

## Muova description

Muova is a research and development centre of the University of Art and Design Helsinki and the University of Vaasa. MUOVA is a governmental, non-profit organization, funded in 1988.

Muova offers design, research and training services. Muova specializes in solving company problems and fulfilling the needs of the business world. Muova combines multidisciplinary research, innovative methods and a human-centred approach. Muova has developed expertise in brand and design management, creativity, user-centeredness and industrial design.

Muova carries out applied research. The means of design, marketing and communication sciences are used to reach the aims. The study programme of design management within the Open University of Vaasa is one example of our education services.

Muova is located in Vaasa ([www.vaasa.fi](http://www.vaasa.fi)), which is internationally known for several companies in the energy field, such as ABB, Wärtsilä and Vacon. This has made it possible for Muova to specialize in activities dealing with energy and the environment. Muova has executed more than 200 projects with different companies.

Muova cooperates with several international universities, especially in the fields of design and technology. Current cooperation projects include research partners from Delft University of Technology in the Netherlands, The Royal Institute of Technology in Stockholm, the University of Oxford in Great Britain, the Royal College of Art in London, the Estonian Academy of Art, Fraunhofer Institute in Germany and Nihon University in Japan.

## MUOVA and EU partnership

We offer our partnership in research and development and education projects. This includes FP 7 programmes, lifelong learning programmes and culture and media programmes. The FP 7 can be, e.g., environmental, energy transportation and projects that benefit SMEs.

We have developed strong expertise in project management, and can provide a reliable partnership. We provide our networks for dissemination of the results. We combine existing projects and ideas into new ones. Below you will find a description of some of our projects.

## Examples of Muova's projects

**e-Craft Idea Tutor – creative e-learning environment for the craft sector (e-CIT)**, is a Leonardo da Vinci (EU) educational pilot project that aims to develop and test a creative e-learning environment for the second grade handicraft and applied arts students and teachers in the EU area. e-CIT unifies handicraft, creativity and multidisciplinary information, e.g. consumer information, future trends and history, in finding new product ideas and developing them into a customer-oriented product concept and products. e-CIT aims to answer the challenges of today, e.g. more conscious consumers and the Storytelling society.

**Visual - analysing and developing the international company image.** Visual was an educational and development project for SMEs and was funded by the ESF programme. The project included investigating the state of art and the expectations of the companies and their image. These were tested and future concepts were created. The project also functioned as an educative project for the companies.

**Desme – Designing Smart Energy** is a research project on households' energy use. In this project we study if and how households' energy consumption can be influenced by industrial design. The question are, for instance, how consumers use energy, how people evaluate innovative product and service ideas, and how this information can be used in order to create more energy efficient and energy sustainable households. The other university partners are Vaasa EMG and the Interactive Institute of Sweden. Company partners come from energy, consultation and telecom industries in Finland, France and Ireland.

**Desire - Creating innovations through market-oriented service design.** Desire focuses on how market-oriented service design can renew the development of corporate services. The research is focused on the different stages of the innovation process: development, processing and assessment of ideas. The research is being carried out by Svenska Handelshögskolan and Muova. Company partners are from Finnish baking and postal service industries, real estate and telecom industries.

**Creative Lab**, creative laboratory, is a place that supports companies and other organizations' innovation activities. The focus areas of the Creative Lab are, for example, products and services, brand, marketing, communication, vision and creativity. The Creative Lab can function as a meeting place when planning how to include experts and clients in the company's development activities.

**Virtu – Innovative education network for development in the furniture industry**, ESF funded, focused on the needs arising from the structural change in the field of the furniture industry. Targeting long-term development, the project aimed to enhance the companies' know-how and business culture. A concept for virtual-factory education was developed during the project. The project was coordinated by Teuvan ammatillinen aikuiskoulutuskeskus TEAK Oy, and the partners, including Muova, were from Finland, France, Germany, Ireland and Spain.

**Vaasa and Umeå connected by visions.** The main objective of the educational project "Vaasa and Umeå connected by visions" (Interreg funding) was to create new future plans and concepts that would meet the changing needs of ferry transportation. The project was organized in order to find new concepts to attract passengers aboard the ferries after the termination of tax-free sales. The partners besides Muova were the University of Vaasa, Umeå University – designhögskolan and the University of Lapland.

**KNOWOODNET - Definition of innovative, on-line educational & training strategies for facilitators of multi-purpose relations and inter-enterprise dissemination of skills and competences** (Leonardo da Vinci - EU). The KNOWOODNET project focused on the definition of a training course targeted at technicians with specific professional skills in the wood and furniture sector, and the project defined common, transferable and accredited skills standards to better enhance relations amongst education providers and support agencies. The project was coordinated by IPSIA MATTIONI, and partners were from Italy, Finland, France, Hungary and Slovenia.

**For cooperation and for more information please contact:**

Tanja Oraviita | [tanja.oraviita@taik.fi](mailto:tanja.oraviita@taik.fi)  
Western Finland's design centre MUOVA  
University of Art and Design – University of Vaasa  
Wolffintie 36 A | 65200 Vaasa | Finland  
Tel. +358 6 357 6332 | fax. +358 6 312 8664  
[www.muova.fi](http://www.muova.fi)

