

The visual identity of the World Design Capital Helsinki 2012 was built around the idea of openness. Citizens were taken to the centre of design and problem-solving to develop ideas and solutions further. The brand identity featured hundreds of graphic interpretations of the main themes (Open Helsinki – Embedding Design in Life, Global Responsibility, and Roots for New Growth), designed in Open Identity Workshops by people of all ages, nationalities and other different backgrounds. The identity changed its look between media and events as more graphics were fed in, representing the open source idea in the form of an identity system.

<http://www.kokoromoi.com/work/wdc-helsinki-2012/>

