

# Experience Nordic design and lifestyle: New iittala Omotesando store & café opens on February 19th

As a pioneer of Nordic design, iittala embraces the essence of Nordic living. On February 19th, iittala will open its new iittala Omotesando store & café in Tokyo. The new store, designed by renowned architect Kengo Kuma, is iittala's first experience store. The store aims to offer visitors experiences of Nordic culture and lifestyle, which iittala represents. The store also includes the world's first iittala café, that offers Nordic taste experiences in both traditional and modern style.



On February 19<sup>th</sup>, 2021 the Finnish design and lifestyle brand iittala will open a new store and café in Omotesando, Tokyo: a destination for everyone interested in Nordic design. The store is located in Omotesando, in the popular Aoyama area, which is known for its fashion and design boutiques, art galleries, and restaurants. Aoyama, famous amongst design-oriented tourists and locals, is home to many distinct buildings designed by world acclaimed

architects. Designed by renowned architect **Kengo Kuma**, the space honours iittala's unique expertise in progressive Nordic design and the brand's heritage, dating back to 1881.

## **Thoughtful design that is made to last**

In 1881, in a newly established glass factory located in a village called iittala in southern Finland, the first glass items took shape. In the early years iittala

produced glassware by blowing and pressing, according to continental European models. The breakthrough for iittala came in the early years of modernism and functionalism during the 1930s and 1940s. During this time, design pioneers like **Alvar** and **Aino Aalto** and **Kaj Franck** set the foundation to iittala's design philosophy: to push boundaries and give people beauty and function. This thinking is at the base of what keeps iittala forever relevant. iittala doesn't just

create beautiful objects, it believes in timeless design that will never be thrown away.

Today, Iittala has an established place in the landscape of internationally distinguished design, and it represents the essence of Finnish design. While glass as a material will always remain at Iittala's core, the brand's collection extends from dining to interior objects and art, materials ranging from glass to ceramics, steel, wood and textile.

### A selection of classics, novelties and specialties

The assortment of the new Iittala Omotesando store & café will include Iittala's iconic designs, novelties and specialties only available in this location. The assortment is seasonally refreshed and seasoned with a changing selection of other high-quality Finnish design brands, curated by Iittala. The visitor will also find the Finnish *Arabia* tableware and *Moomin by Arabia* products in the store, as well as *Fiskars'* world-famous scissors.

During the opening, the selection includes, for example, the *Flycatcher* glass bird, available exclusively from this store. The *Flycatcher* belongs to Iittala's beloved *Birds by Toikka* collection, designed by the legendary Finnish artist and designer **Oiva Toikka**. Iittala will also launch a new colour, linen, to the famous *Teema* tableware collection this year exclusively in Japan, and it will first be available from the new store.

The assortment will also include all Iittala's novelties for this year: for example, the *Essence* serving collection designed by **Alfredo Häberli**, a new art glass sculpture series *Kartta* by Finnish artist **Santtu Mustonen** and a limited, numbered edition of a rare archive shape of the icon of Finnish design, the *Aalto* vase by **Alvar Aalto**. Also, Iittala's innovative collection of *100 % recycled glass* items will be available in the new store.

### Nordic experiences and aesthetics

There will be a café in the store, where the visitor can take a moment to enjoy authentic Nordic taste and lifestyle experiences. The café menu is built on flavours and dishes inspired by Nordic food culture that's characterized by simplicity and a respect for ingredients. In

Iittala café modernity meets traditional and Nordic culture is in harmony with local influences. For example, traditional Nordic delicacies such as fresh cinnamon buns can be enjoyed with a cup of coffee and traditional Finnish pastry Karelian pie is served with egg butter.

The store will also host in the future a variety of inspirational events in Nordic lifestyle, such as talks, workshops and exhibitions, where one can deep dive into the Nordic culture.

The store inspires the guests to enjoy the calmness of Nordic nature with its interior elements that infuse tradition with innovativeness and Nordic aesthetics, combining wood with new, innovative and sustainable materials.

When entering, Nordic ambience surrounds the visitor with seasonal video from Finnish nature and other considered details, such as a unique lighting structure, the glass parts of which are mouth-blown using wooden moulds at the Iittala Glass Factory in Finland.

Store side includes Finnish forest inspired wall structure and counter units made of new innovative material: SOLIDO typeE, which is a sustainable recycled material made partly of coffee beans.

The Japanese Chidori, used inside the café, expresses respect for local traditional crafts and nature. On product displays Iittala collaborated with students of the Finnish Aalto University to create eye-catching and sustainable platforms using innovative materials such as waste glass from Iittala factory, pulp, pigments, gypsum and cellulose (MCC) called AaltoCell.

Iittala's design has been sold in Japan since the 1950's. Today in Japan, Iittala's designs are sold in 170 locations and through Iittala's own web store. Iittala has also collaborated with famous Japanese brands and designers such as Issey Miyake since 2016 and Minä Perhonen since 2020.

Iittala is dedicated to the pursuit of better living. By choosing Iittala, you choose thoughtful design that is made to be loved and used, day in and day out, for decades and generations to come.

### Further Information:

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### Store address:

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Opening times: 11 : 00 – 20 : 00

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