

HIRAMEKI Design x Finland, Living Design Center Ozone, Tokyo, 29 October – 7 November.

Tapio Anttila at the Tokyo Designers Week

The interior designer **Tapio Anttila** will be presenting an exciting sample of his work, both traditional and contemporary, at the Tokyo Designers Week. Anttila will participate in the HIRAMEKI Design x Finland event with his own stand, presenting a series of modern birch bark products. The stand of the Woodism group will present the *Kukkuu* cuckoo clock designed by Anttila. HIRAMEKI Design x Finland also includes the Fennia Prize exhibition that features the *On* sofa bed that Anttila designed for the furniture manufacturer Pedro's collections.

Tuohi products – expressive and ecological

The products in Tapio Anttila's *Tuohi* (the Finnish for birch bark) series will introduce this ancient Finnish natural material to the Japanese public. When designing the product family, Anttila was inspired by the long Finnish tradition of making everyday items from birch bark. By using contemporary technology, Anttila has subtly brought this tradition up-to-date. The beautifully worked items each have a unique appearance, thanks to variations in bark colours and patterns. They are environmentally friendly, too: the waste bark produced by the wood industry usually ends up as woodchips, but it can also be used in the creation of new products. Birch bark is fully recyclable. Designed by Tapio Anttila, the *Tuohi* series is manufactured by Showroom Finland.



Tuohi wall element / Tuohi tray / Tuohi light fitting

At the HIRAMEKI Design x Finland exhibition, Anttila has chosen to feature at his stand a wall element, trays and a light fitting from the *Tuohi* series. The *Tuohi* wall elements form picturesque, vivid surfaces and can be used either as small accents or as larger wall surfaces. The elements have a 12-mm-thick MDF board structure and a surface of carefully selected white birch bark. They can be linked with a tongue-and-groove mechanism and installed on the wall with nails or glue. *Tuohi* wall elements are suited to both private and public spaces.

The versatile *Tuohi* trays add an original touch to interior designs. The body of each tray is preformed plywood and the surface is selected birch bark, with the white side visible. *Tuohi* trays come in various sizes and shapes.

The *Tuohi* light fitting brings beautiful, soft light to homes but it also works as a mood light in cafes or hotel lobbies. The shade frame is made of thin, 0.6-mm flexible plywood with a piece of birch bark wrapped around it in a cone shape. The piece has a diameter of 22 cm and a height of 30 cm. The *Tuohi* light fitting will soon be made available to Japanese consumers, as Axel Japan Inc. has included the product in its collections.

www.showroomfinland.fi

The modern *Kukkuu* cuckoo clock

At their stand, the Woodism group will present a collection of interior decoration and utility articles in which genuine timber and straightforward crafting give each article a personal look. The Tapio Anttila-designed *Kukkuu* clock preserves the coarse bark of a tree.

In the round opening in the bottom part of the clock, the hands show the time, and the chirpy cuckoo further up cuckoos on the hour. Digital technology guarantees a true-to-life cuckoo sound, with a reverb effect thrown in. The wall clock is made of wood, with species varying according to availability. The *Kukkuu* clock is manufactured by cabinet-maker **Päivi Salenius**.



The *Woodism* collection springs from the idea of making furniture and utility articles from trees felled in gardens or parks. The versatile and innovative use of wood, the haptic and experiential side of objects, and ecological production form the starting point for the group's designs. The Woodism group includes Finnish designers, interior designers and cabinet-makers.

www.woodism.fi

The versatile *On* sofa bed

The Fennia Prize exhibition concurrent with the HIRAMEKI Design x Finland event presents some of the winning designs in the 2009 competition. Pedro received the Fennia Prize honourable mention for Tapio Anttila's high-quality and versatile *On* sofa bed, and in the exhibition, the product will be presented through images and information graphics.



The Fennia Prize - Good Design Grows Global competition is organised by Design Forum Finland and the Finnish insurance company Fennia. The prize is awarded every second year to an enterprise. The aim of the competition is to support Finnish entrepreneurs and boost their international competitiveness.

www.designforum.fi/fenniaprize
www.pedro.fi

HIRAMEKI Design x Finland is an export initiative for the Finnish design industry. During the Tokyo Designers Week, an exhibition will present current Finnish design and design classics to Japanese companies, consumers, audiences and media. The curators of the exhibition will be the designers **Harri Koskinen** and **Ilkka Suppanen**. More than 60 design companies, designers, studios and collectives will take part in the event. The initiative is being produced by Design Forum Finland in collaboration with Living Design Center Ozone and the Finnish Institute in Japan.

HIRAMEKI Design x Finland, Living Design Center Ozone, Tokyo, 29 October – 7 November.
www.hiramekidesign.com

Tapio Anttila

A freelance designer based in Lahti, Tapio Anttila (b. 1962) runs his own business, Tapio Anttila Design. Anttila's scope as a designer is wide, ranging from accessories such as trays to full-blown furniture collections, wall panel systems and interior concepts.

He is particularly interested in Finnish wood and working it in a modern way, while still honouring traditions. Prime examples of this are the *Kuvio* and *Tuohi* collections designed for Showroom Finland, in which novel design has been created by means of technical innovations.

Tapio Anttila has worked with companies such as Adi, Ann Idstein, Interface, Isku, Keraplast, Koskisen, Herrala-Talot, Lundia, Laattapiste, Selka-line, Showroom Finland, Vepsäläinen and Woodnotes. Anttila has received the Design Plus, Good Design, Fennia Prize and Adex Award design prizes.

www.tapioanttila.com

More information and images:

.....

[^ / Huippu / Design / Management](#)

Address..... Laivurinkatu 37, 00150 Helsinki, Finland

Tel..... +358 9 679 043

Fax..... +358 9 679 039

Email..... communications@huippu.fi

www.huippu.fi

.....