



# Simo Lahtinen

Industrial Designer, Master of Arts

7.5.1989

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<b>EDUCATION</b>	2017 - 2022	<b>Aalto University, School of Arts, Design and Architecture</b> <i>Master of Arts, Collaborative and Industrial Design</i>
	2012 - 2016	<b>Metropolia University of Applied Sciences</b> <i>Bachelors Degree, Industrial design</i>
	2014-2015	<b>Hogeschool Utrecht, Netherlands</b> <i>Exchange studies, Co-Design Studio</i>
	2011 - 2012	<b>RATO Rakennustekniikan opisto</b> <i>Architectural Drawing</i>
	2009 - 2010	<b>HAMK Häme University of Applied Sciences</b> <i>1 semester, Mechanical Engineering and Production Technology</i>
<b>EXPERIENCE</b>	2018 ->	<b>Studio Simo Lahtinen   Designer &amp; entrepreneur</b> <i>Product &amp; industrial design, concept design, creative direction for domestic and international clients eg. Woodio, Finture, Magisso, Paikka International.</i>
	2018 - 2019	<b>Saas Instruments   Industrial Designer, lighting</b> <i>Product design in bespoke lighting projects. Prototyping, sourcing and managing suppliers, project tracking, overseeing production.</i>
	2015 - 2018	<b>Magisso   Industrial Designer (Freelancer 2015-2017)</b> <i>Product &amp; concept design of new Magisso products and for international brands, product development, prototyping, research, sourcing, visual identity &amp; branding.</i>
	2015 - 2017	<b>Sito Group, Urban Design department   Industrial Designer</b> <i>Industrial design, product design, urban design, service design, graphic design.</i>
	2015	<b>Studio Frederik Roijé   Industrial Designer (intern)</b> <i>Product, lighting, packaging, furniture design and interior projects. Development of concepts, graphic design, modelmaking, research into materials and manufacturing.</i>
	2013 - 2014	<b>Procofin / ARKCons   Designer</b> <i>Architectural design, interior design, concept design, graphic design &amp; visualizations.</i>
	2012 - 2013	<b>Architecture office Esko Hyvärinen &amp; Co Ky   Architectural assistant</b> <i>Architectural design &amp; interior design.</i>
	<b>AWARDS &amp; GRANTS</b>	2024
2024		Asko Foundation, project grant
2023		Woud HIDN Design competition, finalist
2020		City of Helsinki, Communal bench design contest, honorable mention
2020		Suomalainen huonekalu (Finnish furniture) design competition, finalist
2019		Northern Design Awards, 2nd place
2018		German Design Awards, winner
2018		Tableware Innovation Awards, winner
2016		Platform – competition, St. Petersburg, 2nd place & public vote
2016		Ornamo grant, Mokša street furniture
2016		Vibrant port road innovation award, 1st place
2015	Muuto Talent Awards -15, finalist	
2014	Nixi, kitchen of the future competition, 1st place	

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# Selected projects

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## EXHIBITIONS

- 2024 Salone Satellite, Milan, solo exhibition
  - 2023 Habitare, Helsinki, solo exhibition
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## PRODUCT DESIGN

- 2024 Design of outdoor furniture collection, Finture TBA
  - 2022 Design of wood composite lighting fixture, Woodio
  - 2021 Material research project, Woodio
  - 2021 Design of shower and faucet collection, Grana
  - 2016 - 2019 Multiple products in production: Element No.1 table, Pino Pint, Collect cutting board & Soap Droplet, Magisso
  - 2019 Store concept design, Paikka International
  - 2019 Technical design of PowerZoom IP64 outdoor lighting fixture
  - 2019 Design and technical implementation of Löyly lighting fixture
  - 2019 Technical design and manufacturing coordination of suite lighting fixtures, Radisson Blu Royal
  - 2019 Technical design and manufacturing coordination of special lighting fixtures for Moomin Shop Turku, Moomin Shop
  - 2019 Technical design and manufacturing coordination of lobby lighting fixture, Maersk Copenhagen
  - 2019 Design of Airwaves first-class tableware collection for air travel, Spiriant
  - 2018 Design of storage vessel collection for Dansk brand, Lenox
  - 2018 Signage system for Saimaa Geopark, Imatra Regional Development Company
  - 2017 Design of Moksa bright light fixture, Tehomet Oy
  - 2017 Changyang design manual, concept design of street furniture, Shiyu
  - 2016 Pedestrian signage system for Tampere city center, design of signage devices, City of Tampere
  - 2015 Design of Mason shelf and Tub side table for Design on Stock, Studio Frederik Roijé
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## SPATIAL & ARCHITECTURAL DESIGN

- 2023 Exhibition stand design for VVS Norge, Woodio
  - 2021 Retail concept design for Woodio, Woodio
  - 2020 Design competition for Turku Market Square, City of Turku
  - 2019 Retail concept design, Paikka International
  - 2018 Exhibition stand design for Ambiente fair, Magisso
  - 2017 Urban environment design for Tampere tramway, Tampere Tramway Alliance
  - 2016 Itätuulensilta Tapiola, general design, City of Espoo
  - 2016 Design of noise barrier for Kulosaari metro, HKL
  - 2016 Exhibition design for the Finnish Pavilion at the Venice Biennale, theme "From the Border to Home – Housing Solutions for Asylum Seekers", MFA
  - 2014 Concept and brand design for car dealerships, Länsi-Auto Oy
  - 2014 Multiple projects, office building renovation, tenant modifications, marketing materials, Keskinäinen Eläkevakuutusyhtiö Ilmarinen
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## CREATIVE & ART DIRECTION

- 2022 - 2024 Woodio product catalogs
  - 2023 Finture visual identity & brand guidelines
  - 2022 Woodio brand book
  - 2019 MORS Software visual identity
  - 2018 Magisso visual identity
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