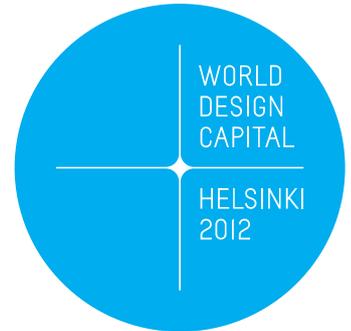


wonderwater frozen lights



Wonderwater Frozen Lights illuminates Senate Square Helsinki 4 February 2012

Wonderwater Frozen Lights will be a dramatic installation of ice lanterns in Helsinki's Senate Square to celebrate the Open Doors Weekend of the World Design Capital Helsinki 2012. The display will help raise awareness of the water footprint. Two massive ice blocks from Lapland each represent the water footprint of 3 873 litres used daily per person in Finland, while 150 litre ice lanterns represent the domestic use per person in Finland.

Illuminating the darkest season of the year, Wonderwater has invited designers and architects to sculpt lanterns on site. The designer teams include: Artek Studio, Ilkka Suppanen, Team Brita Flander, Sebastian Jansson & MottoWasabi, Architect Group A6 and Team Aalto University. In the spirit of WDC Helsinki 2012 theme of openness and collaboration, the people of Helsinki are invited to participate by designing their own ice lantern and bringing it to the event or share their designs on our Facebook page: www.facebook.com/wonderwaterevents. A jury will award prizes to the best Frozen Light design in each class.

Wonderwater and WWF Finland

Wonderwater is joining forces with WWF Finland to raise awareness of the water footprint.

"Finland is one of the richest countries when it comes to water resources. A significant part of the products that Finns use, like groceries and cotton, however, originate in areas with limited water resources. Our consumption habits affect the state of water environment. WWF wishes to devote more attention to tackling the issue of the water footprint in Finland. Together with Wonderwater, we can illustrate this issue in an interesting way", says Jussi Nikula, WWF Finland Program Manager.

Schedule 4 Feb.

9 am - 4 pm Watch Frozen Light design workshops (by invitation) in Senate Square
12 - 4.30 pm Bring your own ice lantern to Senate Square
4.30 pm Lighting of Frozen Lights
5 - 6 pm Jury evaluation + prize ceremony



Jury and Prizes

Vuokko Nurmesniemi, an icon of Finnish design, will evaluate the best lantern in each category with other jury members. Prizes include Blue1 flights to Oulu, and overnight stay in Kemi Snowcastle.

What is the water footprint?

The water footprint is a new, but increasingly important tool for understanding our water consumption and using water responsibly. We use large amounts of domestic water for washing, drinking and cooking, but considerably more water for producing the daily products we consume, such as food or cotton.

What is 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. Wonderwater is curated by Jane Withers and Kari Korkman.

wonderwater.fi

About the Open Doors Weekend

The Frozen Lights event takes place during the Open Doors Weekend of the World Design Capital (3-5 February 2012) at Senate Square. Open Doors Weekend is a design carnival with some 180 events around Helsinki, Espoo, Vantaa, Kauniainen, Lahti from 3 – 5 February 2012. The carnival will 'beat the winter blues' with design by opening the doors to show what is happening behind the scenes of the World Design Capital Helsinki.

wdchelsinki2012.fi

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Event images will be uploaded to wonderwater.fi

Press call

3 – 4pm Press call. See the designers at work

4.30pm Lighting of Frozen Lights

For more information about the event

wonderwater.fi, wdchelsinki2012.fi, [facebook.com/wonderwaterevents](https://www.facebook.com/wonderwaterevents), janewithers.com/blog

Contact: info@wonderwater.fi



This event is produced by Luovi Product Makers Ltd (Luovi).
Luovi is a Design Service Agency, founded in 1995 in Helsinki, Finland. Luovi's mission is to conceptualize new products and to develop them to be marketed commercially. In addition to producing Wonderwater and other projects, Luovi produces Helsinki Design Week, an annual city festival and meeting place for Finnish design companies and successful designers.

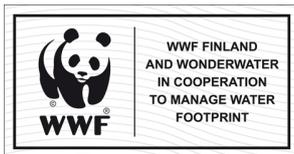
LUOVI

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