

Kansainväliset opiskelijat visainnovaatioiden lähteillä

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UEF// 3 *kampusta*

JOENSUU
KUOPIO
SAVONLINNA

4 *tiedekuntaa*

Filosofinen tiedekunta
JOENSUU | SAVONLINNA

*Luonnontieteiden ja
metsätieteiden tiedekunta*
JOENSUU | KUOPIO

Terveystieteiden tiedekunta
KUOPIO

*Yhteiskuntatieteiden ja
kauppätieteiden tiedekunta*
JOENSUU | KUOPIO | SAVONLINNA

54.

*Maailman parhaiden
nuorten yliopistojen
listalla QS Top 50
Under 50 -vertailussa*

15 000

TUTKINTO-OPISKELIJAA

15 000

AIKUISOPISKELIJAA

2 500

HENKILÖSTÖÄ

300

*Maailman parhaan
yliopiston joukossa
useilla tieteenaloilla*

13 *koulutusala*

100

PÄÄAINETTA /
KOULUTUSOHJELMAA

3 000

TUTKINTOA, joista
160 tohtoritutkintoja (2016)

1 800

ULKOMAISTA VAIHTO-/ TUTKINTO-
OPISKELIJAA VUOSITTAIN

uef.fi

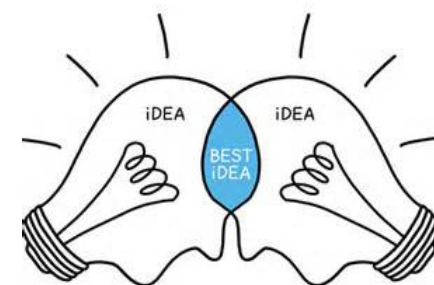
Puumateriaalitiede, perustiedot

- Kansainvälinen puumateriaalitieteen maisteriohjelma, Luonnontieteiden ja metsätieteiden tiedekunnassa.
- 1. vuosikurssi aloitti 2013.
- Noin 20 aloituspaikkaa per vuosikurssi: Suomen suurin yliopistotasoinen puualan koulutusohjelma.
- Vaatimukset: kandidaattitason tutkinto luonnon- tai insinööritieteissä – halutaan monipuolisia osaamisia!
- Opetuskieli: englanti.
- 2 vuotta. 120 opintopistettä => Maisterintutkinto.



Visaharjoitus, tausta

- Itä-Suomen yliopiston kurssi Innovation Management.
- Visaharjoituksessa 15 maan edustajia => monikulttuurinen innovointiympäristö.
- Visa-alustus Joensuussa: Antti Koskimäki 20.2.2018.
- Viesti: **visapuutavaraa tulossa markkinoille: mistä kysyntää, ettei hinta laske?**
- Toimeksianto: **visakoivulle uusia käyttökohteita/-tapoja**
 - Laatupuu, pieniläpimittainen puu, "jätepuu" (puru, höylänlastu,...).
- 4 ryhmää – ajatus vapaa.



Curly birch in Casinos

Life is like a poker game...



Its not what your given its how you use it

GROUP 1

Jerbelle A. Elomina, Rémy Haas, Jana Popović, and Marijana Marić

The Philippines, Belgium, Serbia

Casino equipment...

- Dice
- Chips
- Case
- Sticks
- Tables
- Chairs
- ...



...made of curly birch

Curly Birch in Casinos?

- Aesthetics (colours - dye, properties – grain, characteristic looks).
- Eco-friendly and sustainable.
- Luxury material – for the discriminating taste.
- Expensive compared to other materials (curly maple).
- Market: high-end casinos, which can afford expensive equipment.
- Niche market, but globally considerably large demand for special materials like curly birch. (Good exercise for design students...)

Curly birch

GROUP 2

Shourav Dutta, Pham Huu Minh, Ramji Pandey, Mona Nazari,
Sangharshasaksham Mishra, Juriaan Zandvliet

Bangladesh, Vietnam, Nepal, Iran, The Netherlands

- Image problem
 - New name needed?
- New product
 - Using low-quality material.



Name

Luxury, Warm & Modern

- Cognac
- Ruby
- Amber
- Platinum
- Golden
- Cherry

Wooden

- Betula
- Arbo
- Bierce
- Birch
- Scandinavia
- Green
- Santi (Nep)
- Tus (Per)
- Wood
- Visa

Name suggestions:
Woody Amber
Golden Birch
Santiwood
Arbo Amber

Benchmarking



www.iranlestr.com



www.esam.ir/1394955



ایسام
esam

Pet Pellets®

- Pellets made from curly birch
 - Marketing, e.g., *“the best a pet can get”*.
 - Package is a key.
- Animals are like kids.
- Challenges
 - Curly birch branding
 - Property testing: differences compared to normal cat pellets?



Luminous Birch

GROUP 3

Gargi Tariyal, Marta Cortina Escribano, Yoko Lu, Sergio Martinez Suner

India, Canada, Spain

➤ To utilize the optical properties of Curly Birch by passing light through birch sheets layers.

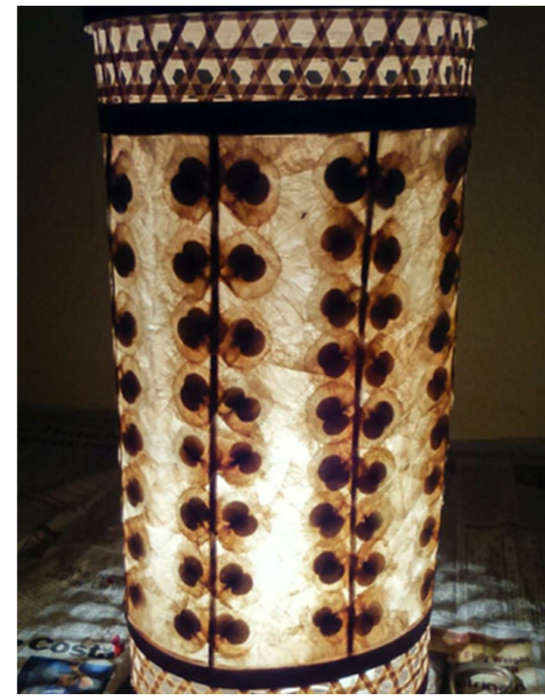
The warm soothing light reflecting from the birch emphasizes space and creates an inviting happy environment.

- The opportunity of bringing together different light tonalities and the aesthetical value of curly birch offers a unique final result.
- High quality design for indoor spaces.
- An organic handmade product using natural colors and dyeing the curly birch to produce different light patterns
- Finnish wood product.

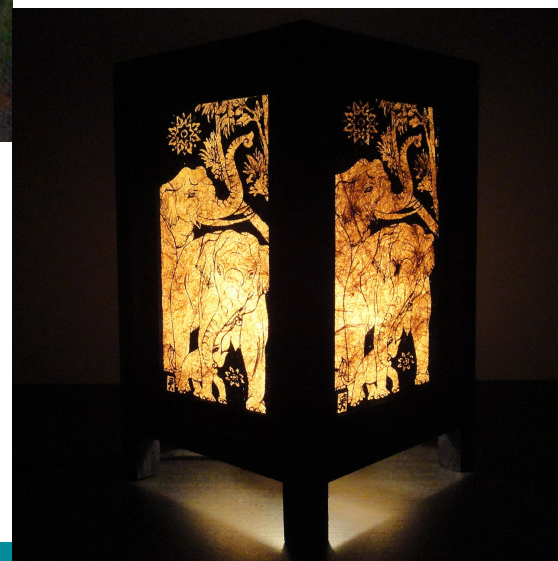
Design:

- Thin sheets of curly birch in it's native state with natural patterns.
- The combination of thin layers of curly birch wood with plastic composites applied to protect the wood.





- Walkway & Path Lights
 - Sky Lights
 - Lampshades
 - Museum lights



Why Curly Birch?

The properties of curly birch suited for luminous products: uneven texture, gloss, natural yellow hue and tangential cut is the most beautiful; grain pattern is barely distinguishable; good surface finishing and dyeing properties; light colour allows absorption of different colours.

Production

Small scale: handcrafted lampshades, designer artifacts.

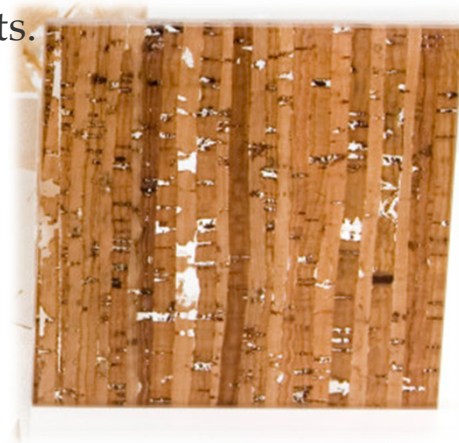
Large scale: museums, exhibitions, art galleries, luxury hotels, wedding photography, pathway lights, skylights, swimming pool interiors, light photo frames, etc.

Cost effective: make use of curly birch residues from factories and use of very thin sheets.

Marketing strategies: unique designs and Native Finnish Product from Curly Birch.

Market areas: aiming at elite customers and high end market.

Pricing: medium-high (piece of art, handmade).



Application Prospects

- Lamp shades
- Photo Frames
- Illuminated Flooring
- Informative Panels
- Indirect lighting
- Skylights



Ideas

- Ideal light sources for art and culture.
- Buildings where aesthetical values are of importance (museums, galleries, libraries, working places, etc.).
- Use of daylight: modern architecture in a historical settings.
- Precision illumination: effective, gentle lighting.
- Sharp outlines: even in rooms with high ceilings.
- Gentle lighting for precious textiles.
- Light in historic buildings: dealing sensitively with historic structures.

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Intellectual property rights for curly birch: GI

Geographical Indication: GI can be used for Curly Birch as it has been originated Finland and it's a hereditary transformation which results from a mutation *Betula pendula var. Carelica*.

- A geographical indication (GI) is a sign used on product that has a specific geographical origin (e.g., a town, region, or country) and possess qualities which are due to that origin. In order to function as a GI, a sign must identify a product as originating in a given place. In addition, the qualities, characteristics, or reputation of the product should be essentially due to the place of origin. Since the qualities depend on the geographical place of production, there is a clear link between the product and its original place of production. (e.g., Basmati Rice from India) ©**World Intellectual Property organization**.
- In general, geographical indications are intended to designate product quality, highlight brand identity, and preserve cultural traditions.

Links



<https://lamptwist.com/en/product/secto-design-octo-4240/>

<http://plywoodprint.com/>

<https://www.facebook.com/ZEYMA-484510841642931/>

Anna Jolkkonen, Laurin Hillebrand, Nico Schäfer, Vojtech Kanat

Finland, Austria, Germany, Czech Republic

CurlyCurtains

The Nordic design of nature

Research has identified that the increased use of wood has measurable physiological and psychological health benefits. We now know that workers are less stressed and more productive, students learn better, patients heal faster, and people are generally happier and calmer in spaces that contain natural elements like wood.

Wood is a durable material for both homes and commercial buildings. When properly looked after it can last hundreds of years.

Research by Planet Ark has identified the positive associations that wood induces in people, where an overwhelming 96 per cent of answerers agreed that wood is 'visually appealing' and 'has a natural look and feel'. Eight out of ten people also thought that wood is versatile, recyclable, renewable and long lasting.

<http://makeitwood.org/benefits-of-wood/>

Business idea

- Vertical curtains made from curly birch.
- Family of different, high quality design products for customer needs.
 - **Eclipsing** (thicker material, blocks light).
 - View **protector** (Light passes beautifully through disclosing the wood, also provides indirect and unique light).
 - Pure wood and processed wood.
 - Wood and wood combinations with plastic/glass.
 - **Different forms** and **opening systems**.
 - Added led **lights** and/or other special designs.
- Nordic design has good value and is appreciated all around the World.
- Can be made from veneer or panel/board.



PROS – MAKE IT GOOD, MAKE IT CURLY WOOD!

- Scientifically proven that use of wood has measurable physiological and psychological health benefits.
- Workers are less stressed and more productive, students learn better, patients heal faster, and people are generally happier and calmer in spaces that contain natural elements like wood.
- Natural elements in interior decoration is a growing trend.
- The price and rareness of a product or material is generally regarded as a quality indicator – that is why curly birch product has good possibilities to reach the top design and position of a wanted brand.

MARKETS AND SALES



- Main target for "big sales" – all the small design equipment and items (sunglasses, phone covers, guitars, watches...) have been done, and they have too small markets for larger business.
- Ready large markets on public buildings: offices, ships, meeting rooms, and other business spaces – everywhere where you have windows or glass walls.
- Also models for private buildings.
- Good to start business and marketing for forest companies and public buildings, then expand to other sectors.
- Goal to make new brand like Fiskars: CurlyCurtains is both beautiful and functional.



DESIGN SAMPLES AND LOGO

curly  curtains

“All truth passes through three stages. First, it is ridiculed. Second, it is violently opposed. Third, it is accepted as being self-evident.” –Arthur Schopenhauer

Yhteenveto

- Ennakkoluulottomia (ensi näkemältä helposti tuomittaviakin) ideoita (esim. visapelletti).
- Osin selviä tuote- tai tuoteperhe-ehdotuksia.
- Kaikissa oivallettu joko
 - visakoivun kauneuden tai
 - visan omaleimaisuuteen/erityispiirteisiin perustuvan brändinluomisen voima.
- Visaseuran kotitehtävä: tarkistaa Geographical Indication –tilanne (ellei sitä ole vielä tehty).
 - Vahva brändin luomisen työkalu