



FINNISH CRAFT & DESIGN 2018
Craft and Design Fair
Tampere Exhibition and Sport Centre
16.–18.11.2018

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Europe's biggest craft and design fair at Tampere on 16.–18.11.

Craft and design folk are already weaving their plans for the Finnish Craft & Design Fair organized at Tampere for the 23rd time between the 16th and 18th of November 2018. This year's fair themes include children and youth, traditions, and circular economy, the latter of which can be seen for example in the circular economy products sales exhibition that is bigger than ever before. At the opening ceremony on Friday 16.11 we will, for example, announce the winner of Taito-Finlandia, the Artisan of the Year, and the New Product of the Year, among others, and hear a keynote speech from Minister of Education Sanni Grahn-Laasonen. Last year the combination of three events organized at the same time, Finnish Craft and Design, Dollhouse Fair and Model Railway Days, welcomed a record-breaking 49,331 visitors.

The biggest craft and design industry fair in Europe once again presents attractive shows, interesting displays, Taitokatu (Skills Street) presenting craftwork from all over the country, and several different kinds of workshops where visitors can put their own skills to the test. The ever-so-popular fashion shows radiating with light and joy will take on a new look this year, and the fair is hosted by the lovely **Ella Kanninen**. At Idealava (Idea stage) you can see last year's charmer **Justus K** in action.

The new TH!NK Design Shop sales exhibition represents the newer aspects of the fair now being organized for the 23rd time. The exhibition's main themes include Finnish design and the opportunities of circular economy. The exhibition has as presenters over 20 different companies whose business ideas combine recycling, ecological values, reuse of materials, circular economy, and beautiful design.

More connecting buses, resting space, restaurants and water points

There have been many visible changes in the overall event plan, involving traffic arrangements, layout maps, and restaurant and café services. One of the biggest changes will be that the Deli area and the cloakroom previously located in the main lobby of the Exhibition and Sports Centre will be moved into Hall D, which will be opened to public half an hour earlier than the other exhibition areas. The hall will also include a large restaurant area offering many seats for resting. Additional restaurant spaces will also be added to other halls, and the main lobby will include 200 seats more than before as a result of these changes, and the opening hours of Saturday will be longer than previous years. The public transit buses in Tampere will also be running significantly more often during the event than last year.

Theme: Children and Youth – handicrafts are a low-threshold hobby

One of the themes at Finnish Craft and Design 2018 is children and youth, which is presented through different workshops, exhibitions and shows, among other things. The fair's long-time partner 4H is currently organizing a national craft competition *What Do Hobbyhorses Eat?* for children and youth. Finnish Craft and Design 2018 charity partner is also linked to children and youth, because JCI Tammerkoski's *Joulupuu* (Christmas tree) campaign will be collecting hand-made Christmas presents for children and youth in low-income families. At the opening ceremony on 16.11., we will hear a themed speech about hobby opportunities for youth by Minister of Education **Sanni Grahn-Laasonen**, who has also advocated for low-threshold hobbies on several occasions in the past.

For Media: Get accredited beforehand at www.kadentaidot.fi/en (Fair Info / Media)

Finnish Craft and Design, now organized for the 23rd time, is the biggest craft and design industry fair in Europe, and it gathers approximately 700 presenters and 45,000 visitors every year. Finnish Craft and Design is organized by Tampere Trade Fairs Oy and Taito Pirkanmaa ry in co-operation.

ADDITIONAL INFORMATION: www.kadentaidot.fi, www.nukkekotitampere.fi, www.pienoisrautatie.fi

SoMe: Facebook: facebook.com/Kadentaidot, Twitter: @TampereenMessut, Instagram: @suomenkadentaidot, #Kadentaidot

Tampereen Trade Fairs Oy, www.tampereenmessut.fi, firstname.lastname@tampereenmessut.fi
Jasmin Saadetdin-Rikkinen, Project Manager, p. 040 135 0110, @JSaadetdinR
Jenna Antila, Communications Specialist, p. 040 172 1188, @Jenna_messuaa