

Product information

Colours,
deliveries start 4th of January, 2010:
For prices, contact your local distributor.

Jars:

Jars 60 x 65 mm, apple green, clear, cobalt blue, grey,
light blue, water green
Jars 80 x 65 mm, apple green, clear, cobalt blue, grey,
light blue, water green
Jars 110 mm, cobalt blue, water green
Jars 200 mm, cobalt blue, water green
Jars 290 mm, cobalt blue, water green

Kartio:

Kartio tumbler 21 and 40 cl, cobalt blue, water green
Kartio pitcher 95 cl, cobalt blue, water green

Alvar Aalto -collection:

Bowl 50 x 195 mm cobalt blue, water green
Bowl 50 x 380 mm black
Vase 120 mm cobalt blue, water green
Vase 160 mm white/black
Vase 160 mm cobalt blue, water green
Vase 160 mm matt white
Vase 255 mm cobalt blue
Vase 95 mm cobalt blue, water green
Bowl 30 x 98 mm, cobalt blue, water green
Bowl 40 x 136 mm, cobalt blue, water green
Candle holder 55 mm cobalt blue, water green
Bowl 50 x 182 mm stainless steel

Aino Aalto:

Tumbler 22 cl and 33 cl, water green

Essence:

Pitcher 100 cl clear 47,50 eur

Kivi:

Kivi 60 and 80 mm cobalt blue and water green

Maribowl:

Maribowl i 120 mm, cobalt blue, water green and grey
Maribowl 155 mm, cobalt blue, water green

Teema:

Glass bowl 0,4 L, cobalt blue, water green and grey
Plate 17 and 26 cm pearl grey

Deliveries 4.1.-31.12.2010:

Teema plate 23 cm white
Teema milk jug 0,2 L white
Teema sugar bowl 0,22 L white
Teema tea pot 1,0 L white

Further information:

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Distribution:

www.iittala.com
see: Stores
or: Contact => Sales Units

A water-inspired spring for iittala in 2010

A lightness of touch, translucence, transparency, and delicate pale colours are set to be prominent features of fashion and interior design in spring 2010. Black and white will be used to add contrast to clothes and table settings, and grey will also continue to be popular. Deep blues, browns, and reds will be popular for creating depth. To its timeless ranges, iittala will be adding new, water-inspired colours, such as cobalt blue and water green, to celebrate the spring awakening.

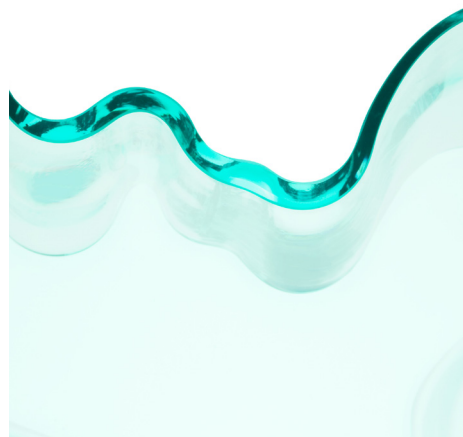


In Iittala's basic dinner set range Teema grey will continue to feature, as it has proved popular, and more grey pieces will be added. The new colours will make it again easier for people to mix and match their own individual settings, using clean, light colours to create an atmosphere or add rich cobalt blue Kartio glasses, for example, to spice things up with some rhythm.

Tigers are famous for their stripes, and Iittala for its colours. The ability to mix and match pieces – old and new, and different colours – has long been one of the foundations of Iittala's design approach, and the new colours for the spring will further extend this aspect.

Colours are essential

The recipes for the colours used in Iittala's



glassware are closely guarded secrets. The company is well-known for using a large number of colours in its products, and as many as 23 different colour options are available of Kivi candleholders, for example, and eight different colours in the Aino Aalto range of glasses. The fact that Iittala uses true coloured glass in its products gives them a special edge and means that their colours will never wear off or lose their glow.

In addition to the rich range of pigments that Iittala uses, the company's Nuutajärvi glassworks also uses powders, oxides, and other ingredients to create a wide spectrum of effects and decoration. A particularly good example of what this can achieve can be seen in the pieces for the Iittala Birds collection produced there. Founded in 1793, the Nuutajärvi glassworks has become world-renowned for its expertise with colours, something that has attracted American glass artist **Dale Chihuly** and his colleagues to hold numerous workshops there.

Colour is also an important factor in Iittala's porcelain output. **Kaj Franck**, who designed the Teema tableware that continues to be the company's signature range, believed that colour, and colour alone, was the only decoration needed for everyday pieces. Simple, strong colours often work very well together, which is why the Teema range offers both base colours – white, black, brown, olive green, dark blue – and seasonal colours to give people a flexible palette for creating their own personal table sets.



NEW!

Small Jars make storage into design

Iittala will be extending the Jars range with some new additions at the small end of the range, helping make storage less about simply storage and more about design. Two new sizes of jars will be introduced in six rich colours: apple green, grey, light blue, sea green, cobalt blue, and clear. Cobalt blue and sea green will also be added to the colour options for the larger pieces in the range as well.

Order to your personal chaos

Flexibility and multipurposing are very much the name of the game with the Jars range. The new smaller Jars pieces will be great for stor-

ing things like jewellery, buttons, paperclips, and even herbs and spices, thanks to their tight-fitting lids. In fact, the Jars range is perfect for storing a very wide range of items, which makes it very versatile, something that is only underlined by the stackability of Jars products and the fact that people can easily see what they contain. They look good too, so these are definitely not the sort of storage container people will want to keep hidden away in their cupboards – they look much better on display; the more, the better in fact.

More Jars means thus more order – and great fun!