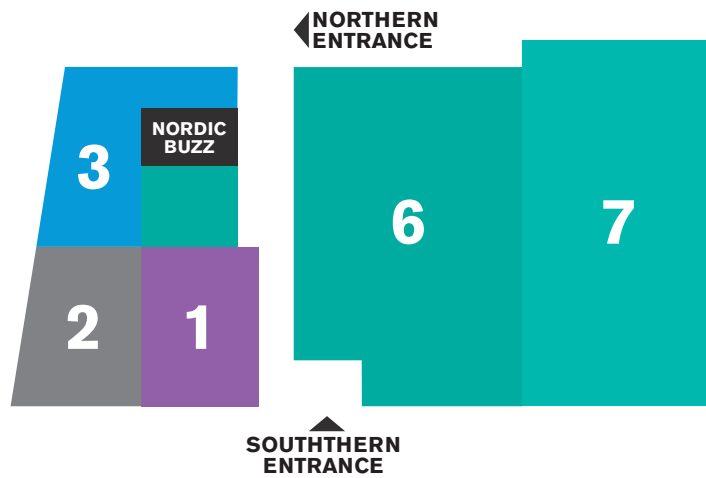




NORDIC

BUZZ **NEW
CREATIVE
DESIGN**





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UPSTAIRS OÜ
3F41

SOFALE
3E41

NORTHERN ENTRANCE

SOUTHERN ENTRANCE

NORDIC BUZZ

- A COOL COMMUNITY OF DESIGN ENTREPRENEURS

The Nordic Buzz participants are fresh design companies with a Nordic twist. Most of them are start-ups and designer oriented micro-companies, who want to provide good design. In Nordic Buzz/Habitare there are 45 companies from Finland, Estonia, Denmark and Sweden, representing different areas of design such as home decor and textiles, furniture, graphic design and jewelry.

This is the 3rd year of Nordic Buzz. The joint Nordic export project has so far gathered a community of 250 companies based in Sweden, Denmark, Norway, Finland and Estonia that provide design products and services. These small companies face challenges as they want to internationalize and grow, and this is why Nordic Buzz exists. Nordic Buzz has a three-fold role:

- to create a testbed of Nordic markets and access to clients
- to strengthen the participants' business know-how
- to provide a network of colleagues in the Nordics

The two first years have proved how eye-opening a visit to a big professional fair in a new country can be to a new entrepreneur. The participants get a lot of new ideas on product development, marketing, branding and sales by meeting clients, and also by seeing how other companies present their selection. The project provides professional mentoring, which also helps the companies develop their design and business. What's more, they gain self-confidence by stepping out of their domestic market comfort zone.

Nordic Buzz has visited Formland fair in Herning, Denmark 2015, Formex in Stockholm, Sweden 2016 and is now present in Habitare 2017. I am happy to have Nordic Buzz in Helsinki this particular year, since we celebrate Finland's 100 years of independence. Nordic cooperation has been an important element in Finland's history and considering the current global trends, it will be even more important in the future. The Nordic region is our home market and 'Nordic design' is a global phenomenon with huge potential.

Come and visit the happy village of Nordic Buzz in the Decor-section, Hall 3.

**With very cool & kind Nordic regards,
Kati Uusi-Rauva
Director, AGMA**



Nordic Buzz was initiated by Lifestyle & Design Cluster (DE), AGMA (FI) and Marketplace Borås (SE) in 2014, followed by Loov Eesti/Creative Estonia in 2015.

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agma

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+ AAPISTE

Textile and pattern design brand created by designer Riikka Kaartilanmäki. The focus is on printed linen interior textiles. Aapiste collection is designed and manufactured in Finland.

www.aapiste.com



■ ■ ABOUT FORM AND FUNCTION

Danish design studio about form and function. Handmade poetic design objects. Functional experiments and the aesthetics of matter. From us with love.

www.aboutformandfunction.dk



+ BOX JEWELLERY BY PIONI DESIGN & KESKI-POMPPU

Designer duo from Helsinki, whose focus is in small details and jewellery collections made with care in Finland.

www.box-jewelry.com



+ CAMILLA MOBERG DESIGNS

Camilla Moberg Designs Collection includes multiple series of smaller glass products, a number of unique glass artworks, and sculpture-like light fixtures. All are handmade in Finland, mostly in Nuutajärvi Glass Village. The sculpture-like light fixtures are inspired by natural stones and stone formations. Available in opal white and bright colours.

www.camillamoberg.fi

NORDIC BUZZ

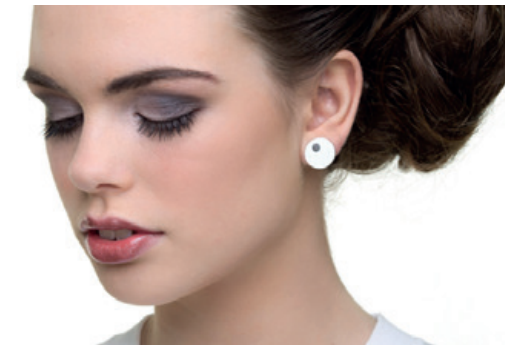
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■ ■ ANNIKE LAIGO

Annikelaigo useful and beautiful interior accessories, with an accent on the responsive properties of the materials and colour. Highly practical magnetic boards and mighty magnets in various forms. Collection of colourful ceramics.

annikelaigo.com



■ ■ BAKS JEWELLERY

The Danish jewellery brand BAKS JEWELLERY designs and produces jewellery in silver, gold and alternative materials. BAKS JEWELLERY combines a classical look with new materials, good craftsmanship and elegant details. The popular Turn Around earrings come in a variety of colours and sizes.

www.baksjewellery.com



■ ■ COMPACT LIVING

Compact Living makes multifunctional furniture with a focus on quality, aesthetics and sustainability. Their first product, ArchiveBench, is a bench with fabric pockets where you can store clothes that are used but not dirty, scarfs, gloves, magazines and other things that would otherwise clutter up a room.

www.compactliving.dk



+ DESIGN PALET

Feel good lifestyle collection has taken its inspiration from clean, wild forest. The collection combines soft stools, pillows, birch veneer trays, coasters, towels, home textiles, notebooks and clothes.

www.designpalet.fi



+ DESIGNVERSTAS OMANA

Accessories, lamps and home decorating products, made with a lot of love, both for the product and the environment.

www.omana.fi



+ EVERYDAY DESIGN

The original idea of Everyday Design was to create and design multifunctional, durable interior items with aesthetic simplicity. It has been – and still is – the company's design principle since 1995.

www.everydaydesign.fi



+ JEVELO

Jevelo turns your photos into one-of-a-kind jewellery. By combining the latest technology with the art of traditional goldsmith techniques, we bring together the best of both worlds.

www.jevelo.io



+ KEHVOLA DESIGN

Kehvola Design is a producer of unique illustrated paper goods. We publish and create exclusive and original narrative illustrations for paper products of exceptional quality. Our illustrators rank among today's best, and we are delighted to be both their clients and great fans. All our products are made in Finland.

www.kehvola.com

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+ GREYSCALE DESIGN

Greyscale Design makes playful lifestyle products like interior textiles and paper designs just to make your living more fun and beautiful with high quality. All products are made in Finland.

www.greyscaledesign.fi



+ HARALD HERMANRUD STUDIO

Harald Hermanrud Studio offers the award-winning HOMER System – Made in Denmark. The HOMER System is an open shelf system designed to give you the freedom to create and enjoy a modern art form in your home. Shelves, boxes and trays can easily be placed on the frame, inviting you to curate your most valuable belongings in your own gallery – your home.

The design is a result of Harald Hermanruds creative work within the field of constructivism, humanism and crafts. Today he, as an independent designer and entrepreneur, cooperates with renowned Danish furniture manufacturers, offering worldwide delivery to private customers and retailers from his local stock.

www.haraldhermanrud.dk



+ KING ELISABETH JEWELLERY

I'm the goldsmith that became a King. That means anything is possible. The gold is recycled, the stones are ethically sourced and the production methods are environmentally friendly. The unique and timeless design is personal, loving and often inspired by nature's unbeatable expression. In King Elisabeth's kingdom sustainable development is part of the arts and crafts. No mass production, just tactile statement jewellery. You can also be a part of the process if you like. Wedding rings, no problem. Anything is possible. This King works for the people. Come meet the King, she wants to meet you. Welcome!

www.kingelisabeth.se



+ KOMUISTA VIIS +3

What is lost, what remains? In the Komuista viis + 3 exhibition the students of Jewelry Design in Lahti UAS are bringing forward their skills and sharing their outlook on the possibilities of jewelry in the modern world. Eight young designers, eight fresh views on the future of jewelry design.

www.facebook.com/komuistaviisplus3



— KOOSDISAIN OÜ

KOOSdisain is a Nordic style home textiles brand that uses traditional materials in a modern way. Our ready-made products are suitable for livingrooms, bedrooms and kitchens. The collection includes plaids, bedcovers, pillows, towels, bath skirts, handbags, cushions and other home textiles. The fabrics are natural, such as linen and cotton. KOOSdisain is maintained by Anu Rajamäe and Kerly Kaljuste.

koosdisain.ee



— LUCKY LAIKA

Lucky Laika was created six years ago by a married couple Olivia and Tarieli Lipartia. All illustrations are created by Olivia, Tarieli takes care of the production and development. The idea was to create funny, heart-warming and bright pictures, and try to bring those pictures to as many people as possible. For this reason Lucky Laika has launched several product lines in different areas (interior, accessories, stationery etc) with a wide price range.

www.luckylaika.com

NORDIC BUZZ



+ MOIKO

Moiko is a Helsinki based, multifaceted design company concentrating on insightful and functional accessories. The products are designed for people of all ages and combined with quality, joy and practicality. The company's foundation is the long-term collaboration between the designers Mari Heinonmäki and Anu Saari, and their desire to design inventive products needed in everyday life. Moiko's Reflective Hands -collection won the Red Dot Honourable mention award in 2017. The collection was created to increase the visibility of pedestrians by integrating beautiful, innovative reflecting designs to every day accessories.

www.moiko.fi

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+ MOSH JEWELRY OY

MOSH Jewelry is a Finnish jewelry brand founded in 2016 by Sanna-Maria Ojanen. MOSH Jewelry designs jewelry fit for both everyday and special events, for men as well as women. Coarse and bold, minimalistic but with rock attitude!

www.moshjewelry.fi



— MAKIME BY ANA TOLENTINO

Based in Gothenburg, Makime by Ana Tolentino makes silver jewellery inspired by Mexican cuisine and the Stylistic Scandinavian design. The jewellery is given organic shapes of the everyday life around us, with emphasis on things we like to eat. There is jewellery for every mood! Feeling hot? Go for a chili around your neck! Feeling sweet? Why not a Mexican bread! Feeling cool? Then the Avocado is your thing! In a Friday mood? Then taco-earrings are perfectly right!

www.makimedesign.com



+ MIIA MAGIA DESIGN

The experience of a rhythmic gymnast, dressmaker, dj and make-up artist are all reflected in Miia Magia's jewellery collections. The products are handmade from carefully selected quality materials in Helsinki - Stockholm.

www.miiamagia.com



— NUFNUF

Nufnuf is an Estonian design brand of dog and cat products. Nufnuf products are based on innovative Nordic design and sold in 15 countries in Europe, US and Japan. The Nufnuf product development team includes talented designers, passionate pet lovers and plenty of dogs & cats.

www.nufnuf.ee



— MOKOKO

Mokoko is a designer studio focusing on creating minimalist small leather goods with clever construction. We believe that designers have great responsibility for how things are made, and we make the things we design following these beliefs in our studio using certified vegetable tanned leathers from Italy. Responsible Business Forum in Estonia has awarded our way of working with a silver level certification. In our product range you can find wallets, bags, cases for cards, coins, business cards, pens, keys etc.

www.mokokolabs.com



+ PATTERNSFROM AGENCY

Patternsfrom Agency is a design agency for Finnish textile designers with an online portfolio and an open database of patterns to be sold or licensed.

www.patternsfrom.fi



— PILLOW & PILLOW

Pillow & Pillow has been created for people who want to sprinkle a variety of mysticism and excitement in their every day interiors. Our basic idea is simply to provide people non-traditional design and unique alternatives for interior decoration. The concept begins with fun textiles, which we use for our pillows, followed by soft cushions that are covered with colorful patterns and images. Our pillows speak to you with their beautiful and rare look, as their covers tell fascinating stories from all over the world.

www.pillowandpillow.com

NORDIC BUZZ



+ SALMIAK STUDIO

Salmiak Studio is a bag and accessories brand from Tampere, Finland. Our stylish bags are crafted from leather and natural fiber fabrics. The leather used in the products is upcycled from vintage leather jackets or footwear industry leftovers. Ethical belgium linen and colorful vintage wall hangings are used as fabrics. Bag selection consist of small clutches and cross body bags, messenger style Revontuli bags, Rotsi bags made from vintage leather jackets and linen backpacks. All the products are handmade with care in Finland.

www.salmiakstudio.fi

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— SIKSAK

Traageldaja OÜ is an Estonian enterprise established in 1994. We have long-time experience in sewing curtains, bed linen, bedspreads, tablecloths, pillow shams and other interior textiles. Our products are sewn from very striking gobelin fabrics. We wish to do our work better than the client expects and create a pleasant atmosphere with our furnishing products.

www.siksak.ee



— PIRET KÄNDLER

SUME Porcelain products by Piret Kändler. My ceramic work is defined directly by my love for functional porcelain tableware. The porcelain products feature a range of creative mediums combining surface and graphic design with ceramic qualities. My inspiration lies in my past and present feelings and expressions.

www.piretkandler.com



— ROON & RAHN

Aesthetic problem solving. Roon & Rahn is a Danish design duo consisting of Nicki van Roon and René Hansen. Back in 2014 the two Danish designers moved in together in an apartment in the city of Aarhus. With a focus on functionality and a keen eye for manufacturing they started designing and building thoroughly designed furniture based on the needs of their shared home. Today the two designers still live side by side with all of their prototypes from a gradually growing line of designs.

www.roonrahn.com



— SLOYDLAB

Rooted in the craft tradition of folklore, SLOYDLAB regrows our heritage as contemporary furniture design striving towards the innovative future. In 2017 we are launching our first furniture collection, the Sweep Me collection, inspired by a traditional scandinavian craft called svepteknik.

www.sloydlab.com



— SOFABLE

A table that can be converted into a sofa. With just a single touch. Make your collaboration space more creative and your people will follow!

www.sofable.eu



+ STUDIO HILLA

Studio Hilla is a Finnish Textile Design Studio creating contemporary and imaginative designs for the textile industry and different surfaces. Our designer group is formed by six individual textile and surface designers. Studio Hilla consists of talents with different backgrounds, experiences in unique styles within textile, design, fashion, accessories, and graphic design.

www.studiohilla.fi



■ TANEL VEENRE JEWELLERY

Tanel Veenre Jewellery is the whimsical and dreamy Estonian fashion jewellery brand established in 2014. Since Tanel Veenre Jewellery's inception, the curiously enchanting line of art and fashion jewellery has become one of the strongest and most visible design brands in Estonia. The slogan "Kingdom of Dreams" captures its pure essence – Tanel Veenre Jewellery is the allure of believing in fairies and miracles, winged seahorses and cosmic dust covered berries, like long forgotten memories from the gardens of paradise.

www.tanelveenre.com

NORDIC BUZZ



■ TIE&APRON

Tie&Apron is an apron with a tie. A tie is purely decorative. At the same time, there is nothing as functional as a decent apron. Tie&Apron combines the distinction of a tie with the utility of an apron. Whether you're cooking, serving, or just enjoying food, Tie&Apron turns every dinner into an extravagant moment, a sophisticated ritual that you won't forget. A knotted tie not only makes you look smart, it's perfectly adjustable and there's no chance of accidentally dipping your tie in the soup. And Tie&Apron is not only for men – it can be worn by anyone with style.

www.tieapron.com

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■ TRUE NORTH DESIGNS APS

True North Designs Aps manufacture high quality furniture based on the Nordic design tradition that we see as an important part of our heritage. Our primary choice of material is wood and our strongest values center around beautiful and functional designs. All of our products can be used at home or in the workplace.

www.truenorth-designs.com



+ TARJA RITARI DESIGN

Tarja Ritari Design is a designing and manufacturing company from Naantali, Finland. It's interior products are inspired by a simple and clear ambiance. The product range consists of high-quality, hand printed linen pillows and kitchen towels as well as unique Snow Angels. The wings of Snow Angels are made of organic wool and the body is crafted by a real tinsmith. All products are handmade in Finland.

www.tarjaritardesign.fi



+ TEEMU SALONEN

Finnish designer / maker who focuses on one of a kind design objects. His main product is a series of unique sculptural lamps.

www.teemu-salonen.webs.com/works



■ UNIKA CARD-BOARD TREES

Our Recycled Cardboard Christmas Trees are truly ecological and reusable for many years. "Recycled" means that the details of the trees are literally cut out from pre-used cardboard containers. You can see the fragments of printed texts and numbers on one side of the details - but take them as quaintness and as a sign of the long life the material has lived before. Or choose a coloured cardboard tree – classical green or minimalistic white. Trees are available in a wide variety of heights – from tiny pocket-sized table top christmas trees up to more common 140 cm high floor trees and even as tall as 250 cm trees are available by custom request.

www.unika.ee



■ UPSTAIRS OÜ

Our aim is to create functional and playful products that retain their simplicity while interacting with the space and user. To create, not only incorporate, pragmatic necessity, but also transmit an emotional quality within the everyday environment.

www.upstairs-shop.com



WOOLISH

Woolish is an Estonian knitwear and home textile production company. The heritage of the 4th generation family company goes back to 1928. Live Woolish home accessories are all about making you feel like royalty. Whether you are young or old, bitten by the retro bug or like it traditionally nice & clean, Woolish is for a person who has an original sense for trendy, detail oriented, different, natural, comfy and original knits.

www.woolish.ee



YO ZEN OY

A Finnish lifestyle brand with graphic origami jewellery and stylish clothes for kids. YO ZEN combines urban culture with the tranquil simplicity of zen, creating pieces to be worn with an attitude.

www.yozendesign.com

FORMLAND 2015, HERNING



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ZINOTI OY

Mayn is an everyday accessory brand with Nordic roots bringing you happiness and joy in your simple everyday moments.

www.mayn.fi



ZIRPUS DESIGN

Zirpus Design is a one-woman design office, and it's main business is in surface and pattern design and illustrations. In addition to commissioning and design services, Zirpus Design has its own paper product and home product range. Zirpus Design products are colourful and cheerful and they are all made in Finland.

www.zirpusdesign.fi

FORMEX 2016, STOCKHOLM



IN COOPERATION WITH



DESIGN FORUM
FINLAND

Ministry of Education
and Culture, Finland



CREATIVE
AND INCLUSIVE
FINLAND



HABITARE



13-17 SEP 2017
MESSUKESKUS HELSINKI

INTERIOR, DESIGN
& FURNITURE FAIR



Messukeskus

OPENING HOURS: WED 12:00-20:00,
PROFESSIONALS ONLY 9:00-12:00
THU-FRI 10:00-19:00, SAT-SUN 10:00-18:00
FREE ENTRANCE FOR PROFESSIONALS
BY REGISTERING TO THE EVENT

MORE INFORMATION
AND TICKETS HABITARE.FI

#HABITARE2017 @HABITAREFAIR



Check out Habitare's versatile programme of speeches, inspiring exhibitions, and thematic areas! Our keynote speakers include the chairman and representative director of MUJI, Masaaki Kanai; the designer Jonathan Olivares; and the architect Harry Charrington. The Japanese lifestyle retailer MUJI makes its first appearance in Finland, and sets up a pop-up shop at Habitare.

DOWNLOAD MESSUKESKUS APP TO YOUR IOS OR ANDROID PHONE AND MAKE THE MOST OF YOUR VISIT!



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AGENTS AND MANAGERS IN CREATIVE INDUSTRIES

www.agma.fi

AGMA, the Association of Agents and Managers in Creative Industries of Finland represents agencies and managers working in all creative industries such as design and graphics, publishing, photography, performing arts, music, games and media. AGMA was founded in 2009.

