

Haapaniemi's colourful Taika – now in black and white

The London-based Finnish artist **Klaus Haapaniemi** is considered one of today's most original illustrators. The fruits of his imagination first made themselves felt in Iittala's products in spring 2007, when the company launched the *Taika* range, featuring a Haapaniemi décor on **Heikki Orvola's Aika** tableware. The design, and the animal world it conjured up, quickly became popular in Finland and elsewhere. Iittala has now followed up the original with a black and white version.



Black and white designs are something that rarely, if ever, go out of fashion and always seem to strike a chord with people, whether in clothes or in the home. The original *Taika* design, which depends so much on colour for its effect, takes on a bolder and perhaps even more mysterious aspect in black and white, and Haapaniemi's images create a powerful new impression.

Mixing and matching is fun

The black and white *Taika* range opens up yet another set of possibilities for mixing and matching Iittala products. For those who love decoration, black and white *Taika* pieces can bring variety and a touch of rhythm to the original coloured design; while others can mix and match one or both of the colour options with Iittala's other designs to create literally thousands of unique combinations to match their mood.

From Lahti to the world's fashion houses and art galleries

Since graduating from the Lahti University of Applied Sciences in the mid-1990s, Klaus Haapaniemi has had an eventful career, working with leading fashion houses, such as Diesel, Dolce & Gabbana, Cacharel, Bela's Dead, and Par7 of Japan, and illustrating numerous books and other publications. He has also produced a number of unique, one-off pieces in recent years.

He held his first solo exhibition, entitled *'Dreams and Forests'*, in Seoul in South Korea in 2006. His unique ceramic prints were featured in spring 2007 in the *'Prints on Ceramics'* exhibition at the Arabia Gallery in Helsinki and the Grafill Galleria in Oslo. His combinations of animal forms, such as mice, squirrels, deer, and birds, with urban scenes and modern buildings was a blend of the familiar and the unfamiliar that left it up to viewer to draw his or her own conclusions. This summer, Haapaniemi's ceramic prints are on display in Paris as part of joint exhibition of works by Finnish artists, arranged by the Musée des Arts Décoratifs.

Product information, Taika black and white, deliveries 4th Aug, 2008

Plate 30 cm

Plate 22 cm

Saucer 15 cm

Saucer 11 cm

Espresso cup 0,1 l

Coffee/Capuccino cup 0,2 l

Mug 0,4 l

Bowl 0,3 l

Bowl 0,6 l

Additional information:

Tuija Aalto-Setälä, PR Manager

Tel. +358 204 39 5255

tuija.aalto-setala@iittala.com

Photo requests:

Kirsi Lauttia, Communicator

Tel. +358 204 39 6220

kirsi.lauttia@iittala.com

www.iittala.com