

**KUURA exhibition with Arctic Design Shop in Studio Vundes – Isola Design District**

From the Arctic Design Capital Rovaniemi, Finland.

We offer you the chance to experience the arctic ambiance under its frost coating through our interactive installations and innovative design. KUURA translates to *frost*, but it's much more than that: during the cold winter, everything turns frosty hiding the urban scenery and the nature around it under its shimmering white coating. This beautiful phenomenon has been the main inspiration behind the exhibition. You can find the exhibition in Isola Design District, Studio Vundes, Viale Federico Confalonieri 11 – Milan Design Week 2019 from 8<sup>th</sup> to 14<sup>th</sup> of April.

A group of 3<sup>rd</sup> year students from the University of Lapland's Faculty of Art and Design are showcasing their KUURA exhibition in Milan Design Week. Together with Arctic Design Shop's pop-up store and with the support from the City of Rovaniemi, the students have designed an interactive installation that contemplates the joined sale stand for the Arctic Design Shop.

With Arctic Design Shop we bring locally designed and produced products from different designers for you to buy. The concept store Arctic Design Shop embraces the newcomers and young talents to enter the market by introducing different designers to the customers. The range of products includes for example pieces of accessories and jewelry to art and design. KUURA is presenting Arctic Design through interactivity and the whole installation complements the products of Arctic Design Shop.

The University of Lapland is the northernmost university in Finland and in the European Union. Arctic Design demands a special knowledge and understanding of the subtle relationship between the arctic environment, it's people and sustainable ways of living.

Situated on the Arctic Circle, the city of Rovaniemi is the Arctic Design Capital and is recognized as one of the design centers in the National Design Program. Arctic Design is included in the National Arctic Strategy. Rovaniemi is an inspiring city and despite the arctic conditions of Rovaniemi, clever design makes it a functional lively city throughout the year.

Isola Design District Press release

KUURA

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