

Designing for Extremes

24th—26th February

The Artic Circle

Rovaniemi Finland

“The Home of Santa Claus”



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Join us for the First TEA Academy Day to be held at the Artic Circle. Our Topic for this event will be “Designing for Extremes”

We are extremely pleased to announce that the key note speaker for this event will be the TEA 2016 Buzz Price Award Lifetime of Distinguished Achievements winner **Keith James** the CEO and Owner of Jack Rouse Associates



So it's time to find your inner elf and join us at Elf School for this one of a kind TEA event.



Arrive in Rovaniemi, during the day of the 24th there are two main flights in a day. We will start with a TEA mixer at the wonderful Joulukka, where we will step into the fairy tale!

Our conference program will start on the morning of the 25th, with a keynote presentation by **Keith James**. Topics for the conference will include, Ice Hotels, electric cars in the Arctic, building exhibits in the extremes



In the afternoon we will visit Santa Park and its elf school. The Evening is concluded with another mixer at the world famous Artic Snow hotel, if you wish you can stay for the night in the snow rooms or the igloos.



After all of that what more could you want .. But we can also arrange husky Safaris, Reindeer Rides, Snowmobile adventures and more.

Our conference price is for the conference and associated itinerary only. Once you have registered you will be sent details of the hotels available and how to organise any extra activities. Registration will be limited initially to Members only.



Members Price for this conference
 \$100.00

[Register](#) Here

Outline Program

Wednesday 24th

Arrive Rovaniemi airport by 18.00

19.00 Transport to Joulukka, for evening mixer and dinner

Thursday 25th

08:30 Arrival – morning coffee

9:00 Starting

9.05 - TEA Introduction

9.15 – 9.40 Key Note - Keith James JRA

INDUSTRIAL AND SERVICE DESIGN

9.40 – 10.00 Design for exteriors

10.00 -10.30 CASE: NEVE electric cars in Arctic areas

EXPERIENCE DESIGN

10.30-10.50 Stephen Richards- Paragon Creative – Design extremes

10.50 - 11.20 CASE: Jukkasjärvi Ice Hotel

DIGITALIZATION & DESIGN

11.20-11.40 Digital Content – Mat Barton – 7th Sense

11.40 - 12.10 CASE: OSUUSPANKKI – Service Design and Digitalization -Leif Rehnström, HelloFuture)

12.10 - 12.30 Q & A

12.30 - 13.30 LUNCH

13.30 - Travel to Lappset , presentations on snow and Ice

15.00—Travel to Santa Park

19.00—Travel to Snow Hotel for evening reception

Friday 26th

Stay on for optional visits and activities, or travel home