

# DESIGNING and STORYTELLING

22.9.2020





## Keynote speeches 9:00-10:00 and Workshops 10:00-11:30

*“Since the cave man people have told stories. Our DNA has not changed that much – a good story is always worth listening.”*

Coaches: Anssi Kähärä, Werklig and Renne Angelvuo, Win Win Design

### **For all**

Anssi Kähärä: The power of storytelling in brand, design and product packaging.

Renne Angelvuo: The impact of a strategic brief for a winning packaging and brand design.

Duration: 1 hour

### **For companies enrolled for workshops**

Workshops in groups: What kind of story does my product communicate?

Guided workshops with individual feedback.

Duration: 1 hour

Presenting group work results

Duration: 30 minutes



SPEAKER:

**Anssi Kähärä, Creative Director & Co-Founder  
Werklig  
Helsinki, Finland**

EXPERTISE:

**Branding & Design**

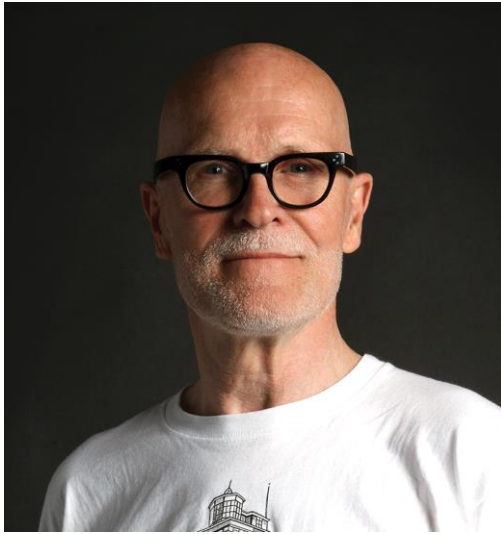
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Anssi Kähärä is the co-founder and creative director of Werklig, a strategic brand design agency based in Helsinki, Finland. Currently he also acts as the Chairman of Grafia (Association of Visual Communication Designers in Finland)

With a multiple list of awards and nominations from around the world Anssi has been in charge of creating brands and visual identities for such clients as Parliament of Finland, City of Helsinki and Kyrö Distillery Company. He has over 20 years of experience from the field of graphic design and branding.



## SPEAKER:

**Renne Angelvuo, CEO  
WIN WIN DESIGN LTD.  
Helsinki, Finland**

## EXPERTISE:

**Packaging & brand design**

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## PROFILE:

Renne Angelvuo, founder of WIN WIN DESIGN in Helsinki, has made his 40+ year career in branding, packaging, industrial design and marketing communications. He's been working with some small and big Finnish and international brands such as BIODORA, FAZER, LINKOSUO, MySQL, NESTLÉ, NOKIA, METSÄ TISSUE / SAGA, STORA ENSO, SAARIOINEN, UPM KYMMENE, VALIO. His latest lifestyle product case, "The Finnish LONG DRINK Legend of 1952", is an ongoing packaging and branding project for the American markets.

Renne is widely connected in the international design world and has now been a jury member at RED DOT DESIGN AWARDS several years in a row.

He also lectures and speaks on several national and international forums. Renne was also President of EPDA 2015 - 2018 and has been a member of the board since 2008. Today he acts as an Ambassador of EPDA.

Over the years, WIN WIN DESIGN has been awarded some international awards including the *Red Dot Grand Prix & Best of the Best* as well as *Pentawards* in packaging design.

**BUSINESS FINLAND**



**Boosting Export with Packaging**

More Information

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