

## ELIZABETH SALONEN

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CITIZENSHIP: CANADA, UNITED STATES, FINLAND EU

### EDUCATION

College for Creative Studies. Detroit MI, 1999 - 2003. BFA Industrial Design (Product), May 2003.

University of Art and Design Helsinki (Uiah). Department of Product and Strategic Design at the M.A. level, Helsinki, Finland, 2002.

### EXPERIENCE

**Mottoform.** Design and Consulting, Helsinki, Finland.

Founded Mottoform, an industrial design and consulting company. August 2005 – present. [www.mottoform.com](http://www.mottoform.com).

**Suunto.** Industrial Design, Vantaa, Finland.

*Suunto Lumi Collection 2007* – Design of the first women-specific outdoor instrument. Includes product design as well as color and pattern development for the Lumi collection, Lumi accessories, and promotional products. 2006–2007

Concept development for future sports instruments. Project-based work, May 2005 – present. [www.suunto.com](http://www.suunto.com)

**Ford Motor Company.** Advanced Color and Material Design / Brand Strategy, Dearborn, Michigan, 2003 – 2005.

*Concept Vehicle.* Interior and Exterior Color & Material design on the Ford SYN<sup>US</sup> and the Ford Fairlane for the 2005 North American International Auto Show. Responsible for establishing interior and exterior color palettes; researching and working with suppliers to develop materials and finishes; and designing graphics. Includes material specialist for the Brand Imaging Group at the Ford design studio in California, and participating in VP level design reviews.

*Interior Accent Strategy.* Developed future strategies for wood, metal, film, and paint finishes to differentiate the brands Ford, Lincoln and Mercury.

*Consumer Trend Research.* Researched, produced and presented an extensive Consumer Trend Presentation to VP of Design and Design Directors, to Ford, Lincoln and Mercury Dealers, and to design groups throughout Ford. Topics included Emerging Consumer Attitudes, Lifestyle Brands, Sustainability and Sustainable Materials, New Materials and Technologies, and Color Trends.

**Product Designer.** Riverside Group, Windsor Ontario, Canada.

Created a series of products concepts that address sustainability issues through the use of scrap aluminum composite material. Products are cut with CNC machines, and require little time for assembly and finishing. Freelance, 2003 – present. [www.riversidegroup.net](http://www.riversidegroup.net)

**Nike Inc.** Design Internship, Beaverton Oregon.

Worked in the Running Group developing shoe concepts for the Presto line. Concepts included: adaptability, personalization, alternative cushioning systems and embedded technologies. Summer 2001.

**Design Assistant.** Elevator, Windsor Ontario, Canada.

Worked in a design studio on a variety of projects, including patent, new product and material research. Summer 2000. [www.elevatoraccess.com](http://www.elevatoraccess.com)

**Video Co-producer.** Windsor Occupational Health Information Service, sponsored by United Way, Windsor Ontario, Canada.

Directed all aspects of the video “Fish out of Water” and facilitator’s guide, including research, interviews, storyboards, camera, writing, video editing, and audio. Summer 1999.

## RECOGNITION

**iF Product Design Award 2009.** Awarded for Suunto Lumi product designs.

**Red Dot Design Award 2008.** Awarded to Suunto for Suunto Lumi product designs.

**Finnish Design Yearbook '08-09.** Published by Design Forum Finland 2008. *Lumi*, page 80.

**Ava Lehti.** "Uudenpolven muotoilija Elizabeth Salonen" (trans: "Designer of the new generation Elizabeth Salonen"). Article about the design work of Elizabeth Salonen, 13.11 - 26.11.2008, 13.

**Divaani magazine.** "Työhuone" (trans: "Studio"). Interview with Elizabeth Salonen in interior design magazine, October 2008, 23.

**Kauppalehti.** "Naiset Tulevat" (trans: "Women Are Coming"). Cover story featuring Elizabeth Salonen as representative of women in industrial design in Finland's principal business newspaper, July 7, 2008, 1-3.

**Deko magazine.** "Deko CV. Elizabeth Salonen." Bio and article about the design work of Elizabeth Salonen in interior design magazine, May 2008, 22.

**Design Forum Finland, Designer of the Month.** Exhibition of Helsinki Remade linens for Designer of the Month series, January 2008. [www.designforum.fi/January:\\_Elizabeth\\_Salonen](http://www.designforum.fi/January:_Elizabeth_Salonen)

**National Geographic Adventure Magazine.** Recognition of Suunto Lumi with 2008 Best of Adventure Gear award, December 2007.

**Design Forum Finland.** Shop Exhibition of Suunto Lumi in the Short List, a collection of fresh, new design products for Helsinki Design Week, September 17-23, 2007.

**Select Suunto Lumi Press.** *Plast Design*, included Suunto Lumi in the article "The Week of Nordic Design" 2007, 46, 48 ; *Image*, "Vauhtia Varusteilla", July 2007, 87; *Sport*, "Illoinen Kello," August 2007, 19; *Uusi Muoto*, "Sirompi Suunto," Issue 4, 2007, 26.

**Design 99.** Inclusion of **Hot plates** in opening exhibition and sale at new gallery/storefront, Hamtramck MI, 2007. [www.visitdesign99.com](http://www.visitdesign99.com)

**AIGA, Detroit Chapter.** Best of Show – Interactive, Award for design of Mottoform website, co-designed with Liisa Salonen and Nina Bianchi. *Design Re:View* 2007, 10-11.

**Film Episode, of RIDES Aired on TLC.** A documentary on the **Ford SYN<sup>US</sup>** from concept to building the vehicle, to unveiling at the 2005 North American International Auto Show. Aired 23, 23, 27 March 2005, and still airing repeatedly worldwide.

**Car Design News.** *Ford NAIAS 2005 Concepts – Interior Design Review.* Article highlights color and material application for both the Ford Fairlane and the Ford SYN<sup>US</sup>. Posted 12 March 2005. [www.carsdesignnews.com](http://www.carsdesignnews.com)

**WGSN – Worth Global Style Network.** Q&A Interview in the **Think Tank** section on the latest developments and trends for automotive. WGSN is the world's leading online research, trend analysis and news service for the fashion and style industries. Posted 21 February 2005.

**2005 North American International Auto Show.** Color & Material design for concept vehicles **Ford SYN<sup>US</sup>** and **Ford Fairlane**. Detroit, Michigan, January 2005.

**Other Ford SYN<sup>US</sup> Press:** *Monitor*, # 30, **Ford SYN<sup>US</sup> concept**, 90-93; *Viewpoint: The Trends Brands Futures & Ideas Magazine*, # 17, **Ford SYN<sup>US</sup> concept car**, 44; *Interior Motives*, **Ford SYN<sup>US</sup> concept**, Mar/Apr 2005, front cover; *Auto and Design*, # 151, Apr. 2005, 44.

**Flux Chair.** College for Creative Studies View book, 86. 2003-2005.

**International Furniture Show.** Design of architecturally adaptive environments produced at UIAH for Humantec, Milan, Italy, 2003. [www.uiah.fi/projects/humantec](http://www.uiah.fi/projects/humantec)

**Designing Sustainable Solutions.** Ezio Manzini Workshop in conjunction with the Department of Product and Strategic Design (UIAH). A Finnish perspective on New Residential Services for Sus-tainable Ways of Living, 2002, 16-17.