

## Design Alfredo Häberli 2001 Iconic Essence Turns 10 Years

Designer Alfredo Häberli started his collaboration with Iittala in 1999 when he created the famous striped series of tableware called Origo. When he was asked to design a series of wine glasses, his core idea was based on the idea of 'less is more'. How could one serve a full range of wines with just a few glasses? The answer was Essence and it included only four different glasses and a pitcher. Later the champagne glass and bowl were designed following demand from consumers. In ten years, Essence has become an iconic modern wine glass.



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Wine, a glass, and the spirit of Iittala – these were the starting points for Alfredo Häberli when he designed the range of wine glasses for Iittala ten years ago. In keeping with the essentials, the name became Essence. The strong, even angular form of Essence – some call it masculine – was immediately noted among design professionals and won the IF and Design Plus Prizes.

Consumers rapidly fell in love with the characteristic glasses and it is now one of the most popular products in Iittala's range. No doubt, Häberli's family background in the hotel and restaurant business has given him a deep insight into the end user experience.

### Glass for the 3rd Millennium

Designing a new type of wine glass against a tradition of hundreds of years was not an easy task. Häberli reveals his inspiration:



Essence pitcher



"The idea of Essence was to find balance between traditional and modern; festive and everyday – to find a balance between one way of using and multi functionality. Somehow I tried to find what was essential in the 'in between'."

In 2009 the series grew with yet another glass, a long-wished for multi-functional bowl. Häberli himself didn't want to limit the uses of his new glass and therefore he named it simply bowl. It is perfect for example for cocktails, champagne and desserts. The collection today includes a glass for water, champagne, white wine and red wine. A bowl and a pitcher complement the range.

### Designer Story

Alfredo Häberli was born in Buenos Aires, Argentina, in 1964. Today, he's an internationally established designer based in Zürich. He manages to unite tradition with

innovation, joy and energy in his designs. This results in works with companies such as Alias, Camper, Iittala, Kvadrat, Luceplan, Moroso and Volvo.

### High quality class

The glass used in Iittala glassware is high quality and optically very clear. It resists both chemical and mechanical wear well.

All of Iittala's utility glasses can be washed in the dishwasher. The glasses should be positioned in the top rack of the dishwasher so that they do not touch each other during the wash cycle. The surface area of glass expands when heated and therefore glasses should not be stacked while still warm from



Essence bowls were introduced 2009

washing as they then may stick together and break. Delicate stemware, pitchers and jugs, mugs, large-footed dessert bowls and objects with glass of varying thickness should be washed by hand.



Alfredo Häberli