

Press release 8/2/2010

FINALISTS OF THE LINDSTRÖM AWARD WORKWEAR COMPETITION HAVE BEEN SELECTED

The Lindström Award 2010 workwear design competition, which started at the end of last year, has proceeded to its second phase. From among the participants, five finalists have been selected who will be able to turn the workwear they have designed into prototypes.

This time, 10 students from educational institutions all over Europe and Asia took part in the international workwear competition. The Lindström Award is arranged every other year.

The competition jury was responsible for selecting the five best submissions. In evaluating the entries, the jury emphasised the strength of the overall concept and innovation, workwear practicality, and purposefulness of the design.

The finalists are:

1. **Kati Joki**, Finland, Lahti University O.A.S, Institute of Design
2. **Laura Kunnas**, Finland, Lahti University O.A.S, Institute of Design
3. **Arja Kärkkäinen**, Finland, Lahti University O.A.S, Institute of Design
4. **Matti Liimatainen**, Finland, Aalto University
5. **Stanil Stanchev**, Czech Republic, Academy of Arts, Architecture and Design

'The submissions of the clothing designers who reached the final were of very high quality. There were also good qualities among those who did not make it to the final, but the overall vision was the decisive factor', says the chairman of the jury, fashion design professor **Mascha van Zijverden** from ArtEZ, Arnhem School of the Arts.

Over the next few months, the competitors will develop their workwear into prototypes with the assistance of Lindström's design team.

'It will be interesting to see what the upcoming co-operation process between the students and Lindström's Design Department entails, states **Anna-Kaisa Huttunen**, Design Director of Lindström.

A unique opportunity for clothing design students

In the Lindström Award 2010 competition for students of clothing design, the participants design for KONE Corporation's maintenance crew a workwear collection that strengthens the company's visual image. The competition, which is held for the fifth time, offers young designers an unforgettable real-life learning experience.

The winner of the competition will be announced at the award ceremony in June. The winner will receive either a paid traineeship at Lindström's Design Department (worth 5,000 euros), or in case the winner is not able to accept the position, he or she will receive a cash prize of 4,000 euros.

The jury will determine the recipients of the prizes at its meeting in June.

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Lindström

Lindström is a global partner that enhances its client's corporate image through textiles and cleanliness. Lindström Group operates in 19 countries in Europe and Asia. Lindström employs over 2 400 people and the company turnover was 251 million euros in 2008.

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