

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