



PIRJO HAIKOLA CV

I am a researcher, designer, educator, and author, focusing on experimental approaches to the creative process - how methods from diverse fields from arts to sciences, and in particular Futures Studies, can be applied to creative work. I am interested in how these methods can help us see beyond the status quo and imagine creative, preferable futures.

1979 (Finnish)
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EDUCATION

2010 - 2013

[PhD in Design, Marie Curie fellow](#)

DESIRE Network is funded by the European Commission Marie Curie Actions: University of Aveiro (PT) host, with Eindhoven University of Technology (NL), Copenhagen Business School (DK), University of Milan (IT), Philips Research (NL) Lancaster University (UK)

This research project recognizes the need to go beyond the current artefact and techno-centric view of the architecture process and understand it as a social system. Through a user-centric approach the research contributes to a better understanding of the challenges architects face in the architectural process. Responding to architects' specific needs and abilities, one of the project outcomes is an information management and communication software application prototype with a visualization interface.

2011

[PDEng program](#)

attendance through DESIRE network
Eindhoven University of Technology
Eindhoven (NL)

Information Visualization principles and techniques.

2003 - 2006

[Master of Design](#)

Design Academy Eindhoven
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
Milan (IT)

Politecnico di Milano is a state university offering courses in engineering, architecture and different fields of design. Courses attended in interior, graphic, industrial and fashion design.

1998 - 2002

[Bachelor of Industrial Design](#)

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

Institute of Design is a part of Lahti University of Applied Sciences (previously called Lahti Polytechnic).

PROFESSIONAL EXPERIENCE

2014 - present

[Assistant Professor](#)

IADE, Creative University
Lisbon (P)

The courses include: 'Designing Futures' for Master students in Visual Communication and Product Design, focusing on trend analysis and futures studies methods and their application to design, for designers to have a holistic understanding of society. '(Beyond) Design Thinking' for students of Master in Design Management, introducing theory and practice of design thinking.

2007 - present

[Sessional Lecturer](#)

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

The aim in the course is to engage master students with different research methods from a variety of fields ranging from arts to sciences and encourage experimentation on how these might be applied to creating experimental and innovative design projects.

August-September 2013

Research Affiliate

MIT Senseable City Lab
Cambridge (US)

Research appointment involved contributing to the ongoing projects as a designer with experience on urban projects. Specifically including user-considerations into data-driven projects, designing user-studies for urban monitoring applications, and envisioning new ways to utilize and interact with urban data.

April-May 2013

Visiting Professor

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

USJ is a new university developing into international high quality education and research institution. The 'Environmental Experience in Macau?' course focused on the possibilities of environmental architecture in Macau and ways in which context and technology may inspire the aesthetics and improve the performance of the built environment. 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)

The Why Factory is a future cities research group for architecture and urbanism led by Prof. Winy Maas. The research and MSc program concentrate on models and visualizations for future cities. Projects (selection): 'Arctic Imports' for Droog Design (2010-2012); 'Vertical Village' The Why Factory and MVRDV (2009-2012); 'City Pig' and 'Foodprint the Hague' for Stroom the Hague; 'Foodprint Manhattan' for Droog Design (2009).

2006 - 2011

Independent designer

Projects (selection): OMA / AMO Prada: Website concepts, graphic design and illustration (2007-2009). Installation for Temporary Art Center Eindhoven: the Dutch Design week (2007). Fine art construction, Ellen Gallagher: A series of large dimensional posters for exhibitions 'DeLuxe' (2006).

2006 - 2007

Architectural modelmaker

Werkplaats Vincent de Rijk
Rotterdam (NL)

Werkplaats Vincent de Rijk is specialized in exhibition models made of cast resin and mixed media. Projects include Pharos (OMA), Wyly Theatre Dallas OMA / REX), Paris Opera (MVRDV) and OMA White City, masterplan for west London (OMA)

Spring 2003

Junior designer

Cibic & Partners
Milan (IT)

Cibic & Partners operates in the fields of industrial design, interior design and architecture. Aldo Cibic was one of the founders of Memphis.

Autumn 2002

Junior designer

Makio Hasuike & Co
Milan (IT)

Makio Hasuike & Co designs everything from accessories and kitchen appliances to buildings. Makio Hasuike is also the founder of MH way.

AWARDS AND ACCOMPLISHMENTS

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 celebrate the beauty of the large scale green infrastructure. Design by Pirjo Haikola and Ulf Hackauf. The collectors are based on an invention by Bill Gross (CEO of eSolar).

January 2012

Patent registration No. 2013/000003

Software 'Mneme' developed as a part of the PhD project.

August 2010

Marie Curie fellowship

European Commission Framework 7 Programme

PhD research grant.

LIST OF PUBLICATIONS

PhD thesis

Beyond the Artefact and Techno-Centricity: Towards Process-centric Understanding of Architecture - Alternative Facilitation Strategies and Proposals

Haikola, P. 2013. University of Aveiro.

Books

The Vertical Village: Individual, Informal, Intense

Maas et al. with t?f, MVRDV, the Berlage Institute 2012. Nai Publishers.

Green Dream: How Future Cities can Outsmart Nature

Maas, W., Hackauf, U., Haikola, P. 2010. Nai Publishers.

Visionary Cities: 12 reasons for claiming the future of our cities

Maas, W., Sverdlov, A., Hackauf, U., Haikola, P., Joung, Y.W., Madrazo, F., Ryan, M., Salij, T., Suryawinata, D., Waugh, E. 2009. Nai Publishers.

Magazine Articles

Communicating Spaces

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

LANGUAGE SKILLS

Finnish
English
Italian
Portuguese
Dutch
Spanish
German
Mandarin Chinese

native
near native
very good
good
fair
fair
fair
beginner

EXHIBITIONS (SELECTION)

Organizing and curating:

2014

'Idea over Media'

Museum of Technology Helsinki (FI)

Course led and exhibition curated by Pirjo Haikola. 9 projects by Master students from Aalto university, School of Art, Design and Architecture.

Projects in exhibitions:

2013

'New Urban Luxuries'

Droog 20+, Salone del Mobile

Milan (IT)

Winy Maas, Pirjo Haikola with Ania Molenda and Mick van Gemert

2013

'Sunny Water Lilies'

Zumtobel Award winners, traveling exhibition

Ulf Hackauf, Pirjo Haikola with Gonzalo Rivas

Permanent exhibition

'City Pig'

'Dutchville', Netherlands Architecture Institute (Nai)
Rotterdam (NL)

Winy Maas, Ulf Hackauf, Pirjo Haikola and Tihamer Salij

2011 'Vertical Village' Museum of Tomorrow Taipei (TW)	Maas et. al. with MVRDV and The Why Factory
2009 'City Pig' and 'Foodprint the Hague' 'Foodprint' Stroom the Hague the Hague (NL)	Winy Maas, Ulf Hackauf, Pirjo Haikola and Tihamer Salij
2009 'Foodprint Manhattan' NY400 Week / Holland on the Hudson Droog design / 'Pioneers of Change' New York (US)	Winy Maas, Ulf Hackauf, Pirjo Haikola and Tihamer Salij
2007 'Paradise of Choice' Platform 21 Amsterdam (NL)	Pirjo Haikola and Arno Verhoeven
2006 'Disguising Identity' 'Master Pieces' Droog design gallery Amsterdam (NL)	Selection of Masters projects from the Design Academy Eindhoven

LECTURES / PUBLIC PRESENTATIONS (SELECTION)

12 June 2015 'Futures Thinking as an Inherent Part of the Design Process' Futures Studies Tackling Wicked Problems University of Turku (FI)	Chair and a presenter of the conference session. The panel discussion and presentation centers on a proposition, that by creatively learning from and appropriating methods from Futures Studies to design, and conversely, from creative fields to Futures Studies, we could arrive to more imaginative, surprising, and useful futures.
30 May 2015 'Future Uncertainties and Priorities in Places of Leisure - Algarve' 5° Algarve Design Meeting Faro (P)	Artistic Futures from design, architecture, and urbanism - commenting on the present and causing speculation of futures provide a stark contrast to the development of the Algarve. What are the possible, probable, and preferable futures of the region?
12 February 2014 'Designing Diversity Across Scales: From Pigs to Flowers, from Arctics to Tropics' Stanford Design Program Stanford (US)	Diversity of topics and contexts illustrates the range where designers can make an impact.
8 December 2011 'Arctic Imports' lecture University of Alberta Edmonton (CA)	Luxury of the North lectures and panel debate: 'Here, there, everywhere' by Agata Jaworska (Droog), 'Arctic Imports' by Pirjo Haikola (The Why Factory), 'Productivity of Nature' by Christien Meindersma, Tim Antoniuk (University of Alberta)
7 December 2009 FORUM / B.A.R.C: Green from Scratch Shenzhen & Hong Kong Bi-City biennale of Urbanism/Architecture Shenzhen (CN)	Wang Hui, Wu Wenyi (Urbanus), Ma Yansong, Dang Qun (MAD), Jiang Jun (Urban China), Paul Kroese, Pirjo Haikola (MVRDV / The Why Factory) among others.
15 October 2009 The Why Factory Inauguration 'My Future City' Delft University of Technology Delft (NL)	Bas Verkerk (Mayor of Delft), Ole Bouman (Director Nai Rotterdam), Kristin Feireiss (Aedes Architecture Forum), Pirjo Haikola (The Why Factory), Bernard Hufenbach (Head of Strategy and Architecture ESA/ESTEC) among others.