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New Normal Design Finland - a new book on design is released

Petra Ilonen's (b.1965 in Helsinki) non-fiction book *New Normal Design Finland* is a personal viewpoint on the impact of design in Finnish society. The focus of Ilonen's interest lies in the industrial development and systemic design, which aims to make a positive impact on our environment. Sustainable development is the core theme of the book.

Petra Ilonen's broad experience as a creative designer and design expert brings to the book a personal view of design in Finnish society, seen from the inside of the industry. The book fast-forwards the history and development of the industries - in good and bad - highlighting issues that designers are currently working on.

"The actions of an individual designer may often seem small or superficial, but together they make an impact throughout the society. To what is around us, how things look, how they feel and how they work. That's why I asked designers working on different areas to join along with the story. I've worked with a few of them and others I came across from social media," says Ilonen.

Ilonen has interviewed 14 designers, whose episodes presenting their work are intertwined with her own narrative, in which she examines her environment critically, seen through the lens of a designer. As she states on the back cover of the book: we think that everything can be solved, and we believe in a better future. We try. We believe. There is optimism.

The story of the book touches on current topics such as the aging of the population and loneliness, ongoing politics, racism and discrimination, the flaws in the social system, cultural appropriation, social health and services reform and digitalization of a caring society, biodiversity loss, the plastic and waste problem and virtuality entering our reality.

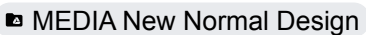
"Design is not art or goods, rather product development. The end result can of course be a chair, clothing, a game, or a virtual reality.. Design is the way design professionals think - that is what I want to highlight in this book. I asked the designers how they tackle these fundamental challenges in their work. What kind of future do they want to build? That future won't spring by itself, but everyone can influence it somehow. The conversation with designers and other sustainable development professionals is inspiring and clear: the goals are high. That's what I also wanted to bring out," says Ilonen.

Illustrated with photographs, *New Normal Design Finland* is in English. The book was launched on the UN International Day of Happiness 20 March 2024 at the Design Museum and it is for sale in the museum shop, Korkeavuorenkatu 23, Helsinki and [their webshop](#). Retailers: inquiries from the author, and [Storia](#).

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<https://drive.google.com/drive/folders/1ff65Q9yszZBIDyQA0Ve-r4PdvrLclGoC>

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