

Jury

Mascha van Zijverden (Chairman)

Course Director ArtEZ Fashion Masters at ArtEZ Institute of the Arts, Arnhem, The Netherlands

Education: Fashion Design at ArtEZ Institute of the Arts, Arnhem, The Netherlands.

Mascha van Zijverden has worked with several Dutch designers; Viktor & Rolf, Alexander van Slobbe (Orson + Bodil) and Saskia van Drimmelen. She started her academic career at HKU, Utrecht School of the Arts. There she was the Head of the Bachelor Fashion Design department and Course Leader of the Master Fashion Design programme.

Anna Hyvönen

Director of Maintenance Services at KONE Corporation

Ritva Seppänen

Director of Brand and Events at KONE Corporation

Tiia Vanhatapio

Fashion Designer

Anna-Kaisa Huttunen

Design Manager at Lindström

Saila-Mari Kohtala

Editor-in-Chief of Finland's leading marketing and advertising newspaper, Markkinointi & Mainonta

Juha Laurio

CEO at Lindström

Lindström Award 2010

In 2010, the task is to design a functional workwear collection for elevator and escalator company KONE Corporation's global maintenance personnel. The competition received submissions from Czech Republic, Germany, Hungary, UK, China, and Finland.

Lindström Award 2010 is organized in cooperation with this year's case company, KONE Corporation. KONE is a global engineering and service company specializing in the installation, modernization and maintenance of elevators, escalators and automatic doors.

As a leading industry player, KONE recognizes the importance of corporate workwear in communicating a professional image to its customers. Consequently, this year's task was to design a functional and innovative workwear solution for KONE. Selected design schools in Europe, Asia and North America were invited to participate.

In the first phase of the competition, participating students sent their submissions for evaluation. The jury paid attention to the overall concept, freshness of ideas, workwear practicality and functionality of design.

In the second phase, the jury chose five finalists, whose designs were turned into prototypes. The winner will be announced at the award ceremony in June 2010. The winner will receive 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.

Case Company: KONE Corporation

This year, the task is to design a functional workwear collection for elevator and escalator company KONE Corporation's global maintenance personnel. As a service company, KONE has over 11,500 service technicians who operate in over 50 countries and serve over 250,000 customers.

In their role as on-the-ground representatives, service technicians are one of the most visible parts about the company. They act as KONE's most valuable brand ambassadors when they make their way through office and apartment buildings – close to the people.

For case company KONE, Lindström Award is an opportunity to update their image by overhauling their workwear collection. The timing could not be better as KONE will be renewing its entire graphic identity in celebration of its 100th anniversary in 2010.

History

Lindström Award workwear design competition has been organized every other year since 2002. The goal is to bring new ideas and innovative solutions to workwear. The competition offers a real learning experience for students by giving them an opportunity to showcase their talents.

Clothing is one of the most visible elements of corporate image for businesses whose employees interact with their customers face-to-face. Lindström recognizes the need for high quality workwear and thus offers solutions for strengthening corporate image through textiles and cleanliness.

Lindström Award 2008

In 2008, the assignment was to design a workwear collection for case company Toyota Auto Finland's after-sales unit's customer service and maintenance personnel. The competition received submissions from student groups representing Estonia, Hungary, UK, and Finland.

The jury's chairman was **Clemens Thornquist**, Director of Fashion Design at The Swedish School of Textiles. Other jury members included **Timo Suutari-Jääskö**, Director of After-Sales at Toyota Auto Finland Oy; **Giuseppe Rodinò**, President and CEO of Klopman International; **Anna-Kaisa Huttunen**, Design Manager, Vision Design Group; **Leena Karo**, Editor-in-Chief of Kodin Kuvalehti magazine; and **Jukka Roiha**, CEO of Lindström.

The winning team came from the University of Art and Design Helsinki. In addition, a team from Hungary's Moholy-Nagy University of Art and Design won The Klopman International prize for best usage of fabric, and were rewarded with a weekend trip to Rome and a visit to the Klopman factory in the south of Italy.

Lindström Award 2006

In 2006, design schools from the United Kingdom, Germany, Finland and Hungary were invited to participate in the competition. Once again, the winning team came from the University of Art and Design Helsinki. The case company was Sodexho Oy.

The jury consisted of: CEO **Kirsti Paakkanen**, Marimekko Oyj; CEO **Kirsi Aaltio**, Sodexho Oy; President and CEO **Giuseppe Rodinò**, Klopman International; Designer **Tiina Salmela**, J. Lindeberg; and CEO **Jukka Roiha**, Lindström Oy.

Lindström Award 2004

The competition received submissions from design schools in Germany, Finland, the United Kingdom and Estonia. The assignment was to design workwear for Ahlstrom Oyj. In the end, the jury decided to split the prize money between two teams that they found equally good. The official winner of the competition was a team from the University of Art and Design Helsinki. The jury found their execution the most advanced and most coherent with the visual look of the case company. The jury also gave special recognition to a team from Trier Polytechnic in Germany for the best design and superior use of fabrics.

Lindström Award 2002

The following schools took part in Lindström Award 2002: University of Art and Design Helsinki, Hungarian University of Craft and Design in Budapest, Saint-Petersburg State University of Technology and Design, Academy of Fine Arts and Design in Bratislava and Academy of Arts, Architecture and Design in Prague.

The winning team was Roadrunner from the University of Art and Design Helsinki. The workwear collection was designed for Kelpo Kuljetus Oy.

The competition jury consisted of fashion designer **Ritva Falla** from Marimekko, Senior Design Trends Analyst **Liisa Puolakka** from Nokia, CEO **Jukka Roiha** from Lindström, and **Pekka Järvinen**, CEO of Kelpo Kuljetus.