

New Classics from Kaj Franck to celebrate the 100th Anniversary

"We are well on our way towards turning the kitchen into an electrified food preparation workshop. But this revolution in the kitchen has barely affected our dishes. So is there nothing we can do about that gilded army of plates? Well, break them. And dismantle the boundaries between interior design and tableware."

These were Professor Kaj Franck's pointed comments on dinnerware culture in 1949. He was a visionary because his designs are as contemporary as ever. In 2011 Iittala celebrates the designer's 100th anniversary with a range of Kaj Franck's modern classics.



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Iittala's Teema tableware, designed by Kaj Franck, comes in a variety of decorative colours. The basic Teema colours – white, black and blue – are easy to combine with other dishes and decorative items. Attraction colours change more frequently and bring variation to the product range with a refreshing touch. Teema's current key colours are turquoise, pearl grey and terracotta. The colours follow interior trends and bring new, delicious flavor to the dinner table. They are easy to combine with other Iittala products, such as the new Korento range with decor designed by **Klaus Haapaniemi**.

Kaj Franck loved jars "in many shining colours". His beloved ceramic jars, which were originally in production from 1953 to 1975, and are now re-launched to mark the 100th anniversary of the designer's work with Iittala. The jar comes in six colours: white, pearl grey, turquoise, blue, black and terracotta. For Christmas 2011, there will be a special edition in deep red, perfect for ginger breads and Christmas delicacies.



Teema pitcher

New Teema items in autumn

The Teema range will be launching new items this fall. The new mini serving set shows Franck's basic forms, orb, a square and a triangle a modern way. The three-piece pack makes a nice serving set for occasions such as tapas dishes enjoyed with friends or for a cosy breakfast where it can hold, for example, tea bags or marmalade.

Besides colour, functionality was important to Franck. His classic Teema pitcher was designed in 1948, when refrigerators were still rare. The pitcher with its tight fitting cork could be used for carrying, storing and serving.



Teema mini serving set



You could take it with you to a dairy and bring home 2 litres of cream. The slim piece could be kept cool in the gap between double-glazed windows. Again, a design that meets the ultimate practicality.

To meet the continuing popularity of coffee and tea, Iittala is also bringing back Franck's white one liter Teema teapot. All Teema dishes are oven, microwave and freezer-proof.

Conical elegance: Kartio

The Kartio glassware series channels the pure essence of Franck's philosophy into what was an object of continuous fascination for the artist: the everyday drinking glass. For Franck's centenary, Iittala has resumed the production of the thin Kartio tumbler. A limited Anniversary Edition of mouth-blown glasses is offered with anniversary stamps, packed in sturdy tubes. As of September, the tumblers are sold in two sizes, in packs of two. Two-packs come in four colours: clear, grey, dark lilac and red.

The timeless shape of the mouth-blown Kartio vase complements the range. To accentuate your interior, choose from five Iittala colours and two sizes.

All new versions of the items have been created under the guidance of Oiva Toikka and Heikki Orvola. Both close friends of Kaj Franck, these two professors have been entrusted with his artistic legacy. Orvola has been personally responsible for the final design of the new products.



Teema pot