

# HELSINKI HOTEL

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[www.helsinkihotel.fi](http://www.helsinkihotel.fi)

Designers from the **UNIVERSITY OF ART AND DESIGN HELSINKI (UIAH)** will show their perception of a hotel at the **MILAN DESIGN WEEK**. The exhibition is open during the Milan Design week at **ZONA TORTONA DESIGN, STUDIO 6. 18-23 APRIL 2007**. Helsinki Hotel will re-open on the **4TH OF MAY AT THE DESIGN MUSEUM IN HELSINKI**, being on view until **MAY 27**.

Helsinki hotel is exploring contemporary living, hotel environment and Finnish culture through space, objects and events. Besides being an exhibition it serves as a social meeting place. As the designers have transformed their views into items, the result is an unusual family of charismatic, pleasurable and thought-provoking objects.

The simple structure of the exhibition architecture is our interpretation of a hotel, an archetypical house constructed from standardized wooden shipping pallets. Like hotels, the Euro-pallets can be found at the location. Use of existing material excludes unnecessary consumption and transportation.

The group behind the project consists of 16 designers from six different countries. The project module of the MA programme in Applied Art and Design is tutored by Professor Timo Salli and Designer Elina Aalto.

After gearing up in Milan, Helsinki Hotel will arrive to the Design Museum in Helsinki. During May, the exhibition will have an exceptional opportunity to attract audiences as it will run alongside the Eurovision song contest, which will bring masses of foreign tourists and media into the city.

**WELCOME TO HELSINKI HOTEL!**



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