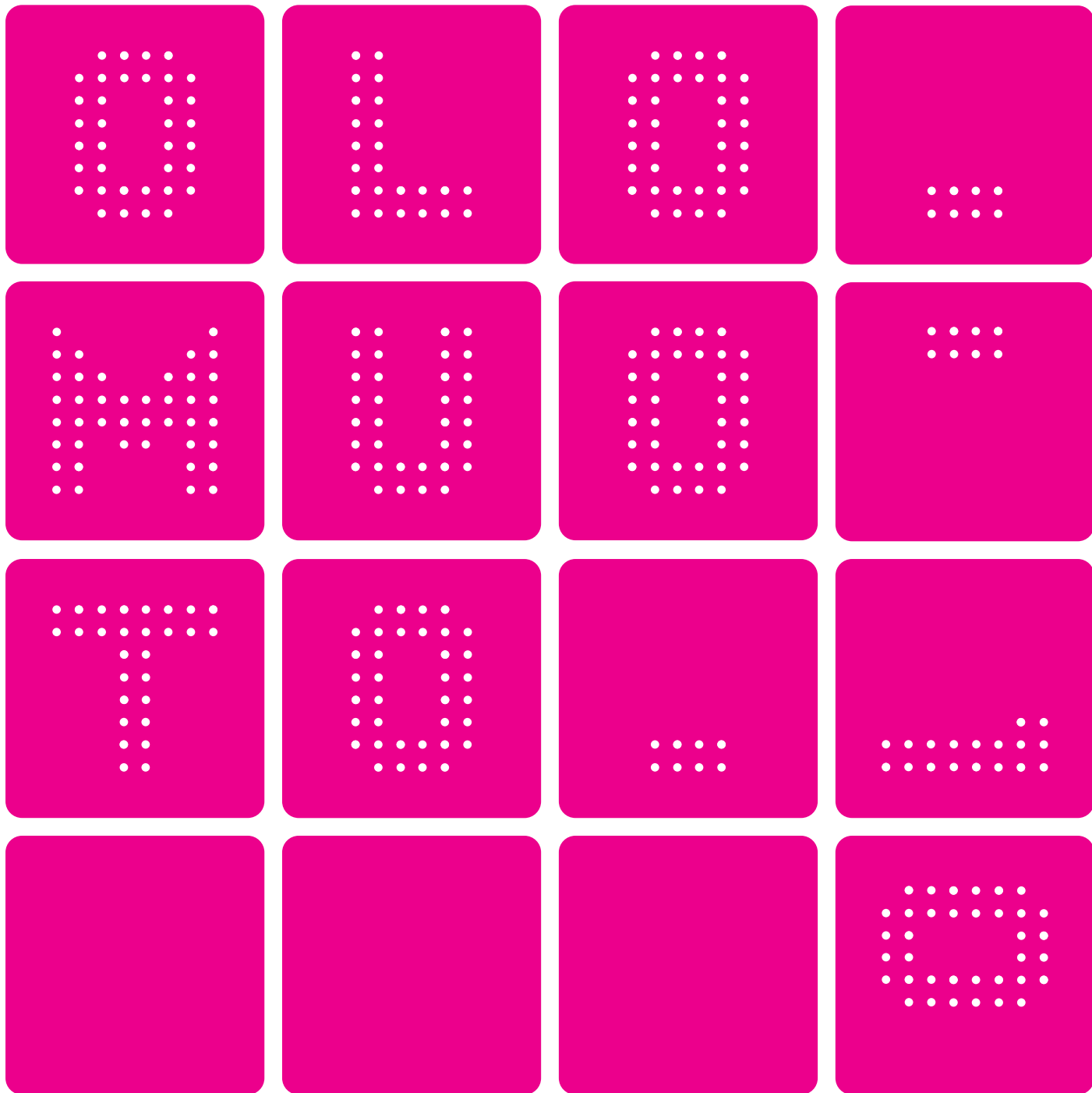


FUTURE-ORIENTED
DESIGN EVENT

OLO.MUOTO'10

LAHTI FAIR CENTRE 25.-27.3.2010



In cooperation:

Design Forum Finland

lahti : BIENNALE

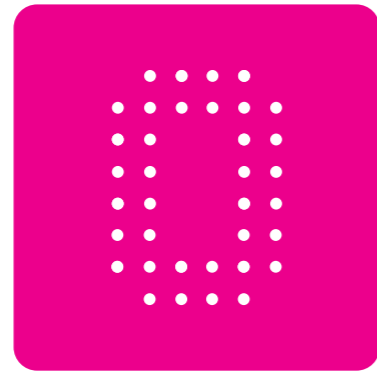


spaces

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LAHTEN AMMATTIKORKEAKOULU
Lahti University of Applied Sciences



OLO.MUOTO'10 future-oriented design event

Organised at the Lahti Fair Centre in March 2010, **OLO.MUOTO'10** is an international future-oriented design event widely presenting innovative design expertise, education, and research. The event consists of an exhibition, meetings of design experts, lectures, an international conference, and a social media forum.

OLO.MUOTO'10 enables companies to present and promote their products, prototypes, services, and design management on an international level.

Approaching design from various viewpoints, OLO.MUOTO'10 includes **Nordic Talents** area that showcases fresh, innovative products and ideas for future markets. Lahti Fair Ltd. and leading Finnish companies enable students, graduates, groups, and new companies of the field to gain visibility alongside design managers and the leading companies in a meeting point of interesting design phenomena.

LAHTI FAIR
CENTRE
25.-27.3.2010



WE WISH
ALL EXHIBITORS
WELCOME!



In addition, OLO.MUOTO'10 offers a high quality presentation forum for design professionals, students, educational institutions, and companies.

Key words of the event include **openness, experientiality, transdisciplinary discussion and multiple cultures.**

OLO.MUOTO'10 takes up the challenge of our time. The aim of the event is to produce alternative and new future-oriented ideas for the development of business activities, for the professional use of design as a part of business, and to support debate, for example through design critique.

Interesting shapes, colours, and details are characteristic of the substance of the event.

OLO – Hall A

Nordic Talents, Design Underground – fresh, creative ideas to develop business activities. Inspiring ideas and products for both public and private interiors.

MUOTO – Hall C

The wide variety of **design industry** is presented in an atmospheric milieu.

Design tradition meets the future at the Lahti Fair Centre 25.-27.3.2010



Exhibition area fees:

Hall A	65 €/m ²
Nordic Talents area / participation fee	150 €
Hall C	80 €/m ²
Registration fee (not for Nordic Talents)	90 €/company
VAT 22 % is added to the prices.	

In **hall A** the fee includes mattresses that suit the fresh general outlook of the exhibition area.

In **hall C** the fee includes desired amount of exhibition space bordered with partially transparent fabric, a dark grey mattress, lighting, and logo boards. The pre-planned and built general outlook of the exhibition takes weight off the exhibitors and creates an enjoyable and pleasant experience for the visitors of OLO.MUOTO'10.

For each m² rented, the exhibitors are allowed to invite two visitors to the event.

Additional information and exhibition space reservations:

Lahti Fair Ltd.
Exhibition Manager Maarit Paldán
P.O. Box 106
FIN-15141 LAHTI, Finland
tel. +358-3-525 8223
fax +358-3-525 8225
GSM +358-400-551 393
maarit.paldan@lahdenmessut.fi
www.lahdenmessut.fi

Opening hours:

Thu March 25: 10-18
Fri March 26: 10-18
Sat March 27: 10-17





Lahti Hall – full service meeting and congress centre

The modern and pleasant congress area of Lahti Hall offers functional spaces and a great setting for meetings, seminars, and other activities organised during the event.

The rooms are flexibly adjustable for the needs of different kinds of meetings – regardless of the amount of participants. The event offers a great chance for all participants to invite their clients or stakeholders for a pleasant meeting, or to organise educational seminars for their personnel. Lahti Fair Ltd. is ready to help out in creating ideas and in taking care of all practical arrangements.

Marketing Coordinator Minna Helminen
tel. +358-3-525 82233, +358-400-617 640
minna.helminen@lahdenmessut.fi

Technical and exhibitor services

Lahti Fair technical service rents out all necessary exhibition technology, designs and sets up basic exhibition compartments, and builds customised exhibition spaces in a reliable and professional fashion.

Technical Manager Jyri Behm
tel. +358-3-525 8217, +358-40-504 2172
jyri.behm@lahdenmessut.fi

Electronic exhibitor services

Exhibitors are given access codes for the Extranet service of Lahti Fair Ltd. The service enables all communication between exhibitors and the event organiser in a systematic, quick, and efficient way.

Accommodation

Accommodation in the hotels in Lahti area can easily be organised for all participants of the event through the hotel reservation system of Lahti Fair Ltd. Please visit www.lahdenmessut.fi/majoitus to make your reservation.



Lahti Hall offers a modern and enjoyable setting for conferences and seminars.



The technical service of Lahti Fair can be described in two words: reliability and competence.



Lahti Fair Ltd.

Lahti Fair Centre, P.O. Box 106,
FIN-15141 LAHTI, Finland
Tel. +358-3-525 820, fax +358-3-525 8225
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