



# NORDIC COLLECTIVE

PRESS RELEASE

## **“The World Is Open With Us” — Nordic Collective combines Nordic companies with a global audience and mindset**

**Playhouse Helsinki turns a new page as the organisation becomes Nordic Collective due to a new nordic collaboration. The Finnish organisation continues gaining international recognition for its clients and building up a solid client base together with its trusted international partners.**

As the name changes, so does the ownership. **Janna Salokangas** continues as the owner and CEO of Nordic Collective.

Nordic Collective continues its ingenious mission. It will help shine a light on Nordic companies, innovations and founders internationally, as well as enable partnerships and cross-collaborations globally. Nordic Collective has a bright future ahead with impressive collaborations coming up. As an example, the company will be at Davos World Economic Forum with a novel concept strengthening Nordic cooperation. Nordic Collective will disclose more details later.

With the renewal of the company, the other owner of Playhouse Helsinki, **Mikko Leppilampi**, will move on to new challenges.

- "I am grateful for the opportunity to build the base for the Nordic collaborations together with Mikko. Our collaboration was in many ways fruitful. Mikko and I have mutually decided to continue with our own careers and thus part ways on this project. Our collaboration will continue in other ways. I am delighted to continue from where we left and take things forward with Nordic Collective - working on the international portfolio and developing the business furthermore." – Janna Salokangas
- "I thank Janna for our collaboration and great memories. Even though I am stepping aside from the organisation, I am looking forward to working with Nordic Collective in the future." – Mikko Leppilampi.

The current world situation raises the importance of empowering global cooperation. Nordic Collective enables unique and meaningful encounters with a relevant international audience within notable high-profile events around the world. In addition to in-person encounters, virtual content and networking opportunities are also being developed.

In April 2020 Nordic Collective joined Awareness Lounge, an internationally operating platform raising awareness for important topics, through events, quality networking and panel discussions. Awareness Lounge hosts pop-up lounges during high-profile forums and provides virtual event content and networking opportunities for its members. Nordic Collective CEO Janna Salokangas is an owner in the Awareness Lounge concept.

- "I am proud to represent Nordic companies, host partners and be a part of a bigger picture with Nordic Collective. Many Nordic companies are at the forefront of sustainable actions. Therefore, I believe that we can inspire from the North by acting around the globe." Salokangas sums up.

"The World Is Open With Us" in all its simplicity is a promise that Finnish and Nordic brands can achieve international success when connected with the right audience. Nordic Collective is here to support this valuable work.



**Janna Salokangas**, 26, is an internationally well-connected entrepreneur and event specialist. Janna is a partnership expert and thrives at connecting and promoting people and businesses. Janna Salokangas is the CEO of Nordic Collective.

**Nordic Collective:**

[nordiccollective.fi](http://nordiccollective.fi)

Nordic Collective shines a light on Nordic companies, businesses, founders and ways to impact responsible initiatives. We combine Nordic companies with a Global audience and mindset. Through brand activations, dynamic events and networking opportunities we look to inspire from the North and act around the Globe.

**Awareness Lounge:**

[awarenesslounge.com](http://awarenesslounge.com)

Awareness Lounge is a platform raising awareness for important global topics through events, quality networking and panel discussions. We host pop-up lounges at top locations during high profile forums as well as provide virtual event content and networking opportunities for our members. Awareness Lounge is a contemporary space for business leaders to come together, network and voice their opinion in a dynamic environment.

**For more information:**

[janna@nordiccollective.fi](mailto:janna@nordiccollective.fi)

[heli.thoren@moonshooters.fi](mailto:heli.thoren@moonshooters.fi)

**Nordic Collective Art Director:**

Kirill Logachev

<https://www.linkedin.com/in/logachev/>

NORDIC  
COLLECTIVE