quarante	Design education	auditorium 4
	Helmuth Schmitt-Siegel	Design and sensuality	
12.00 – 14.00	Lunch		

Tradition – Future

	Plenary Session:		
14.00 – 15.15	Kenji Ekuan, Japan	Japanese design and modern technology	auditorium 1s
	Martti Linkola, Finland	Traditional Finnish form culture	
	Severi Parko, Finland	Origins of Finnish design	
	Sori Yanagi, Japan	The roots of design	
15.15 – 15.45	Coffee break		
	Professional lectures:		
15.45 – 17.00	Peter Haig David-West, Nigeria	Iria symbology	auditorium 1s
15.45 – 17.00	Ramesh Sanzgiri, India	The original unity	
15.45 – 17.00	S. Khan-Magomedov, USSR	The roots of Soviet design	auditorium 2s
15.45 – 17.00	John Vedel-Rieper, Denmark	Tradition of Danish furniture	auditorium 3s
15.45 – 17.00	Helena Perheentupa, India	Jawaja experiment	auditorium 6
15.45 – 17.00	Tatjana Strizhenova, USSR	The history of Soviet costume	
15.45 – 17.00	Harald Teir, Finland	Finnish sauna	auditorium 5
	Presentation Centre:		
15.45 – 17.00	Pekka Perjo, Finland	Interior architect in Finland	auditorium 4
	Design Imago, Australia	The weft and the warp	

Thursday 6 August

Design Today and Tomorrow

Communication – Coordination


 Programme
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 Ohjelma

	Plenary Session:		
09.00 – 10.15	Robert Blaich, The Netherlands Alan Fletcher, Great Britain	Design and communications connection Visual identity	auditorium 1s
10.00 – 10.45	Perttu Mentula Antti Nurmesniemi Jukka Pellinen	Design '81 Address:	auditorium 1s
10.45 – 11.15	Coffee break		
	Professional lectures:		
11.15 – 12.00	Alfonso Grassi et al., Italy	Triennale revived	auditorium 3s
11.15 – 12.00	John Halas, Great Britain	Graphics in motion	auditorium 1s
11.15 – 12.00	Françoise Jollant, France Malitte Matta, France	Design informations Textile documentation	auditorium 7
11.15 – 12.00	Krzysztof Lenk, Poland Lars Mosegaard, Denmark	Design integration in Poland Nordform	auditorium 2s
11.15 – 12.00	Esko Miettinen, Finland Marc Piel, France	Organization versus design Visual identity programme	auditorium 5
11.15 – 12.00	Tom Stewart, Great Britain	The software interface	auditorium 6
	Presentation Centre:		
11.15 – 12.00	Nadine Bertin, USA Ernst Hoch, Great Britain	Colour & design: Their importance in USA Standardization of typographic measurements	auditorium 4
12.00 – 14.00	Lunch		

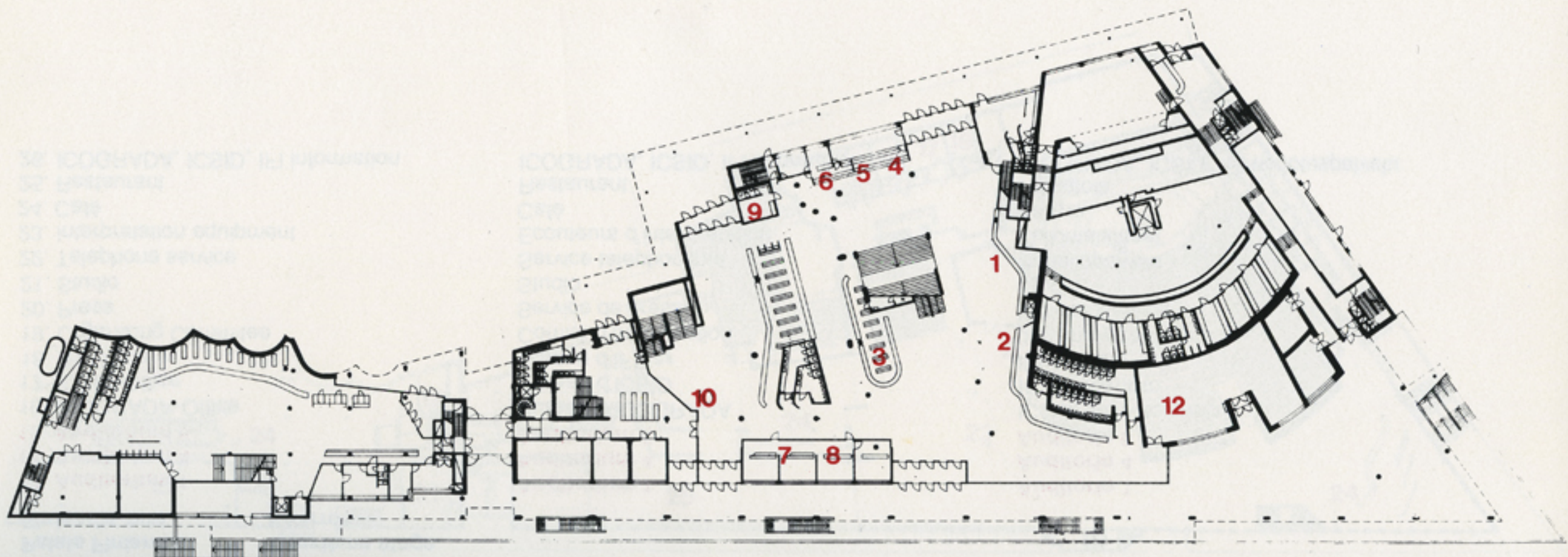
Education – Research – Creativity

	Plenary Session:		
14.00 – 15.15	Katherine & Michael McCoy, USA Yuri Soloviev, USSR	The Saarinen connection in America VNIITE as creative centre of ID in the USSR	auditorium 1s
15.15 – 15.45	Coffee break		
	Professional lectures:		
15.45 – 17.00	Jussi Ahola, Finland Ron Levy, Canada K. Waksvik, Canada	Design research User evaluation in design R & D User evaluation in design R & D	auditorium 7
15.45 – 17.00	Carlos Carillo-Soberón, Mexico Philip Vaughan, Canada	Design in Mexico Design Canada	auditorium 6
15.45 – 17.00	Creative Group	Creative energy	auditorium 3s
15.45 – 17.00	Torsten Dahlin, Sweden Vladimir Munipov, USSR	Ergonomics in ID Interaction of ergonomics and ID	auditorium 5
15.45 – 17.00	Joseph Henry & Don Kubly, USA Torsten Laakso, Finland Walter Jungkind, Canada	A professional approach to professional education The University of Industrial Arts, Helsinki Graphic design education for the future	auditorium 1s
15.45 – 17.00	Peter Ullathorne, Great Britain	A micro in architecture	auditorium 2s
17.00 – 18.00	Danish Television, Denmark	Environmental education	
	Presentation Centre:		
15.45 – 17.00	Wieslaw Karolak, Poland Walter Shaer, USA	Today's inspirations of design, '80 Design interaction research	auditorium 4

- 1. Information
- Checking-in
- Industrial Tours
- 2. Distribution of material
- 3. Travel Agency
- Late registration
- Accommodation
- Social Events
- 4. Finnair
- 5. Post Office
- 6. Bank
- 7. Secretariat
- 9. First Aid
- 10. Bookshop
- 12. Auditorium 5

- Information
- Enregistrement
- Tours industriels
- Distribution du matériel
- Agence de voyage
- Enregistrement sur place
- Logement
- Événements et manifestation
- Finnair
- Bureau postal
- Banque
- Secrétariat
- Premier secours
- Librairie
- Auditorium 5**

- Tiedotuskeskus
- Checking-in
- Teollisuusretket
- Materiaalin jako
- Matkatoimisto
- Rekisteröinti
- Majoitus
- Sosiaaliset tapahtumat
- Finnair
- Postitoimisto
- Pankki
- Sihteeristö
- Ensiapu
- Kirjakauppa
- Auditorio 5**



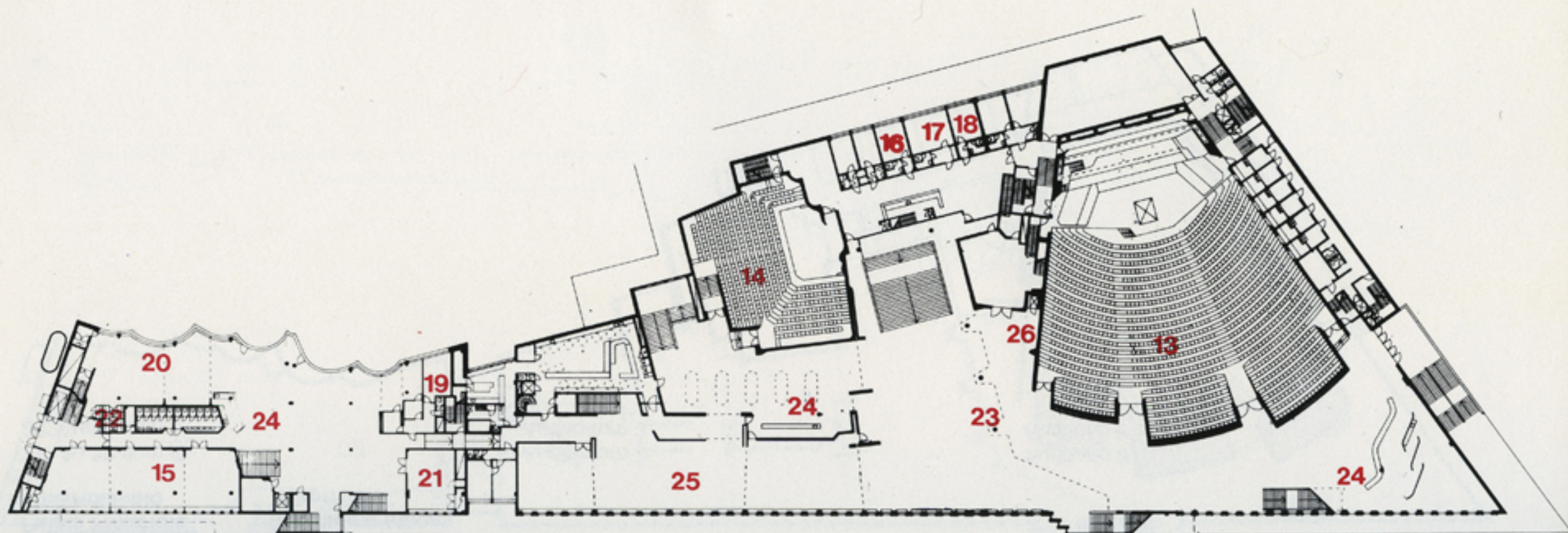
Finlandia Hall
Palais Finlandia
Finlandia-talo

Second floor
Deuxième étage
II kerros

- 13. Auditorium 1
- 14. Auditorium 4
- 15. Auditorium 6
- 16. ICOGRADA-Office
- 17. ICSID-Office
- 18. IFI-Office
- 19. Organizing Committee
- 20. Press
- 21. Studio
- 22. Telephone service
- 23. Interpretation equipment
- 24. Café
- 25. Restaurant
- 26. ICOGRADA, ICSID, IFI information

- Auditorium 1
- Auditorium 4
- Auditorium 6
- Bureau d'ICOGRADA
- Bureau d'ICSID
- Bureau d'IFI
- Comité d'organisation
- Service de presse
- Studio
- Service téléphonique
- Ecouteurs d'interprétation
- Café
- Restaurant
- ICOGRADA, ICSID, IFI information

- Auditorio 1
- Auditorio 4
- Auditorio 6
- ICOGRADA-toimisto
- ICSID-toimisto
- IFI-toimisto
- Järjestelytoimikunta
- Lehdistökeskus
- Studio
- Puhelinpalvelu
- Tulkintalaitteet
- Kahvio
- Ravintola
- ICOGRADA, ICSID, IFI tiedotuspalvelu



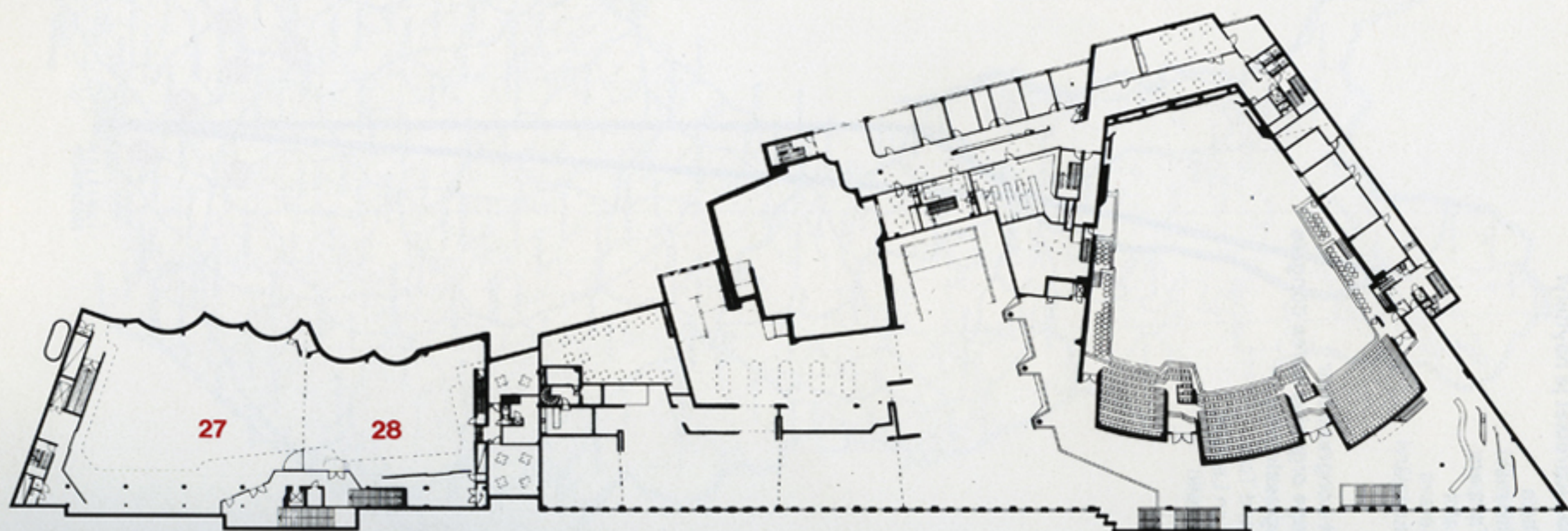
Finlandia Hall
Palais Finlandia
Finlandia-talo

Third floor
Troisième étage
III kerros

27. Auditorium 2
28. Auditorium 3

Auditorium 2
Auditorium 3

Auditorio 2
Auditorio 3



Industrial tours and exhibitions
Tours industriels et expositions
Teollisuusretket ja näyttelyt

1. Iittala
2. Riihimäki
3. Tampere
4. Lahti
5. Kerava
6. Nuutajärvi

Post-congress tour
Voyage organisé après congrès
Kongressimatka
Lapland Tour
Tour en Laponie
Lapin retki



Exhibitions
Expositions
Näyttelyt

- 51. Designers Ornamo 70 years
Exposition du septennaire d'Ornamo
Ornamon 70-vuotisjuhlanäyttely
- 52. Towards a seat
Vers un siège
Kohti istuinta
- 53. Italian design collection
Collection de design italien

- Kokoelma italialaista muotoilua
- 54. Exhibition of Finnish graphic design
Design graphique finlandais
Suomalaisen käyttögrafiikan näyttely
- 55. Vuokko Eskolin-Nurmesniemi
Antti Nurmesniemi
- 56. "Design: Dieter Rams &"
- 57. 110th Anniversary exhibition of University of Industrial Arts

- Exposition commémorative des 110 ans de la Haute Ecole d'Art Industriel
Taideteollisen korkeakoulun 110-vuotisjuhlanäyttely
- 58. Finnish industrial textiles of the '80s
Textiles finlandais des années 80
80-luvun suomalaiset kankaat
- 59. Form and structure
Forme et structure
Muoto & rakenne

- 60. Environmental design in Poland
La planification de l'environnement en Pologne
Ympäristösuunnittelu Puolassa
- 61. Textile space '80s
Espace textile 1980
80-luvun suomalaiset kankaat
- 62. Maija Lavonen - Interior textiles
Maija Lavonen - Textiles d'espace
Maija Lavonen - tilatekstiilejä

- 63. Erik Bruun's happy posters
L'Affiche d'Erik Bruun - une affaire de gaieté
Erik Bruun: Juliste - iloinen asia
- 13. Finnish film posters
Affiches de cinéma finlandais
Suomalaisia elokuva-julisteita
- 64. Metsovaara and Sellgren exhibition
Exposition Metsovaara et Sellgren
Metsovaara ja Sellgren näyttely



KAUPUNKIMITTAUSOSASTO HELSINKI 1981
Julkaistu kaupungingeodeetin luvalla
Nk 33 / 81 059