



**Raffles**  
College of Higher Education

## PRESS RELEASE (Embargoed)

### **Discover Northern Magic- A Tale of Five Finnish Artists presents the first multimedia exhibition of its kind.**

**Singapore, 23<sup>rd</sup> November 2017-** Design Finland 100 and Raffles College of Higher Education present an exclusive multimedia exhibition that will be held at Raffles Education Square from the 24<sup>th</sup> of November 2017 to 11<sup>th</sup> of December 2017. The purpose of this exhibition is to raise awareness of Finnish design in Southeast Asia through Design Finland 100. This is the first time the collection will be presented in a new light – a multimedia dimension.

Conceptualised and created by Digital Media and Graphic Design students from Raffles College of Higher Education, this multimedia exhibition is divided into three sections that encompasses the showcase of the exhibits through virtual reality, motion sensor and augmented reality.

Ceramic exhibits from Rut Bryk will be shown through virtual reality. Viewers will get to see sixteen of her pieces exhibited against the backdrop of the famous Finnish scenic night view in two domes. Michael Schilkin's ceramic work will be presented through a motion sensor platform where viewers will be able to move the pieces virtually and see them in their best angles. Kyllikki Salmenhaara's beautiful ceramic pieces with her notable blue copper glazing will be presented in an augmented reality format. Similarly, viewers will be able to appreciate art pieces from Kaj Gabriel Franck and Birger Kaipiainen in an enhanced version of reality – augmented reality. Viewers will be able to see the pieces come alive as exhibits are projected from a two-dimensional image in a book to a realistic three-dimensional perspective.

In this multidisciplinary project, Graphic Design students worked on bringing the identity of the exhibition. "I am thrilled to be part of this exhibition as a visual identity designer and to see my designs tell the story of a nation. As the exhibits mainly comprised of ceramics and glass, I looked through the process of making them and found one remarkable common ground. The spirals created while it forms a piece of art intrigued me. Furthermore, the colours chosen are meaningful. Since we're in the spirit of celebrating the Finland's 100 years and its Northern magic, I think it's best to show it through the usage of the colours. So, I incorporated the blue and white from the Finland flag, and combined it with the blue and green from the remarkable Aurora Borealis," shared Monica Hutama, Raffles Graphic Designer.

"Raffles College of Higher Education's interdisciplinary approach towards design education makes technology more accessible to the public. We are honoured to be part of this collaboration in which Raffles design students apply their creative knowledge and skills, as part of the Design Finland 100's initiative to celebrate the strong and rich design heritage of Finland to the knowledge of Southeast Asia and to build a digital bridge to showcase one of



**Raffles**  
College of Higher Education

the finest design stories from the Golden Age of Finnish design."- Giuseppe (Joe) Spinelli, Principal of Raffles College of Higher Education.

The collaboration between Design Finland 100 and Raffles College of Higher Education began when four Raffles Singapore Fashion Marketers, Riha Lokesh, Natasha Rodrigues, Himani Pandey, and Surbhi Hasija, visited Finland to present their business proposal, as winners of the Nordic Business and Design Case 2017 Competition. The annual Nordic Business and Design Case Competition is held with an aim to build a bridge between Southeast Asian top students and Finnish companies and provide a unique learning experience with real business challenges.

"We are very proud to work with Raffles College of Higher Education on the exhibition. They represent the recognized design education in Southeast Asia and they are best equipped with strategic tools to implement this new type of virtual storytelling. Raffles College of Higher Education in Singapore provide the perfect venue for this event and we are all very excited about the forthcoming exhibition,"-Professor Kirsti Lindberg-Repo, Founder of Design Finland 100.

The exhibition will feature 60 pieces of ceramic and glass art from Finnish artists – Michael Schilkin, Birger Kaipiainen, Rut Bryk, Kaj Franck and Kyllikki Salmenhaara – to celebrate Finland's 100<sup>th</sup> year of independence. All of them have made a significant contribution in moulding the design heritage in Finland and are part of Collection Kakkonen and part of its Managing Director, Mr Kyosti Kakkonen's art collection. Mr Kakkonen sees his role as the ambassador of the Finnish culture and so, holds prestigious exhibitions around the world to strengthen the image of Finland as a strong design nation.

The exhibition has free admission.

More details on the exhibition can be found below.

---

### **Discover Northern Magic- A Tale of Five Finnish Artists**

24 November – 11 December 2017

Raffles Education Square

51 Merchant Road

Singapore 058283

Open: 9 am – 6pm

Free Admission

Media Kit

<http://bit.do/DiscoverNorthernMagic>





**Raffles**  
*College of Higher Education*

## Organizers

- About Raffles College of Higher Education

Raffles College of Higher Education (RCHE) is a subsidiary of Singapore mainboard-listed Raffles Education Corporation (REC), the leading education group in the Asia Pacific region. Since inception, we have grown into the largest and most global education enterprise in Singapore. REC believes that education brings opportunities for growth and self-determination; every individual is entitled to soar on the back of the opportunities that education engenders.

- About Design Finland 100

Design Finland 100 is a platform to celebrate 100 years of Finnish design thinking. Our mission is to share the story of Finnish design, its rich heritage and to bring Finnish design to Southeast Asia.