

Franck – essential as ever

The kitchen becomes part of the living room, food trends change before you have time to try them out, interior design combines graphic minimalism with sumptuous floral patterns – but **Kaj Franck** remains. The legendary designer would have turned 100 next year. To celebrate his birthday, Iittala is reintroducing some of the most cherished classics from amongst Franck's work. Slender, mouth-blown *Kartio* glasses and vases, *Purnukka* ceramic jars and *Morning in Athens* will again become part of kitchens and living rooms – design for every day living.

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Kartio vases



"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 a 1949 issue of the interior design magazine *Kaunis koti*. Two years later, a design classic was born: the *Kilta* tableware service. It was soon followed by another – the Kartio drinking glass. Today, Franck's creations are still as modern as when they were initially conceived. Franck's radical simplification and his multi-purpose approach bring them to life in today's homes, where kitchen and living room become one and the world's food cultures blend with abandon. Their timeless forms adapt to weekday lunches and festive dinners alike.

Market Insight Analyst **Minna Saari** has been studying modern consumers' habits for Iittala. Her latest findings indicate that a hectic lifestyle and the abundance of goods lend increased significance to the objects that re-



Teema

ally matter – as a case in point, the number of dishes we actually use every day tends to be small. Our favourite mugs and plates remind us of the person we received them from or revive important memories. They thereby add a feeling of safety to our everyday lives. "Our home is our castle and the favourite dishes we use every day become indispensable to our daily routines", says Saari, summing up her research.

Teema – designed for everyday use

Kaj Franck's *Kilta* and *Teema* tableware comes in a variety of decorative colours. For example, he loved jars "in many shining colours". Next year, jars will return to the product range in six colours: white, pearl grey, turquoise, blue, black and the year's new colour, terracotta.

The basic *Teema* colours currently available – white, black and blue – will be continued. These basic colours are easy to combine with other dishes and decorative items. Attraction colours change more frequently and bring variation to the product portfolio. *Teema*'s attraction colours are turquoise, pearl grey and next year's new colour, terracotta.

Besides colour, functionality has been important to Franck ever since the *Kilta* series, which he redesigned under the new name *Teema* in the late 1970s and early 1980. At the same time, the dishes' performance characteristics were improved, as the Arabia factory switched from faience to vitro porcelain. This



Kartio glasses, mouth-blown

durable material renders *Teema* dishes oven, microwave and freezer-proof, as well as attractive on the table.

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 common drinking glass. In Franck's 100th Anniversary year, Iittala is resuming production of the thin *Kartio* tumbler. A limited Anniversary Edition of mouth-blown glasses will also be offered, packed in sturdy tubes. The bases of these tumblers bear the stamp *Kaj Franck 100, Iittala 2011*.

The timeless shape of the mouth-blown *Kartio* vase complements a single flower just as decoratively as a small bouquet. To accentuate your interior, choose from five Iittala colours and two sizes.

The new versions of the items have been created under the guidance of **Oiva Toikka** and **Heikki Orvola**. 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.

Morning in Athens

Inspired by the beauty of Greece, Kaj Franck brought a piece of it to Finland. *Morning in Athens* is a sculpture made of glass pendants. When moved by the wind, the fragile orbs issue a soft, metallic sound reminiscent of the church bells of Athens on a Sunday morning.

Made from hand-blown glass, *Morning in Athens* is available in three slightly different models.

