

Pattern Lab20-project schedule

This is a tentative schedule. All Changes will be notified through MyCourses and appear in the schedule! PLEASE CHECK!

Schedule updated 13.5.2019

Date	Time	Teacher / Tutor	Theme
17.12 Q102	12–13	Maarit	Course presentations: Surface Design, PatternLab20 Assignment: My own colours and interesting themes
3 rd period			
			Surface Design Module Advanced Woven Fabrics and Jacquard workshop intensive period
Fri 1.2. O310	10–12	Esko Hjelt & Elina Helenius Maija, Maarit, Tiina	Lapuan Kankurit: design brief (PL + Jacquard workshop) Going through the agreement
4 th period			
Week 9 Mon 25.2. F201	9:15–14:30	Maarit, Tiina	Project starts, Signing the agreement First team meeting. Working groups. Setting up communication platforms. Finalising themes & colours. Pantone codes. > ALL COLOURS AND MOOD BOARDS and print coordinating needs to be finished until end of week 9! Designing collection maps – how to start to plan your collection.
	14:30–17	Ida	Organising and sharing tools for design screenings etc working with GOOGLE DRIVE . Tips for working with customer case (Lapuan Kankurit). Collecting boards, unifying presentation layout etc for group presentations PatternLab DESIGN WORK STARTS!!! Week 9: Start collecting ideas and planning the collection maps! Prepare for next week's Lapuan Kankurit mid critique.
Week 10 Mon 4.3. Q102	9:15–12	Maarit	Team meeting > working group updates , fair discussions (Fair team). Early bird for Heimtextil closes 14.3.2019 Checking the final mood boards and colour charts. They need to be printed for everyone after finalizing.
Wed 6.3. K104	10–12	Jaana Hjelt & Elina Helenius Maija, Maarit, Tiina	Lapuan Kankurit mid critique meeting. Presentation ready: Hanna prepares the 2 digital boards from each student to a single presentation. In addition, students can bring tangible sketches + possible material samples as ref material to boards. Week 10 design work: Start working with your designs / collections. Prepare the collection maps for the 11.3. session with Tiina.
Week 11 Mon 11.3. F201	9:15–12	Ida	Team meeting with Ida: Presenting the PatternLab19 collection and REPORT and www.patternlab.fi domain, website and email issues
	13:15–15	Tiina	Collection map session: presenting your ideas in collection map form on the screen. PLEASE HAVE THESE COLLECTION MAPS ON THE GOOGLE DRIVE so it is easy to switch between them. Week 11 design work: Continue working with your collection. Aim for the first set of designs for each collection to be ready for 1 st screening on Mon 25.3.19
Week 12 Mon 18.3. Q102/F201	9–12 Q102 13–17 F201	Tiina	Individual tutoring: Compulsory 30min tutoring sessions with Tiina (MyCourses Scheduler). Please book your time in MyCourses, you will get an invitation. Bring your collection maps and your designs + ideas to the tutoring session.
Mon-Fri	To be announced	Riina	Optional tutoring with Riina during this week (Repeats and CAD). Riina sends an invitation to her Scheduler through MyCourses Week 12 design work: Prepare for next week's digital screening and Texmoda meeting

Week 13 Mon 25.3. F201	9:15–17 11–12 13-17	Maarit Jaana Kekkonen & Beni Kauhanen Maarit	1st screening! Designs presented as SMALL PDF files, in separate folders according the collections. Each design both 50x70 cm image and the multiple repeat shown in fabric width 150 cm. No Photoshop and illustrator files!! ALL IN GOOGLE DRIVE. Team meeting / project group updates. Texmoda meeting: design brief Individual tutoring: Compulsory 20min tutoring sessions with Maarit (MyCourses Scheduler) Please book your time in MyCourses, you will get an invitation. Bring your collection maps and your designs + ideas to the tutoring session. Week 13 design work: Continue working with your collection
Week 14 Mon 1.4 Q102/F201	9:15–12 Q102 13-15 F201	Tiina Ida	Team meeting > working group updates. Team Meeting with Ida. Working group updates and other urgent issues Week 14 design work: Continue working with your collection. Prepare for Lapuan Kankurit final meeting and Texmoda mid-critic meeting
Week 15 Mon 8.4.– Wed 10.4. M202 Wed 10.4. O112 Thu 11.4. A1 Thu 11.4. O310	9–17 10–12 10–12 14–16	M. Zetterblom, J. Kapur Jaana Hjelt & Elina Helenius Maija, Maarit, Tiina Akira Minagawa Jaana Kekkonen & Miia Varheensalo	Sensorial Design Workshop – Smells and Sounds by Margareta Zetterblom & Jyoti Kapur, M202 (For FaCT-students. This is with separate registration and credits, not part of PatternLab). Further info in MyCourses Lapuan Kankurit final meeting Akira Minagawa’s ‘minä perhonen’ lecture, Otakaari 1, lecture hall A1 Texmoda meeting: mid-critic Week 15 design work: Prepare for next week’s digital screening
5th period			
Week 16 Mon 15.4. Q102	9:15–13	Tiina	Team meeting and 2nd screening. Designs presented as SMALL PDF files, in separate folders according the collections. > working group updates. Week 16 design work: Continue working with your collection, prepare for next week’s tutoring with Maarit
Week 17 Mon 22.4. Wed 24.4.	Easter 9:30-18	Maarit	Individual tutoring: Compulsory 30min tutoring sessions with Maarit (My Courses Scheduler) Please book your time in MyCourses, you will get an invitation. Bring your collection maps and your designs + ideas to the tutoring session Week 17 design work: Continue working with your collection, prepare for Texmoda
Week 18 Mon 29.4. Q103 (Q102)	12–13 13–15	Tiina Jaana Kekkonen & Miia Varheensalo	Team meeting > working group updates (9:15–10 -> 12–13) Texmoda meeting: final meeting Week 18 design work: Prepare for next week’s digital screening
Week 19 Mon 6.5. F201 Mon–Fri	9:15–13 to be announced	Maija, Tiina Tiina	Team meeting and 3th screenings: Designs presented as SMALL PDF files, in separate folders according the collections. Compulsory tutoring (20 min.) with Tiina / MyCourses Scheduler Week 19 design work: Prepare for next week’s digital screening

Week 20 Mon 13.5. WED 15.5. O310 Thu 16.5. Thu 16.5. K104	13:15-17 13--> 13-17 12-15	Maarit Katja Lösönen Maarit	Team meeting and 4th screenings (peer learning session). Designs presented as SMALL PDF files, in separate folders according the collections. -> Printing can start Photoshooting with Lapuan Kankurit in the afternoon! Compulsory tutoring (20 min.) with Maarit / MyCourses Scheduler 4th screenings (peer learning session) continue.. Week 20 design work: Prepare designs for printing. Prepare for next week's digital screening.
Week 21 Mon 20.5. Q103 (Q102)	9:15-10 10-13 14-15	Maarit Maarit Ida	PR team presentations, marketing concept etc. Graphic team presenting first ideas for visual marketing plan. Fair team updates. Team meeting and 5th screenings. Designs presented as SMALL PDF files, in separate folders according the collections. -> Printing continues Final team tutoring. Tutoring on making info cards Week 21 design work: Prepare designs for printing and work on the info cards. Prepare for next week's Mid-critics -> Final printing for Mid-critics
Week 22 Mon 27.5. Q101	9-12 13-15	Maarit, Tiina, Maija Maarit, Tiina	MID-CRITICS, 2/3 of The Collection is ready and printed! Info papers attached etc Working group meetings Individual tutoring for summer work if needed, Maarit / Tiina

SUMMER BREAK			Continue working with your designs and collection
August			Get together after holidays. Planning fairs and sales project
Mon 26.8. Q102	9:15-12	Maarit	Team tutoring and screenings.
Mon 2.9. Q102	9:15-12	Maarit	MUO E-1030 PATTERNLAB MARKETING AND SALES PROJECT begins. Remember to register in Weboodi Individual tutorings. Planning the trip to Sweden
Mon 9.9. Q102	9:15-15	Maarit	Final Team tutoring and screenings. Last printouts for final critics after this!
Mon 16.9. M202	9:30-14:30	Taina Orsjoki Petra, Maija, Maarit	FINAL CRITICS, The Collection is ready!
SALES PERIOD	1-3. periods		
September 2019	Mondays 13:15-15	Chair / Maarit	Team meetings. Preparing fairs and sales trips. How to present and sell your designs. Pricing and negotiating prices. Trip to Sweden
October November December 2019	Mondays 13:15-15	Chair / Maarit	Sales meetings. Visiting Finnish customers.
January February 2020	Mondays 13:15-15	Chair and/or Maarit	International fair. Customer meetings.
31. March 2020		Maarit	Closing the project
April 2020		Maarit, Pirjo K	Individual evaluations.

PatternLab20–team

PatternLab project leader, responsible teacher:

Maarit Salolainen

Lecturer:

Tiina Paavilainen

Student tutor:

Ida Korsström / PatternLab18 alumni, vice: Riina Heinonen

Working groups: need to be discussed

Chair and Vice chair:

(PatLab19: Otto Rummukainen, Sonia Nowicka)

Leonardo Hidalgo, Zuzana Zmatekova (vice)

- responsible for memos (all team meetings should be documented)
- internal communications
- organises paperwork and keeps files in order
- keeps whole team well informed and team spirit high
- email address / webmail host

Financing and budgeting team:

(PatLab19: Ida Korsström, Fiorenza Marani)

Mithila Mohan(Budget), Zuzana Zmatekova (applications)

- grant applications
- project budgeting
- contact person for invoicing, book keeping

Graphic design team:

(PatLab19: Taina Tirkkonen, Sofia Kolovskaya, Parvati Pillai)

Jaea Chang, Noora Typpö, Terhi Adler

- creates marketing concept and realizes it, “sells” the concept idea to the others
- prepares all graphic design and marketing materials, including updating and renewing patternlab.fi (-Tekstiili18 presentation)

PR and press team, external communications, marketing, sales support:

(PatLab19: Riina Heinonen, Sanni Ojala, Nayoung Lee)

Anastasia Poljatschenko, Marina , Ling (Mithila Mohan)

- writes the press releases: Finnish, English, Swedish (PatLab19: Ida)
- schedules PR and communication
- updates contact lists for PR
- responsible for all press contacts, also inside Aalto University
- updates customer contact list
- website content
- sales support
- writes customer contact emails
- social media, (PatLab19: Marina and Anastasia)

Fair and sales tour team:

(PatLab19: Saana Pitkänen, Pei-Nung Lee, Junyoung Lee)

Hanna Galtat, Ling, Milla Vainio

- makes suggestions of interesting fairs / new ways of selling designs
- responsible for stand reservations and stand design – contact person to the fair
- coordinates travelling and makes all reservations

Sales team: ALL!

Entertainment and workshop responsible:

(PatLab19: Otto Rummukainen, Riina Heinonen)

Mithila Mohan