

THURSDAY - TORSTAI 24.9.2009

FASHION IN ELECTRONICS – ELECTRONICS IN FASHION,
Ballroom 1, Pj. Juha Pinomaa, President, Suunto

10:30 **Role of Design in developing the Corporate**
Image Ilpo Martikainen, Board Chair, Genelec

The presentation discusses the development of product industrial design at Genelec Oy during the last 30 years, and how the basic functional aspects in terms of acoustical performance, main application areas and manufacturing technology at each time have influenced the product appearance. Some examples are given also concerning the supporting visual messages not related to actual products, but which have been essential in the image creation.