



**kaela, Jukka Rintala, Mert Otsamo,
and Minna Hepburn.**

29.2.2012

Klaus K Design Hotel

Bulevardi 2—4

18:00—20:00

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PRESS RELEASE

A CHARITY AUCTION HONORING
PARASTA LAPSILLE RY — PRESENT-
ING UNIQUE PIECES OF CELEBRATED
FINNISH DESIGNERS AT THE LAUNCH
OF RAWR MAGAZINE AT KLAUS K
HOTEL ON 29 FEBRUARY!

In co-operation with Finnish top
designers, renowned hair-stylist
Tom Wennerstand, and **Huuto.net**,
RAWR Magazine, a new online
family lifestyle blog, is arranging a
charity auction to benefit the child
welfare organization Parasta Lapsille.
The auction will take place at Huuto.
net from 29 February to 31 March
and all proceedings will go toward
acquiring outdoor equipment and
games for immigrant children living
in Finland.

Inspired by the good cause, six estab-
lished Finnish designers have created
unique pieces for your child's ward-
robe. These pieces will be presented at
the launching event of RAWR Maga-
zine. Participating designers are **Emmi
Malmström, Hanna Sarén, Irene Mi-**

RAWR Magazine — immerse in Nor- dic design, fashion and family life

RAWR Magazine is the first fam-
ily lifestyle magazine that addresses
passion for the design, art and family
life from Nordic perspective. Target
audience includes anyone and eve-
ryone interested in Nordic fashion,
design, photography, art, crafts and
parenthood. The readers are likely to
be in their mid-20s to mid-30s, value
uniqueness, educated, a Bohemian
urban dweller.

Scandinavian design for children is
known worldwide for its vibrant colors,
bold designs, and no-fuss lines. RAWR
Magazine is here to uncover the hidden
gems and to showcase the Nordic rising
stars, to bring them to readers around
the globe.

RAWR is unique in its pursuit to
transcend the line between design
and art. In-depth articles highlight
the person behind the face in the
picture, the eye behind the camera,
the creative mind behind clothes,
to construct a holistic picture of the
adventure that is childhood, moth-

erhood, and parenthood... The lens and the pen are a medium not only to create eye-candy, but to observe truth.

We here at RAWR Magazine believe in childhood, that magic place, with forever beginnings and never-ends, bottomless earth and limitless skies. Childhood is what binds us together in humanity.

RAWR Magazine will be launched on 29 February 2012.

Daniela Talvitie behind RAWR lenses — upcoming MAMMA exhibition

Daniela Talvitie, appraised for her photography in the Finnish fashion circle, is one of the founders of RAWR Magazine. As the mother of three children, Daniela is passionate about true beauty, sparks of inspiration and the occasional chaos of everyday family life. Her upcoming plans include a new exhibition called MAMMA, in which she captures the precious bond between mother and child. The exhibition will be featured in RAWR magazine in the summer 2012 special issue.

RAWR Magazine

RAWR Magazine – The Nordic Family Lifestyle Magazine. Insights into design, art, family, and fashion — viewed by parents and children alike.

www.rawr.fi

Parasta Lapsille ry

Parasta Lapsille ry, Best for Children, is a preventive child welfare organization based on volunteer work. It was founded in September 1945. Its aim is to promote the well-being of children and young families in order to prevent social problems and exclusion. This is done through organizing camps and other recreational activities.

www.parastalapsille.fi

Huuto.net

The most popular online auction in Finland.

www.huuto.net

Further information

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