

Cultural Vitality as Privilege and Obligation of Design Management



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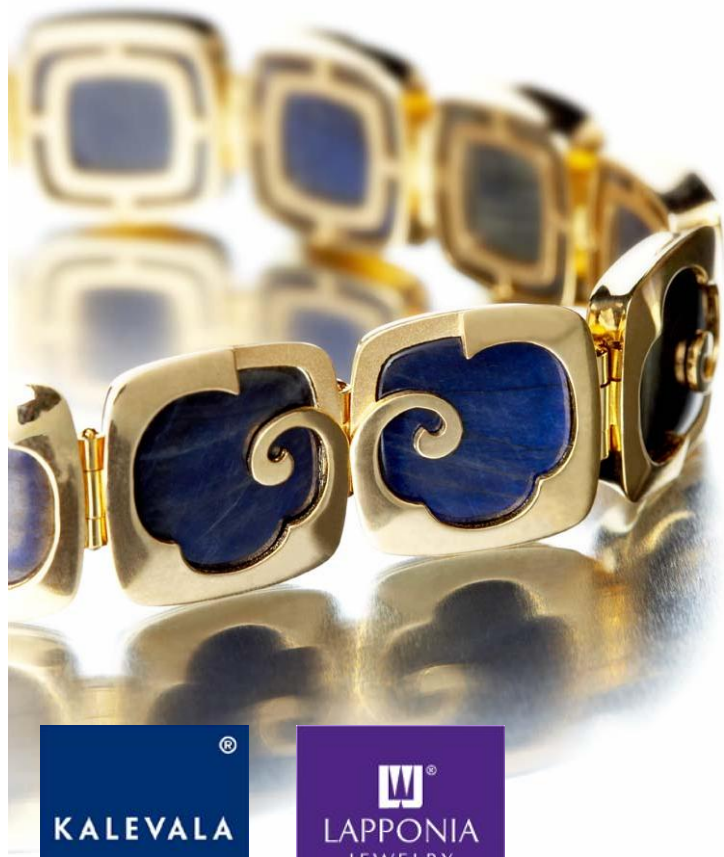
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Design Management – Culture Based Innovations as Business Strategy



- Jewelry house fully dependent on viable and renewable design management
- Enjoying and benefiting from the rich and versatile, authentic cultural intercommunication
- Cultural argumentation penetrating all business strategies from market positioning and collections to R&D, sales and marketing
- Strong cultural basis providing distinctive competences for sustained, ethical and commercial development of both the community and the company



Roots in Traditions and Ambitions in Renewing the Culture



- Established in 1937
- Owned by The Kalevala Women's Association, cultural organization with 4 000 members, focusing on preserving traditions and promoting culture
- Annual turnover of 23 million € and staff of 240 (70 goldsmiths)
- Two well established jewelry brands
 - KALEVALA: inclusive brand for jewelry with strong messages
 - LAPPONIA: exclusive brand for bold, artistic design
- 15 artists & designers, who are also involved in other art forms and handicraft
- Production in Finland, sales channelled to several continents



Cultural Heritage as Source for Inspiration



- Sources for inspiration in jewelry design
 - ancient jewelry and other themes from archeological sources
 - universal motives
 - sculpting
 - textile design
 - literature
 - opera
 - historical events and characters
 - nature



Modern Design as the Art of Expression



- Facilitating and challenging the artists to express themselves to a wide international audience
- Facilitating individuals to express themselves in the form of jewelry
 - individuality
 - collectivity
- Supporting the artists in their other projects



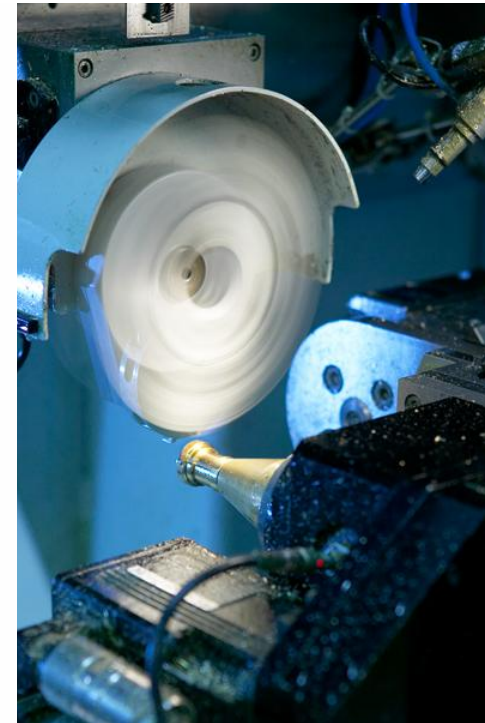
Authentic Community of Artists, Designers and Handicraftsmen



- Apprenticeship, work and career opportunities for generations of artists and handicraftsmen
- Responsibility for the survival and progress of certain professions as well as for the tradition of jewelry design and goldsmiths



Supporting Artistic Design by Modern Technology



Expanding the Dialogue and Impact through Cultural Foundation



- Every year grants to tens of artists, representing a wide variety of art forms, through the Cultural Foundation
- Donating some revenues to special charity purposes



Versatile, authentic culture network as business prerequisite and major privilege

- Cultivating and re-inventing means of extensive cultural interaction is the core of the corporate strategy of design companies
- Design innovations are based on the cultural heritage and are obliged to take that further for the next generations
- In addition to obligation, cultural vitality provides a major organisational and individual privilege for design communities



**BOLD
TIMELESS
GENUINE**



THANK YOU!

