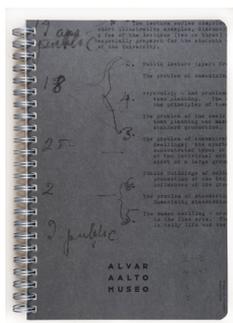


Alvar Aalto -museo
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Alvar Aalto Museum,
notepads
Photo: Maija Holma



Alvar Aalto Museum,
the knΩtforall© system,
a detail of the S design
Photo: ©Christophe Burger



Oz Jewel, Tiina Arkko
Jäkälänkukka
(‘Lichen Flower’) pendants
Photo: Maija Holma

PRESS RELEASE, 22 MAY 2012

Alvar Aalto Museum shops launch new product family and designer portfolio

The Alvar Aalto Museum has introduced a new product family and designer portfolio for its shops. Two top Finnish designers have been chosen for inclusion in the portfolio of the Alvar Aalto Museum shops: **Hanna Sarén**, one of the leading names in Finnish fashion design, and **Tiina Arkko** (OZ Jewel), who was recognised as the Goldsmith of the Year in 2007. With the launch, the museum shop range is also being updated with **knΩtforall©**, a new jewellery concept from the French jewellery designer **Christophe Burger**.

The launch of the new designer portfolio is intended to help the Alvar Aalto Museum speak up for and make a stand for good design through its shops.

“The museum shop is a significant forum for Finnish and international contemporary design, as well as a powerful medium that can influence our view of good design,” says Susanna Pettersson, the director of the Alvar Aalto Museum.

The museum shop phenomenon has a long tradition around the world: the first shop to make a stand for good design was envisaged for the South Kensington Museum (currently the Victoria & Albert Museum), which was established after the world’s fair in London in 1851.

In addition to the launch of the designer portfolio, the Alvar Aalto Museum has introduced a new product family that draws on the world’s most extensive Alvar Aalto collection. The design of the product family is by the graphic designer Timo Jaakola and the product coordinator Nora Langinvainio-Ikola.

Items in the designer portfolio and the Alvar Aalto Museum’s product family are available for purchase at the Alvar Aalto Museum shops. The museum shops are located in Helsinki and Jyväskylä.

More information

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‘Vielä nimetön’
(‘As Yet Unnamed’)
dog necklace, Hanna Sarén
Photo: Pasi Hytti