

Designs for a Cooler Planet

Final Presentation

Pihla & Ossi

13/2/2020



Our design aims for continuity and it uses visual elements of Aalto University to establish its role within Designs for a Cooler Planet.





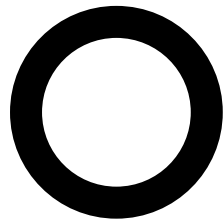
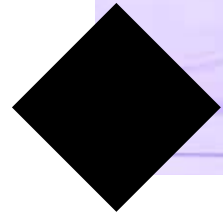
Campus Presence

Typography
Colors
Images
Logo
Advertisement

Surprise Element

Commitment Matters Board
Passive/Active
"Rules"

Conclusions



The

Visuals

Headlines
Headlines

Nimbus Sans
Viere
Commitment
Matters

Nimbus Sans
Body Text

Nimbus Sans / **Black Italic**
/ **Black**
/ Regular
/ *Regular Italic*
/ Light
/ *Light Italic*

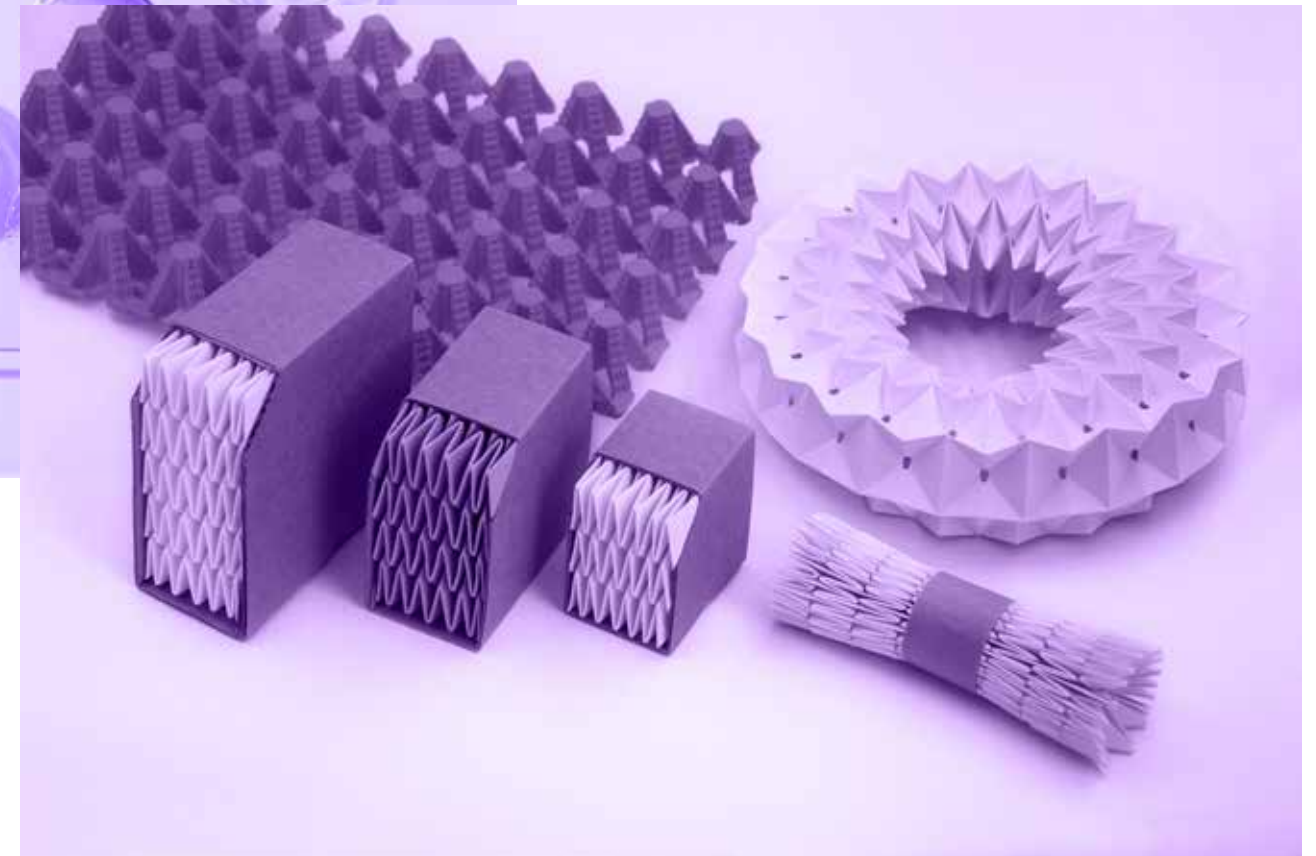
Active

Otaakari 1

***Learning
Centre***

Väre

Passive



**COOPER DESIGNS
FOR A
BETTER PLANET**



COOLERS DESIGNERS

FOR A PLANET

West Aalto Uni-
g for the School
, and Archite-
rant space for
ounters in Ota-
s. Inaugurated
2018, Väre is
e intersection
al coordinates,
nd the Harald
ning Centre.

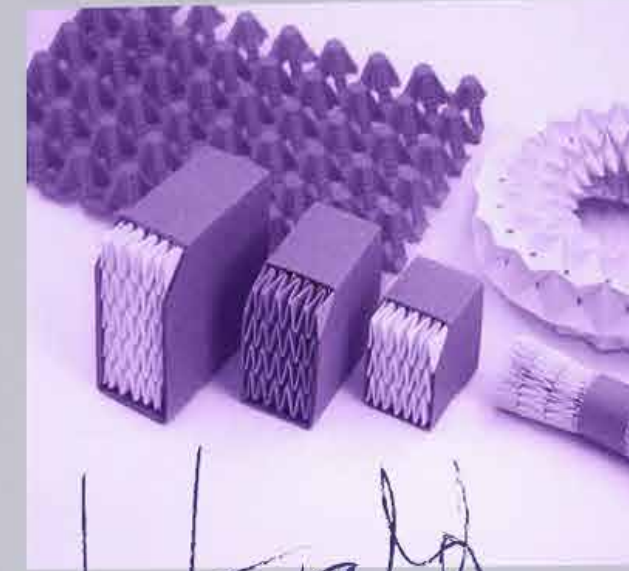
ne emphasises
producing, cir-



culating knowledges and strengthening the dialogue for the whole University and diverse collaborators. Väre offers a multitude of exhibition spaces for showcasing creative work and hosting transdisciplinary meetings.

V1 & V2

Väre offers two white cube spaces ready to host a wide spectrum of exhibitions with various themes, media, and collaborations.



Harald Herlin

The Harald Herlin Learning Centre (HHLC) exhibition spaces form together an exhibition venue in Otanlemi campus.

HHLC exhibition spaces include Lobby, Foyer, and Tori area.

Curated program consists of exhibitions, workshops, seminars and performances.

Lobby

Lobby is the first space you get to when entering the Learning Centre. Its interiors are Alvar Aalto's legacy, but after renovation the space has been customized to serve as an exhibition venue.



Beta Space

Exhibition venue **Beta SPACE** is part of the Learning Spaces beta.

It provides the Aalto University community with a space for experimentation and reflection, without focusing on particular disciplines.

The courses exhibitions from Art, Design and Architecture departments are combined here with curated content from various fields, related to the University teaching, research and other activities.

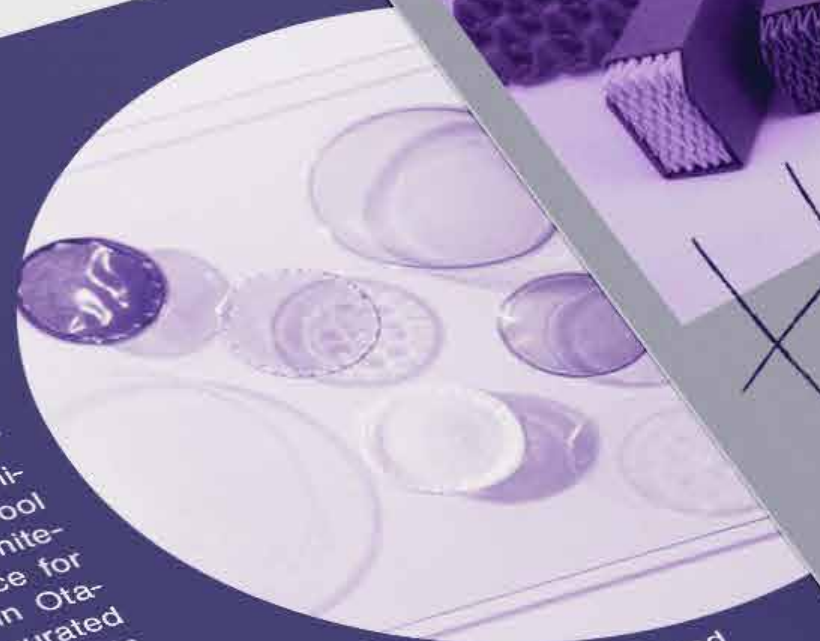
Location:
Otakaari 1 X, Espoo

Väre

DESIGNS FOR A COOLER PLANET

Väre, the newest Aalto University building for the School of Art, Design, and Architecture is a vibrant space for dynamic encounters in Otaniemi Campus. Inaugurated in September 2018, Väre is situated in the intersection of two principal coordinates, Otakaari 1 and the Harald Herlin Learning Centre.

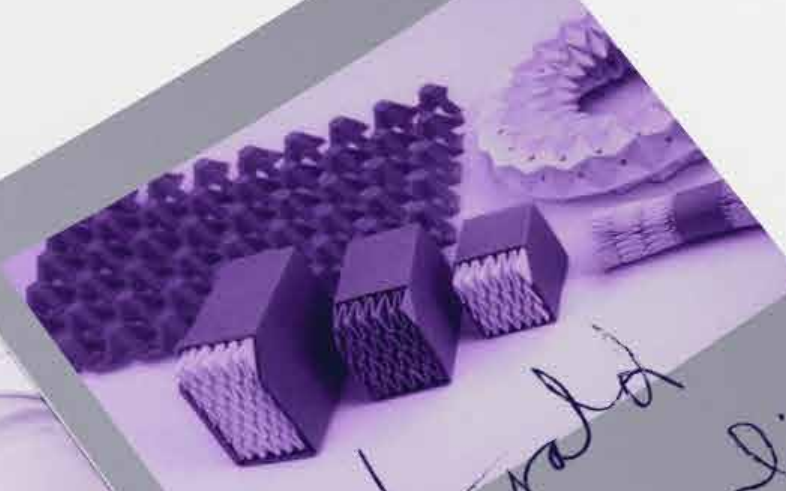
Our programme emphasises innovatory co-producing, cir-



culating knowledges and strengthening the dialogue for the whole University and diverse collaborators. Väre offers a multitude of exhibition spaces for showcasing creative work and hosting transdisciplinary meetings.

V1 & V2

Väre offers two white cube spaces ready to host a wide spectrum of exhibitions with various themes, media, and collaborations.



Harald Herlin

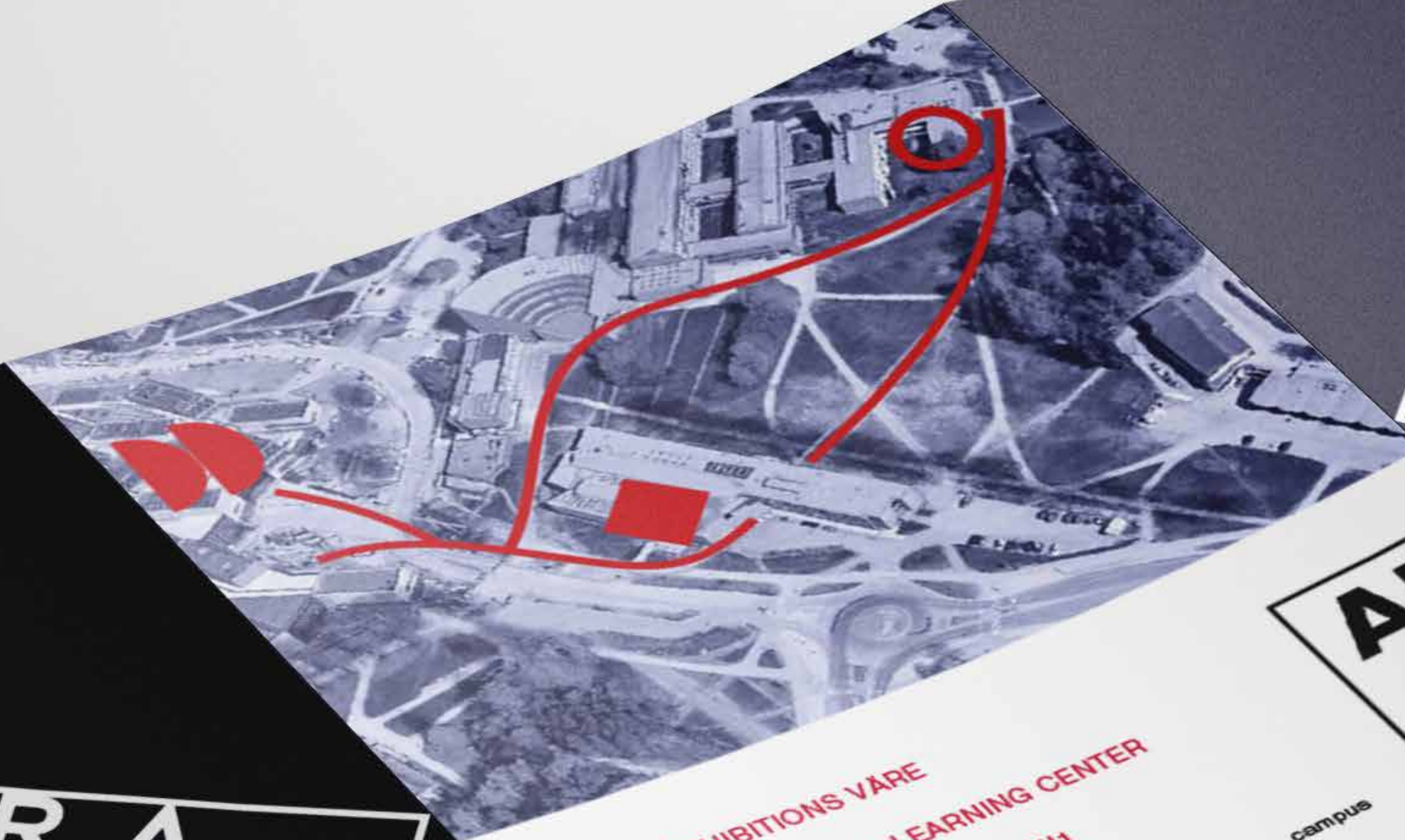
The Harald Herlin Learning Centre (HHLC) exhibition spaces form together an exhibition venue in Otaniemi campus.

HHLC exhibition spaces include Lobby, Foyer, and Tori area. Curated program consists of exhibitions, workshops, seminars and performances.

Lobby

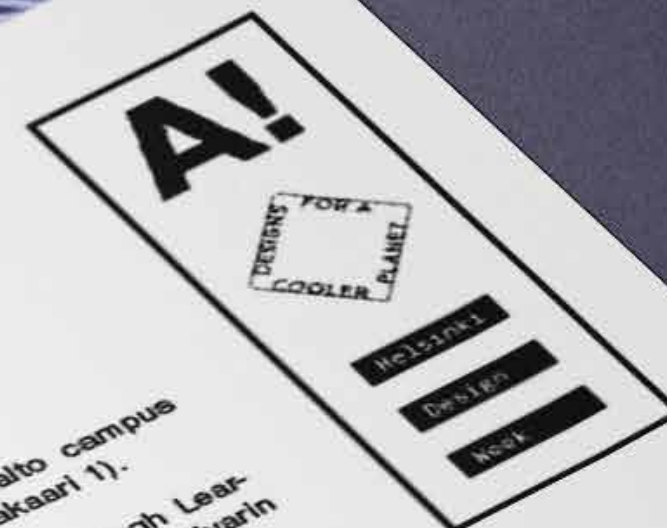
Lobby is the first space you get to when entering the Learning Centre. Its interiors are Alvar Aalto's legacy, but after renovation the space has been customized to serve as an exhibition venue.

FOR A
PLANET



-  EXHIBITIONS VARE
-  EXHIBITION LEARNING CENTER
-  EXHIBITION OTAKAARI1

The exhibition locates in three buildings in Aalto campus area. (Vare, Oppimiskeskus ja Beta Space (Otakaari 1)).
Map has a exhibition route from metrostation through Learning Centre to Beta Space and from there through Alvarin Aukio to Vare.



DESIGNS
COOLER



 **A!**

Exhibition in Otaniemi 3.-13.9.2020
Come explore the beautiful Campus area and enjoy
the gallery round in three different buildings.



JCDecaux

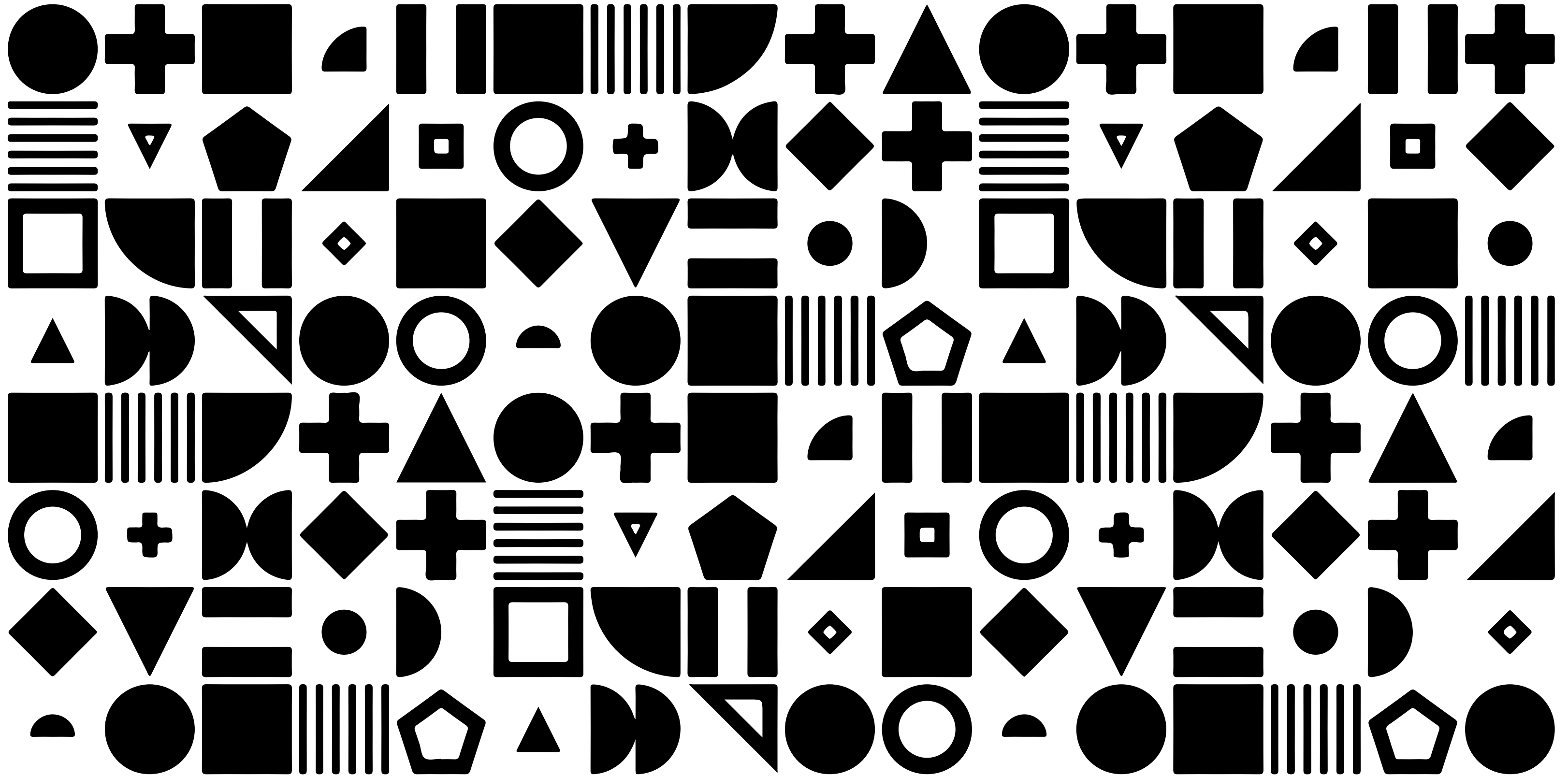
DESIGNS FOR A COOLER PLANET

AI

Exhibition at Museum G - 13.8.2024
Order explore the beautiful, famous area and enter the gallery located in these address buildings.

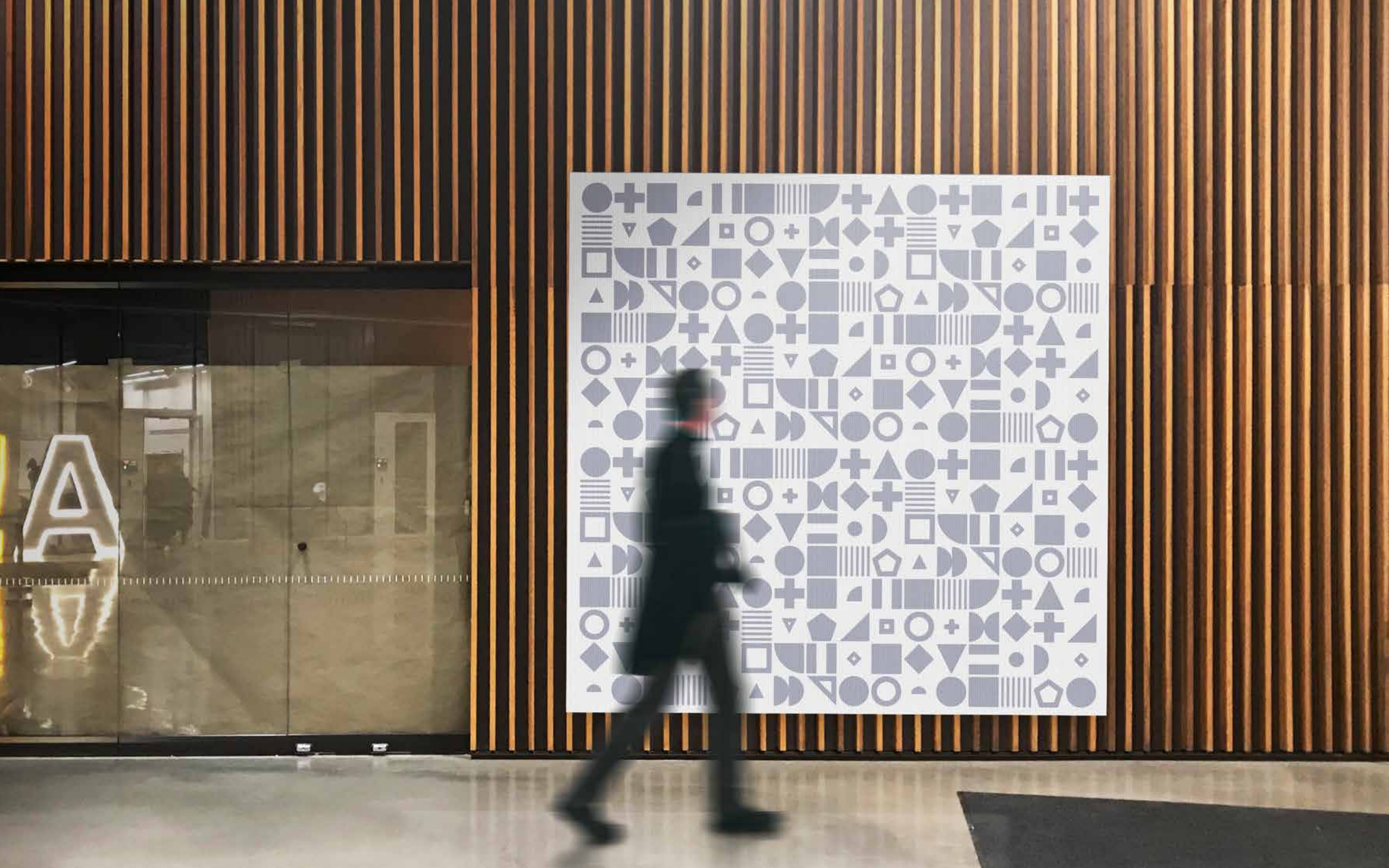


A!



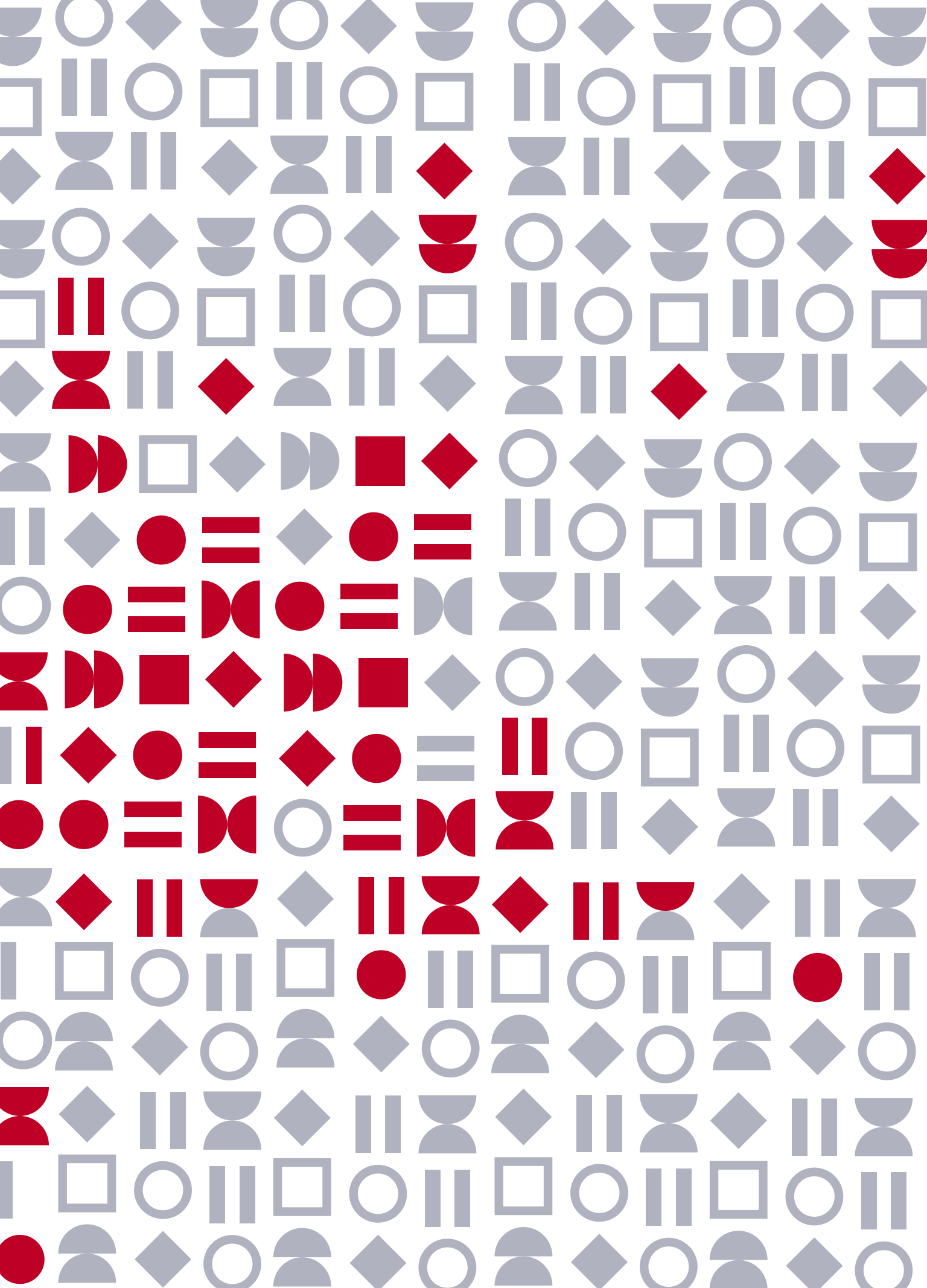


***Commitment
Matters Board***



A





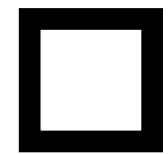
Your commitment for a cooler planet.

Below you can see the icons for different ways of commitment.
Choose your active ways of commitment and place them on the board.
By replacing passive icon with active icon you can make your effort visible.
Inspire others to take action for a cooler planet.

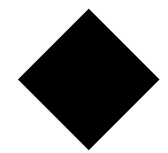
Your commitment matters.



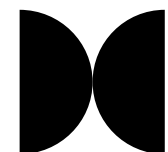
TRAVEL



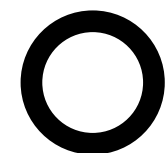
***CONSUMER
HABITS***



ENERGY



***FOOD
CHOICES***



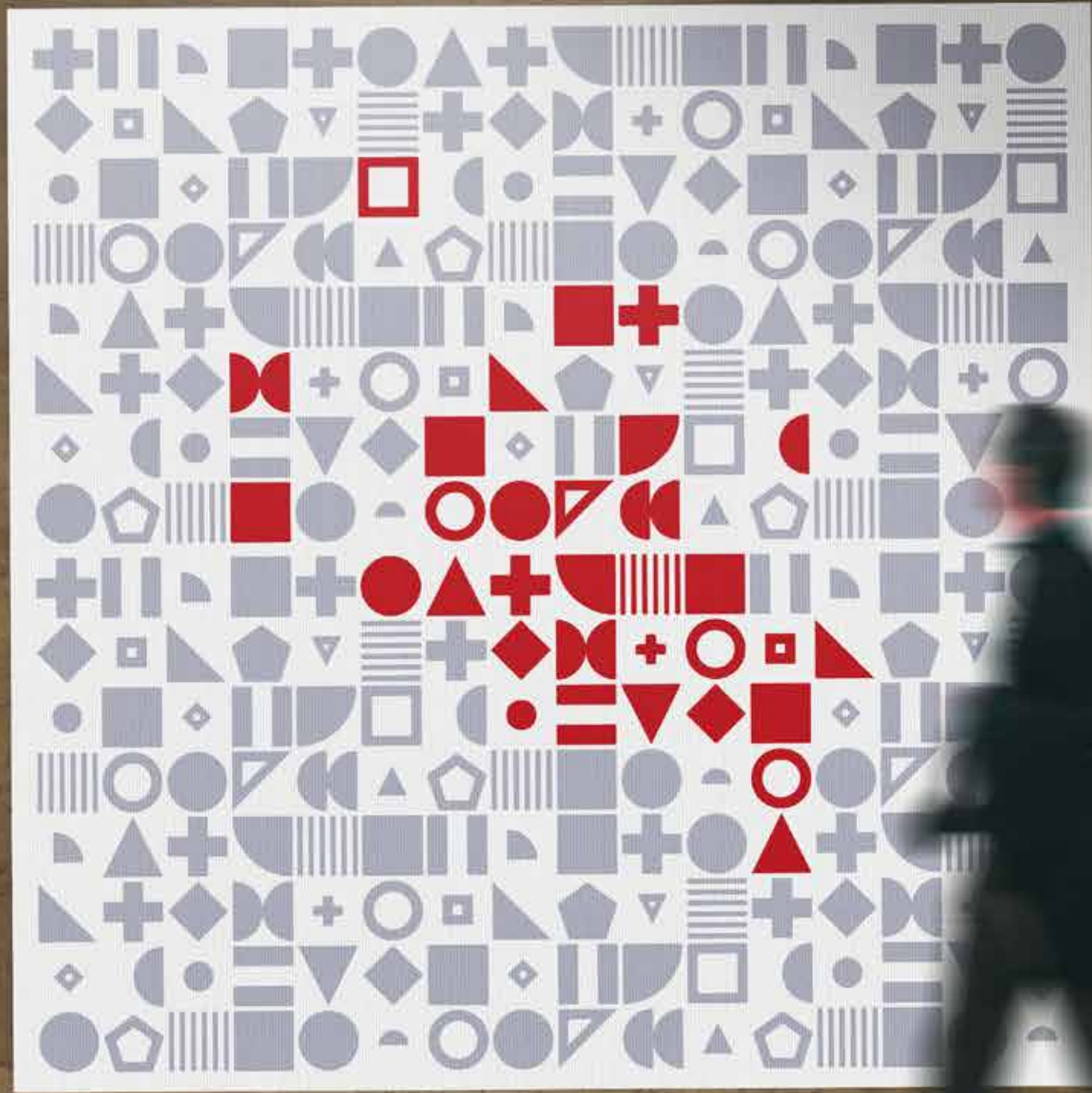
RECYCLING

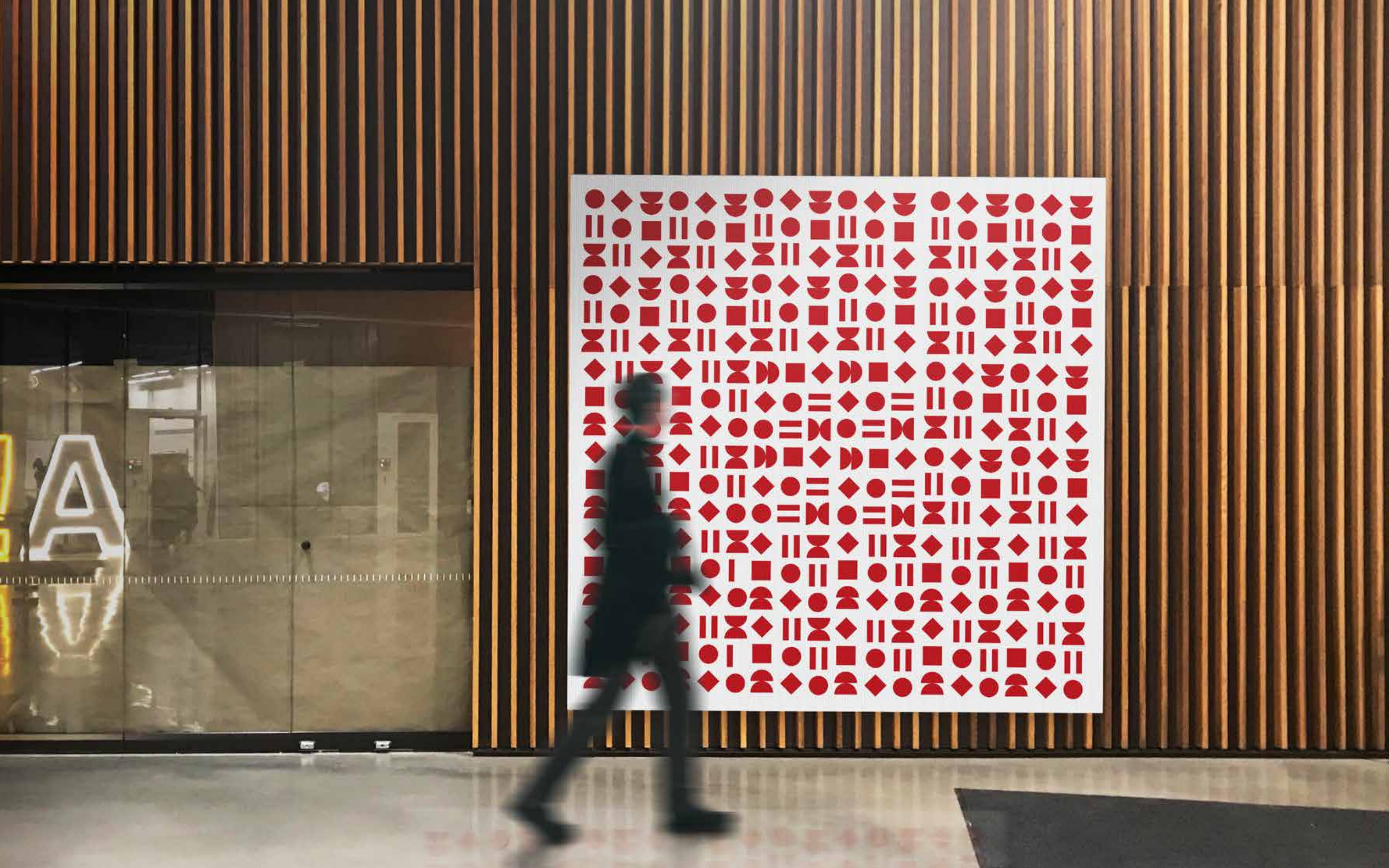


PASSIVE



ACTIVE





Conclusion



***Main idea was to make the identity more fresh,
minimalistic and harmonic.***

***Compared to last years identity it is still
recognisable but it has a “face-lifted” feeling.***

DESIGNS FOR A COOLER PLANET

4 September

Today's cool choices and tomorrow's concepts at Aalto University in Otaniemi.

In September, Aalto University is proud to host Helsinki Design Week 2019. Planet event's exhibitions will introduce more sustainable lifestyles. Aalto's eleven multidisciplinary exhibitions are from future homeware and newest to a carbon-free city district.

More cool info <http://bit.ly/acoolerplanet>

WELCOME TO THE OPENING DAY

- 18:00 Guided exhibition tour* starts in the Väire lobby | Otaniemi
- 19:00 Event opening and main exhibition begins at the Dipoli Gallery |
- 20:00 PechaKucha Night at Dipoli's lobby tickets from www.helsinki.fi/events/pechakucha-night-aalto

RSVP by 1 September at <http://bit.ly/acoolerplanet>

DESIGNS FOR A COOLER PLANET

Designs for a Cooler Planet is one of Helsinki Design Week 2019's main events. Eleven art galleries in Otaniemi showcase a wide variety of Aalto University's projects ranging from sustainable product and service concepts to new material experiments.

Learn more <http://bit.ly/acoolerplanet>

<p>1 Väire Art galleries Otaniementie 14 4 - 20 September 2019 Natural Indigo: New Luxury from Northern Fields Bridge K2</p>	<p>2 Harald Merilä Learning Centre Otaniementie 9 4 - 20 September 2019 ChemArtsing with bio-based materials.</p>	<p>3 Beta Space Gallery Otakaari 1 X 10 - 20 September 2019 Traces from the Anthropocene: Working with Soil</p>	<p>4 Dipoli Gallery Otakaari 24 4 September - 5 October 2019 Designs for a Cooler Planet main exhibition</p>
--	---	---	--

NEWSILK: What can we learn from spiders?
FK Lobby

Urban Transitions for Cooler Futures
K Corridor

CircWood
FE Lobby

Envisioning the Future of Packaging
LQ Lobby

Urban Façades
Main lobby

DESIGNS FOR A COOLER PLANET

5 to 26 September

Designs for a Cooler Planet— Today's cool choices and tomorrow's concepts in Otaniemi

If we want to keep the earth liveable, the next ten years are crucial.

We Finns consume four times more energy and natural resources than is sustainable. To reach sustainability, the next ten years will have to look completely different—but can still be appealing.

In September 2019, the Designs for a Cooler Planet exhibition will introduce solutions to support more sustainable lifestyles. Aalto University's Otaniemi galleries showcase eleven multidisciplinary exhibitions, from future homeware to a carbon-free city district.

Change concerns all of us: consumers, companies, education and governments. We have no time to lose.

<http://bit.ly/acoolerplanet>

DESIGNS FOR A COOLER PLANET

DESIGNS FOR A COOLER PLANET

DESIGNS FOR A COOLER PLANET



DESIGNS FOR A COOLER PLANET

DESIGNS FOR A COOLER PLANET

Designs for a Cooler Planet exhibition presents a wide selection of experimental climate-friendly products and individual choices that you can do already now.

We need to rethink our individual lifestyles: what we eat, how we live and how we move. The *1.5 Degree Lifestyle* study calculated the climate impact of 30 choices. What will be your contribution?

The prototypes of Future Home will give a glimpse of new material research. What if all our belongings were reusable and recyclable, non-toxic and long-lasting?



Some of the carbon fibre reinforced plastic may be replaced by composites.
©2019: Tero Hakkarinen, Tuomo Piironen & Eino Vilhjam Aho
IMAGE: Eero Ruuska



DESIGNS FOR A COOLER PLANET



Exhibition in Otaniemi 3.-13.9.2020
Come explore the beautiful Campus area and enjoy the gallery round in three different buildings.

DESIGNS FOR A COOLER PLANET

Väire, the newest Aalto University building for the School of Art, Design, and Architecture is a vibrant space for dynamic encounters in Otaniemi Campus. Inaugurated in September 2018, Väire is situated in the intersection of two principal coordinates, Otakaari 1 and the Harald Merilä Learning Centre.

...ing knowledges and strengthening the dialogue the whole University diverse collaborators. offers a multitude of exhibition spaces for showing creative work and finding transdisciplinary meetings.

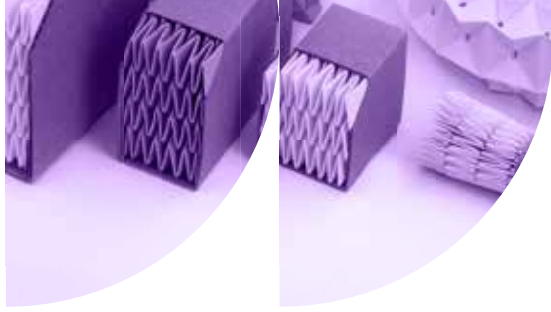
V1 & V2

... offers two white cube spaces ready to host a wide spectrum of exhibitions with various themes, media, and collaborations.

DESIGNS FOR A COOLER PLANET

2020





Thank You!

