

Press Release, January 2014

SHOP SHOW 24 January – 9 March 2014

A touring exhibition about consumption, manufacturing and the fact that someone always pays the price

The main issue addressed by the Shop Show exhibition is that of consumer choices and their connections with manufacturing. Where does a product come from? What are its origins? What is mass production really about? The idea for this exhibition came from conversations between Birgitta Ramdell (director of Malmö Form / Design Center) and Ingrid Sommar and Susanne Helgeson, authors of the book *Köp dig Fri! (Buy your Freedom!)*. The question arose whether people want to change themselves and their consumer habits in an increasingly ethically sustainable direction.

“I believe that in the future people will look upon today’s consumer habits with unbelief and shame. We will tell our grandchildren that did you know that back then we would buy a new television set because the old one was too thick”, notes industrial designer Jenny Nordberg, one of the designers participating in the exhibition.

Shop Show has nine themes presenting the transparency of manufacturing processes and ethical aspects of production with reference to the work of designers and various manufacturers. The themes include, among others, the local nature of products, the utilization of traditional materials and the innovative uses of materials.

The exhibition features the following designers/design agencies: Margot Barolo/Brave Production, Kuyichi, Nerdy by Nerds, K.O.I. Kings of Indigo, Mater – ethical living, Aamu Song and Johan Olin, Amanda Ericsson, Azusa Muramaki and Alexander Groves, Fairphone, Lina Sofia Lundin, Petra Liland, Mette Bundgaard Nielsen, Daan Roosegaarde, Marandn van Aubel and Andmes Shaw, Nån Kåtån, Eugenie Schmidt and Mariko Takahashi, Byarums Bruk, Aino Favén, Lars Beller Fjetland, Kajsa Avila, Róshildur Jónsdóttir & Snæbjörn Þór Stefánsson /Hugdetta, Johan Lindberg, Helga Steppan, Brynhildur Pálsdóttir, Vik Prjónsdóttir and Jenny Nordberg. Shop Show will be on tour at venues in five countries, at Design Museum in Finland, Design Center in Iceland), Tarp Holt (Denmark), DogA (Norway), and the Falkenberg Museum in Sweden.

Design Museum’s opening hours: Tue. 11 a.m. – 8 p.m., Wed. – Sun. 11 a.m. – 6 p.m., Mondays closed. **Entrance:** Adults €10, pensioners €8, students €5, comprehensive-school pupils and children free of charge. A Design Evening with free entrance for the public is held from 5 to 8 p.m. on the last Tuesday of the month.

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