



FAUUSP



WORLD DESIGN
CAPITAL
HELSINKI 2012



AoW Exhibition at FAUUSP | Official Program

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Welcome!

The Aalto on Waves Exhibition compiles the work and research of the participants of Aalto on Waves, a journey that brings 110 members of the Aalto University community (<http://www.aalto.fi/>, located in Helsinki, Finland) to Brazil by boat, of professors and researchers from FAU/USP (<http://www.usp.br/fau/index2.html>) and of special guests. AoW brings the name of several world-wide known Finnish companies and institutions and welcomes everyone to participate in the events!

The event incorporates 3 spaces: the Auditorium, the Cinema and the Gallery.

The Auditorium: AoW participants and guests provide workshops and lectures about contemporary facts, current research being held in Aalto as well as Brazil and Finland related themes.

The Cinema: short films and animations from the Elo and the Media Lab of the Aalto School of Art and Design.

The Gallery: the work of students and researchers from Aalto and FAU/USP and stands are exhibited in the very point where AoW interacts with USP.

Aalto on Waves is an official World Design Capital Helsinki 2012 (<http://wdchelsinki2012.fi/>) program and is accredited and recommended in official letter issued by Aalto University, the Finnish Embassy in Brasília and the Finnish Consulate in São Paulo.

Follow us:

Aalto on Waves Exhibition:
<https://www.facebook.com/#!/event.php?eid=198532396887628>
Aalto on Waves website: <http://www.aaltoonwaves.com>
Aalto on Waves twitter: <http://twitter.com/#!/aaltoonwaves>
World Design Capital Helsinki 2012: <http://wdchelsinki2012.fi/en>

* Please, note that all events are held in English

7/12

FAU-Butantã | IEE
Cidade Universitária

Auditorium

Anfiteatro de
Materiais
IEE/USP

10-17h

Cinema

Sala de
Seminários
IEE/USP

14-15:30h

Gallery

Piso do Museu
e Corredores
das Salas de
Aula
FAU/USP

10-17h

AoW Exhibition Opening

Who? Niina Gromov (FIN) & Liisa Itkonen (FIN)

When? 10:00 - 10:30

How? Speech (20') + Questions (10')

About: Event opening in which visitors, guests and curious people get to know Aalto on Waves (AoW).

World Design Capital Helsinki 2012

Who? Timo Salo (FIN)

When? 10:30 - 11:00

How? Speech (20') + Questions (10')

About: WDC2012 and the reasons why AoW is part of the event.

Aalto Design Factory (ADF)

Who? Peter Tapio (FIN)

When? 11:30 - 12:00

How? Lecture (20') + Questions (10')

About: A bit of this amazing place at Aalto University that provides the most amazing environment for students and companies to develop new ideas.

Product Development Project (PDP)

Who? Timo Kauppila (FIN)

When? 12:00 - 12:30

How? Lecture (20') + Debate (10')

About: About this genius course held at Aalto Design Factory in which a company sponsors a team of students for a 9-month project in order to produce a prototype.

The many and the one: Heraclitus and Parmenides in the need to restore the balance between multidisciplinary and disciplinary in the field of design and design education

Who? Prof. Luís Cláudio Portugal (BRA)

When? 14:00 - 15:00

How? Lecture (45') + Debate (15')

About: Critical analysis of current opposing views on the concept of "multidisciplinary" in design education.

Bootstrap a Company in Brazil Today

Who? Egil Fujikawa Nes (NOR)

When? 15:30 - 16:15

How? Lecture (30') + Debate (15')

About: Covering the macro and micro economic reasons why Brazil is such a good country to bootstrap a company in, and how the taxation system gives incentives to get the hell out of here as soon as you have proven your business and start to make real money. Not the usual business pitch about why the Brazilian economy will grow into paradise.

Films and Animations from ELO Helsinki Film School and Media Lab

Burden of My Heart

Who? Iris Olsson

When? 11:00 - 11:45

How? Film watching (45')

How to Pick Berries

Who? Elina Talvensaari (2010)

When? 14:00 - 14:19

How? Film watching (19')

Turning My Back

Who? Milla Pelkonen (2011)

When? 14:20 - 14:37

How? Film watching (17')

Mentally Fat

Who? Antti Heikki Pesonen (2007)

When? 15:00 - 15:15

How? Film watching (15')

The Last Tour

Who? Wille Hyvönen (2010)

When? 15:15 - 15:31

How? Film watching (16')

Wärtsilä Workshop

Who? Venla Pouru & Eero Järvenpää (FIN)

When? 13:00 - 16:00

How? Workshop

About: Wärtsilä is currently one of the biggest companies in Finland and it wants to know about Brazilian markets & professionals.

8/12

FAU-Butantã
Cidade Universitária

Auditorium

Sala 801

10-15:30h

Cinema

Sala 805

13-17h

Gallery

FOSSO

10-17h

Technology, Entertainment & Design (TEDx)

Who? Antti Virolainen (FIN), Juhani Polkko (FIN) & Tuure Parkkinen (FIN)

When? 10:00 - 10:30

How? Presentation (30')

About: What TEDx is, main deeds and ideas.

IPT: connecting academia, industry... and sustainability

Who? Eduardo Valle, IPT Corporate Relations Manager (BRA)

When? 10:30 - 11:00

How? Presentation (30')

About: The Institute for Technological Research of the State of São Paulo (IPT) was established in 1899 and has been playing ever since a determinant role in technological landmarks from the first Brazilian skyscrapers and hydropower plants to ethanol-powered motors. The major multidisciplinary research center in Latin America, IPT is committed to strengthen its role as a university-industry connector while promoting sustainable technologies.

Services for Sharing

Who? Rosana Vasques (BRA)

When? 11:30 - 12:00

How? Presentation (20') + Debate (10')

About: Doctoral research (in progress) whose goal is to identify cultural aspects related to services for sharing.

Scandinavian Cuisine

Who? Johannes Raunio (FIN) & Reina Magica (NZL)

When? 14:00 - 14:30

How? Workshop (30')

About: A bit of the taste of this corner of the world.

Films and Animations from ELO Helsinki Film School and Media Lab

from 13:00 to 16:30

Ardent Martyr

Who? Heli Ellis

The Forest of Babel

Who? Mike & Elina Pohjola (2010)

The Director

Who? Jonas Kukkonen (2010)

Stray Shout

Who? Anssi Pulkkinen (2010)

Goldfish Love

Who? Elin Grönblom (2011)

Painting sellers

Who? Juho Kuosmanen (2010)

Product Development in 3 hours (PD3)

Who? Mikelis Studers (LAT) & team

When? 11:00 - 15:00

How? Workshop (3 hours)

About: A great chance to put in practice your prototyping techniques, discuss with international people and create new opportunities. Open to everyone!

A Collective Painting Workshop

Who? Juho Hellsten (FIN)

When? 13:00 - 16:00

How? Workshop

About: A collective painting/mural carried out by Aalto University students (technology, business and art students alike) together with USP art students, with an intention of studying and creating a representation of how people's microcultures possibly relate to ethnic and national cultures and a presumed (west-driven) global (mono)culture. The particular themes and motifs for the collective work arise from the material created individually prior to the first meeting.

9/12

FAU-Vila Penteado Higienópolis

Auditorium

Sala dos
Espelhos
FAU/USP

10-17h

Folklore in Finnish Design & Helsinki Fresh

Who? Oona Colliander (FIN)

When? 10:00 - 10:30

How? Presentation (20') + Debate (10')

About: Research on the topic.

Helsinki Fresh

Who? Oona Colliander (FIN)

When? 10:30 - 11:00

How? Presentation (20') + Debate (10')

About: Research on the topic.

Finnish Education

Who? Laura Lundell (FIN)

When? 11:30 - 12:00

How? Presentation (20') + Debate (10')

About: An overview about the school system both in basic and higher education in Finland.

Finnish Architecture

Who? Tommi Miyauchi (FIN)

When? 12:00 - 12:30

How? Presentation (20') + Debate (10')

About: An overview about Finnish Architecture and research held in the Department at Aalto University.

Aalto on Waves & Aalto University

Who? Lasse Korpela (FIN) & Niina Gromov (FIN)

When? 14:00 - 14:30

How? Speech (30')

About: How Aalto on Waves started and the support from Aalto University.

Post-Graduate Studies and Research on Design and Architecture at FAU/USP

Who? Prof. Priscila Lena Farias (BRA)

When? 14:30 - 15:00

How? Presentation (30')

About: Presentation will cover its history, current lines of research, ongoing research projects, and prospective vision.

Latex: Research in the Amazon

Who? Fernanda Sarmento (BRA)

When? 15:30 - 16:00

How?: Presentation (20') + Debate (10')

About: The presentation shows the idea for the Design Laboratory of the Forest, a proposal for design workshops in the village of "Alter do Chão" in the Amazon region. Project methodologies are presented to support and encourage the sustainable development of eco-tourism and urban infrastructure of the region, particularly in the municipalities of Santarém and Belterra.

Brazilian Design - Trends and Sustainability

Who? Prof. Maria Cecília Loschiavo dos Santos (BRA)

When? 16:00 - 16:45

How? Presentation (45')

About: Workshop + Visit to Coopamare project for 15 attendees (in the morning)

Where?

IEE/USP [Instituto de Eletrotécnica e Energia - USP]

Av. Prof. Luciano Gualberto, 1289 - Cidade Universitária

FAU-Butantã [Faculdade de Arquitetura e Urbanismo - USP]

Rua do Lago, 876 - Cidade Universitária

FAU-Vila Penteadado [Faculdade de Arquitetura e Urbanismo - USP | Pós-graduação]

Rua Maranhão, 88 - Higienópolis