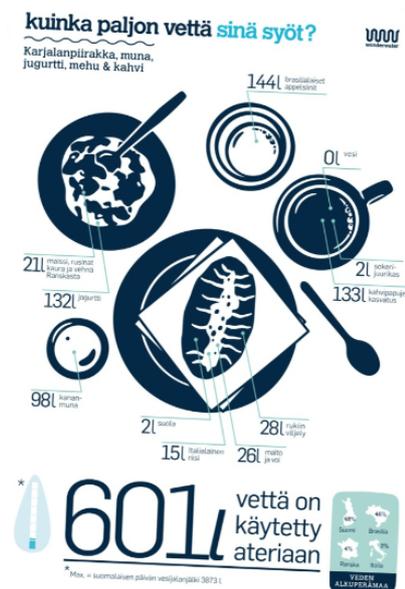


## Wonderwater campaign in Helsinki city centre from 31 Jan/Feb 19 asks ‘How much water do you Eat?’

Knowledge is power. But can it also be beautiful? How can design make complex data understandable to all? Wonderwater in collaboration with Aalto University has been invited to take part in a marketing campaign produced by the Idealist Group for WDC Helsinki 2012. The aim of the campaign is to promote projects that cleverly use infographics to express complex data. The Wonderwater poster campaign visualises the water footprint of a typical Finnish breakfast, lunch and supper to raise awareness of the water necessary to produce everyday meals. The campaign includes posters to be displayed for two weeks on Clear Channel outdoor pillars around Helsinki’s city centre from 31 Jan/Feb 19 and an advertorial in Kodin Kuvalehti magazine.



Detail of Wonderwater poster showing the water footprint of a typical Finnish breakfast: Karelian pie, boiled egg, yogurt, juice & coffee. The water footprint for this meal is 601 litres.

## **How much water do you Eat?**

As much of the world faces chronic water shortages, and climate change and a growing global population put increasing pressure on global resources, the water footprint of food is becoming a critical issue.

As Agriculture is by far the largest slice of global water what we choose to eat really can make a difference. In Finland, 82% of the 3873 litres of water each person consumes daily is used for food and almost half of this water comes from abroad. Does chocolate or coffee, a fruit or vegetable, grain or meat have its water footprint in a region where water is scarce? Is it draining resources from local communities? Armed with the right information we can 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 is an initiative founded by Jane Withers & Kari Korkman to develop projects around the world aimed at raising awareness of global water issues and design for a sustainable future. Wonderwater Café and the Wonderwater campaign are produced in collaboration with Aalto University. Matti Kummu and Miina Porkka from the Water & Development Research Group, and Iina-Karoliina Väilä & Tiina Koivusalo, graduates from Aalto University, School of Art & Design, developed the design and graphics.

[wonderwater.fi](http://wonderwater.fi)

## **About Idealist Group**

Founded in 2012, the Idealist Group is an innovation company specialised in coming up with bold ideas and making them happen.

[idealist.fi](http://idealist.fi)

## **About BOTH**

Both is a cross-disciplinary design agency, with a portfolio ranging from type to space, in charge of the overall identity & implementation of the campaign.

[both.fi](http://both.fi)

## **For more information about the campaign**

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

Press: [info@wonderwater.fi](mailto:info@wonderwater.fi)

Press images: [www.wonderwater.fi/press](http://www.wonderwater.fi/press)

## **Contacts**

Ulla Paasikallio, Project Manager

[ulla.paasikallio@helsinkidesignweek.com](mailto:ulla.paasikallio@helsinkidesignweek.com)

+358 40 727 8458

Kari Korkman, Managing Director

[kari.korkman@luovi.com](mailto:kari.korkman@luovi.com)

+358 40 548 3767





Wonderwater campaign posters representing the water footprint of a typical Finnish breakfast, lunch and supper:

Breakfast: Karelian pie, boiled egg, yogurt, juice & coffee = 601 L of water

Lunch: Herring, mashed potato & salad = 262 L of water

Supper: Spaghetti with meatballs & beer = 1219 L of water

