

Aalto on Waves

building bridges between Brazil and Finland!

ESPOO, November 15 - Aalto on Waves is a student-driven innovation project in which 110 members of the Aalto community travel by ship to Brazil. During the journey, we will create a social impact through learning and collaborating on real challenges. It will start on the 16th of November in Helsinki, continue with a flight to Lisbon followed by an unforgettable voyage to Rio de Janeiro. We will stop over in Gran Canaria, Tenerife, Recife and Salvador de Bahia. From Rio de Janeiro, we will travel by bus to São Paulo, where the program will come to a close on the 11th of December.

The aim of the journey is to build bridges between Brazil and Finland, to foster mutual understanding between the two countries, to spark collaboration and – of course – make new friends. Brazil, the fifth largest country in the world with 195 million inhabitants, is a major economic power in both South America and worldwide. On the other side of the globe, in northern Europe is Finland - despite having just 5 million inhabitants, it has a strong economy and education system. We feel that the European awareness of Brazil and vice versa still needs to be increased. Aalto on Waves wants to contribute to this by connecting education, economy and people from Europe and Brazil.

Aalto on Waves is a truly multidisciplinary project, with organizers and participants from the fields of design, business and engineering. Aalto University was founded in 2010 in a merger of three internationally renowned universities: the Helsinki School of Economics, the University of Arts and Design and the Helsinki University of Technology. Accomplishing an exciting project together will help us to form a common identity among the students of the different disciplines and create a true “Aalto Spirit”. Aalto on Waves is the successor of the very successful project Aalto on Tracks, where students and staff from Aalto travelled by train from Helsinki to the World Expo 2010 in Shanghai.

During our Aalto on Waves journey, on the open waters as well as in Brazil, we will have a very enriching program. More specifically, programs will range from engineering courses such as marine technology to business and entrepreneurship to arts and design. Aalto on Waves is also a part of the World Design Capital Helsinki 2012 programme.

Further competency in design thinking comes from the International Design Business Management program, which has been rated by Business Week as one of the best design programs worldwide and will offer a course on board. We are moreover delighted to announce a “TEDx Aalto University” event on the cruise ship.

Without our partners, this journey would not be possible. We especially want to thank, among others, the Aalto University Student Union (AYY), TTE-Fund (TTER), Technology Industries of Finland Centennial Foundation, Liikesivistysrahasto – Foundation for Economic Education, HSE Foundation, Finnish Foundation for Technology Promotion, KAUTE Foundation, Jenny and Antti Wihuri Foundation, Outotec, Multidisciplinary Institute of Digitalisation and Energy (MIDE), Wärtsilä, Royal Caribbean Cruises and the Aalto University.

We hope this press release has provided you with insight into the Aalto on Waves project and has raised your interest. We are looking forward to answering your questions and all types of enquiries. Please also visit our website <http://www.aaltoonwaves.com> for further information.

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