

SEMINAR INVITATION

# SUSTAINABLE DESIGN

FROM FINLAND

THURSDAY 8.9.2011

13.00 - 18.00

**EMBASSY OF FINLAND**

**KROPOTKINSKIJ PEREULOK 15 - 17, 119034  
MOSCOW G-34, METRO PARK KULTURY (RED LINE)**



ПОСОЛЬСТВО ФИНЛЯНДИИ  
МОСКВА

musta design

SUSTAINABLE DESIGN IS NOT ONLY BETTER LIFE BUT ALSO BETTER BUSINESS.  
WELCOME TO FIND NEW, FRESH IDEAS AND DIMENSIONS OF SUSTAINABILITY!

13.00 OPENING WORDS Embassy of Finland, counsellor Ritva Kattelus

13.15 INTRODUCTION Sustainable design from Finland. Musta Design Oy, designer & project manager Milla Vaahtera

13.45 INFRA Sustainability in urban infrastructures. Head of Pöyry Management Consulting in Russia, Matti Lehtipuu

14.15 PRODUCT DESIGN Born sustainable - sustainability in design process. Neroko Oy, founder Satu Saksman

14.45 Coffee break

15.15 MATERIALS Material lifecycle as a starting point in a design process. Kuusakoski Oy, manager Russia Leo Uschanov

15.45 POINT OF VIEW Just another sustainable day. Russian born Helsinki based designer Valeria Gryada

16.15 ART Does art have to be tangible and last forever? Helsinki Art Museum, Head guide Antti Kauppinen

16.45 FASHION Becoming a sustainable business from top to bottom. Lumi Accessories Oy, founder & sales director Bruno Beaugrand

17.15 WELCOME TO HELSINKI 2012. Musta Design, designer & project manager Milla Vaahtera

17.30 DISCUSSION

18.00 END OF SEMINAR All seminar participants are invited to Embassy Summer Party

More information [kirsi.popova@formin.fi](mailto:kirsi.popova@formin.fi)

We kindly ask pre-registration by 2.9.2011 [kirsi.popova@formin.fi](mailto:kirsi.popova@formin.fi)

All lectures are held in English.