**Design District Helsinki Event Calendar 2016**

Design District Helsinki is a cluster of more than 200 businesses that stand out with their design and form the creative core of Helsinki, which was awarded the status of City of Design by Unesco.

[**14 April 2016 Late Night Shopping: Fashion & Jewellery**](http://designdistrict.fi/fi/tapahtumat/late-night-shopping-14-4-2016-fashion-jewellery/)

Design District’s jewellery design studios, clothing boutiques and accessory brands put their best foot forward. During the evening, the boutiques launch a number of new spring and summer collections and celebrate the spring season.

[**May 21 2016 at 11–17 p.m. Design District Market**](http://designdistrict.fi/fi/tapahtumat/design-district-market-21-5-2016/) Diana park / Kolmikulma.

Design District Helsinki’s Spring Market gathers together the city’s current design in Diana park, i.e., Kolmikulma, on Restaurant Day. The atmosphere at this family event is boosted by DJ Jere Leskinen from Bassoradio. The event is also part of the Lovely Helsinki City Festival.

19–22 May 2016 The flower display is put together by Annantalo and Design District Helsinki in the Annantalo garden as part of the Lovely Helsinki Festival.

June 2016 **The new edition of the** Design District Helsinki **map** becomes available at, among other locations, the city’s tourist information centre and hotels.

[**11 June at 12 noon – 12 June at 12 noon Design Treasure Hunt**](http://designdistrict.fi/fi/tapahtumat/designsuunnistus-11-12-6-2016/), the entire Design District Helsinki as the event location.

Design District Helsinki takes a playful tone with a 24-hour Design Treasure Hunt. The event is an open-to-all city adventure, where you can find design treasures hidden by Design District entrepreneurs by following tips that are shared through social media. The first one to find a treasure gets to keep it.

The treasure hunt tips are shared during the 24 hours through these social media channels:

Facebook: designdistricthelsinki

Instagram: @designdistricthelsinki

Twitter: @ddhelsinki

The event is part of the Helsinki Day programme on 12 June.

[**25 August 2016 Late Night Shopping**](http://designdistrict.fi/fi/tapahtumat/late-night-shopping-25-8-2016-muotoilun-yo/) / The Night of the Arts: The entire Design District’s Late Night Shopping event

[**8 September 2016 Late Night Shopping: Design & Interiors**](http://designdistrict.fi/fi/tapahtumat/late-night-shopping-8-9-2016-design-interiors/)

This interior design and design-focused event is part of Helsinki Design Week.

**September–October 2016 Children’s Design Adventure**

The new event concept of Design District Helsinki introduces children to the versatile design in Helsinki. The adventure begins during Helsinki Design Week.

**21–23 October 2016 At the I love me fair event** at Messukeskus Helsinki, Design District Helsinki presents itself at a shared stand in the Lifestyle area.

[**3 November 2016 Late Night Shopping: Eat, Drink & Sleep**](http://designdistrict.fi/fi/tapahtumat/late-night-shopping-3-11-2016-eat-drink-sleep/)

The event encourages you to find design in Helsinki in your glass, on your plate and in hotel rooms.

[**20 November 2016 at 10 a.m – 6 p.m. Design District Market**](http://designdistrict.fi/fi/tapahtumat/design-district-market-20-11-2016/), Vanha ylioppilastalo

Helsinki’s design offerings at one place for one day. Welcome to Design District Helsinki’s largest market event of the year!

Design District Helsinki’s member boutiques and designers bring a diverse selection of clothes, accessories, jewellery, design articles, art and much more to the event.

[**8 December 2016 Late Night Shopping: Kids**](http://designdistrict.fi/fi/tapahtumat/late-night-shopping-8-12-2016-kids/)

The year’s last evening event at the Design District boutiques is targeted at children and the childlike.LATE NIGHT SHOPPING

Late Night Shopping is Design District Helsinki’s own event concept that takes places at the member boutiques. Opening hours extended until 9 p.m., guests, special programme and offers in boutiques invite you to familiarise yourself with the area and lower the boutiques’ thresholds for both regular and new customers.

The Design District’s [online map](http://designdistrict.fi/fi/kartta/) comes in handy when planning your own route for the evening. [Using this link](http://designdistrict.fi/fi/kartta/?filter=Late-Night-Shopping), you can see the list of participants for the next Late Night Shopping event according to the most recent registration information.

There are two changes in the 2016 Late Night Shopping events. The events are now themed based on Design District’s member categories to emphasise the diversity of the selection in the area. The second new addition to the Late Night Shopping events is a free and guided walking tour focused on the evening’s theme. The tours are conducted by Happy Guide Helsinki.

[14 April 2016 Fashion & Jewellery](https://www.facebook.com/events/221265981564809/)

You are most welcome to come and dive deep into Helsinki’s creative districts’ fashion and jewellery design and new spring collections on Thursday 14 April 2016! The evening’s extended opening hours, free walking tour and special offers and programme at boutiques invite you on a journey of exploration, by yourself or with others. There are over 40 high-quality and individual clothing boutiques and 15 jewellery designer and smith workspaces or boutiques in Design District Helsinki.

GROWING INTERNATIONAL INTEREST

Design District Helsinki is attracting growing international interest. Visiting design industry delegates are coming to learn about the network all the way from Chile and South Korea. Design District has also recently been covered widely in the international media. For example, a Taiwanese TV documentary crew and National Geographic Traveller have recently visited to report on Design District Helsinki.

Design District Helsinki was also noted by the Mercedes-Benz Fashion Week Russia in March when the association board’s chairperson Piia Lehtinen from Design Museum, together with over 30 other international experts, was invited to participate in the [Fashion Futurum seminar](http://fashionfuturum.ru/) that was arranged in connection with the event to share their knowledge with the fashion industry in Russia. Russia’s Minister of Culture Alexander Kibovsky, the Italian Fashion Counsel’s honorary president Mario Boselli, the European Fashion Counsel’s president Nadya Valeva and Russian Fashion Counsel and Moscow Fashion Weeks president Alexander Shumsky participated in the panel discussion with Piia. The topic of the discussion was fashion’s role in modern metropolises. The role of Design District Helsinki, fashion brands and fashion designers in creating the city culture in Helsinki as well as Finnish fashion and education in the field sparked interest at the event. ([Images](https://drive.google.com/folderview?id=0B-vIfJWu2MZsc09kOF80R204bFE&usp=sharing): Mercedes-Benz Fashion Week Russia / Fashion Futurum Moscow.)

UPDATED IMAGE BANK

Design District’s press image bank at [www.designdistrict.fi/fi/kuvapankki](http://www.designdistrict.fi/fi/kuvapankki) has been updated with new images. The images are freely available for media use.

JUBILEE BROUGHT NEW IDEAS AND RECOGNITION

Design District Helsinki celebrated its 10-year jubilee in 2015 and launched a [website](http://designdistrict.fi/) that brings out its members’ voices clearer than ever. The focus of the website, along with the already familiar map, is on the member boutiques’ own events and news. At the end of the jubilee year, Design District Helsinki received Helsinki’s tourism association’s (Helsingin matkailusäätiö) [Helsinki Travel Award](http://designdistrict.fi/fi/uutiset/design-districtille-myonnettiin-helsinki-travel-award/). Design District Helsinki is using the award money to shoot marketing material that will be published during the spring and summer and to establish a stronger mobile presence.

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[www.designdistrict.fi](http://www.designdistrict.fi), #ddhelsinki

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