

Habitare Protos

Application instructions

Habitare Protos is an annual exhibition produced by Imu Design and Habitare. It presents 10-12 new prototypes for manufacturers and the public at the Habitare design fair. Proposals can be sent by all designers living in Finland, both individually or in groups. Habitare will be held 2-6 September 2026 at the Helsinki Expo and Convention Centre.

APPLICATION

Your proposal can be any design object related to either the home or public environment. Send your proposal as a PDF document to ida.agren@messukeskus.com by 23:59 on Thurs 12 February 2026. The document should be landscape, not portrait and the maximum file size is 5 MB. Present your proposal in a compact way (1-2 pages). A short text, a list of used materials and main measurements of your work should be included in the presentation. Give your proposal a name and mark it visibly in your presentation. Your own name should only appear in your email to ensure anonymity. Make sure the name of your proposal, your own name, and your contact information are all included in your email. The subject of your email should be "Habitare Protos" and the name of your proposal. You can send more than one proposal in one email but make sure each one is a separate pdf file. The jury will select the works which will be presented at the Habitare fair within a week of the proposal deadline. All participants will be informed after the decision.

The Jury

The Jury consists of **Elina Aalto** and **Saara Renvall** from Imu Design, Habitare Creative Lead **Päivi Helander** and designer **Reeta Laine**. Habitare Producer **Ida Ägren** is the jury secretary.

Selection criteria

The jury is looking for clever, original designs which have product potential. We are primarily looking for designs which have not been previously published or exhibited but we will not rule out works which have been seen earlier.

Rights

The designer has all the rights to their work.

Questions

Questions regarding the application process can be sent until 31 January 2026 to saara@saararenvall.fi.

Developing the selected works for the exhibition

The selected designers are in charge of making their prototype and all costs involved. The prototypes should be ready to be photographed at the beginning of June. Habitare and Imu Design offer the space and stand, product photography, visibility on the Habitare website and social media as well as communications and marketing.

The designer is responsible for transporting their work to and away from the photography studio and the fair grounds. If the designer wishes to insure their work, this should be done at the cost of the designer.

The organisers have the right to leave out from the exhibition any work that is not completed on time or that has significantly changed from the proposal without consent from the organisers.