

DESIGN MUSEUM
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The Eero Aarnio Exhibition at Design Museum

Design Museum's main exhibition of 2016 and its accompanying book present the work and design thinking of professor and interior architect Eero Aarnio.

The exhibition is a compilation of Aarnio's work in design from over several decades and presents the manufacturing processes of objects and the life of the designer.

Published jointly by WSOY and Design Museum and edited by Aila Svenskberg, *Eero Aarnio – Designer of Colour and Joy* (Finnish version *Eero Aarnio – Värin ja ilon muotoilija*) is an extensive work presenting the career and life of Eero Aarnio in their various aspects.

“And then I got this completely crazy idea!” Eero Aarnio

Eero Aarnio (born 1932) graduated in 1957 from the Institute of Industrial Arts in Helsinki. He gained worldwide renown with the Ball chair, which was first introduced in 1966. The spirit of optimism of the period and new industrial raw materials made it possible to expand the whole concept of furniture. Aarnio's significance as a designer is crystallized in the liberation of form. His experimental approach to design ingeniously applies the properties of materials and the designer's own boundless imagination.

The exhibition at Design Museum presents in broad perspective Aarnio's work in the design of furniture, lamps, small objects and unique, one-off pieces from the 1950s to the present day. It is divided into five themes: Artefacts, Mind, Time, Process and Manufacturing. The themes address the main works of Aarnio's oeuvre and take a look at their underlying processes of design. The material has been collected from Aarnio's studio and the production lines of factories.

– *We wanted to show a modern image of Eero Aarnio, placing him within the present-day discourse on design and its practices of representation. Aarnio is a living and active designer*, notes Chief Curator Suvi Saloniemi of Design Museum.

Exhibits moved by robots

– *The exhibition will also mark the launch of a new type of mobile architecture, playful and experimental in the spirit of Eero Aarnio*, says Suvi Saloniemi. The exhibition architecture is by the designer couple Ville Kokkonen and Florencia Colombo, who have studied how to create a new kind of dialogue between viewers and exhibition content. GIM Ltd of Finland constructed robot stands for the exhibits, which move along continuously changing routes in the exhibition space while reacting to the movements of visitors.

A book on the designer of joy and colour

Edited by **Aila Svensberg**, and issued jointly by WSOY publishers and Design Museum, *Eero Aarnio – Designer of Colour and Joy* (Finnish version *Eero Aarnio – Värin ja ilon muotoilija*) offers new perspectives on Eero Aarnio and his work in design along with contemporary phenomena and developments from the 1960s to the present day. The book contains previously unpublished visual material and drawings from Aarnio's archives and photo albums. The articles are by **Silvana Annicchiarico** (director of the Triennale Design Museum of Milan), **Sanna Simola** (industrial designer) and design writers **Laura Houseley** (UK), **Anna-Kaisa Huusko**, **Hannu Pöppönen**, **Aila Svensberg** and **Sami Sykkö**. The CEOs of the Italian Alessi and Magis design corporations also tell about their collaboration with Eero Aarnio. The graphic design of the book is by the Bond agency. The book is published in Finnish and English versions.

The Eero Aarnio exhibition at Design Museum 8 April–25 September 2016

For more information on the exhibition, please contact Päivi Balomenos, PR & Communications, Design Museum, paivi.balomenos@designmuseum.fi, tel. 040 753 67 25.

*For further information on the book, please contact Producer Mari Nieminen, WSOY:
mari.nieminen@bonnierbooks.fi, tel. 050 548 07 09, copies for review: tiedotus@wsoy.fi*

Design Museum, street address Korkeavuorenkatu 23, 00130 Helsinki, summer opening hours: 11 a.m. – 6 p.m. Mon. – Sun. Tickets: adults €10, pensioners €8, students €5, visitors under 16 free of charge. Design Museum is included in the Museum Card of the Finnish Museums Association.

www.designmuseum.fi