HÄME POLYTECHNIC

Wetterhoff

Newsletter 1 /footwear
1/2004

- 15 years of Footwear Education at Wetterhoff -

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You have in your hand, first Newsletter from footwear department of Design degree programme from Häme Polytechnic/Wetterhoff, from Finland. Newsletter will come out at the end of Academic seasons, December and June. It will grow to a forum where students, teachers and professionals will share their views of the field. This first Newsletter 1, has done by Merianne Nebo, Head of the Footwear Section. In this letter I will inform you about the footwear studies and happenings of the footwear section from the Academic Season Autumn 2003.



WHY PUBLISH A NEWSLETTER?

By this year Wetterhoff has offered footwear education for 15 years. I want you and the footwear field become more acquinted with our footwear studies and to know what services we offer to the field. I have seeked of the good forum, this could be the one. I hope that we will develop together with professional a forum where we will share information about the field that is important to us. Newsletter will soon be found in electronical form in our web pages, www.wetterhoff.hamk.fi .

HISTORY OF WETTERHOFF EDUCATION IN NUTSHELL

- From the wish of footwear industry in Finland, education started in 1989, Higher National Diploma HND
- Cooperation with the Vocational School of Tampere has been a strength from 1989 and still is in the year 2004 (workshop facilites)
- Footwear education started as an experimental and establised as a Bachelor degree (BA) level in 1993
- Footwear education has been developed eg with a support of Eemil Aaltonen Muistorahasto
- Footwear studies were part of Garment section until it started as its own department in 2003
- **BA degree footwear education is unique in Nordic countries**



WHAT IS THE OCCUPATION OF FOOTWEAR DESIGNER?

An artenome is a finnish occupational name for a person who graduates from Polytechnic from cultural area of Design. The name of artenome equals designer in English. A designer is a technical orientated and understand production demands) and is capable of working in various areas of the footwear field. During four year studies a student builds up a bath by which he/she develops and strengthens the later professional career. Four examples of building up caree during studies; 1) a student were interested in commerce/trade area. Studies concentrated on business studies, work practise was done for a retail shop and final work was a research for the footwear chain. Today the student works for footwear chain as a product manager. 2) Another student, who wanted a international career as a designer. All works in four year studies were done for international companies, work practises were done for international companies abroad and finally the finish of the studies ended with a design work for the design company abroad. Today the student works as a designer outside Finland. 3) A career in footwear company in Finland: a student concentrated in CAD (computer aided design programme) studies, did work practises for shoe companies and final work for a shoe company about the CAD programme. Today a student works as a CAD designer in a shoe company. 4)Last example is a student who was pationally interested in hand made footwear. Studying years the student studied abroad (student exchange) on specialized techniques, gain experience by work practise at hand made shoe company and developed a hand made shoe range for a company as a final work. Today the student works as a technical designer in a hand made shoe company.

WORK AFTER STUDIES

50 % of HND students work for footwear field
80 % of BA students work for footwear field

	%
Industrial footwear design:	
Footwear manufacturers	23
Design studios	14
Hand made shoecompanies	15
Commercial, footwear chains	15
Own footwear design company	2
Education	1
Other than footwear field	30

WHAT ARE THE STUDIES IN FOURS ACADEMIC YEARS?

	%	Note
Design process Design Technology, making (includes CAD)	45	These subjects train and practise for footwear design, development and for technical production. For the field of trade, industry or hand made
Workpractise	12	
Final work	6	
History of culture	5	Arthistory, history of footwear, design history
Communication skills: computer programmes: photoshop, freehand + others : word, excel, page maker, power point, manual drawing skills, presentation skills, writing	7	These tools are used in all footwear projects
Languages (english, swedish) compulsory	2	English language is included in all footwear projects
Other subjects	23	
The official curriculum is based on differents devisions, this sample above tries to reflect studies to footwear field. Official curriculum needed for more detailed examination.		

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ACTIVITES AT FOOTWEAR SECTION AUTUMN SEMESTER 2003



Lecturer Johanna Pitkänen begins her studies

Johanna works as a junior lecturer in footwear section. She came from footwear industry to education field four years ago. She was working as a designer in a footwear company before the current work. Johanna is one of our HND students from 1995.
Johanna is tutoring students on CAD programme, from the perspective of industial pattern engineering. She is also in charge of material resources as well as our closing and lasting departments. Johanna also tutors students on basic manual pattern cutting technigues.
Johanna will gualify as a teacher from teacher-training Polytechnic . She concentrates to develop our footwear education in her studies.



Senior lecturer Merianne Nebo graduated

Head of Footwear section, Merianne, became a Masters` degree holder in January 2004. She has previously gradutated (HND) from England (Wellingborough Technical College) and worked as a designer eight years in England and in Finland. From 1992 she has been charged of the footwear education at Wetterhoff. She is a qualified teacher (1994) and a Bachelors` holder from 1996. Her Masters` work at the University of Derby, UK included research work on design process methods on performance footwear, concentrating on producing a learning material for functional footwear, fit-for-purpose technical design. The learning material is with the hard copy form as well as electronical form. Major supporters for the work : Eemil Aaltosen muistorahasto, Hämeen kulttuurirahasto ja Wetterhoff säätiö. Special thanks to professionals from Urho Viljanmaa manufacturers: Klaus Viljanmaa, Juha Rajakallio ja Teppo Rokka.
Merianne`s post includes developing footwear education and being in contact with footwear field. She organises projects closely link to the field. Lecturing subjects this year are: materials, foot anatomy and dynamic, pattern cutting problematic, technology and functional footwear design and production. Outside footwear studies Merianne gives lectures on Intercultural Communication.



Designer Hedi Raikamo from London

Designer Hedi Raikamo has been a great tutor for students on various design processes. Autumn she helped students to design a successful footwear range for German plw- design competition. Hedi shared her experties on a bag range design too . Hedi is a metropolitan whose home is somewhere between London- Helsinki- Los Angeles.

Graduated:

Taru Hakkarainen

Thesis: Computer footwear game for shoe exhibition

They began footwear studies:

Anu Hakkarainen
Vilma Lahtinen
Juho Rohila
Tuija Varjo

They continues pationatelly footwear studies:

2.year	Katja Hatakka	3.year	Jenni Kannisto	4.year	Sanna Lahtinen
	Ida Koskinen		Jaana Karenius		Jenni Autio
	Riikka-Maria Mäkinen		Katja Koukkunen		Vilja Kujala
	Ville Siipola		Marjo Kuusinen		Joonas Ojalehto
	Pekka Keinänen		Mia Karttunen		Marja Laine
	Pia Mäki-Turja		HannaLeena Saarenmaa		
	Terhi Pölkki				



NOVO/Spain Design studio



Sanna Lahtinen
Jenni Autio

WORK PRACTISE ON THE 4 IH YEAR

4th year students started working on final thesis. Before that they had a 2,5 months period on footwear field . Sanna Lahtinen and Jenni Autio spent an interesting time in Spain, working for a design studio NOVO. If you want to know more about their experiences: sanna.lahtinen@hoffi.hamk.fi ja jenni.autio@hoffi.hamk.fi
Joonas Ojalehto suprised shoemakers at Lahti theatre, Finland. He worked on hand made shoes and boots . Theatre has booked him on other projects in future too, ask more from joonas.ojalehto@hoffi.hamk.fi
Vilja Kujala gained important experience on footwear design by working for Nokian shoemanufacturer, Finland. Vilja may tell you more about it on address as vilja.kujala@hoffi.hamk.fi
Marja Laine gained more knowledge and experience on commerce field by consulting uctomers of Boot Factory, Finland. Marjas`s email marja.laine@hoffi.hamk.fi

Participating to the opening of Finnish new Footwear Exibition at Tampere

Footwear section participated to the opening ceremony of Footwear Exhibition at Tampere Museo. Two students completed a footwear computer game for the exhibition. Students Taru Hakkarainen and Maria Luoma.

Parliament Christmas trees

Students of Design programme were invited to decorate fours Christmas trees in Finnish Parliament. Footwear students decorated on Christmas tree with the touch of Bauhaus.

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Exchange students at Footwear Section

Autumn semester English language filled the footwear section. Students from UK, Sweden and Estonia studied footwear design and production. Students completed the process with lots of new knowledge on footwear and they were very motivated to finnish footwear/bag range. Special mention to this: none of them new about shoemaking before! Surely the facilities at a workshop at Tampere college maximises their success. Hedi Raikamo tutor on design, Merianne on production and Seija Salomäki from Tampere college helped with machinery.

Plw- shoe design competition in Germany and Pirmasens shoefair in Germany





Jenni Kannisto



Katja Hatakka

We were invited to participate to plw-shoedesign competition as well as to present our education at Pirmasens fair. Hedi Raikamo tutored design process and Merianne supported in shoemaking and in design documents. Student Katja Hatakka is thankful for Mantere shoemanufacturer and pattern cutter Petri Palomäki for helping her in a lasting process. Over 100 designs were in competition and 3 winners game from shoe industry. 4 students designs ended up to IMPULS trend magazine.

At the fair stand we presented students works from the following areas: hand made shoes (Linen collection), industrial shoes (Jalas foot orienteering shoes, ladies boots, and motorbike boots) and an innovative designs such as Loops range.

German shoeindustry and footwear education welcomed us by various activities during the daytime and evening. Our students get to know a footwear students circle in Middle-Europe. Further cooperation has started.

A financial support game from organizes of Pirmasens fair, except travelling expensies.

IMPULS 1 /04 number 136
See designs on pages 10 &15

Student exchange to Europe

Mia Karttunen exchanged to the University of Derby, UK. She is studying graphics. She is interested in to develop prints, logos, advertising materials for shoe industry. Mia returns back to Wetterhoff in May. Ask more from her, mia.karttunen@wetterhoff.hamk.fi.

Marjo Kuusinen exchanged to the Gent University , Belgium. She studies art history and makes various projects. Her email marjo.kuusinen@wetterhoff.hamk.fi Marjo returns to Wetterhoff sometime in spring.

Nanso footwear range

Team of footwear students designs a new footwear range for NANSO. A little more about it at Nordic Shoe&Bag fair. Check out at NANSO stores in early summer.

WE THANK FOR OUR SUPPORTERS !
Our stand at Nordic Shoe&Bag Fair , Stockholm 21-22.2.2004
Participation made possible:
Eemil Aaltosen Muistorahasto, Mantereen Shoemanufacturer, Last company Lestiteollisuus, Nikander&Wiinikka, Intermedius, Veljekset Jyrkiäinen ja Jalkinekorjaamo Kolehmainen Tmi

FOR YOUR ATTENTION:

- **Are you interested in cooperation?**
- **Do you want a student for workpractise?**
- **Does your company want/need assistance on research work or on design? Final work or/and projects with the Footwear Section could be an interesting idea**
- **Activities in year 2005:**

We are planning for the year 2005 which is a very special year for Wetterhoff and Footwear education. Wetterhoff will celebrate 120th birthday and footwear education has just passed 15th year being the only BA degree course in Nordic countries. We want the year to be unforgettable. I f you have any ideas what we could do together and support us, please, contact me merianne.nebo@hamk.fi or call +3583-646 3641 or mobile + 35840-5859714

Next Newsletter (2) will come out in the beginning of June. Then I will tell you more about the Nordic Shoe&Bag Fair in Stockholm, about teacher exchange, summer workpractise, design work for a shoe company and many other interesting things.
Cooperative Regards Merianne Nebo

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