

PRESS RELEASE  
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## **Teamwork as the theme of Habitare's Ahead! design area**

**Habitare, the largest furniture, interior decoration and design fair in Finland, will next take place from 18 to 22 September 2013.**

Habitare furniture, interior decoration and design fair will be held at the Helsinki Exhibition and Convention Centre from 18 to 22 September 2013. A part of the Habitare fair is a design area Ahead! This international design area showcases interesting, upcoming design. This year, the theme of the Ahead! design area is co-creation and teamwork.

Under the rubric of teamwork, Ahead! offers daily workshops on different design-related topics. These participatory workshops provide both the visitors and the exhibitors at the fair an opportunity to get immersed in design work.

Helsinki-based Design Studio Muotohiomo will debut as a design partner for the Ahead! area, participating in the production of the content, exhibition architecture and programme. The design team of the exhibition is led by the designer Ilkka Airas, previously involved, for example, in the design of the Finland Pavilion for the Shanghai Expo 2010.

### **Young designers showcased in a novel way**

This coming autumn, the Ahead! area will place an extra emphasis on introducing new design. Young and upcoming designers will get their own New Design on the Block stand, which will showcase fresh Finnish design and new talents.

Habitare's Ahead! area will also house a Protoshop special stand, which aims to find partners and manufacturer contacts for designers with new designs. Suggestions for new designs were collected earlier this year, and the selected designs will be made into prototypes to be presented at the fair.

### **More information:**

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*Habitare, the largest furniture, interior decoration and design fair in Finland, will next take place from 18 to 22 September 2013. The event offers everything for the interior design and functionality of homes and public spaces. Habitare will be open for professionals from 18 to 19 September and for the general public from 19 to 22 September 2013. [www.habitare.fi](http://www.habitare.fi).*

Images are available at <http://mediabank.finnexpo.fi>