

Bringing a fresh breathe of summer with pink and water green

With the approach of summer, everyone loves to spend more and more of their time outside. Gardens quickly become extensions of people's living rooms, and the natural world a backdrop for day-to-day life. The bleakness of winter gives way to a palette of rich, vivid colours, like the sweet pinks and natural water greens that Iittala will be introducing this summer.



Pink is featured this summer in **Alfredo Häberli's** Essence pitcher, **Heikki Orvola's** Kivi candleholder, and **Kaj Franck's** Kartio glassware and Teema glass bowls. The craftsmen at Iittala's glassworks, respected for their colour expertise by the likes of American artist Dale Chihuly, have again come up trumps in creating refined pastel colours for a range of different products.

Pink is rarely seen in Finnish table settings. Designers such as Kaj Franck are primarily known for their uncluttered lines, highly functional forms, and strong colours. Some of Franck's art glass, however, does feature softer colours, reflecting his awareness of how well lighter colours work with glass. Franck also used a pastel palette when he designed the Sointu range of tableware for Arabia, and experimented with many different colours, including various pinks, when designing the Kilta range, the forerunner of today's Teema range.

Pink is also one of the colours featured in the Vitriini multipurpose containers designed by **Anu Penttinen** launched this spring. Penttinen's obvious love of colour is also very much to the fore in Paradise Chick, her latest addition to Iittala's Birds by Penttinen collection.

In tune with the water

The Iittala glassworks is located on the shores of Lake Äimäjärvi, and the lake has been one of the inspirations for the beautiful water green introduced this spring alongside pink. Water green adds a new dimension to the Aino Aalto vase, which will be available in this colour this summer. The new pink Essence pitcher will be joined by a smaller version in water green and clear. This smaller pitcher is ideal for the summer table, to hold milk for coffee for example. **Klaus Haapaniemi's** colourful Satumetsä tableware also makes a great accompaniment to a summer day's meal outside.

Primavera returns

This summer will also see the return of the Primavera range. Created jointly by Iittala and Marimekko and launched in 2003, the range has been re-introduced following strong consumer feedback, and features a rich flower-based motif originally designed by **Maija Isola** for Marimekko back in 1974.

When Primavera was first launched, it was available in blue, red, and orange, with leaves all in the same colour to simplify mixing and matching. The same approach will be followed now as well, and the range will include mugs, bowls, and plates in Finnish blue, grass green, sunset orange, and raspberry red. Originally used only in seasonal runs of mugs, grass green and raspberry red will be available across the range.

New products added to the standard collection, available from April 15:

Paradise Chick, 140 x 160 mm
Essence pitcher, 28 cl, clear and water green

Seasonal products, available April 15 – August 31:

Aino Aalto vase, water green, 165 mm
Verna wine glasses, water green, 22 cl
Essence pitcher, pink, 100 cl
Kartio glass, pink, 21 cl
Teema glass bowl, pink, 0.4 l

Primavera seasonal products, available April 15 – August 31:

In Finnish blue, grass green, sunset orange, and raspberry red
Mug, 0.35 l
Plate, 19.5 cm
Bowl, 0.5 l

Satumetsä seasonal products, available April 15 – August 31:

Mug, 0.4 l
Plate, 22 and 30 cm
Bowl, 0.6 and 2,8 l

All seasonal products will be available until August 31 or as long as stocks last.

Further information and requests for product photographs:

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