

# The Conference

**Designing Slow Life -conference March 2010 in Lahti** gathers together international experts of design, service design and wellness to talk and develop services with main theme of better, slower and more meaningful life.

Conference is aiming to collect visions how design practices and methods can be more powerfully used when developing services and practices under the Slow Life theme. Service design is the newest and most interesting area of multidisciplinary product- and service design.

Under the Slow Life theme conference will consider and analyze well balanced, peaceful life. "Slow" equals to individual experience in high quality, meaningful and well balanced life. Conference will discuss how our environment can be (re-) designed to create Slow Life phenomena.

Slow Life conference will try to solve how in the future we can develop our surroundings to support slower life, what kind of multidisciplinary know-how is needed to do this and what kind of new business can be evolved to this area. Conference highlights current topics of Slow Life theme through examples from both academic research and end-user point of view. The aim is to combine know-how from design and wellness areas in order to share and create new information.

[www.slowlife.fi](http://www.slowlife.fi)

designing  
slow  
life



slow

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For more information visit

[www.slowlife.fi](http://www.slowlife.fi)



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designing  
slow  
life

**Conference  
March 24-25, 2010  
Lahti, Finland**

**Lahti Fair Centre,  
meeting hall**

Salpausselänkatu 7, 15140 Lahti, Finland

# designing slow life

Lahti University of Applied Sciences warmly welcomes you to participate in **The First International Designing Slow Life Conference**.

For registration, please visit our website  
**[www.slowlife.fi](http://www.slowlife.fi)**

**Some PreProgrammes are also available for all participants.**

Tuesday March 23

**Slow Sport Curling at Sport Institute of Finland, Vierumäki**

A chance to experience a nice group sport event and enjoy the scenic environment of the Sport Institute <http://www.vierumaki.fi/>

**Pamper yourself at Hellimö Day Spa**

A chance to relax and experience e.g. salt room, infrared sauna

**PrePrograms are not included in the registration fee.**

Thursday March 25  
19.00

**Sinfonia Lahti at Sibelius Hall**

Optional event for those who might want to extend their stay and a chance to visit the famous concert hall

[http://www.sibeliustalo.fi/default\\_uk.asp?id=65](http://www.sibeliustalo.fi/default_uk.asp?id=65)

**The concert is not included to the registration fee.**

There is a limited amount of tickets available.

**Requires registration in advance.**

**Wednesday March 24, 2010**

**Radical Changes**

**8.30 – 9.30 Registration at Lahti Fair Centre,**  
meeting hall

**9.30 – 9.45 Opening words**  
Jukka Oresto, LUAS  
Jari Koskinen, Turku School of Economics

**9.45 – 10.45 Slow Phenomena**  
Carl Honoré

**10.45 – 11.15 Why do we need to slow down?**  
**The silent transformation of everyday well-being**  
Timo Hämäläinen, SITRA

**11.15– 12.15 Lunch**

**12.15–13.00 Can We Make It?**  
John Webster

**13.00 – 14.00 Is Slow the New Radical? Dangerous Thinking in a Post-Original Society**  
Alf Rehn

**14.00 – 15.00 Slow Design for Slow Living - Architectural and Ecological Challenge**  
Sirkka Heinonen,  
Turku School of Economics

**15.00 – 15.30 Break and refreshments**

**15.30 – 16.00 Are We Ready for Radical Changes?**  
Jari Kaivo-oja, Turku School of Economics

**19.00 - Pick up from hotels to Slow Dinner**  
at Hollolan Hirvi restaurant

**24.00 Return from the Dinner to hotels**

**Thursday March 25, 2010**

**Design Thinking**

**8.30 – 9.00 Registration at Lahti Fair Centre,**  
meeting hall

**9.00 – 9.30 Where Design and Entrepreneurship Meet**  
Peter Kelly, Aalto University

**9.30 – 10.30 Design Thinking**  
Alastair Fuad-Luke

**10.30 – 11.00 Break and refreshments**

**11.00 – 12.00 Packaging as an integral part of the service**  
Ian Rooney, Packlab Partners/LUAS

**12.00–13.00 Lunch**

**13.00 – 13.30 The experience of slow Cases, designed and studied**  
Reima Rönholm, Palmu Inc.

**13.30 – 14.30 The Service Here is Really Slow**  
Gian Pangaro, IDEO

**14.30 – 15.00 Closing words**  
Jukka Oresto, Jari Koskinen

**15.00 - OLO.MUOTO'10 –event**  
Open for conference quests free of charge

**DESIGNTÄRSKYT®**

We reserve the right for all program changes.