

## Gold in European Design Awards for HiQ

HiQ's design team from Great Apes wins another gold in European Design Awards. This time for the multiple award-winning project Nemus Futurum for Metsä Group.

"We are very happy about gold especially when having our work recognised on an international stage as big as the European Design Awards", says Constantin Freche, Lead Designer at HiQ Great Apes.

Nemus Futurum is Metsä Group's interactive visitor experience showcasing sustainable forest management and the Finnish forests in a completely new way through the latest technology on site in the forest. At Nemus Futurum the visitors are guided through sustainable Finnish forest management, sustainable use of forests, forest nature and bioproducts through an iPad with a customized app. The app uses various methods such as GPS tracking and Augmented Reality to provide a curated digital experience in the awe-inspiring forest setting of Nemus Futurum. After the tour, the visitors can revisit the main themes of the exhibition at a website.

"This is truly an exciting project that describes the lifecycle of the forest and provides an exceptional user experience in a way that would not have been possible without modern technology", says Erik Ridman, Director of Communications at HiQ.

The European Design Awards, or ED Awards, have been recognising talented designers since 2007. It differs from other design competitions since the jury is composed of journalists and critics – and not the creators themselves. The jury consists of a variety of design magazines from across Europe.

HiQ's Great Apes is one of the most internationally acclaimed digital agencies in Finland, with previous golds in the European Design Awards, including one for the concept and prototype for the digital driving license for Finnish Transport Safety Agency, Trafi. Great Apes also has a track record of recognition in leading competitions like the Webby Awards, Red Dot Design Awards and Eurobest, as well as Nordic awards like the Grand One and Grafia's "Best of the year".

[Read more about Nemus Futurum at HiQ.fi](#)

**For more information, please contact:**

Erik Ridman, Director of Communications HiQ, tel: +46 70-750 80 60, e-mail: erik.ridman@hiq.se