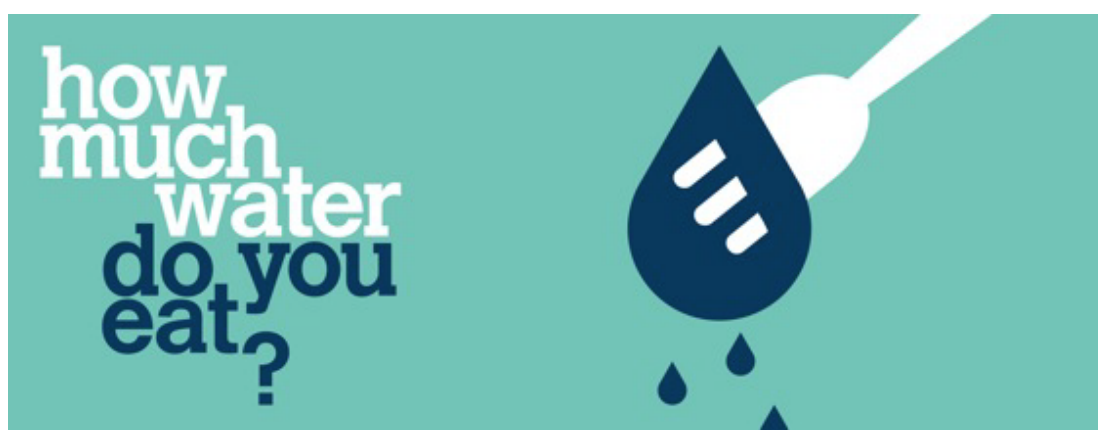


Wonderwater develops projects around the world aimed at raising awareness of global water issues and design for a sustainable future

Wonderwater is an initiative founded by curators Jane Withers & Kari Korkman. Wonderwater programme for World Design Capital Helsinki 2012 includes events and projects designed to illuminate the role of water in everyday life www.wonderwater.fi

Wonderwater Café

Wonderwater Café 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 first two Wonderwater Cafés, developed in collaboration with Aalto University, took place in Beijing Design Week 2011 and in Helsinki at the Kiasma Museum of Contemporary Art (22 May – 16 Sept 2012). Later this year, Wonderwater Cafés are planned for London during London Design Festival (15-23 Sept) and Shanghai in the autumn.



Wonderwater Frozen Lights illuminates Senate Square

Wonderwater Frozen Lights is a dramatic installation of ice lanterns in Helsinki's Senate Square to celebrate the Open Doors Weekend of the World Design Capital Helsinki 2012 (Feb 4 2012). Leading designers and architects reinterpreted the Finnish ice lantern-making tradition. Design teams include:

Artek Studio, Ilkka Suppanen, Team Brita Flander, Sebastian Jansson & MottoWasabi, Architect Group A6, AIVAN, Vallila, Kukkapuro-Enbom, LAB Architects, Makia, DFF, Pentagon Design, and Aalto Design Factory.

Wonderwater joined forces with WWF Finland to raise awareness of the water footprint. For the display, 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.

Wonderwater campaign on the streets of Helsinki

Knowledge is power, but can it also be beautiful? How can design make complex data understandable to all? Wonderwater in collaboration with Aalto University took part in a marketing campaign produced by the Idealist Group for WDC Helsinki 2012 to promote projects that cleverly use infographics to express complex data. The Wonderwater poster campaign visualises the water footprint of typical Finnish meals to raise awareness of the water used in food production. Posters were displayed on Clear Channel outdoor pillars around Helsinki's city centre from Jan 31 to Feb 19 2012 and an advertorial featured in Kodin Kuvalehti magazine.

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 products we consume, such as food or cotton.

More about the water footprint: <http://wwf.panda.org/> and <http://www.waterfootprint.org>

For more information about Wonderwater

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