

ALVESALO

“The world seems chaotic, and no one has answers. it's all about communication, whether it's about the world's most valuable work of art, sustainable city, design, fashion, food, technology or service.”

Tiina Catherine Alvesalo

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Communication, Circular Economy & Sustainability Specialist

Summary

Specialized in concepts for better planet: journalism, visual and strategic communication about art, fashion, design, food, travel and tech. Passion for the change.

°Circular Economy °Corporate Social Responsibility °Sustainable Development Goals °Climate Change °Diversity, Equity & Inclusion °Green Transition °Carbon Foot Printing °ISO Environmental Management Systems °GHG Emissions °Zero-Point Energy °AI Working Life °System Thinking °Art °Fashion °Design °Food °Tech °Social Media °Producing °Marketing °Communication °Planning °Researching °Teaching °Auditing

References

Infinite Fiber Company, YLP! City of Raasepori, Artek, Volvo, Helsinki World Design Capital 2012, UPM ProFi, Sanoma, Talentum, A-Lehdet, YLE, WsoyPro, Music TV Europe, Warer Bros. Finland, Image Publishing, Korjaamo, Helsinki Design Week, Paulig, Posti, Finnair, Nokia, Cartier, Diesel S.P.A, Hugo Boss, Melting Pot, Taidehalli Kunsthallen, Design Forum, Nanso, Finnwear, Makia, Design Museo, Forum Box, Ekosähkö, Finnish Red Cross, Artek Manifest, Public Action and PÀP Magazine.

Experience

Communication, Circular Economy and Sustainability Specialist

2024–2020

Infinite Fiber Company, Finland: Communication & Marketing Material Production: Textile Circularity, Corporate Social Responsibility (CSR) Diversity, Equity Inclusion (DEI), GHG Emissions and Sustainable Development Goals (SDG'S) and concept planning. YLP! Finland: Communication & Environmental Specialist, ISO 14001 Environmental Management Systems, Consulting, Auditing Teaching and Communication.

Environmental & Sustainability Planner

City of Raseborg 2019-2020, Raseborg Finland: Environmental Planning & Researching; Health, Environment & Security (HSE) Mapping, Sustainable Development Goals (SDG's), Communication, Auditing, Producing, Sustainable Development Road Map 2030.

Founder, Editor in Chief & Communication Specialist

Self Employed 2012-2019 Helsinki Finland

Artek, Manifest co-operation with Helsinki World Design Capital 2012, UPM ProFi, Volvo, iittala and Diesel. Public Action with Red Cross, Hunger Day, Sanomapaino, Design Forum, City of Helsinki, Hospital of Lapinlahti, Nokia, Ekosähkö, Makia, Carlsberg and Vallila.

Project Manager for Artek Editorials

Artek 2011-2012 Helsinki Finland

Researching, planning and producing communication materials: Alvar Aalto, Ilmari Tapiovaara for Artek Sweden, Germany and USA. Artek's 2nd Cycle shop launching in Helsinki, Jørn Utzon, Bauhaus Museum in Dessau Germany, Vitra Museum, "One Chair to Propaganda", Painting Robot for Artek USA, Mark Kiesling: do you read me? Artek Germany. Comme des Garçons: Launching of The Two Towers pocket shop for Artek Finland.

Journalist & Sustainability Specialist

Self-Employed 2006-2012 Helsinki Finland

Public Action, Artek Manifest, Blue Wings, A-lehdet; Leinelä, Ruukki, Painomaaailma, Happi.

CEO, Founder & Chairman of the Board

Modabox Ltd 2001-2006 Helsinki Finland

Boutique Agency specializing in communication located in Helsinki 19th century building by Gesselius, Lindgren and Saarinen. A strong network of international photographers, journalists and illustrators. Communication, PR, venues, exhibitions and content marketing: Diesel S.p.A, Cartier, Nokia, Siemens, Paulig, Nanso, Hugo Boss, Design Museum, Studio Cappelini, Forum Box, Finnwear, Posti, Taidehalli Kunsthallen, Meltin Pot and Finnair.

Founder, Editor in Chief, Journalist & Creative Director

2001-2006 Helsinki Finland

PÀP Magazine, distributed in 24 countries and high-profile bookshops and galleries: Academic Bookstore Helsinki, 10 Corso Como and Armani Store Milan, Collette Paris etc.

Teaching & Work Shops

2000-2004, Aalto University, University of Vaasa and LAB Institute of Design and Fine Arts.

Freelance Journalist, Production Manager

1992-2006 Helsinki Finland

City, MTV Europe, Image, Markkinointi & Mainonta, Taloussanomat, Gloria, Trendi.

Fashion Designer, Trend Consultant

1985-1992 Milan Italy

Giorgio Corregiari, Zeus, Nadja Fassi, Ornella Bignami, Condé Nast: Lei, Superstudio, Rivista Moda and Annabella, Silo, Luhta, Finnwear and Rukka.

Education

SYKLI Environmental College

Circular Economy Specialist 2024, Health Security Environment Quality (HSEQ) 2020

Istituto Marangoni

Master's Degree of Fashion Design 1991: Fashion, Design, Marketing and Communication.

Eira High School

Graduate: English, Swedish, History, Biology, Psychology, Native Language 1983.

Independent Courses

University of Turku: Future Studies 2020, Västra Nylands Fölkhögskola: Fotokonstlinjen 2015, Academy of Arts Helsinki: Procnostics Master Course Seminar 2016, Aalto University Creative Business Management 2009, Aalto University: English Business Communication 2007, University of Helsinki: Art and Architecture 1998.

Skills

Journalism, Communication, Marketing, Writing, Photographing, Producing, Video, Editing, Curating, Researching, Environmental Management, Microsoft Office, Adobe Photoshop, InDesign, Facebook, Instagram, Treats, Twitter, LinkedIn, Clubhouse and Bluesky.

Languages

°Finnish °English °Italian °Swedish °French °Spanish.

Exhibitions

Design Museum, Forum Box, Salone del Mobile: Studio Cappellini.

Books

PÀP luovan busineksen 12 vuodenaikaa by WSOYpro, 2000.
Luxuria—Not for Everyone 1998 by Modabox ,1998.

Documentary

Man Behind Diesel—President of Diesel S.P.A. for Channel 4 Finland (Nelonen) 1997.

Volunteer Experience

Co-operation with Finnish Red Cross in Hunger Day with Project Public Action 2013.

Recognitions

Grant: SanomaPro PÀP luovan busineksen 12 vuodenaikaa (2000), Grant: The Union Of Journalists In Finland, New Digital Media Platforms in London (2013), Grant: Alfred Kordelin Foundation, Public Action (2013), Grant: Grafia Public Action, How to Curate Democracy (2013), Member of the Grand Jury for Finnish Periodical Publisher's Association FPPA (2014).

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