



BEACON

# WILD WEIRD WONDERFUL

A CONCEPT OF AUTHENTIC  
DESIGN, FOOD & COCKTAILS FROM FINLAND  
**MILAN DESIGN WEEK 2016**

M I K A I H A N U S

M A R I I S O P A H K A L A

M I K K O L A A K K O N E N

A N T T I K O T I L A I N E N

J E S S E P I E T I L Ä

S E B A S T I A N J A N S S O N

J O U N I L E I N O

M O T T O W A S A B I

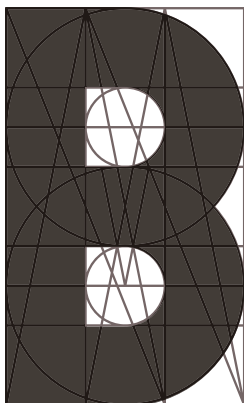
S A M U L I N A A M A N K A

SAMI  
TALL  
BERG

AWARDED WILD  
HERB CHEF AND  
FORAGER

KYRÖ  
DISTILLERY  
COMPANY

WORLDS BEST  
GIN&TONIC  
IWSC2015



## WILD, WEIRD, WONDERFUL FINNISH DESIGN IN MILAN

### Opening Cocktail

Monday 11th of April 5-10 PM – via Maroncelli 12

### Press reception

Wednesday 13th of April 10.30–11.30 AM – via Maroncelli 12

#### DESIGNERS EXHIBITED

Mika Ihanus  
Mari Isopahkala  
Sebastian Jansson  
Antti Kotilainen  
Mikko Laakkonen  
Jouni Leino  
Mottowasabi  
Jesse Pietilä  
Samuli Naamanka

#### Partnering companies

Graphic Concrete  
Innolux  
Lapponia Jewelry  
Nude glass

#### Exhibition architecture

Aalto+Aalto

#### Main Partner

## HABITARE



#### In collaboration with

PS • juni



AMBASCIATA DI FINLANDIA  
ROMA

**Wild, weird, wonderful** exhibition presents some of the most interesting contemporary designers from Finland. The exhibition consists of furniture, lighting objects, interior objects and jewellery - and ranging from one-off pieces to products developed for prominent brands, wrapped in an inspiring exhibition architecture created by design duo Aalto+Aalto.

"The exhibition theme "Wild, weird and wonderful" reflects the Finnish way of life and the close relationship with nature that is all around us and present even in the bigger cities. Finns are forest people and this reflects in our behaviour, how we live, what we eat and do. The exhibition design is inspired by the theme and it gives a backdrop of Finnish wilderness to the exhibited objects and ties them together in a natural way", say Elina and Klaus Aalto, forming the design duo Aalto+Aalto.

In Milan, Beacon presents the best of Finnish creativity with a conscious take on contemporary design. The works are represented by both individual designers as well as design studios.

#### About Beacon Helsinki

Beacon is an initiator and a network of designers from Helsinki. Beacon invites its members to work on collaborations, exhibitions and events, and to share their work processes through [beaconhelsinki.com](http://beaconhelsinki.com) website to give an insight and increase the awareness of their creative work.

#### PRESS INQUIRIES

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[miia@beaconhelsinki.com](mailto:miia@beaconhelsinki.com)  
[www.beaconhelsinki.com](http://www.beaconhelsinki.com)

#### BEACON HELSINKI EXHIBITION

via Maroncelli 12  
Brera/Garibaldi  
Open 12th–17th April  
10am – 8pm

#### OPENING COCKTAIL

Monday Apr 11th,  
5-10PM

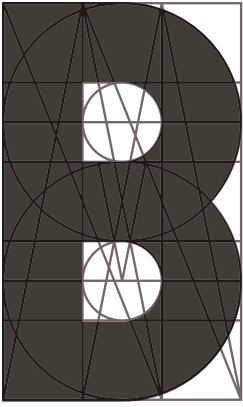
#### DRINKS BY

Kyrö Distillery Company

#### WILD FOOD BY

Sami Tallberg

More info about  
the participating  
designers and  
partners →



## MIKA IHANUS

Mika Ihanus is an industrial designer and founder of Studio Helsinki Ltd. He also teaches at the Aalto University and Metropolia University of Applied Sciences.

[www.studiohelsinki.fi](http://www.studiohelsinki.fi)



### Li'l Good Wolf – stool

Li'l Good Wolf – stool is mainly mentioned for children but also adults are free to use it, eg. a festival, camping and ordinary squatting at home. Stool legs are attached together and snapped into top part, there is no need of additional parts for fastening.

The stool is made in Finland from melamine birch plywood



### TWIST plate set

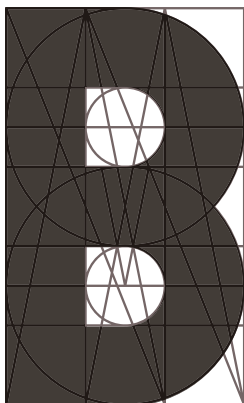
Twist Plates, Sushi Soy Sauce Wasabi Dipping Dish Plate and Drinking Cup. The Plate has fixed dipping plate which can be poured directly on the soy sauce, or set another Dipping Tray.

Material: Ceramics and UPM formi natural fiber composite, dishwasher safe.

### TWIST chopsticks

Twist chopsticks are a good Ice Breaker to table conversation. Sticks set new look on the table. The sticks work as ordinary chopsticks and they can be attached together so that they form fork-like cutlery. Material: UPM formi natural fiber composite, dishwasher durable





## **MARI ISOPAHKALA**

Mari Isopahkala is a Finnish, award-winning, product designer: Muoto Award 2011, Nova Nordic Designer 2012, Young Designer of the year Finland 2013. Recently, she has been working with lights and glass but her internationally best known works are the jewelry collections for Lapponia Jewelry as well as the cutlery series for Marimekko. Mari's works have been exhibited extensively in Europe, Asia and the United States. She lives and works in Helsinki.

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



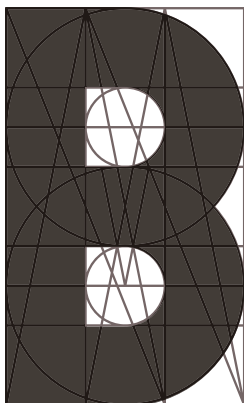
### **OJENTAA light, Unique pieces**

Nojaa belongs to the Sculptural Light series that is based on various visual constructions, entities and combinations of volumes, materials, colours and forms. The conceptual Sculptural Light series falls into the interstices of art and design. The Ojentaa light is above all a visual design, a piece of sculpture or a three-dimensional painting with light.



### **NOJAA light, Unique pieces**

Nojaa belongs to the Sculptural Light series that is based on various visual constructions, entities and combinations of volumes, materials, colours and forms. The conceptual Sculptural Light series falls into the interstices of art and design. The Nojaa light is above all a visual design, a piece of sculpture or a three-dimensional painting with light. It rests on the floor or a level surface, leaning back against the wall in a relaxed manner.



### **TUHTI mortars**

TUHTI family consists of variously shaped mortars, basing the design on "plump" models.

All mortars share the same volume and have pestles of one side, but differ in appearance.

The design utilizes the stripes of wood and unique character of fibers, achieving an interesting graphic end-result. The series consists of three different shapes.

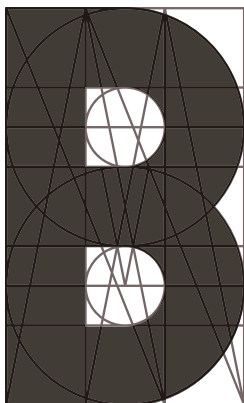
The mortars has been originally created for the exhibition We Love Wood's 2015.



### **SUMA jewelry, for Lapponia Jewelry**

The asymmetrical patterning of the silver elements in Suma collection evokes images of raft wood piled up at the brink of rapids – to which the Finnish word 'suma' also refers. The collection represents Mari's interpretation of traditional timber rafting seen through the lens of modern jewelry art.

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

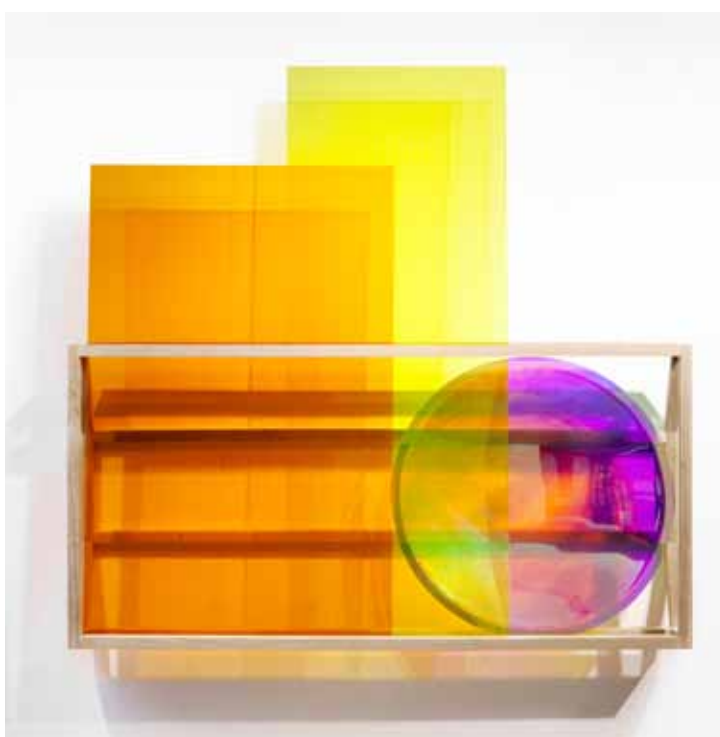


## SEBASTIAN JANSSON

Studio Sebastian Jansson collaborates with ambitious brands, cultivates substantial product design of everyday objects, and merges design processes with holistic brand building.

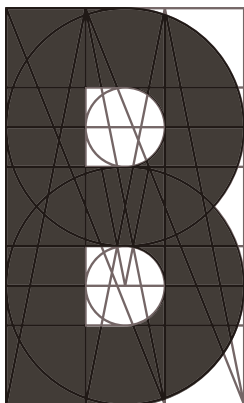
Finnish industrial designer Sebastian Jansson's nascent vision is both contemporary and international in its expression of form, material and presentation. Through his extensive conceptual cognizance Sebastian and his team has developed projects of considerable diversity - ranging from one-off gallery pieces to highly industrial products, with both successful growth-stage companies and industrially significant brands.

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



## SOLVEIG sculptural object, Edition

Sebastian Jansson's sculptural object consists of a frame in solid oak, coloured glass, iridescent acrylic and natural daylight. The piece, was originally created for a group exhibition at the Saariaho Järvenpää gallery in 2015. The exhibition entitled California interpreted and considered the early 70's Californian Light and Space -art movement.



## MIKKO LAAKKONEN

Studio Mikko Laakkonen, founded in 2004, offers product design services, with the main focus on everyday items. He has been awarded the number of international and national prizes, including: Chicago Athenaeum's Good Design Award (2015) Muuz International Awards 2014, Finnish Designer Awards '14: Furniture Designer Of The Year, Reddot: best of the best design award (2013) Reddot design award (2012), Chicago Athenaeum's Good Design Award (2010) and the Young Designer of the Year prize (2009).

Today, Mikko Laakkonen cooperates with various clients from Finland, Sweden, Turkey, China and Italy including Marimekko, Martela, Inno, Isku, Offecct, Pasabahce, Artemide, Casamania, Covo and L' Abbate.

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



## MAREEL light

Mareel is a collection of sculptural solid glass lamps. These limited edition glass pieces is the result of intensive collaboration with glassblower Janne Rahunen from Nuutajärvi, Finland and light specialist Saas Instruments. Word Mareel means condition on the ocean where water are filled with bioluminescent bacteria or dinoflagellates, causing the ocean to uniformly glow an eerie blue at night. The condition has been present in mariner's tales for centuries.

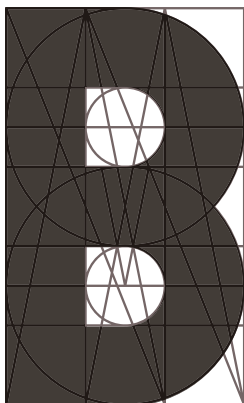


## MALT Glass series

Whisky glass and bottle for NUDE

BEACON





## ANTTI KOTILAINEN

Design Office Antti Kotilainen was founded 1997 in Helsinki. Specializing in furniture design his studio also provides product design as well as complete visual concepts ranging from graphic to spatial design.

In the best Scandinavian tradition Kotilainen has explored new ways to work with wood in numerous of his furniture designs. Since 1993 he has collaborated with several Scandinavian furniture manufacturers such as **Martela**, **Piironen** and also with **Knoll** from United States and **Arper** from Italy.

Kotilainen's furniture has been widely recognized and his work has been displayed in several Finnish and international expositions. His furniture has been utilized in furnishing public spaces in various companies, universities and cultural sites in numerous European countries, US, Australia and Japan.

[www.anttikotilainen.fi](http://www.anttikotilainen.fi)

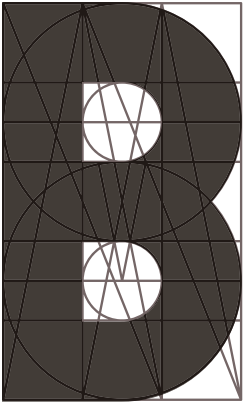


### Wooden chair

prototype by Punavuoren puuhevonen Oy

The Scandinavian design of the chair respects traditional craftsman skills. Minimum use of the wood requires an exceptional understanding of the material. The construction of the chair enables an exceptionally light and airy outcome, both visually and physically.





## JOUNI LEINO

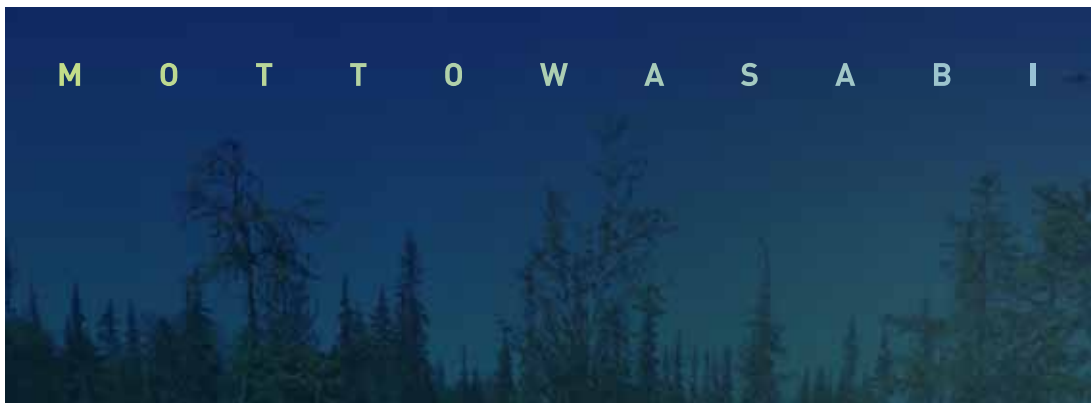
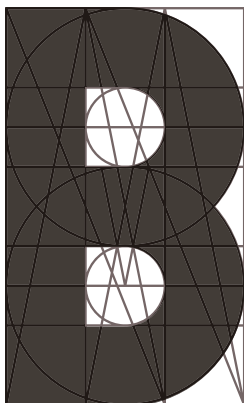
The interior architect SIO Jouni Leino founded his studio in 1992 and has since developed projects mostly for public spaces and offices. His vast interior and furniture design portfolio includes clients in both private and public sectors in Finland and internationally. Jouni has been working with Finnish furniture manufacturers Inno, Avarte and Vivero. He also worked as professor and lecturer for West-Finland Design Center MUOVA, Helsinki University of Art and Design and Dublin Institute of Technology.

[www.jounileino.fi](http://www.jounileino.fi)



## LA TABLE series for Vivero

La Table is a table is a stool is a bench is a chair is a desk is a bar stool. It's a witty take on the perennial need to set a table top at the most comfortable height. The legs are fastened to the corners of the top with screws and form a slightly adjustable structure that will remain firm and steady even on an uneven surface. La Table is a stackable, colourful range of furniture that can even be used outdoors. Powder coating comes as a standard finish. Table versions have a hole for cable pass-through or for a parasol. Designed by Jouni Leino with Teppo Vahteristo.



## MOTTOWASABI

Mottowasabi is a Helsinki-based creative office that design concepts, interiors, services, furniture & graphics.

Mottowasabi cooperates with several clients in Finland and abroad.

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

### MAJA sealing design by Mottowasabi

painted steel  
fabric

dimensions  
2250 x 990 x 400 mm



kvadrat  
textile  
223

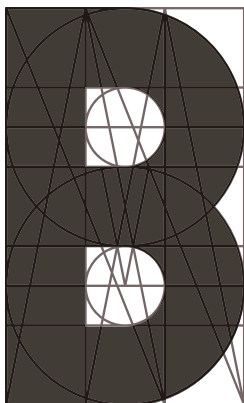


kvadrat  
textile  
612



### MAJA lighting, for Barrisol

Maja lighting combines joyful, straightforward and uncomplicated aesthetics with new ways of living with furniture. Its innovative design combines quality materials with technology and ecology by its air cleaning system, pleasant light and acoustics system. Maja lighting transforms spaces by creating safe, comfortable yet playful surroundings. Maja lighting are available in two subtle and stylish colours.



## **SAMULI NAAMANKA**

Interior architect Samuli Naamanka is known as a versatile designer whose work combines carefully considered vocabulary of form with creative technical innovation. As well as product design and interior design, Naamanka specialises in environmental design. Amongst other things, he has carried out groundbreaking work in the development of concrete products.

The results of this have given rise, for example, to patent inventions for a graphic concrete patterning technology and for colouring concrete in several different colours.

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



## **GRAPHIC CONCRETE, patented innovation**

Graphic Concrete enables industrially produced inspirational environments. The end product is a membrane used in the prefabrication process of concrete.

Reference case: Surface Design Awards 2015 winner, The Ospedale Giovanni XXIII Chapel, Bergamo, Italy designed by Traversi + Traversi Architetti and Aymeric Zublena.

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



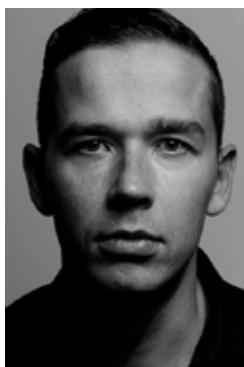
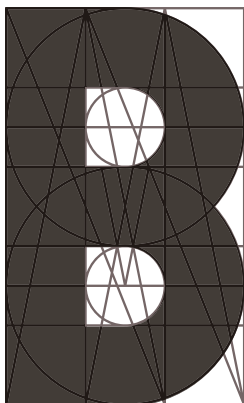
## **CONCRETE table lamp, for Innolux**

Samuli Naamanka is interested in developing and using new materials in his own work.

His invention of graphic concrete, which has brought him international fame, is a patented process that allows images to be etched on prefabricated concrete elements. The base of the Concrete lamp is also concrete, which is a familiar material for Naamanka.

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





## JESSE PIETILÄ

Jesse Pietilä is a Helsinki based interior architect working on spatial and furniture design.

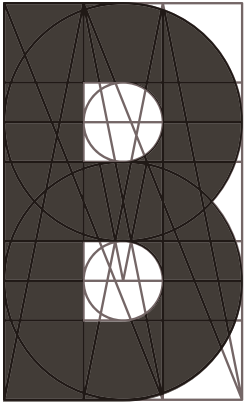
Among wide range of clients he is been working with multiple grants to develop his own design approach. Currently he is working with his self-initiated collection of furniture.

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



### TAITU chair, prototype

Taitu is a stacking chair manufactured entirely from plywood. The chair continues puristic design tradition with iconic characteristics and lightweight structure to glorify the skillful use of plywood in furniture industry.



**SAMI  
TALL  
BERG**

AWARDED WILD  
HERB CHEF AND  
FORAGER



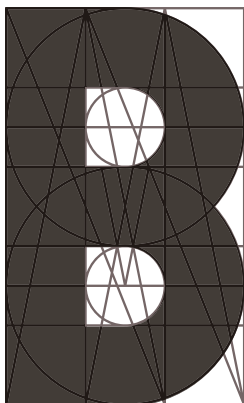
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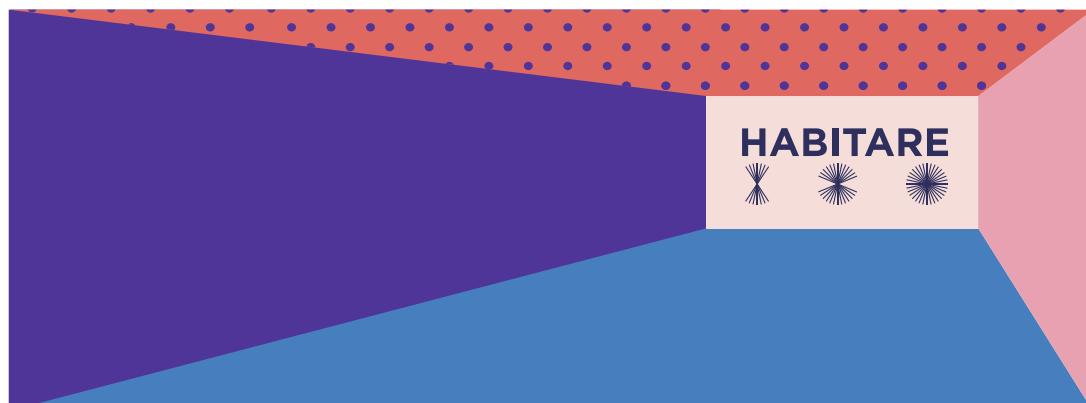
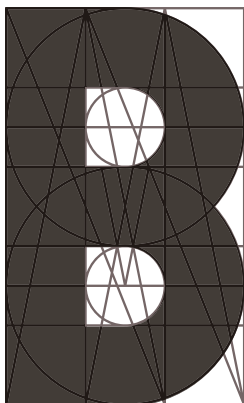




Aalto+Aalto is a Helsinki-based design office working with products, spaces and exhibitions. Their aim is to create special everyday objects with a strong identity and story. They are inspired by time-tested old techniques, all kinds of factories and flea markets. Their special skill is managing to make things which are imaginative and different but still simple and timeless. Their work has been widely exhibited, is included in the collections of the Design museum in Helsinki and in Quebec and has been awarded the iF golden product design award. Aalto+Aalto are Elina Aalto and Klaus Aalto.

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





**HABITARE 7-11 SEPTEMBER 2016**  
**MESSUKESKUS HELSINKI EXPO AND CONVENTION CENTRE**

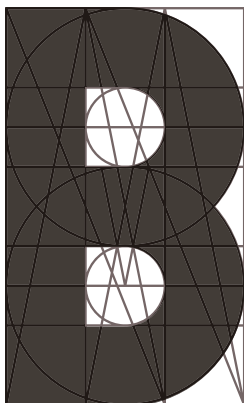
The furniture, interior decoration and design event Habitare is the largest single event during Helsinki Design Week and the biggest furniture and design fair in Finland. It has been organised since 1970.

Habitare offers experiences, ideas, and information about Finnish design, interior decoration, and about the functioning and look of homes and other spaces.

The theme of the 2016 fair will be Open the Doors! and community spirit, sharing and sociality are the cornerstones of next year's Habitare. The exhibition design for Habitare's ahead! design area in 2016 will be created by Jopsu and Timo Ramu from the design studio Musuta.

To be held concurrently with Habitare are the professional event Showroom by Helsinki Design Week, and the public events ArtHelsinki, Antiikki, HifiExpo, and ValoLight. In 2015, the fair attracted 45,000 visitors.

[www.habitare.fi](http://www.habitare.fi)  
@HabitareFair  
[www.facebook.com/habitare](https://www.facebook.com/habitare)  
#habitare2016



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PARTNER



## GRAPHIC CONCRETE

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

Graphic Concrete Ltd manufactures and sells an innovative product known as graphic concrete. It enables durable patterns and images to be produced on prefabricated concrete surfaces such as facades, walls and pavement slabs. Graphic concrete is a patented technology invented by interior architect Samuli Naamanka. The inspiration was to create a real industrial product for large-scale surfaces, a tool with which architects could be more visually creative.

## INNOLUX

[www.innolux.fi](http://www.innolux.fi)

INNOLUX

PARTNER

Innolux is a Finnish lighting company founded in 1993 by Jukka Jokiniemi. Innolux high-quality lamps are manufactured in Finland, and many of the products are treasured design classics.

Innolux is Finland's leading bright light device and design lamp manufacturer. The innovative and timeless lamps expertly selected for production represent the best in Scandinavian style, quality, and functionality.

## LAPPONIA JEWELRY

[www.lapponia.fi](http://www.lapponia.fi)



PARTNER

Inspired by the northern nature, the revolutionary Lapponia Jewelry products have brought joy to the world already for over 50 years. Based on distinctive form language, the best materials, careful handcraft and limited series - each Lapponia product is an entity of its own, Scandinavian design finalized to perfection. Lapponia Jewelry is part of Kalevala Jewelry, one of the largest jewelry manufacturers in northern Europe.

## NUDE GLASS

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



PARTNER

Nude is glassware under the architectural lens.

Nude is the one and only contemporary, realistic and fresh glass manufacturer born these days. Nude aims at improving our living spaces by experimenting in all senses through form, through function, through material. Nude aims at outstanding solutions for people who want a life less ordinary, more sensuous and pleasurable in every habitable space.

BEACON