



**Pirjo Haikola**

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## Education

**2010 - 2013**

**PhD in Design, Marie Curie fellow**

**DESIRE Network: University of Aveiro (PT) host, Eindhoven University of Technology (NL), Copenhagen Business School (DK), University of Milan (IT), Philips Research (NL), Lancaster University (UK)**

Design inclusive research project studying challenges in interdisciplinary design projects. Results are derived from developing and testing a visual information management and communication software prototype.

**2004 - 2007**

**Master of Design**

**Design Academy Eindhoven (NL)**

The IM Master (Interior, Identity, Industrial) program focuses on the creation of conceptual and contextual design, which may vary from products to strategies and installations. Program was led by founders of Droog Design, Gijs Bakker and Renny Ramakers.

**2000**

**Erasmus exchange**

**Politecnico di Milano (IT)**

**1998 - 2002**

**Bachelor of Industrial Design**

**Institute of Design, Lahti University of Applied Sciences (FI)**

## Professional experience

**April 2019 - current**

**Industry Fellow Lecturer in Design Innovation and Technology**

**RMIT University, Melbourne (AU)**

Studios and electives development and teaching for Master students in Design Innovation and Technology MDIT program. Research focus sustainable design, in particular Regenerative Design in marine and coastal context.

**December 2016 - March 2019**

**Design Research Consultant**

**Suunto, Brand of Amer Sports, Vantaa (FI)**

Organization-wide Design Thinking lectures and workshops. Introduction of Design Thinking toolbox developed for Suunto, an outdoor sports and lifestyle technology company. Design research, concept development and testing for Suunto Dive: User interviews with scuba divers and translating research into design insights; leading concepting workshops and developing prototypes with the design team.

**May 2018 - November 2018**

**Postdoctoral Researcher**

**Aalto University, School of Business, Department of Information and Service Management, Helsinki (FI)**

Modeling conditions for socially and environmentally responsible design in organizations. Role of design in citizen engagement initiatives.

**2007 - 2018**

**Sessional Lecturer (annual courses)**

**School of Arts, Design and Architecture, Aalto University, Helsinki (FI)**

The aim in the annual Conceptual and Critical Design course is to investigate contemporary issues in society and find ways to address them exploring various designerly ways.

**2014 - 2016**

**Assistant Professor**

**IADE, Creative University, Lisbon (PT)**

Designing Futures course for Master Programs in Design and Visual Culture, Product Design, and Design & Advertising. (Beyond) Design Thinking for Master Program in Design Management. Design studios in Bachelor Program for Design.

**August-September 2013**

**Research Affiliate**

**MIT Senseable City Lab, Cambridge (US)**

Contributing to the ongoing projects, specifically user-considerations in data-driven urban projects.

**April-May 2013**

**Visiting Professor**

**USJ (University of St. Joseph), Macau (CN)**

The Environmental Experience in Macau course focused on the possibilities of environmental architecture and design in Macau.

The appointment also included advising Product Design students' graduation projects.

**2007 – 2010**

**Researcher, Lecturer**

**The Why Factory, Faculty of Architecture, Delft University of Technology, Delft (NL)**

With expertise in design, focusing on human scale and approach in future cities research group for architecture and urbanism.

Responsibilities included project planning, research, design and teaching in, Arctic Imports with Droog Design (2010-2012), Vertical Village with MVRDV (2009-2012), City Pig and Foodprint the Hague for Stroom the Hague, Foodprint Manhattan for Droog Design (2009) and Green Dream (2008-2009).

**2006 - 2009**

**Independent Designer**

**Rotterdam (NL)**

Clients include, OMA/AMO and Prada (2007-2009), Ellen Gallagher (2006) and S-T-A-R architects (2007).

**2006 - 2007**

**Architecture and Design Modelmaker**

**Werkplaats Vincent de Rijk, Rotterdam (NL)**

Architecture and product modelmaking with mixed materials, including cast polyester, metal and wood. Exhibition models for OMA/AMO, van Bergen Kolpa, MVRDV, REX and Droog Design.

**Spring 2003**

**Junior Designer**

**Cibic & Partners, Milan (I)**

Furniture and exhibition design.

## **Awards, grants and funding**

**February 2019, Winner of Design Club Open Call #2**

**Design Museum Helsinki (FI)**

Design Museum Helsinki, Lions Club Finland and John Nurminen Foundation together funded the exhibition production. Curatorial team: Julia Lohmann, Pirjo Haikola, Gillian Russell and Gero Grundmann.

**April 2018, Experience Design Platform SEED funding**

**Aalto University (FI)**

The amount of 30 000€ awarded for Postdoctoral research project.

**November 2012 Honorable mention, Zumtobel Group Award**

**Sustainability and Humanity in the Built Environment Research & Initiative category**

Sunny Water Lilies, Floating Solar Thermal Power Plants. Design by Pirjo Haikola and Ulf Hackauf. The collectors are based on an invention by Bill Gross (CEO of eSolar).

**August 2010 Marie Curie fellowship**

**European Commission Framework 7 Programme**

PhD research grant.

## Exhibitions (selection)

### **Critical Tide September-October 2019**

#### **Design Museum Helsinki (FI)**

'Critical Tide' brings together designers, artists and scientists exploring design, the oceans, and the possibility of making a difference through research, activism and community-based approaches to practice. Curators, Julia Lohmann, Pirjo Haikola, Gillian Russell and Gero Grundmann.

### **April 2013**

#### **New Urban Luxuries**

#### **Droog 20+, Salone del Mobile, Milan (IT)**

Winy Maas, Pirjo Haikola with Ania Molenda and Mick van Gemert and architecture students from Delft University of Technology. Urban utopia and science fiction, inspired by the Canadian Arctic.

### **Sunny Water Lilies 2012**

#### **Zumtobel Award winners, traveling exhibition**

Ulf Hackauf and Pirjo Haikola with Gonzalo Rivas Zinno

### **Vertical Village 2011**

#### **Museum of Tomorrow, Taipei (TW), Seoul (SKR)**

Maas et. al. with MVRDV and The Why Factory

### **City Pig and Foodprint the Hague 2009**

#### **Stroom the Hague, the Hague (NL)**

Winy Maas, Ulf Hackauf, Pirjo Haikola and Tihamer Salij

### **Foodprint Manhattan 2009**

#### **NY400 Week / Holland on the Hudson, Droog design / 'Pioneers of Change', New York (US)**

Winy Maas, Ulf Hackauf, Pirjo Haikola and Tihamer Salij

## Publications

### **PhD thesis**

Haikola, Pirjo. 2013. **"Beyond the Artefact and Techno-Centricity: Towards Process-centric Understanding of Architecture - Alternative Facilitation Strategies and Proposals"**. PhD Dissertation., University of Aveiro

### **Books**

Maas, Winy and the Why Factory. 2012. **The Vertical Village: Individual, Informal, Intense**. Rotterdam: Nai Publishers

Maas, Winy, Hackauf, Ulf, Haikola, Pirjo. 2010. **Green Dream: How Future Cities can Outsmart Nature**. Rotterdam: Nai Publishers

Maas, Winy, Sverdlov, Alexabder, Hackauf, Ulf, Haikola, Pirjo, Young, Wook Joung, Madrazo, Felix., Ryan, Mark, Salij, Tihamer, Suryawinata, Daliana, Waugh, Emily. 2009. **Visionary Cities: 12 reasons for claiming the future of our cities**. Rotterdam: Nai Publishers

### **Magazine Articles**

Haikola, Pirjo. 2010. **"Communicating Spaces," L'Architecture D'Aujourd'hui**. 378, 170-173

Hackauf, Ulf, Haikola, Pirjo. 2010. **"Our Impact," L'Architecture D'Aujourd'hui**. 378, 70-71

### **Patents**

Patent registration No. 2013/000003

## Invited talks (selection)

**20 October 2018, Good Design for a Bad World: Anthropocene**

**Dutch Design Week with Dezeen, Eindhoven (NL)**

Panel discussion with Jalila Assaidi, Pirjo Haikola, Sjoerd Kluiving and Rab Messina moderated by Dezeen founder Marcus Fairs.

**29 October 2015, Sustainable City - A Hundred Years From Now**

**DCEE 4th International Workshop on Design in Civil and Environmental Engineering**

**National Taiwan University, Taipei (TW)**

Invited speaker and co-organizer for pre-conference workshop.

**12 June 2015, Futures Thinking as a Part of the Design Process**

**Futures Studies Tackling Wicked Problems, University of Turku (FI)**

Panel organizer, chair and presenter of conference session. Learning from methods from Futures Studies and Design, to arrive to more imaginative, surprising, and useful futures.

**8 December 2011, Luxury of the North lectures and panel**

**University of Alberta, Edmonton (CA)**

Here, there, everywhere by Agata Jaworska (Droog Design), Arctic Imports by Pirjo Haikola (The Why Factory).

## Language skills

<b>Finnish</b>	native
<b>English</b>	near native
<b>Portuguese</b>	good
<b>Italian</b>	very good
<b>Spanish</b>	good
<b>Dutch</b>	fair
<b>German</b>	fair

## DIVING QUALIFICATIONS

PADI Emergency Oxygen Provider Instructor,  
Enriched Air (Nitrox) Instructor, November 2016

Indigo Divers, Albufeira (P) Course Director Jo Onslow #619193

PADI OWSI (Open Water Scuba Instructor),  
EFRI (Emergency First Response Instructor),  
November 2016

Indigo Divers, Albufeira (P) Course Director Jo Onslow #619193

PADI Dive Master March 2016, PADI Rescue Diver  
2015

Mar Ilimitado Dive Centre, Sagres (P) Certifying Instructor Ricardo Silva  
#341718

PADI AOWD 2015, OWD 2013

Dive Club Cipreia, Lagos (P) Certifying Instructor Nuno Alfaiate  
#325930

## PROFESSIONAL EXPERIENCE IN THE DIVING INDUSTRY

Diving Instructor, May 2017 - September 2017  
Dressel Divers International,  
Playa del Carmen (MX)

Diving Instructor responsible of teaching all levels of courses

Diving Instructor and Trip Director, December 2016  
- April 2017  
Cairns Dive Centre, Cairns (AU)

Trip Director of the liveaboard vessel and Diving Instructor.  
Responsible of the dive crew and clients, boat operations.

DM/DSDL 2016, Dive Guide 2015  
Mar Ilimitado Dive Centre, Sagres (P)

Experience with DSD Programs, Re-Activate, and assisting courses  
of different levels. Assisted Scientific Dives for Sea4Us and CCMAR  
Centre of Marine Sciences.