

PRESS RELEASE

Artek presents new Aalto lights and Rivi fabric in new colours at Maison & Objet

For the September edition of Maison & Objet Paris 2018, Artek continues its exploration of compact space. Titled *How big is small?* the micro booth proves that spaces of limited proportions can be intelligently furnished to serve different needs without a decrease in quality.

Over only 8m², newly re-edited lights by Alvar Aalto are shown alongside Artek classics and contemporary designs.

Space in cities has become scarce and prices are on the rise. Scaling down is not only a necessity but also a lifestyle choice. A few well-chosen possessions are preferable to unnecessary clutter as part of a wider doctrine that embraces simplicity and clarity over excess and confusion. New housing typologies, such as tiny homes and compact apartments sized 30m² and smaller, require new design solutions that blend comfort with compact footprints.

At Maison & Objet, Artek presents classic and contemporary designs that combine living, working and dining harmoniously in a single space.

The new Wall Light A330S "Golden Bell" and Pendant Light A331 "Beehive" Black define living zones through the means of light. The Kaari Console by Ronan & Erwan Bouroullec provides a workspace in the most compact apartment. Stool 60 invites sitting, storage, display and stacking; the Kiki Armchair by Ilmari Tapiovaara offers comfortable seating with a compact footprint. The Kiila Coat Stand by Daniel Rybakken stores multiple coats and bags in the smallest corner. Complementing the environment, the 124° Mirrors by Rybakken, a series of wall-mounted or freestanding mirrors, work as space enhancers, and Aino Aalto's Riihitie Plant Pots bring nature indoors.

The booth is designed by Hamburg-based studio Besau Marguerre.

Product news at Maison & Objet Paris 2018

Pendant Light A331 "Beehive" Black Version **Design Alvar Aalto, 1953**

Sculptural in presence, Pendant Light A331 commands attention, even when unlit. "Beehive", as it was soon nicknamed, was originally designed for Finland's University of Jyväskylä in 1953, and is one of Alvar Aalto's most popular lighting designs.

"Beehive" now returns in the sought-after black version, featuring a handspun aluminium shade with an exterior black powder coating and a white interior. Steel rings, set between concentric curved tiers, are brass-plated and perforated to create a golden-toned illumination without glare. Light is directed in a masterly way: the opaque shade contains light, so that it emerges only towards the ceiling, downward and through the perforations. Much of the space where "Beehive" is placed remains in a pleasant twilight.

Suitable for homes and public spaces alike, "Beehive" may be employed singly or in series.

Wall Light A330S "Golden Bell" **Design Alvar Aalto, 1937**

Wall Light A330S "Golden Bell" is a complement to Alvar Aalto's popular sculptural pendant light. The original "Golden Bell" was created as a pendant light in 1937 for Restaurant Savoy, Helsinki, as part of the interior design by Aino and Alvar Aalto. The same year it went on to be shown in the Finnish Pavilion of the Paris World Expo. Still in situ at the Savoy over 80 years later, today "Golden Bell" is one of Artek's most beloved designs.

Affixed to a vertical surface via a slender arm, Wall Light "Golden Bell" can be rotated through 180 degrees allowing for varying intensities of illumination. Made from a single piece of brass or steel, "Golden Bell" is sculptural in quality, typifying Aalto's signature streamlined aesthetic. The perforated rim creates a memorable corona effect and prevents glare, providing a light that is both warm-toned and characteristically diffuse.

While the Aaltos produced a small number of wall lights based on the "Golden Bell" for selected projects, these lights were never widely distributed. Only now is Artek introducing this version of the Wall Light "Golden Bell", based on a historic original, in series.

Rivi New Colours **Design Ronan & Erwan Bouroullec, 2017**

The Rivi fabric designed by Ronan & Erwan Bouroullec is now available in two new colours: versions in green/white and black/white complement the range of white/blue, blue/white, mustard/white and light grey/white.

Rivi – meaning "line" in Finnish – is based on a handmade drawing of parallel lines that extend in both directions without end. The beauty of Rivi comes from the unique, natural quirks of the handmade illustration. In true Artek tradition, where the natural irregularities of wood are seen as a virtue rather than a flaw, the hand drawn Rivi pattern fits perfectly into the Artek collection.

Rivi is available in cotton, canvas cotton, and acrylic coated cotton, as running metre fabric and pre-cut 3x1.5m packages for DIY use, perfect for the customisation of curtains, tablecloths, napkins and other tableware, children's toys or even clothing. Additional products include textile accessories such as cushions, pouches and canvas bags, as well as silk screen printed trays.

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.

How big is small? at Maison & Objet Paris

7 – 11 September 2018

Paris Nord Villepinte

Hall 6, Stand K16 – L15

Opening hours:

Friday – Monday: 9.30am – 7pm

Tuesday: 9.30am – 6pm

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