



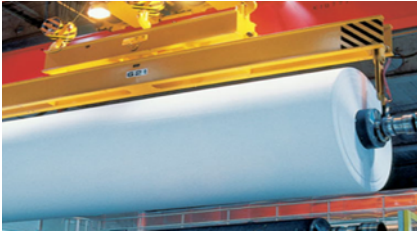
Design met cellulose: embedding design in materials research

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FINLAND'S TOP EXPORT PRODUCTS

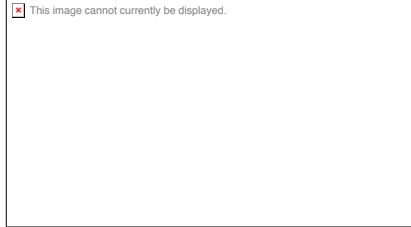
1.

Paper and paperboard
6,8 bill. EUR



4.

Wood pulp
1,8 bill. EUR



6.

Softwood sawnwood
1,7 bill. EUR



Design
products?

Sustainable
fashion?

Luxury
cosmetics?



2. Diesel fuel
3,7 bill. EUR



3. Stainless steel
2,3 bill. EUR



Photo Valmet Automotive

5. Motor vehicles for
personal transport
1,1 bill. EUR



Photo ABB

7. Electric
generators and
motors
bill. EUR



8. Special
machinery
1,1 bill. EUR



9. Earth movers and
excavators and other
similar machinery
1,0 bill. EUR



Photo Pihlmecca

10. Medical instruments
1,0 bill. EUR

In DWoC design is

- providing new approaches for technology development and ideas for material applications
- enhancing and speeding up material development through iterative hands-on prototyping
- used as a tool for communication

In DWoC designer is

AGENT OF CHANGE: Embedding design, architecture and design thinking in traditional pulp and paper business

CATALYZER: Generating new design driven activities and ideas

DESIGNER: Exploiting the methods of explorative prototyping and concept development – always considering the user (BtoB, BtoC)

TREND FORECASTER & VISUALIZER: Exploring, documenting and visualizing scenarios of how materials could be used

CURATOR & COMMUNICATOR: Disseminating the project findings and results

FACILITATOR: Engaging and inspiring student society

New Biomateriality Lab

In Enter & Encounter exhibition

Design Museum Helsinki 2017

72 000 visitors



Our Recipe for Successful Collaboration

Pirjo Kääriäinen & Liisa Tervinen

This recipe is based on our personal experiences and on several discussions with colleagues who have been working in creative multidisciplinary teams. The ingredients are well tested and we can warmly recommend them. Feel free to test portions and methods according to your own ideas and preferences.



FOR 2+ PEOPLE

Ingredients

- ✦ A mix of open-minded people
Try to find different species, preferably curious ones
- ✦ 1–2 inspiring encounters
- ✦ A bowl of support in the form of resources
- ✦ At least 10 portions of communication
- ✦ A handful of action & doing things together
- ✦ A large spoonful of courage
Detailed maps can't be provided beforehand. To find something unseen, you have to explore and experiment. And fail.
- ✦ Lots of mutual respect and goodwill
- ✦ A Lot of Patience
- ✦ Add another 10 portions of communication to understand each other's language. *You can't have too much!*

Method

- 1 Enable inspiring encounters and let people find their shared interests. Stir if needed.
- 2 When the seeds of collaboration emerge, acknowledge them and let them grow. However, some of them might not survive – don't worry, you can try again. And not all of them will grow into anything at all.
- 3 Nurture promising seedlings carefully but not too much; they should have enough space and freedom to grow courageous and persistent.
- 4 Check that the collaboration is beneficial for all parties; it is equal and fair, talk and find a mutual agreement on IP and acknowledgement.
- 5 Talk, talk and talk about the collaboration and process with each other. Then share it with others too as an inspiring unique story – your story.
- 6 Be proud of the journey and what has been achieved.
- 7 Repeat steps 1–5 until you are happy.
- 8 At its best, this all will lead into blooming, new, world changing and worth the effort.



Thank you!

www.CelluloseFromFinland.fi