

Turquoise blue and black as new colours

Take your pick from Iittala's 2008 Collection – mix and match new pieces with established classics

The Iittala range is like a hamper packed full of good things, with something for everyone. We update the contents of the hamper a little every year, and even a little every season these days, but the fundamental ingredients stay the same: functional, beautiful pieces designed to stand the test of time, for decades to come.



Colours that always work well together are one of the key aspects of Iittala's 'mix and match'. A fresh breath of turquoise blue, together with black – a complete and, at the same time, inspiring contrast – have been chosen as the colours of the year for 2008 that are launched to the Iittala range.

Classic black

Black is one of those colours that always come around, although it never goes out of fashion either. It is particularly popular at the moment and can be found in a lot of retail and restaurants interiors, something that points to it soon making waves in the home as well.

Four of the most popular products in Iittala's *Teema* range have been singled out for the black treatment: the mug, the bowl, the dish, and the plate. These also feature our inspirational colours as well. A sharp black espresso cup will also be added to the *Aika* range, as well as black bowls will be launched to the *Origo* range. The *Aalto* vase will also look a little bit different when it is hand blown from black glass. Achieving a true black glass has been a challenge for Iittala's glass craftsmen, but the result glows with a rich darkness that is completely beguiling.

Fresh turquoise blue

Blue has always been a popular colour for glassware, as it sets off the vivacity and transparency of glass so well. For Finns, blue conjures up visions of the seasons and the interplay between water and ice, Finland's thousands of lakes, and the deep blue of the northern sky. And turquoise blue works wonderfully well with the no-compromise quality of black.

Iittala likes to introduce its colours of the year across a wide spectrum of the range, and turquoise blue pieces will be featured in *Aino Aalto*, *Kartio*, and *Ote* glassware, and *Kivi* candleholders and *Aalto* vases. The colour will also be included in the range of textiles on sale at Iittala stores, opening up new ideas for turquoise blue-featured table settings and new opportunities for mixing and matching with black.

Choose your style

New products are added to the iittala range every year, featuring forms, colours, and styles that extend and develop iittala's strong Scandinavian design heritage. Some of these new features, such as our colours of the year and our inspirational colours, reflect trends and ideas that are very much of the moment. Together, all of iittala's colours, forms, and patterns offer something for everyone to come up with their very own setting, their very own mix that says: this is me!

Here are some ideas to inspire your imagination. Experiment, and remember that unexpected contrasts can be fun.

Product Information, new products:

Aika graphics

Espresso cup, 0,1 l, black
Plate 11 cm, black

Aino Aalto

Tumbler 22 and 33 cl, turquoise blue

Jars

Jars 60, 120 and 190 cl, clear with black lid
Jars 60, 120 and 190 cl, turquoise blue with clear lid

Kartio

Tumbler 21 and 40 cl, turquoise blue
Decanter 95 cl, turquoise blue

Kivi candle holder 60 mm, turquoise blue

Origo

Bowls 0,5 l, 0,25 l and 0,15 l, black
Mug 0,25 l

Ote

Tumbler 25 cl, turquoise blue
Tumbler 36 cl, turquoise blue
Wine 29 cl, turquoise blue

Teema

Plate flat 21 cm, black
Plate deep 21 and 15 cm, black
Mug 0,3 l, black

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