

PRESS RELEASE

Artek's summer exhibition 'Factory Visit' brings the factory to the store

The traditional summer exhibition at Artek Helsinki brings in a piece of the wood-scented Littoinen factory where Alvar Aalto's birch wood classics are fabricated to this day. Created in the spirit of Finland's 100th anniversary, the exhibition reveals some of the secrets of wood bending and takes us from the early days of Artek until today.

Wood was the passion of Artek founder Alvar Aalto. He started to explore the possibilities of wood bending in the end of 1920s and developed several innovative methods, one of which is the patented L-leg system used in many of Artek's Aalto collection pieces.

The **Factory Visit exhibition** presents the making of the L-leg from massive wood to a finished product. The moulds of Armchair 41, known as the Paimio Chair, as well as those of the armrests of Chair 45 have been put on display. They are still in use today to bend the pieces of massive birch lamella by using traditional methods. The exhibition continues in the store with a collection of bent Aalto furniture classics.

The exhibition design, a short film about the making the L-leg, and sales items made for the exhibition have been created by creative studio Musuta of artist couple Jopsu and Timo Ramu. They have been inspired by the Artek factory, crafting by hand, and the warmth of wood. The film abstractly describes the making of the L-leg with a high level of craftsmanship and a passion for the natural material of wood.

The sales exhibition presents a limited number of Aalto Stool 60s with a silk screen printed seat by designer Jopsu Ramu, together with art posters and a beautifully streamlined ceramic bird sculpture by Musuta.

This summer exhibition is open until 2 September 2017, Mondays to Fridays from 10 am to 7 pm and Saturdays from 10 am to 6 pm. Information materials are available in Finnish, Swedish and English. Guided tours open to the public will be arranged in the store during the summer.

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Musuta

Multidiscipline design studio Musuta was founded in 2007 by Jopsu and Timo Ramu, an internationally awarded film-maker and designer couple. Operations quickly grew from a basement in Punavuori, Helsinki, all the way to Tokyo while building a commercial and artistic career in advertising, animation, design and installations.

Musuta has been recognized with several international awards, including the golden lion of Cannes Lions, the pen at D&Ad Awards, and the European Design Award.

Their work has been presented in exhibitions, museums and at film festivals around the world. Their clients include Issey Miyake, Iittala, Muji, James Bond, Star Alliance, Shiseido, Finnair and many advertising agencies. They are inspired by both nature and the metropolises of the world. Jopsu and Timo Ramu live in Helsinki and Tokyo.

Artek – Art & Technology since 1935

Artek was founded in Helsinki in 1935 by four young idealists: Alvar and Aino Aalto, Maire Gullichsen, and Nils-Gustav Hahl. Their goal was “to sell furniture and to promote a modern culture of living by exhibitions and other educational means.”

In keeping with the radical spirit of its founders, Artek today remains an innovative player in the world of modern design, developing new products at the intersection of design, architecture, and art. The Artek collection consists of furniture, lighting, and accessories designed by Finnish masters and leading international designers. It stands for clarity, functionality, and poetic simplicity.

For more than 80 years, Artek’s products have enriched public spaces, museums, schools, restaurants, hotels, shops, as well as countless private homes all over the world. The company is headquartered in Helsinki, Finland, also home to the Flagship Store Artek Helsinki and the Artek 2nd Cycle Store.