

Haapaniemi's magic forest takes on summer colours

The international illustrator and artist **Klaus Haapaniemi** has designed a new decoration for Iittala known as Satumetsä that continues the mystical forest theme he first introduced us to with Taika, which has been a hit with consumers everywhere, from Britain to Japan. While the owls and foxes in the Taika world live in a snowy winter landscape, the Satumetsä design brings a breathe of summer.



Fantasy and the forest continue to be strong sources of inspiration for Haapaniemi. He is particularly fascinated with the changing seasons and how they are reflected in Finland's forests.

"I wanted to create something that would complement the winter atmosphere of Taika, and highlight the fresh, verdant colours typical of early summer – which is why pale green is such a strong feature of the design."

Inspired by fabrics

Haapaniemi's work for Diesel, Cacharel, Dolce & Gabbana, Levi's, and Marimekko has made him very familiar with how colours and fabrics interact.

When designing Satumetsä, Haapaniemi became particularly interested in fabrics from the nineteenth century: "For the deer motif, I tried to capture the same kind of soft colour palette that you can find in the best cotton prints," he says

A young deer acts as the main feature of the design, and appears in a range of light blues surrounded by pale green leaves and grass.

"I wanted to experiment to see whether Royal Blue and pastel green could be combined on a white ground effectively, as the combination is a particularly challenging one. In the end, I found just the right shades that work."

Satumetsä is featured on the same Aika tableware by **Heikki Orvola** used with Taika. In addition to a mug, it can be found on a large and a small plate and a bowl. These will be seasonal products and will be available from mid-April to the end of 2009.

Satumetsä product information, deliveries 15.4. – 31.12.2009:

Mug 0,4 l
Plate 22 and 30 cm
Bowl 0,6 and 2,8 l

Further information:

Tuija Aalto-Setälä
PR Manager, tel. +358 (0)204 39 5255
tuija.aalto-setala@iittala.com

Photo requests:

Kirsi Lauttia
Communicator, tel. +358 (0)204 39 6220
kirsi.lauttia@iittala.com

www.iittala.com