

Finnflakes to Usher in World Design Capital Helsinki 2012 at Helsinki Airport



Finnflakes, an installation by Finnish artist Tiina Veräjänkorva, is now on display at Helsinki Airport. The piece consists of white, Finland-shaped porcelain figures, which form a snowflake-like cloud above the long-haul flights area.

"The purpose of the installation is to express the important role that Finnish design and the work of designers and artists living and working in various parts of Finland plays in peoples' daily lives and perceptions of Finland," explains Veräjänkorva.

Finnflakes is part of the Finnish Association of Designers Ornamo 100 Years celebration Oon kaupungissa art event, which will spread out over the Helsinki metropolitan area on 7 May-15 September 2011. At Helsinki Airport, it will serve as the prelude to the World Design Capital Helsinki 2012.

The installation is the first of several WDC Helsinki 2012 events to be held at Helsinki Airport. Participation in the WDC Helsinki 2012 project is a natural part of the Airport plan to showcase Finnish design and art.

"Millions of foreign passengers passing through Helsinki Airport get their first impression of and, in most cases, their only contact with Finland through the airport itself. An international airport is always a country's calling card as well as a venue for showcasing its design and service excellence," says Pirjo Lähteelä, Head of Passengers & Airlines at Finavia.

According to Lähteelä, exhibitions and artwork are also an important part of passenger services and enhance the airport's atmosphere. They offer waiting passengers something to pass the time with and provide welcome relief to busy travellers.

The Finnflakes installation contains nearly 1,800 Finland flakes, which, according to Veräjänkorva, represent the number of members in Ornamo. The white porcelain clay pieces were formed by die-cutting and fired in a kiln. The piece is 4 x 4 x 5 metres in size and is hung in the delta wing section of the long-haul flights area.

Further information

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