

NORDIC BUZZ AT THE HABITARE DESIGN FAIR

THE RISING STARS OF NORDIC DESIGN AND LIFESTYLE SHARE A DEPARTMENT IN HELSINKI

Nordic Buzz, a joint Nordic design venture and exhibition, takes place for the third time. As homage to Finland's 100 years of independence, Nordic Buzz joins Habitare lifestyle fair held in Helsinki September 13rd-17th, 2017. The Nordic Buzz department will include 46 upcoming design and lifestyle businesses from Finland, Denmark, Estonia and Sweden.

Over the past three years, Nordic Buzz has produced 250 fair participations for Nordic design companies and a colleague network at Formland (Denmark), Formex (Sweden) and this year at Habitare. In addition to offering participation in a design fair, Nordic Buzz is providing the companies with coaching on business practices and internationalization. 'This is the first fair experience for many of them' says Kati Uusi-Rauva from AGMA, the producer organization of Nordic Buzz in Finland. 'Nordic Buzz is a good way to ease into operating customer relations and selling internationally. At Habitare, Finnish companies can focus on contacting domestic clients. For those coming from other countries we provide first contact with Finnish clients and retailers.'

AGMA Agents and Managers in Creative Industries is responsible for organising the venture in cooperation with the Danish **Lifestyle & Design Cluster**, Swedish **Marketplace Borås** and Estonian, EU-funded **LOOV Eesti**.

The companies in NORDIC BUZZ 2017 HABITARE:

FINLAND:

- Aapiste
- Box Jewelry by Pioni Design & Keski-Pomppu
- Camilla Moberg Designs
- Design Palet
- Designverstas Omana
- Everyday Design
- Greyscale Design
- Javelo (Primesmith Oy)
- Kehvola Design
- Komuista viis + 3, Lahden ammattikorkeakoulun korumuotoilijat
- Miiia Magia Design
- Moiko
- MOSH Jewelry
- Patternsfrom Agency
- Salmiak Studio
- Studio Hilla
- Tarja Ritari Design
- Teemu Salonen
- Yo Zen Oy
- Zinoti Oy

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- Zirpus design

DENMARK:

- Aboutformandfunktion
- BAKS jewellery
- Compact Living
- Harald Hermanrud Studio
- Moijn
- Nichba-Design ApS
- Roon & Rahn
- True Nrth Designs ApS

SWEDEN:

- King Elisabeth Jewellery
- Makime by Ana Tolentino
- Matilda Dahlquist Design/Sloydlab

ESTONIA:

- Koosdisain OÜ
- Loomelabor OÜ
- LSB Oü /Lucky Laika
- Mutabor AD OÜ
- Niftyway OÜ
- NufNuf
- OÜ Mokoko Labs
- OÜ Õhuloss
- Pillow & Pillow OÜ
- Tie&Apron
- Traageldaja OÜ
- Upstairs OÜ
- Väike Mette OÜ
- Woolish Knitting OÜ

The categories at Nordic Buzz are: *Interior Decoration, Furniture, Lifestyle, Surface Materials, Textiles&Crafts, Contemporary Art and Services*. Nordic Buzz is part of Habitare design fair, which expects around 51 000 visitors this year.

For more information:

www.agma.fi/nordicbuzz

<http://habitare.messukeskus.com/>

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Agents and Managers in Creative Industries Association AGMA represents agencies and managers in all creative industries. Member companies work in commercialising, productizing, branding and sales in the fields of design, entertainment, audiovisual content, photography, graphic design and performing arts. AGMA was founded in 2009 and is a member of The International Licensing Industry Merchandisers' Association (LIMA).

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