

PRESS RELEASE

## Maison & Objet: Artek launches 124° mirrors, Aalto pendant light and Zebra textile accessories

At Maison & Objet Paris in September 2017 Artek introduces Daniel Rybakken's new 124° mirror series. A new version of Alvar Aalto's A330S Golden Bell pendant light is also launched, together with new textile accessories to complete the Zebra Collection.

### 124° Mirrors

The new 124° series by Norwegian Designer Daniel Rybakken consists of three different sizes of wall-mounted or freestanding mirrors, each with an unmistakable sculptural quality. Two faces are placed 124 degrees apart, creating an unexpected dual-aspect reflection of the surrounding space. The mirrors are functional objects designed for use, made from mirror polished stainless steel sheets, and are available in three different variations including one with an integrated wooden shelf. Their application possibilities are endless; they might be hung in a hallway, bedroom, bathroom or on any wall that might be enhanced by their form and qualities. They can also be used freestanding on a table, shelf or horizontal surface.

The 124° Mirrors are also an evolution of Rybakken's extensive work around the subjects of natural light and image. As such, they punctuate the wall with their strong form, curious reflected image and fragments of refracted light.

### Pendant Light A330S "Golden Bell Savoy"

Commissioned together with Aino Aalto to design the interior of Helsinki's Savoy Restaurant, in 1937 Alvar Aalto created Pendant Light A330S, soon nicknamed the "Golden Bell". The pendant light has since then embodied Aalto's signature streamlined aesthetic, casting golden reflections and a light that is both warm-toned and characteristically diffuse. 80 years on since the opening of the restaurant, and to celebrate one of the Aaltos' most beloved designs, Artek is introducing a new version of the Golden Bell.

As the standard Golden Bell, the Savoy version is made of one single piece of brass, but its exterior surface is uncoated. This means that natural oxidation starts right after production, beginning an aging process that will result in a beautiful patina. The interior surface is made of unpolished brass, producing light of a warmer temperature than its siblings. With an elegant ceiling cup made from a single sheet of brass, together with a black textile cord similar to the ones found in the Savoy Restaurant to this day, the Golden Bell Savoy closely resembles the very first pieces created by the Aaltos and will age gracefully over time.

### Zebra Collection

For Aino and Alvar Aalto, fabrics were an integral element of domestic life and played a crucial role in Artek's design philosophy from its earliest days to the present. Aino Aalto originally discovered the classic Zebra fabric during her European travels and incorporated it in Artek interiors as early as the 1930s.

Characterized by a soft, sensual feel and striking visual depth, the Zebra fabric brings a touch of the wild to any interior. Today the wool and cotton based Zebra fabric is manufactured in Germany, woven exclusively for Artek.

The Zebra product launch at Maison & Objet comprises a pouch in two sizes to store and carry personal items or iPads, a tote bag with an inner pocket and leather straps, as well as a seat cushion. Together with the Zebra cushion covers and the Zebra patterned Artek 75th anniversary poster, these new products complete the Zebra Collection.

## **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.

Artek at Maison & Objet Paris

8 – 12 September 2017

Paris Nord Villepinte

Opening hours:

Friday–Monday: 9:30am to 7:00pm

Tuesday: 9:30am to 6:00pm.

Hall 7, Stand B2 – C1

### **Further information:**

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