

PRESS RELEASE

How big is small? Compact Living with Artek

At Salone del Mobile 2018, Artek presents an installation of Compact Living that explores the challenge of an urban reality: scarcity of space.

In a display of less than 10 m² Artek showcases the transversal functionality and small footprint of both classic and contemporary products, demonstrating that even spaces of limited proportions can be beautifully and intelligently furnished to serve different needs.

The visitor can discover Artek products composed in arrangements that defy the laws of gravity, while inviting appreciation of their versatility and aesthetic appeal. A playful take on a serious subject, "How big is small?" is a thoughtful response to the scarcity of urban space and the rise of smaller living quarters. Whether a lifestyle choice or a necessity, compact living is a concern that was close to the hearts of Artek founders Aino and Alvar Aalto since the beginning.

Embracing this smallest of spaces, at Salone del Mobile 2018 Artek illustrates the clever space saving and enhancing qualities of its range. The Kaari Wall Shelf with Desk by Ronan and Erwan Bouroullec works both as a storage solution for a living space and as a desk; Konstantin Grcic's Rival Chair swivels between dining and working spaces. Stool 60 invites sitting, storage, display and stacking. Complementing the space, the 124° Mirrors by Daniel Rybakken, a series of wall-mounted or freestanding mirrors, work as space enhancers, while his new Kiila series functions as room organisers.

Classics with a contemporary footprint

"Beauty is the harmony of purpose and form" - Alvar Aalto, 1928

Designing intelligent and transversal solutions for better living has been at the core of Artek's philosophy since the beginning. Alvar and Aino Aalto explored the possibilities of combining maximum efficiency and minimum space during multiple projects, such as the "Minimum Apartment" at the Arts and Crafts exhibition in Helsinki in 1930, and the Baker House Senior Dormitory in 1948, a commission by the Massachusetts Institute of Technology (MIT) in Cambridge, USA. From the multipurpose Stool 60, to the stackable chair 68, to the combinable round and rectangular tables, the Aaltos designed many clever answers to problems posed by limited space, combining communal and private spaces, living and working environments.

Product news at Salone del Mobile 2018

Kiila collection: space organisers

Norwegian designer Daniel Rybakken's Kiila range has pursued a design tactic that is particularly relevant to Artek – the universal joint that forms the basis of his series of furniture is simple, effective, adaptable and visible. The result is an aesthetic that is visually intriguing and attractive, but not overbearing in its honesty. An exercise in rational design and engineered construction, the entire Kiila range is both multifunctional and compact – the Coat Rack and Coat Stand are cases in point, restrained in their use of space but providing sturdy storage for multiple levels of coats, clothes, scarves and hats. The pins that hold the wedge-shaped joints act as additional hanging pegs.

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 Salone del Mobile 2018

17– 22 April 2018

Milan Fairground, Rho

Hall 20, B07/C12

9.30 am – 6.30 pm

Further Information:

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