

## newsletter 2008

Welcome to our 2008 newsletter.

Here are the 2008 digest articles from Studio Suppanen.  
For further details, please contact [press@suppanen.com](mailto:press@suppanen.com).

Thank you for your continued interest,  
studio suppanen

[www.suppanen.com](http://www.suppanen.com)

## hardcore exhibition

Finnish designs took over Meatpacking District during New York Design Week 2008.

HARDCORE New Finnish Design showcased 25 individual design projects and concepts from Finland presented in collaboration with major Finnish design companies. The exhibition was the centerpiece of Meatpacking District Design Week May 17-19, 2008.

The HARDCORE exhibition combined a selection of innovative concepts and projects from Finnish designers and design companies and a HARDCORE lounge hosted by major Finnish design companies Iittala, Artek and Marimekko.

The HARDCORE exhibition defines the essence of Finnish design today. It gives a timely view of Finland's unique design scene through the eyes of the exhibition's curator, world renowned designer Ilkka Suppanen. The exhibition underlines the innovative and extreme nature of Finnish design. The works presented focus on the essence of specific design problems in their particular context. The designs in the exhibition covered a broad range of design fields from graphic design to fashion and product design. The exhibition also highlighted Helsinki as the design capital of Scandinavia. The projects included in the exhibition are by Noa Bembibre, Fokus Fabrik, Jaana and Päivi Haaksiluoto, Kokoro & Moi, koneHelsinki, Harri Koskinen (Genelec), Yrjö Kukkapuro and Henrik Enbom (Saas Instruments), Janne Kyttänen (Freedom of Creation), Hannu Kähkönen (Creadesign), Mikko Laakkonen (Selki-Asema, Covo), Kristiina Lassus (Alessi), Arihiro Miyake, Mikko Paakkanen (Saas Instruments), Pentagon Design (Tikkurila), Provoke Design, Anne Kyyrö Quinn, Anna Ruohonen, Stepan Sarpaneva, and Tonfisk Design.

The exhibition was very well received and by both public and design industry in the Design Week.

[www.hardcoredesign.net](http://www.hardcoredesign.net)



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"Hardcore is used to refer to an extreme dedication to a specific activity or to something more intense than the regular mainstream. It can also be understood as a definition of the most authentic part of something, the essential core of something. Finnish design is extreme in its own way. It focuses on the essence of the design problem at hand and the situation in question." Ilkka Suppanen

## perho

This easy chair, produced by the small but innovative Japanese company E&Y attempts to hover between very low conventional Japanese seating and the traditionally higher Western seating. The height of the seat therefore bridges a gap between these two traditions and has appeal in both markets. The lightweight structure means that a minimum amount of material is used to achieve maximum comfort: making Perho an ecologically conscious product.

### Materials:

Frame: powdered-coated steel

Seat: urethane foam - fabric or vinyl leather

[www.eandy.com/en/collection](http://www.eandy.com/en/collection)



**fireplace** Fireplace is completely a new type of product for Iittala. It combines fire-resistant glass and metal to create a modern take on an open fire. It creates an environment where people can gather to chat and enjoy an evening together or where somebody can relax alone and put the worries of the day behind them.

The design very much reflects our architectural leanings. "Today's televisions often play a similar role to that of the fires of the past, bringing people together to tell their stories and listen to those of others. I took this idea of the fire as an archetypical phenomenon as my starting-point – and ended up designing something with a very minimalist form of its own."

"The piece is very neutral until the flame is lit, only then does it come alive and take its place in a space and capture people's attention."

*Materials: fire-resistant glass and steel*  
*Combustible: denatured ethanol*

[www.iittala.com](http://www.iittala.com)



**sailing boat  
finngulf 43** This Performance Yacht is the first of Finngulf's new range. From the initial stages of the design there was a priority to minimize the weight of the boat: this has been achieved through careful consideration of materials without compromising on the interior aesthetics. Both the 'modern' and 'classic' versions, varying only in material choice, provide a spacious living area, master cabin with en suite and two further cabins with a shared bathroom. The FG43 creates a new genre; it is suitable for a leisurely cruise where comfort is a priority but it also embodies the technical excellence to function as a high performance racing boat: meaning it is attractive to a wide range of buyers.

[www.fg43.com](http://www.fg43.com)



**luovi #101** Smart gear for sailing enthusiasts made of durable, waterproof fabric and incorporating two side pockets with two-way zippers. A red tag indicates the left side and a green tag indicates the right side as per the rules of sailing. Under the front flap is a large compartment with a mesh cover, the contents of which can be accessed with just one hand, which is extremely practical in rough seas, or if your other hand is full.

The main compartment of the bag is large enough for items like rubber boots or sailing jackets, while the smaller side pockets are ideal for personal belongings, such as mobile phones or passports. The strap can be adjusted for use as a shoulder strap or to be carried by hand.

The designer was inspired for the idea of this bag when he was involved in the interior design of a sailing boat in the summer of 2008, and it is perfect for either outdoor or town use. "This bag won't save the Baltic sea but it is OK to explore it".

Both the designer and producer are sailing enthusiasts themselves.

[www.luovi.com](http://www.luovi.com)

