

Essence range extended

The Essence range of glassware designed by **Alfredo Häberli** has recently been extended with a new coupe-style multipurpose glass. This continues the overall style of the range and features a broad base, a long stem, and a clean-cut design typical of Häberli's emphasis on the essential and elimination of the unnecessary. The wide bowl makes the new glass ideal for a range of uses, from cocktails to desserts.



An international success story

Launching a new range of glassware is always a challenge, both in terms of the design and sales expectations that are involved. When the Swiss-Argentinean designer Alfredo Häberli was commissioned to produce a new range for iittala at the beginning of the current decade, the expectations were particularly high, as they represented a new generation of glassware for the company.

Häberli's design met – and exceeded – the expectations surrounding it, and his Essence glasses quickly became a success in Finland and internationally. The strong, almost masculine language of the design has won many friends among both restaurateurs and the design community. The inward curve of the upper section of the glasses is ideal for concentrating the aroma of wines, while the elegant, long stem sits firmly in the hand and the broad base gives the glasses a solid balance. The original Essence range comprised four glasses: a red wine and a white wine glass, a schnapps glass, and a tumbler. A champagne glass was added soon after.

“The idea for the range was to create a balance between tradition and modernity, between celebration and daily use, a balance with one and different uses,” says Häberli. “In a way, I tried to find the essence in-between.”

Numerous awards

The Essence range has been widely praised. The Essence carafe won the Design Plus Prize at the Ambiente Fair in Germany and the Les Découvertes Prize in France; and the entire range received an honourable mention from the jurors of the Fennia Prize in Finland and the IF Design Award in Germany.

A versatile new glass

Alfredo Häberli describes the new glass as perfect for a variety of uses, from cocktails to hors d'oeuvres and desserts, as well as champagne of course. Like all the glasses in the range, it is dishwasher-safe. The 'trapeze-style' form of the bowl, as Häberli refers to it, is a challenge in manufacturing terms, but he is more than satisfied with the outcome:

“The result is just what I had in mind, and I'm very interested to see how people will make use of all the opportunities it offers.”

Product information:

Essence coupe, 20 cl, available from 1.8. onwards.

Additional information:

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