

PRESS RELEASE

April 25, 2007

Valvomo – New Finnish Design

Valvomo at Down East Fish House

May 18-20, 2007

402 West 13th Street, New York, NY 10014

Exhibition hours: Noon to 6:00 p.m. daily

House parties: Friday & Saturday 6:00 p.m. – 10:00 p.m.

Finnish design group, Valvomo, will soon transform an old fish locker building in the Meatpacking District into an extravagant design showcase displaying innovative furniture and lighting designs. The Valvomo exhibition is one of the main events of the Meatpacking District Design Week. The exhibit will be on display from May 18-20, 2007.

Valvomo, a Helsinki-based design studio founded in 1993, has gained international recognition as a creative think-tank comprised of seven designers and architects. To coincide with the 19th annual International Contemporary Furniture Fair (ICFF) in May, this prominent design collective from Finland is displaying selected works spanning its fourteen year history. The exhibition is the U.S. debut for Valvomo.

Meticulous attention to detail has earned Valvomo a place on the short-lists of many international brands, and its products can be found in collections at major museums such as the Museum of Modern Art. Many of the products are manufactured by companies in Europe and Japan. The first North American client, Los Angeles-based Peter Pepper Products, will launch three products designed by Valvomo this spring.

In addition to various types of furniture and lamps, the array of works stretches out into the field of architecture. Valvomo is well known in Europe for designing public spaces, restaurants, offices, and shops, as well as several exclusive private homes.

Valvomo's work has always been endowed with a reluctance to follow certain trends or isms. Even if many a novel solution has seen the light of day, tradition has not been ruled out. The often humorous and always innovative design has frequently emanated variations of existing themes and schools. Usability and the deployment of the latest technologies often serve as a launching pad for design.

The seven internationally renowned architects and designers of Valvomo are: Teppo Asikainen, Vesa Hinkola, Markus Nevalainen, Kari Sivonen, Ilkka Terho, Jan Tromp and Rane Vaskivuori.

The Valvomo design showcase will differ from many traditional design exhibitions. The showcase will mix street fashion by CTRL Clothing brand and electronic music by DJs PJVM and Randy Barracuda, thus creating a multi-sensory Helsinki (capital of Finland) experience. The brand new Vice Guide to Helsinki will also be handed out at the exhibition.

The exhibition is organized in collaboration with Design Forum Finland and the Finnish Cultural Institute in New York, with the support of the Consulate General of Finland.

For more info: info@abenyc.com

www.valvomo.com

In collaboration with:

Design Forum Finland



Finnish Cultural Institute
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