

Create your own Iittala combination from a mix of classics and new pieces

What links the Argentinean-born designer **Alfredo Häberli**, the London-based designer duo **Ian Stallard** and **Patrik Fredriksson**, and the Stockholm stylist **Sofia Ronthen**. Well, they have all been challenged by Iittala to create their own take on the virtually limitless mix and match opportunities that lie at the heart of the Iittala collection. A total of eight creative Europeans will design their own window installation that will be unveiled at six Iittala stores in March 2009.



In addition to their windows, each designer or design partnership will also produce their very own combination of Iittala products that will be included in the spring 'Create' campaign. The planning of the campaign got under way in autumn 2008, and the various stages of the process will be documented on Iittala's Web site, giving everyone a backstage glimpse of how the project is progressing.

The designers' window installations will be featured at the following stores begin March 2009:

City	Designer(s)
Amsterdam	designer Ilkka Suppanen
Antwerp	artist Klaus Haapaniemi and AD Mia Wallenius
Berlin	designer Alfredo Häberli
Helsinki	shoe designer Minna Parikka
London	designers Ian Stallard and Patrik Fredriksson
Stockholm	stylist Sofia Ronthen

New for the spring: purple and apple green

Colour plays a central role in Iittala's products: colours bring new dimensions to classic pieces and give consumers the opportunity to choose the ideal mix of colours for their home. The foundation of Iittala's collection, the *Teema* range, is available not only in classic white, but also in olive green, brown, and dark blue. Black has been reintroduced as a basic colour, and will be extended to all the items in the range in spring 2009. Signature and seasonal colours, featured in selected popular pieces, add further spice to the mix.

New colours are launched annually to keep the collection fresh and contemporary. Purple and apple green will be introduced in spring 2009 and will be featured in glassware in particular this time, with apple green coming to the *Kartio*, *Kivi*, and *Aalto* ranges. Vibrant apple green is a perfect match for the growth and reawakening typical of spring; while intense purple works very well with other colours, such as the dramatic strength we all associate with black. Both colours have been selected to complement the colours popular in current interior design.

The Iittala collection is a multifaceted 'jigsaw', in which every piece offers a different perspective on the company's commitment to design that lasts. Everyone can find something to incorporate into their own style: check out the collection and mix and match your own combinations.

Product information, available from 2.1.2009

Kivi candleholder, apple green
Kivi candleholder, purple
Kartio pitcher, 95 cl apple green
Kartio tumbler, 21 cl, apple green
Kartio tumbler, 40 cl, apple green
Aino Aalto tumbler 22 cl, apple green
Aino Aalto tumbler 33 cl, apple green
Taika bowl, 2,8 l, white
Taika bowl, 2,8 l, blue
Teema plate, 26 cm, black
Teema plate, 17 cm, black
Teema plate, 15 cm, black
Teema cup, 0,22 l, black
Teema mug, 0,4 l, black
Teema bowl, 2,5 l, black
Teema plate 16 x 37 cm, black
Teema plate 16 x 16 cm, black
Teema plate 24 x 32 cm, black
Teema bowl, stainless steel, 5, 0 l

Available from 2.2.2009:

Aalto vase 160 mm, apple green and purple
Aalto vase 120 mm, apple green and purple
Aalto vase 95 mm, apple green and purple
Aalto bowl 50 x 195 mm, apple green and purple
Aalto candle holder 55 mm, apple green and purple
Aalto bowl 40 x 136 mm, apple green
Aalto bowl 30 x 98 mm, apple green
Aalto vase 160 mm, purple-white
Aalto vase 160 mm, apple green-white
Aalto bowl 50 x 195 mm, purple-white
Aalto bowl 50 x 195 mm, apple green-white
Aalto vase 120 mm, black
Aalto vase 95 mm, black

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