

## Harri Koskinen appointed design director at iittala

Designer **Harri Koskinen** will become the design director of the iittala brand. Part of Fiskars Group's Home business, iittala has signed a cooperation agreement with Koskinen to strengthen the strategic role of design in enhancing the iittala brand. In his role of design director, Koskinen will act as an external consultant and also continue as an independent designer and entrepreneur.

iittala's business director responsible for the iittala brand, **Päivi Paltola-Pekkola**, speaks about the objectives of the cooperation agreement:

- For iittala, design has been and will always be a key competitive factor. We really can make finely designed, durable products—we have a proven track record of that.
- Now, on the eve of becoming the World Design Capital of the year, it is a good time to strengthen the strategic role of design within iittala's organization when we are looking for new growth strategies and aiming to advance in the international market.

### An international Finn

The appointment of Harri Koskinen, a Finn, to the role of design director felt very natural:

- Harri understands iittala's values and design philosophy, which forms a good basis for our cooperation. Moreover, we highly value Harri as a designer and consider his extensive international expertise and networks important, says Paltola-Pekkola.

Koskinen himself takes up the challenge of design director with enthusiasm:

- I started my career as a designer with iittala when the grand old man himself, Oiva Toikka, hired me to work at the glass factory in the mid-1990s.
- Now, it is exciting to see what new things we will be able to create together. iittala has a lot to show and win in the international markets, says Koskinen.

As a small pilot in his new role, Koskinen is organizing a glass workshop for iittala at the end of November. He has invited a group of renowned international designers to the iittala glass factory, where they are invited to brainstorm and work on the types of products they could create in collaboration with iittala's master glassblowers.

### Harri Koskinen

Designer **Harri Koskinen** (born 1970) is one of the internationally best-known modern Finnish designers. His clients include Alessi, Cassina IXC, Genelec, Issey Miyake, Muji, Oluce, Panasonic, and many other international brands. In 2009, he received the biggest design award in the world, the Torsten and Wanja Söderberg award (SEK 1 million), and he was acclaimed, in particular, for the promotion of sustainable design. For iittala, Koskinen has designed, for example, the All Steel cookware set, the Lantern candleholder, the Atlas candlestick, and the Art Works collection of works of art.

Further information and interview requests

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***The Iittala brand** is a registered trademark of Fiskars Group. The roots of Iittala extend back to 1881, when a glass factory was established in the village of Iittala. Currently, Iittala's range includes everything essential in cookware, tableware, and home decoration. Iittala's products are sold in more than 60 countries.*