

A new generation of classics:

## Tools, Citterio 98, Ego, Piano and Seth-Andersson

Iittala is renowned for its strong design heritage and iconic designs. But it is also very much about looking forward and creating new pieces, such as these five designs, which have taken a place for themselves as modern design classics in only 10 years.



Tools



Citterio 98



Ego



Piano



Seth-Andersson

### **Björn Dahlström: Tools 98**

The goal behind the commission for the Tools range was to create a premium-quality set of cookware making use of Iittala's latest production technology and representing a new standard in finish. The Swedish designer **Björn Dahlström** successfully took on the challenge, and Phaidon Design Classics 999 describes the range as the best on the market:

"The elegant range surpasses the expectations of the original brief, and is realized as a beautiful object."

Phaidon Design Classics 999, 2006

### **Antonio Citterio: Citterio 98**

The Citterio 98 range of cutlery designed by **Antonio Citterio** of Italy and **Glen Oliver Löw** of Germany is timeless. In designing the range, Citterio and Löw took the traditional cutlery of French cafés as their source of inspiration and updated it to meet the demands of contemporary functionalism:

"From the cook's knife to the teaspoon, every item in Iittala's Citterio 98 range of flatware displays the same perfectly balanced proportions."

Phaidon Design Classics 999, 2006

### **Stefan Lindfors: Ego, 1998**

The Ego range by the Finnish designer **Stefan Lindfors** is an example of imaginative and innovative design that consumers have taken to their hearts. The distinctive handle of the cup, reaching out and stretching down, has become its trademark. The latte cups in the range are perfect for soups and desserts, as well as coffee. Whatever you choose to fill them with, they always make a statement.

### **Renzo Piano: Piano, 1998**

The cutlery range carrying his name designed by the Italian architect, **Renzo Piano**, brings a breathe of past luxury to today's table. The combination of warm wood and cool metal reminds us of classic vintage cars and sleek yachts. At the same time, the range is also timelessly modern and a perfect complement to Iittala place settings.

**Carina Seth-Andersson: Seth-Andersson, 1998**

The metal serving bowls designed by Sweden's **Carina Seth-Andersson** are the quintessential of 'supercool' Scandinavian design. Their simple exterior hides an ingenious insulating layer that makes the bowls truly multi-purpose. Seth-Andersson's choice of birch for her servers sets up an intriguing contrast:

"The birch utensils converse with the stainless-steel bowls in a dialogue of opposites: metal/wood, cold/warm, thick/thin."

Phaidon Design Classics 999, 2006.

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