

The Taika magic comes to coffee cups

In 2008 Iittala introduces the Taika coffee cup, following on from the success of **Klaus Haapaniemi's** highly original, colourful and intricate Taika design last year. The new Taika coffee cup is based on **Heikki Orvola's** Aika range, which is used as the foundation for the Taika range generally.



Taika – a personal choice

Taika brings a new and very personal addition to the mix and match approach of the Iittala range – the colours and overall sensibility of the design can create either an entire place setting, or be mixed with other pieces as an accent.

Klaus Haapaniemi's Taika design is popular internationally; the design is reminiscent of a magical world with its mix of influences from different cultures, grounded in a strong Finnish foundation. Haapaniemi himself does not see nationality as an issue in his work. He says that he gets his ideas from a range of sources – different places, environments, and people – and generally ones that he interacts with as part of his daily life.

"I'm very adaptable by nature, and the phenomena around me easily become absorbed into my world. Of course, Finland is an inspiration for me, but then so are many other places as well."

From the world of fashion to the world of design

The worlds that Klaus Haapaniemi creates are both very much his own and also ones that others want to step into and know more about as well. His illustrations have appeared in a number of international publications and he has also worked in the fashion world.

He held his first solo exhibition, entitled *'Dreams and Forest'*, in Seoul in South Korea in 2006. He followed up his unique ceramic prints last spring with a *'Prints in Ceramics'* exhibition at the Arabia Gallery in Helsinki in the summer, which proved popular. His combinations of the animal forms familiar from his colourful prints – 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. The exhibition went on to the Grafill Galleria in Oslo in the autumn.

A graduate of the Lahti University of Applied Sciences, Haapaniemi began his career as a graphic designer before going into the fashion business. When he had done what he wanted to do there, he set out on new paths, illustrating books and magazine articles and planning the entire Christmas decorations and Christmas 'brand' for the Selfridges department store in London. We will have to wait and see where he turns his imagination to next.

Product information, new parts:

Coffee/Cappuccino cup 0.2 l, blue and white

Plate 15 cm, blue and white

Additional information:

Tuija Aalto-Setälä, Communications 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