

# Arctic Design Cluster Expertise Areas

## Service design

Service design is one of the key methods supporting smart specialisation. Service design creates new service concepts, expands expertise and supply quality of services in close cooperation with local, national and international businesses and the public sector. Service design produces awardwinning, internationally esteemed research, creative activities and service concepts of a high quality.



Wintertime safari with husky teams. Local tourism companies offer different concepts of high quality service design such as activities and safaris with memorable and magical experiences year-round. Photo: Lapland Safaris

Arctic Design Centre of Expertise promotes projects involving the University of Lapland, local businesses interested in design, the city of Rovaniemi and regional development organisations. Small design enterprises can prototype new technologies developed by the university and get access to the exhibition spaces. It boosts the innovation of new products and the re-design of mature ones.

## Product design

Product design creates international cutting-edge products that are individualised and ready for production. Product design utilises 3D models and physical prototypes of high quality conveying the design vision and expertise. These communicate new product ideas by making the processes of design and assessment more versatile.



Future snowmobile design competition organised by BRP Finland in cooperation with Industrial Design Department of the University of Lapland. Snowmobile concept by Tuomas Lappalainen.



## Smart regional specialisation makes the world class design

The main purpose of the Arctic Design Cluster is to make local businesses, products and services nationally and internationally competitive by utilising smart specialisation. The heart of the cluster is Arctic Design Centre of Expertise created by the Faculty of Art and Design of the University of Lapland.

## Interaction design

Interaction design creates practical and innovative interfaces for physical and digital products, product concepts and services. It combines international cutting-edge research, participatory methods and design expertise from different fields.



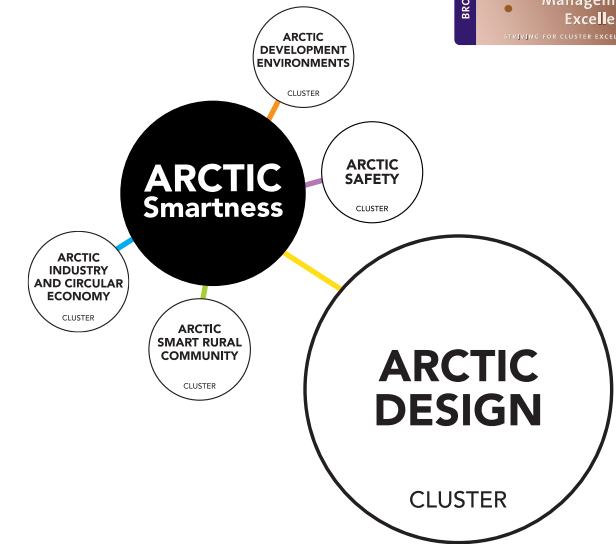
The interactive *Breaking of the Dawn* jacket (Milan Design Week 2017) includes sensors, thermochromic materials and reindeer leather, promoting the sustainable traditions of Lapland. Designed by Paula Roinasalo and Tuomas Lappalainen from University of Lapland's Faculty of Art & Design, project supervisors Jonna Häkkinen and Anu Kylmänen.

## Applied visual Arts

Applied visual arts combines participatory environmental art to service design in ways that are culturally sensitive, attractive for tourists and take into account expertise in Arctic conditions.



*Daughters of Päiviö* in Levi Fell, Kittilä 1996. Snow installation designed by Timo Jokela.



Arctic Design is one of the Arctic Smartness clusters in Lapland. With the five clusters Arctic Smartness is looking beyond the boundaries, cross-fertilisation, the best use of the regional expertise and strategic networking over the borders.

## Contact

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## Smart specialisation in Arctic Design – How do we see it?

### ARCTIC DESIGN CLUSTER STRATEGY 2017 – 2020

- Linking the Arctic design cluster internationally
- European cluster co-elaboration
- Finding the answers to societal needs in the Arctic Area
- Accelerating design driven entrepreneurs in the region
- Support innovative start-ups
- Create fast prototypes in development environments
- Contribute to the Academic arena by publishing research papers based on Arctic Design.

### CLUSTER MARKET SEGMENTS AND POTENTIAL

- Now 150 members, 50 SMEs, 9 large companies, 64 research organisations and 27 ecosystem actors.
- Strengthen the key areas and find new fields of R&D in Arctic Design
- Move away barriers to SME's
- Testing in cold climate
- Access to finance, investors for new innovations
- IPR-support to innovative firms

Leverage from  
the EU  
2014–2020

