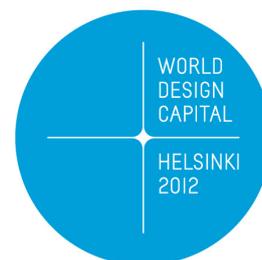


 **wonderwater™**



Wonderwater Café Kiasma: a pop-up café opening at Café Kiasma that asks ‘How much water you eat?’

Wonderwater Café Kiasma opens Tuesday 22nd May at Café Kiasma in Kiasma Museum of Contemporary Art and runs until 16th September. Wonderwater Café Kiasma is a pop-up event designed to raise awareness of the water footprint and make us think about the impact of what we eat on local and global water resources. As agriculture is by far the largest slice of the global water use, the most effective way to enhance the sustainability of our water footprint is through our choice of food and drink. The Wonderwater menu indicates the breakdown of the water footprint of popular dishes from the Café Kiasma menu showing how much water is used and where it comes from.



WWF's fresh water footprint report will be published on the opening day

WWF will publish a report for Wonderwater Café Kiasma's opening presenting for the first time the water footprint of Finns and Finns' favourite products. Wonderwater Café Kiasma will offer an environment for diners to closely examine the water footprint of what they eat. Armed with the right information they will be able to choose food that has a relatively low

water footprint or that has its footprint in a region of the world that doesn't have high water scarcity.

About Wonderwater

Wonderwater develops projects around the world aimed at raising awareness of global water issues and design for a sustainable future. The Wonderwater programme for World Design Capital Helsinki 2012 includes water-related events, an exhibition and workshops that will illuminate the significance of water's role in the everyday lives of Finns and people around the world. The first Wonderwater Café took place during Beijing Design Week in the autumn of 2011. "We wanted to bring globally significant content to the Helsinki World Design Capital 2012. We chose the theme of one of the most critical issues – clean water and its sustainability," states Kari Korkman.

www.wonderwater.fi

Press conference

Representatives from the media have the opportunity to participate in the release of the WWF water footprint report and to preview the Café on Tuesday 22nd May at 9 am. Participating in the press conference will be Jussi Nikula, Head of the Ecological Footprint Programme at WWF Finland, as well as the creators of Wonderwater, design consultant Jane Withers and Kari Korkman, director of Helsinki Design Week. Please inform us of your participation by 18th May to mari@mellakkahelsinki.fi.

Wonderwater Café Kiasma
Mannerheiminaukio 2

For more information and press images:

info@wonderwater.fi

Wonderwater Café Kiasma is produced by Luovi, and curated by Jane Withers & Kari Korkman. Aalto University advised on the water footprint calculations and designs by Studio Emmi.

