

May week in Helsinki

Mitsumaru Mug Workshop: stop by and personalise your own iittala mug

iittala has invited Tuomas Toivonen's and Nene Tsuboi's design and architects office, NOW, to develop a new concept for creative forums based around iittala's Teema mugs to be held in cities around Europe. Known as 'Local Mug', these iittala-NOW forums will be held for the first time this spring in Helsinki, Amsterdam, and London. Stockholm will follow in the autumn.



The details of the Local Mug project will vary from city to city, as the local design offices involved will be given a relatively free hand to develop the events and activities to be organised. Each city will create its own 'interpretation' of the Teema mug, which was originally designed over 50 years ago. A special limited edition unique to each city will be produced as part of the project.

The Teema piece at the centre of the project is a classic, simple design that invites people everywhere to take a moment out of their busy lives and relax with their thoughts and interact with the people and sensations around them.

Designer Tuomas Toivonen explains how the idea was born:

"A mug like the Teema design is such a universal object, and one that is at home in people's homes as it is at work or public spaces. We wanted to open up a new dimension of meaning for the archetypical Teema design and give people the opportunity to create a new, more personal relationship with it."

Your own Teema in Helsinki

Mitsumaru is Nene Tsuboi's own brand.

"Mitsu means three in Japanese, and maru means ball. Mitsumaru is my alter ego designer personality."

The idea behind the Helsinki project, which she has coordinated, she says, is to give everyone the opportunity to experiment with visual design. A workshop has been created in the iittala store in the centre of the city where people can decorate their own Teema mug, using a specially produced range of ball and dot transfers. When the mugs have been decorated, they will be individually numbered and sent to the Arabia plant for glazing. They will then go on show at the store the following week, after which people will be able to pick up their mugs to take home or give to friends or relatives.

The Local Mug project's other partners are the DUS architectural office in Amsterdam, the Åbäke design office in London, and the Byggstudio design studio in Stockholm.

The Mitsumaru workshop will be open at the iittala store at Pohjoisesplanadi 25 in Helsinki between midday and 7 pm from April 28 to May 3, except for May 1, when the store will be closed.

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