

LECTURES

In his lectures and seminar presentations, Markku Piri goes colorfully and compellingly to the point.

The CEO Jari Tuovinen of the Zeeland agency recently commented:

“As a marketing communications company, Zeeland regularly arranges internal training seminars where Finnish and international top professionals are invited to inspire us. Markku Piri’s presentation ‘For the love of work and for the passion of colours’ was received with much enthusiasm. The contents, perspective and impact of the show on our demanding top team was a perfect hit. Markku’s performance incited us all to strive for greater achievements together with our clients.”



Markku Piri has lectured at Parsons School of Design, The New School and Fashion Institute of Technology in New York City, the Cranbook Academy, Smithsonian Institute in Washington, Rhode Island School of Design, design seminars in Tokyo, Kyoto and Sapporo, at the University of Art and Design in Helsinki, most Finnish design institutes and Nordic design universities.

From 1996 to 2001, Piri guest lectured at the Mercuria Business School in Vantaa, with two courses, one in Design Management and another on Finnish culture and mentality.

Piri lectures and trains also corporate personnel on topics agreed. The presentations are visually inspiring and verbally acute.



EXAMPLES OF PRESENTATIONS

For the love of work and for the passion of colours

- a designer's journey, background, goals and new work
- 45 minutes

Designing events

- city look designer for Helsinki 2000 European Culture Capital
- event look designer of large-scale sports events
- Athletic championships, Helsinki 1994 (European games) and Helsinki 2005 (World games)
- principles and goals, means, problems and results
- 45 minutes

Finnish culture

- what is the Finnish mentality like
- how does Finnishness come through in us, our customs and expressions, preferences and goals
- the soil and development of Finnish art, music, architecture and design
- 45 minutes

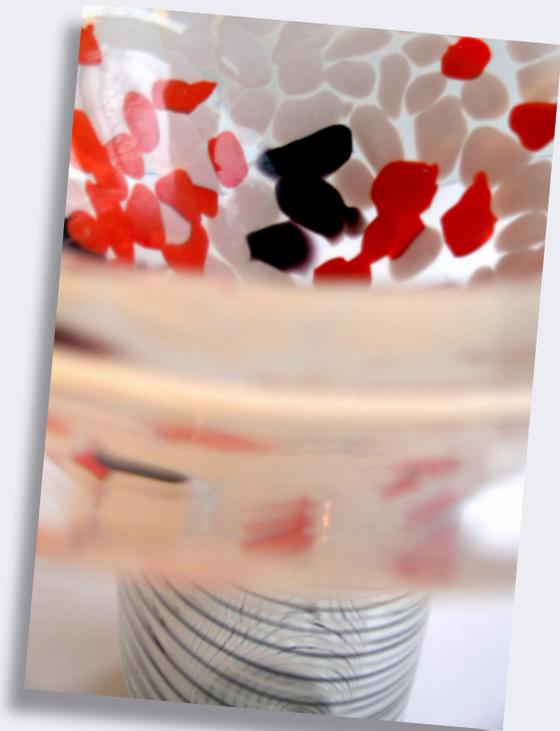
What is style?

- style and all the choices in life
- fashion without style, style without fashion
- inspired by Quentin Crisp's book on style
- 45 minutes

Markku Piri, World Championships in Athletics, Helsinki 2005.



Kai Franck, Kilta items, 1951-.



Markku Piri, Tornado, 1999.

Art, design and handicraft

- differences between the work of an artist, designer and craftsman
- what about skills!
- expensive and amiss in the name of art?
- inspired by Michel Tournier's literary work
- 45 minutes

Basics for Design Management

- how to better build, manage and control the image of a company or an organization
- shaping all actions to further the goals
- principles and revealing case studies
- 45 minutes, or as a course with illuminating examples, 3–5 x 45 minutes

Healing design

- man is a whole, shaped of body and mind; touch one and the other is affected
- the environment and physical surroundings influence well-being and healing
- is hygiene the only standard in planning health care facilities?
- design and interior design should be harnessed to aid well-being and healing
- a subjective and impassioned presentation by an experienced designer – and patient
- 30 minutes

Lenin, Stalin, Kekkonen, Franck and I

- perestroika needed in Finnish design!
- lingering myths in the world of Finnish design
- the sanctification of designer Kaj Franck and the official ideal of purity in design
- Markku Piri's personal ideals and works
- a sharp, sarcastic and acutely design-political presentation
- 45 minutes