

CREATIVA
Europe's leading exhibition for creative design



Host Country

FINLAND to guest star at trade fair - Finnish culture, crafts & design



In cooperation with Diplom-Designerin [design graduate] Birgit Särmö-Woll, the country which is home to the world design capital of 2012 is to be a guest at CREATIVA. Every two years this title is given to another city. We are proud to be able to have not only Helsinki but rather the whole Republic of Finland as the main focus of the next CREATIVA.

The country, which is of a comparable size to the Federal Republic of Germany and which has the greatest amount of water and forest in the world on a percentage basis, as well as the most mobile phones [5 million for 5.3 million inhabitants], is well-known for high quality industry design.

The nurturing of traditional and modern crafts also attracts attention on an international scale. At CREATIVA 2012, a cross section of old and new Finnish works will be presented: a mix of original craft techniques, materials and modern, distinct design. "Craft meets design" with exhibitions in the fields of living and furnishings, clothing and manufactured commodities, art and design. Visitors can experience first hand something of the Finnish culture and of Finland as a holiday destination.