

January 2012

AVARTE TO LAUNCH NEW PIECES AT THE STOCKHOLM FURNITURE FAIR, 7.-11. FEB. 2012



### Kimono (Design Naoto Niidome)

How does a fashion designer think a chair; how can a chair be dressed? Question like these interested Avarte as the collaboration with the fashion designer Naoto Niidome started in 2010. In Stockholm, Avarte now is presenting the first result of this cooperation, the chair „Kimono“ for dining and meeting areas.

Naoto Niidome, Finnish with Japanese roots dresses the steeltube body with folded fabric, whereby the draping reminds of a Kimono: Soft flowing textiles alternate with firmly upholstered areas of the seat and the backrest. The details at the armrest pick up visual details of the traditional Japanese piece of clothing.

Besides Kimono Avarte presents two more news:

### Paperi (Design Jehs+Laub)

Is a swiveling lounge chair for the home or waiting and reception areas. Paperi, Finnish for Paper, owes its stability and shape to a simple trick. By folding the edges inward the thin paper-like structure pops into a stable 3-dimensional shape giving it automatically its distinctive visual character. Try it yourself with a piece of paper!

### Shanghai table (Design Ilkka Suppanen)

Whether Mies van der Rohe's Barcelona Chair, Thonet's chair No. 14 or Rietveld's Mondial chair - all of these furniture pieces have been designed especially for Pavilions of Expo World Expositions. Following this tradition Ilkka Suppanen has developed with Avarte a high and side table table for the meeting and exhibition areas of the Finnish Pavilion Kirnu at the World Expo 2010 in Shanghai. Avarte had been core supplier of the Pavilion.

**Designers:**

Markus Jehs (\*1965) and Jürgen Laub (\*1964), both industrial designers, established the studio Jehs+Laub in 1994 in Stuttgart and have designed furniture for e.g. Cassina, Cor, Fritz Hansen, Thonet. Further lamps for Nemo and Belux and designed the new showroom concept for Mercedes Benz, which is currently being implemented globally.

Naoto Niidome (\*1974) has studied fashion, spatial and furniture design. He is Finnish with Japanese roots, has been awarded the Helsinki Fashion Fair young designer of the year prize in 2002 and Design Forum Finland's Young Designer of the Year prize in 2008. He has worked for Magaru, Iittala, Marimekko and other renowned brands.

Ilkka Suppanen (\*1968) has studied Architecture, Interior and Furniture Design and founded in 1995 Studio Suppanen in Helsinki. He has been a co-founder of the Snowcrash design cooperative, has received the Swedish Bruno Mathsson Prize 2006 and has designed for e.g. Cassina and Iittala. 1995. His design works are featured in museums like the Stedelijk Museum in Amsterdam or the Museum of Applied Art in Cologne.

**Where:**

1. Avarte on the fair: Hall A, Stand 35:29
2. Design District Stockholm: Showroom Avarte Sweden, Rosenlundsgatan 40, 11853 Stockholm

**About Avarte:**

AVARTE is one of Finland's leading manufacturers of design-oriented furniture. Founded 1980 in collaboration with Architect and Designer Yrjö Kukkapuro it bases its product range on his then already existing successful collection dating back into the 50s. Besides being used in residential surroundings, Avarte has successfully furnished locations such as auditoriums, concert halls, large office buildings and universities - both in Finland and abroad. Numerous products of Avarte are featured by Designmuseums and collections: Museum of Modern Art, New York, Victoria and Albert Museum, London, Vitra Design Museum, Weil am Rhein, The National Museum, Stockholm and Die Neue Sammlung, Munich, etc.

For further information or photos please contact:

Norbert Ruf  
Tel.: +49 160 9479 8922  
norbert.ruf@avarte.fi

Avarte Oy  
Annankatu 25, 3. krs  
00100 Helsinki, Finland  
Tel.: +358 207 120 700  
Fax: +358 207 120 710  
avarte@avarte.fi  
www.avarte.fi